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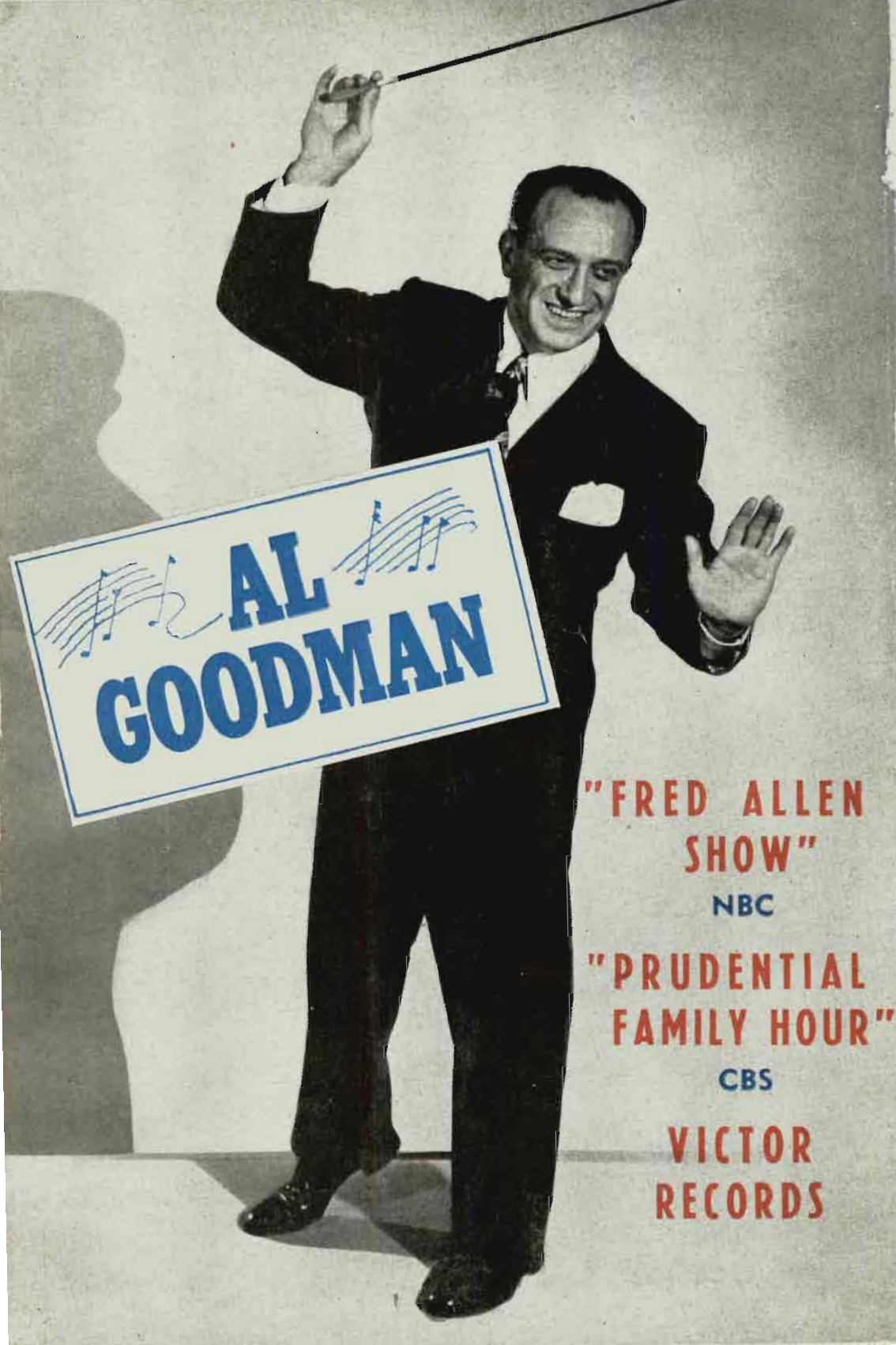
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GOODMAN

**"FRED ALLEN
SHOW"**

NBC

**"PRUDENTIAL
FAMILY HOUR"**

CBS

**VICTOR
RECORDS**



PRESENTS

THE 1948 RADIO ANNUAL

Edited by
JACK ALICOATE

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... **MARKET LIST**

TIME BUYERS IN THE "KNOW". . . buyers of precious minutes for the nation's most successful advertisers . . . have long recognized the NBC Spot list as *basic* for any major market campaign.

Eleven of America's great AM stations in eleven of the nation's great markets . . . markets containing 52.5% of the country's total radio audience . . . markets where 55% of the total national retail, food and drug sales are made. That's the NBC Spot story in a nutshell.

National Spot radio pays off. Wisely bought, it's advertising at a high level of economy and effectiveness. Individually or in any combination, NBC Spot stations are indisputably the No. 1 choice for 1948.

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NEW YORK, NEW YORK
 - WMAQ**
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 - WRC**
WASHINGTON, D. C.
 - WTAM**
CLEVELAND, OHIO
 - KOA**
DENVER, COLORADO
 - KNBC**
SAN FRANCISCO, CALIF.
 - WGY**
SCHENECTADY, NEW YORK
 - WBZ**
BOSTON, MASSACHUSETTS
 - KYW**
PHILADELPHIA, PENNA.
 - KDKA**
PITTSBURGH, PENNA.
 - WOWO**
FORT WAYNE, INDIANA
- Also representing KZRH,
KZMB, Manila and KZRC,
Cebu, P. I.

088

N B C  **S P O T S A L E S**

30 Rockefeller Plaza, New York, N. Y. • Chicago • Cleveland
Boston • Hollywood • San Francisco • Denver

PREVIEW OF 1948

RADIO is again on the march. No force in the world can match its dramatic progress during the past twelve months. January 1st saw the authorization of some two thousand AM stations. Half that many authorized FM outlets. This may be overdoing it. Time will tell. Television has moved into the picture and is destined to change the entertainment complexion of the face of the Universe. A mighty revolution is in progress over the air waves. From this the great listening audience is bound to profit. What about the Broadcaster? The strong, the progressive, the alert, will survive. The timid, the reactionary, as usual, will probably find rough going.

* * *

CONSTRUCTIVE highlights of the past year include a larger and more powerful National Association of Broadcasters under the dynamic leadership of Judge Justin Miller, a reasoning and more cooperative spirit between labor and management, a satisfactory volume of sponsor revenue and a steady climb in the number of sets in use. It is not unlikely that seventy million radio sets blanket the Nation as this is being written. With the addition of hundreds of new independent stations the Transcription industry has definitely come into its own. It is now an important team in the Radio Major League.

* * *

THE twelve hundred pages that follow represent not only the year round effort of a staff of Radio Annual editors but the intimate and enthusiastic cooperation of key men and executives from every facet of Radio and Television. Radio Annual is constantly in preparation. As the ink dries on this volume the 1949 edition will be in work. If, during the year new data, statistics or information becomes available it is yours by calling Information Department of Radio Daily. We are as close as your telephone. And now, with enthusiastic appreciation the editor respectfully dedicates this Volume to **all**, from far and wide, who have helped **JACK ALICOATE** in its preparation. **Editor.**

FOR THE BEST IN NEWS . . .

FOR THE GREATEST IN PRESTIGE . . .

A P

FOR:

AM-FM-TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

EDITORIAL INDEX

1948

1948

A

Actors Equity Association.....	994	American Communications Assn.	995
Adams, Val, Articles by.....	123, 1112	American Council on Education.....	995
Advertisers' Index	27	American Federation of Musicians.....	995
ADVERTISING:		American Federation of Radio Artists....	995
Advertising Agencies	159	American Guild of Musical Artists, Inc..	995
Advertising Assn. of the West.....	994	American Marketing Assn.	996
Advertising Council, Inc., The.....	994	American Newspaper Publishers Assn....	996
Advertising Federation of America....	994	American Radio Relay League, Inc.....	996
Advertising Research Foundation, Inc.	995	American Society of Composers, Authors	
Agencies, Addresses, Personnel.....	159	and Publishers, Personnel.....	996
Agency and Sponsor Network Billings	127	Article by Deems Taylor.....	788
Agents and Managers, Talent.....	958	Publisher Members	789
Commercial Programs—AM	961	American Television Society	996
Commercial Programs—Television	1081	Personnel, Functions	1067
Expenditures, Networks	127	Announcers (Their Work During 1947)..	921
ALABAMA:		Argentina, Stations of.....	1026
Chief Engineers of Stations.....	1149	ARIZONA:	
Estimated Population, % Increase,		Chief Engineers of Stations.....	1149
Radio Homes, Farms with Radios,		Estimated Population, % Increase,	
Stations in State.....	309	Radio Homes, Farms with Radios,	
Home Economics Directors of Stations	953	Stations in State.....	317
Stations, Facilities, Personnel.....	309	Home Economics Directors of Stations..	953
ALASKA:		Stations, Facilities, Personnel.....	317
Chief Engineers	1149	Arizona Broadcasting System	285
Stations, Facilities, Personnel.....	708	Arizona Network, The	285
ALBERTA:		Arrowhead Network	285
Chief Engineers of Stations.....	1149	ARKANSAS:	
Stations, Facilities, Personnel.....	708	Chief Engineers of Stations.....	1149
Alicoate, Jack, Introductions by.....	3, 1043	Estimated Population, % Increase,	
Almanac of Holidays and Special Events	83	Radio Homes, Farms with Radios,	
American Assn. of Advertising Agencies	995	Stations in State.....	321
American Bar Association	995	Home Economics Directors of Stations..	953
AMERICAN BROADCASTING CO.:		Stations, Facilities, Personnel.....	321
Commercial Programs, 1947.....	961	ARTICLES:	
Gross Billings by Agencies, 1947.....	131	AWB Expands Activities, by Ruth Crane	47
Industrial Classifications, 1947.....	131	BMB Data—One Year in Use, by Hugh	
Network Map	260, 261	Feltis	49
Personnel	262	Broadcasting for Peace — 1948, by	
Sponsor Expenditures, 1947.....	129	Benjamin Cohen	53
Stations Owned and/or Managed by..	263	Business Trends Noted, by Val Adams	123
Woods, Mark, Article by.....	259		



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3½ Hours Daily

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1 Hour Daily

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Musical Merry-Go-Round Series

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MARTIN BLOCK STUDIO

Encino, Calif.

AL BROWDY, Chief Eng.

EDITORIAL INDEX

Co-Ops Capturing Customers, by Ernest E. Stern	115	Tube Industry Outlook, by C. J. Harrison	1135
Disk Jockeys — Writers' Messiah, by Pinky Herman	75	U. S. State Dept. Radio, by Charles W. Thayer	61
Fax Making Progress, by Val Adams ..	1112	Video Stumbling Blocks, by Richard W. Hubbell	1070
Films in Television, by Jim Owens ..	1068	West Coast Expansion Noted, by Ralph Wilk	67
FM Showing Progress, by Irwin Rosten	1109	West Coast Tele Picture, by Ralph Wilk	1071
How to Apply for a FCC License (Official Procedure)	1136	Year of Great Expectations, by Justin Miller	35
Looking Back—And Ahead, by Leonard Cramer	1080	Artists Representatives Assn., Inc.	996
Main Street Memories, by Sid Weiss ..	73	Associated Actors & Artistes of America	996
Midwest Picture Bright, by Nat Green ..	63	Associated Music Publishers, Inc., Personnel	997
Midwest Radio Optimistic, by Nat Green	133	Article by M. E. Tompkins	798
National Television Service, by J. R. Poppele	51	Publisher Members	798
1948 — Year of Great Promise, by Wayne Coy	33	Associated Press	125
Program Types Preferred, by Tom Fitzsimmons	110	Assn. for Education by Radio	997
Progress of Educational FM, by George Jennings	1111	Assn. of Canadian Advertisers, Inc.	997
Progress Report on FM, by J. N. (Bill) Bailey	57	Assn. of Inter-American Broadcasters ..	997
Report on Canadian Radio, by Harry Sedgwick	55	Assn. of Radio News Analysts	997
Scanning and Panning, by Frank Burke	1045	Associations	993
Set Production at New High, by Bond Geddes	69	Austrian, Ralph G., Article by	67
Sportcasters — An Appraisal, by Ted Husing	71	Authors' Guild of The Authors League of America, Inc., The	997
Tele Sponsors Show Increase, by Don McClure	1049	Authors League of America, Inc., The ..	998
Television Arrived in 1947, by George L. Moskovics	97	Awards for 1947, TBA and ATS	1069
Television Facilities, by M. E. Strieby ..	73		
Television Programming, by Lawrence Phillips	1102		
The Agency's Future in Video, by Ralph G. Austrian	65		
The Code Tops 1948 Agenda, by Frank Burke	37		
The Future of Television, by Brig. Gen. David Sarnoff	45		
The Tele Receiver Market, by Jim Owens	41		
Transcription Program Trends, by John L. Sinn	81		

B

Backstage (People in Network Radio Production During 1947)	945
Bailey, J. N. (Bill), Article by	57
Behind the Mike (Radio Artists and Their Work, 1947)	803
Bibliography, Radio, Television, FM ..	1103
Bolivia, Stations of	1027
Brazil, Stations of	1028
British Broadcasting Corp., The	998
BRITISH COLUMBIA:	
Chief Engineers of Stations	1149
Stations, Facilities, Personnel	709
British Guiana, Stations of	1031
British Honduras, Stations of	1031
Broadcast Music, Inc. (BMI), Personnel ..	998



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The Swing is to WHB in Kansas City

WHB is swinging high because . . .

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WHB will soon be offering greater power, a better frequency and full-time operation!

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10,000 WATTS IN KANSAS CITY

WHB

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PRESIDENT

JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

EDITORIAL INDEX

Article by Carl Haverlin.....	792
Publisher Members	793
BMI Canada, Ltd.....	998
Bureau of Broadcast Measurement, The..	998
Burke, Frank, Articles by.....	37, 1045
BUSINESS:	
Advertising Agencies, Personnel.....	159
Agency and Sponsor Network Billings	127
Business Side of Radio.....	121
Network Billings	127
News Services	125
Research Organizations	137
Station Representatives	139

C

CALIFORNIA:

Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	327
Home Economics Directors of Stations	953
Stations, Facilities, Personnel.....	327

CANADA:

Article by Harry Sedgwick.....	55
Canadian Association of Broadcasters	998
Canadian Broadcasting Corp., Person- nel	706
Chief Engineers of Stations.....	1149
Station Representatives in Canada...	139
Stations, Alphabetically Listed by Call Letters	707
Catholic Actors Guild of America, Inc...	999
Catholic Writers Guild of America.....	999
Central and South America, Stations in	1026
Chicago, Important Telephone Numbers	102
Chicago Radio Management Club.....	999
Chief Engineers	1149
Chile, Stations of.....	1031
Coaxial Cable Television Map.....	1072, 1073
Map	1072, 1073
Cohen, Benjamin, Article by.....	53
Columbia, Stations of.....	1033
COLORADO:	
Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	351

Home Economics Directors of Stations	953
Stations, Facilities, Personnel.....	351
COLUMBIA BROADCASTING SYSTEM:	
Commercial Programs, 1947.....	961
Latin American Network, Personnel, Stations	1013
Network Map	266, 267
Personnel	268
Stanton, Frank, Article by.....	265
Stations Owned and Operated by....	270
Commentators:	
News (Their Work During 1947).....	867
Sports (Their Work During 1947).....	853
Commercial Radio Programs (Sponsored)	961
Commercial Television Programs (Spon- sored)	1081
Commercial Television Stations	1097
Composers, Authors & Publishers Assn. of Canada, Ltd.	999

CONNECTICUT:

Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	356
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	356
Connecticut State Network.....	285
Construction Permits for FM Stations...	1122
Construction Permits Granted for Com- mercial Television Stations.....	1104
Consulting Engineers	1143
Co-operative Programs, Network.....	992
Costa Rica, Stations of.....	1034
Coy, Wayne, Article by.....	33
Cramer, Leonard, Article by.....	1080
Crane, Ruth, Article by.....	47

D

DELAWARE:

Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	361
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	361
Directors Guild, Radio.....	1004
Directors, Home Economics.....	953

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Clients it Keeps!

The KROGER GROCERY & BAKING COMPANY has been a consistent WHAS advertiser since 1935.



Month in, month out since 1933 WHAS spots have been used to sell BEECH-NUT CHEWING GUM.



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The only radio station reaching and selling all the rich Kentuckiana Market

REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY, Inc.

EDITORIAL INDEX

Directors, Radio (Their Work During 1947)	950
Disc Jockeys (Their Work During 1947)...	877
DISTRICT OF COLUMBIA:	
Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	363
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	363
Dominican Republic, Stations of.....	1035
Don Lee Broadcasting System.....	285
Dramatists' Guild of the Authors' League of America, Inc., The.....	999

E

Ecuador, Stations of.....	1035
Editorial Index.....	5
El Salvador, Stations of.....	1036
Engineers, Chief.....	1149
Engineers, Consulting.....	1143
Equipment Firms, Personnel, Addresses..	1165
Estimated Radio Homes for 1947.....	135
Expenditures, Networks.....	127

F

Federal Communications Bar Assn.....	999
FEDERAL COMMUNICATIONS COMMISSION:	
Article by Wayne Coy.....	33
Construction Permits Granted for Com- mercial FM Stations.....	1122
Construction Permits Granted for Com- mercial Television Stations.....	1104
Licenses, (Official Procedure for AM, FM and Television).....	1136
Members of Commission, Personnel....	232
Federal Council of the Churches of Christ in America, Dept. of Nat'l. Religious Radio.....	999
Federal Radio Education Committee.....	999
Federal Trade Commission.....	1000
Feltis, Hugh, Article by.....	49
First Advertising Agency Group.....	1000
First Trade Tele Photos.....	111
Fitzsimmons, Tom, Article by.....	110

FLORIDA:

Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	365
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	365
FREQUENCY MODULATION:	
FM Applications Granted.....	1122
FM Association, Personnel.....	1110
FM Broadcast Stations in Operation...	1113
FM Stations (Construction Permits)....	1122
Licenses, (Official Procedure for AM, FM and Television).....	1136

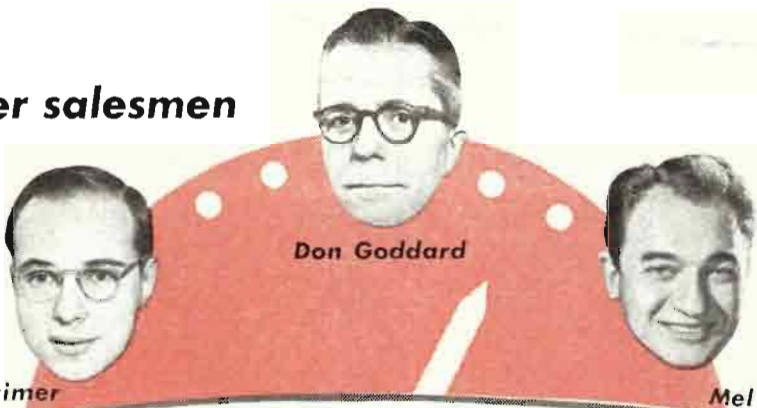
G

Geddes, Bond, Article by.....	69
GEORGIA:	
Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	379
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	379
Georgia Major Market Trio.....	285
Greater N. Y. Regional Council (Radio Guild).....	1000
Green, Nat, Articles by.....	63, 133
Gross Billings by Agencies, 1947.....	127
Growth of Stations, 1941-1947.....	77
Guatemala, Stations of.....	1036
Guilds.....	993

H

Haiti, Stations of.....	1036
HAWAII:	
Chief Engineers of Stations.....	1149
Stations, Facilities, Personnel.....	696
Harrison, C. J., Article by.....	1135
Herman, Pinky, Article by.....	75
Holidays and Special Events, Radio Daily's Almanac of.....	83
Home Economics Directors.....	953
Honduras, Stations of.....	1037
Hubbell and Associates, Richard W., Personnel.....	1001
Hubbell, Richard W., Article by.....	1070
Husing, Ted, Article by.....	71

super salesmen



Don Goddard

Jay Latimer

Mel Allen

AROUND THE CLOCK

on WINS

Jack Lacy

Jack Eigen

Johnny Clarke

Now not one but six ace personalities are taking an active part in WINS 24 hour programming, thus resulting in a winning combination all day (and night) long.

Forming these blocs of shows that mean better than ever listening are (in order of air appearance): Johnny Clarke, the wake up man who gets listeners off to work on time; Jack Lacy, the lady's man who brightens up daily chores with his recorded musical sessions; Don Goddard, the news man who twice a day—at noon and early evening—reports latest world developments; Jay Latimer, the special events man who gives New Yorkers an inside glimpse of daily events in their town; Mel Allen, the popular sportscaster who emcees a three hour

record program, the "Mel Allen Show", every afternoon; and last, but not least, Jack Eigen, the Broadway-Hollywood reporter who takes the all-night stand as he invites listeners and celebrities to "Meet Me At The Copa."

This around-the-clock spotting of live talent plus WINS stronger, clearer signal over New York proves that more than ever before WINS means business! Regardless of what time of day best suits your needs, WINS now offers you top performance morning, noon and night. But these personalities can speak for themselves. Put one—or a combination of them—to work for you and let them show you results of their salesmanship. See why more and more advertisers are finding that 1010 on the dial is the buy.

CROSBLEY BROADCASTING CORPORATION



EDITORIAL INDEX

I

IDAHO:

Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	392
Home Economics Directors of Stations..	953
Stations, Facilities, Personnel.....	392

ILLINOIS:

Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	397
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	397

INDIANA:

Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	409
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	409

Introductions, by Jack Alicoate.....	3, 1043
Institute for Education by Radio, The....	1001
Institute of Radio Engineers, Inc., The...	1001
Intercollegiate Broadcasting System.....	287
Interdepartment Radio Advisory Com- mittee	1001
Intermountain Network.....	287
International Broadcasting Stations in the U. S.	1009
International Brotherhood of Electrical Workers	1001
International News Service.....	125

IOWA:

Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	418
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	418

Iowa Tall Corn Network.....	288
-----------------------------	-----

J

Jennings, George, Article by.....	1111
-----------------------------------	------

K

KANSAS:

Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	427
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	427

KENTUCKY:

Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	431
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	431
Keystone Broadcasting System, Personnel	284
Kobak, Edgar, Article by.....	271

L

La Cadena de las Americas (Pan American Network): CBS, (Pan American Network) Stations, Personnel	1013
NBC, (Pan American Network) Stations, Personnel	1017
Lambs, The	1001
Latin American Network, CBS.....	1013
Latin American Network, NBC.....	1017
Los Angeles, Important Telephone Numbers	103

LOUISIANA:

Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	437
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	437

Lowell Institute Co-operative Broadcast- ing Council	1002
---	------

M

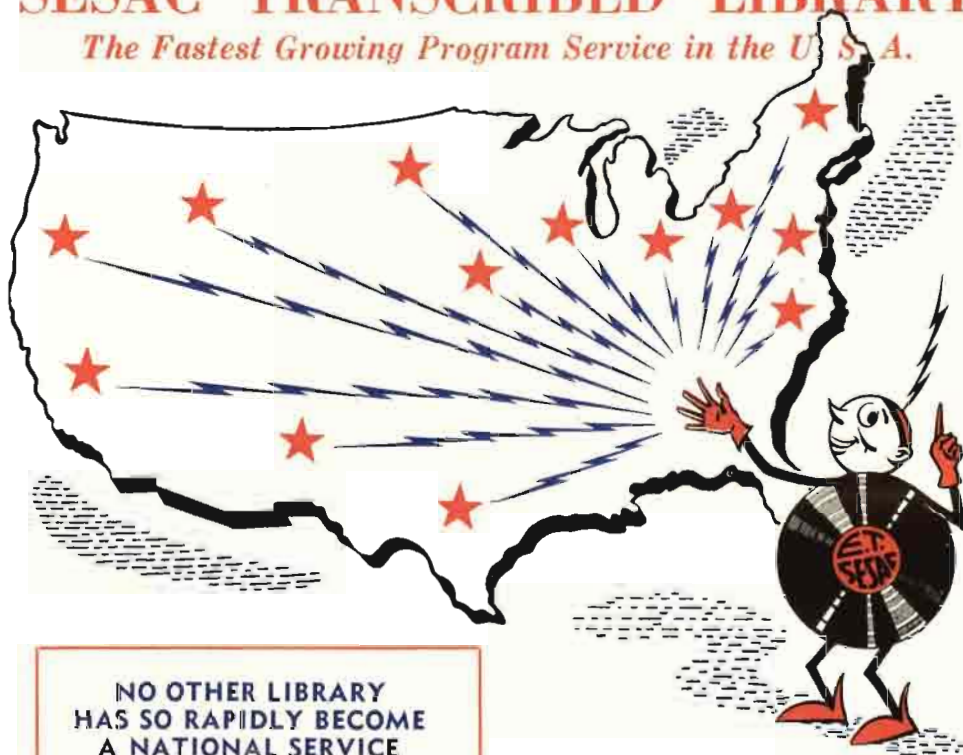
Magazines, Trade-Fan-Technical-General.	243
---	-----

MAINE:

Chief Engineers of Stations.....	1149
Estimated Population, % Increase,	

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- 6. NETWORK ARTISTS Insuring Top Performances**

SESAC, Inc. 475 Fifth Avenue, New York 17, N. Y.

EDITORIAL INDEX

Radio Homes, Farms with Radios, Stations in State	444	Stations, Facilities, Personnel.....	482
Home Economics Directors of Stations.	953	Mississippi Broadcasters Assn.....	1002
Stations, Facilities, Personnel.....	444	MISSOURI:	
Managers and Agents (New York, Chicago, Los Angeles).....	958	Chief Engineers of Stations.....	1149
MANITOBA:		Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	486
Chief Engineers of Stations.....	1149	Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	712	Stations, Facilities, Personnel.....	486
Market Research Council	1002	MONTANA:	
MARYLAND:		Chief Engineers of Stations.....	1149
Chief Engineers of Stations.....	1149	Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	495
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	449	Home Economics Directors of Stations.	953
Home Economics Directors of Stations.	953	Stations, Facilities, Personnel.....	495
Stations, Facilities, Personnel.....	449	Moskovics, George L., Article by.....	97
MASSACHUSETTS:		MUSIC:	
Chief Engineers of Stations.....	1149	ASCAP	788
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	453	AMP	798
Home Economics Directors of Stations.	953	BMI	792
Stations, Facilities, Personnel.....	453	SESAC	799
McClatchy Beeline	288	Music Publishers' Protective Assn., Inc....	1002
McClure, Don, Article by.....	1049	Musical Conductors (Their Work During 1947)	901
Mexico, Stations in.....	1023	MUTUAL BROADCASTING SYSTEM:	
MICHIGAN:		Commercial Programs, 1947.....	981
Chief Engineers of Stations.....	1149	Gross Billings by Agencies, 1947.....	131
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	465	Kobak, Edgar, Article by.....	271
Home Economics Directors of Stations.	953	Network Map	272, 273
Stations, Facilities, Personnel.....	465	Personnel	274
Michigan Radio Network.....	288	Sponsor Expenditures, 1947.....	129
Miller, Justin, Article by.....	35		
MINNESOTA:			
Chief Engineers of Stations.....	1149		
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	477		
Home Economics Directors of Stations.	953		
Stations, Facilities, Personnel.....	477		
MISSISSIPPI:			
Chief Engineers of Stations.....	1149		
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	482		
Home Economics Directors of Stations.	953		

N

NATIONAL ASSOCIATION OF BROADCASTERS:

NAB Officers, Personnel, Committees..	237
Statement by Justin Miller.....	35
National Association of Disc Jockeys....	237
National Assn. of Educational Broadcasters	1002
National Assn. of Performing Artists.....	1002
National Assn. of Radio News Directors..	1003
National Assn. of Station Representatives	1003
National Better Business Bureau, Inc....	1003
NATIONAL BROADCASTING CO.:	
Commercial Programs, 1947.....	981
Latin-American Network, Personnel, Stations	1017

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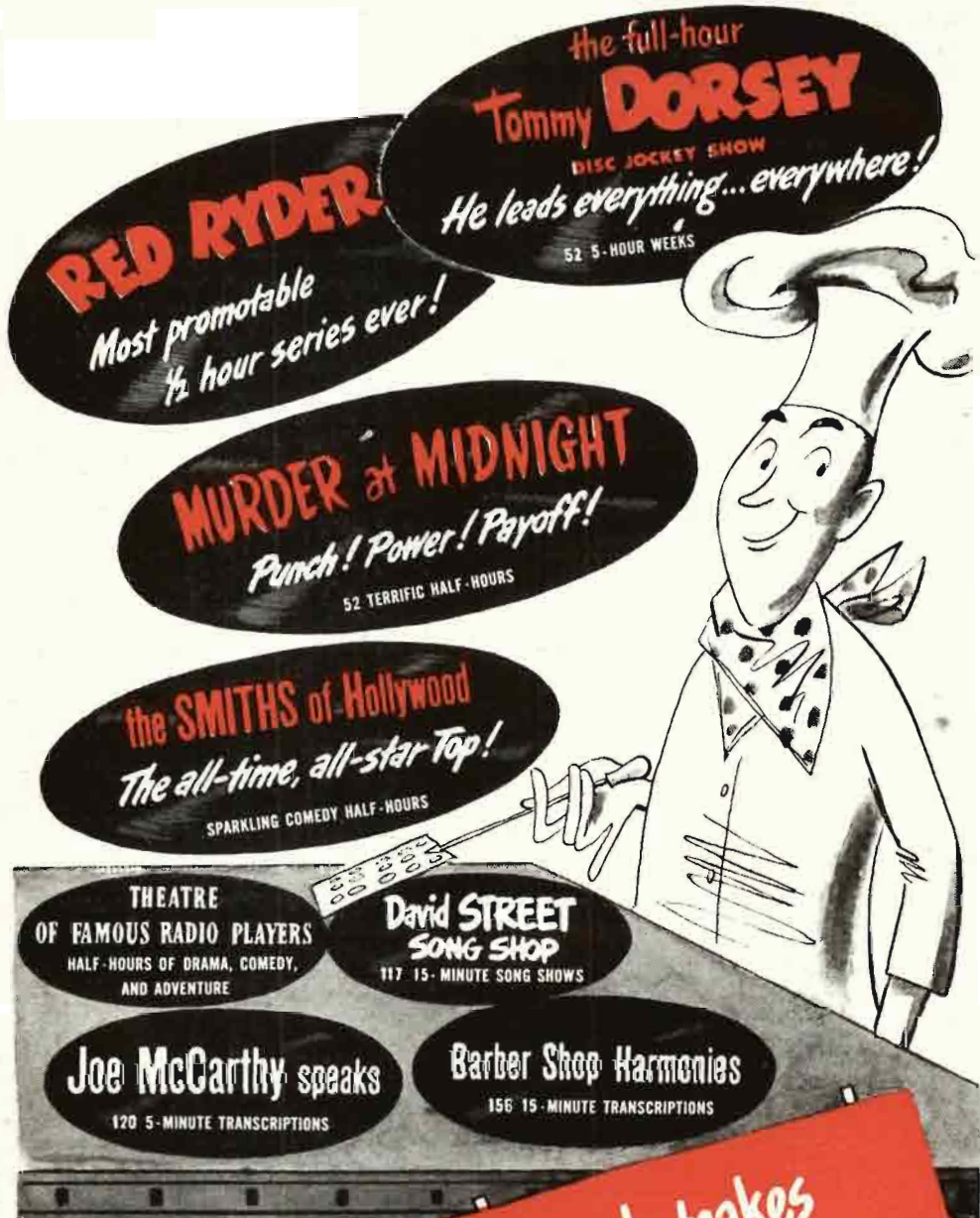
NEWS • NEWS PHOTOS
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**INTERNATIONAL
NEWS SERVICE**

EDITORIAL INDEX

Network Map	278, 279
Personnel	280
Stations Owned and Operated by....	282
Trammell, Niles, Article by.....	277
National Variety Artists, Inc.....	1003
NEBRASKA:	
Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	499
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	499
NETWORKS:	
Advertising Agency Gross Billings....	127
American Broadcasting Co.....	259
Canadian Broadcasting Corp.....	706
Columbia Broadcasting System.....	265
Expenditures by Agencies and Sponsors	127
Keystone Broadcasting System.....	284
Mutual Broadcasting System.....	271
National Broadcasting Co.....	277
National Networks	257
Network Commercial Programs.....	961
Network Cooperative Programs.....	992
Nebraska Broadcasters Association.....	1003
NEVADA:	
Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	502
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	502
NEW BRUNSWICK:	
Chief Engineers of Stations.....	1149
Stations, Facilities, Personnel.....	713
New England Regional Network.....	288
NEW HAMPSHIRE:	
Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	505
Home Economics Directors of Stations	953
Stations, Facilities, Personnel.....	505
NEW JERSEY:	
Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	506
Home Economics Directors of Stations	953
Stations, Facilities, Personnel.....	506
NEW MEXICO:	
Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	511
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	511
NEW YORK:	
Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	515
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	515
New York, Important Telephone Num- bers	100
News Commentators (Their Work During 1947)	867
News Events of 1947.....	39
News Services	125
Nicaragua, Stations of.....	1037
Non-Commercial AM Outlets.....	117
NORTH CAROLINA:	
Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	546
Home Economics Directors of Stations..	953
Stations, Facilities, Personnel.....	546
North Carolina Assn. of Broadcasters...	1003
North Carolina State Network, Inc.....	288
NORTH DAKOTA:	
Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State.....	560
Home Economics Directors of Stations..	953
Stations, Facilities, Personnel.....	560
Northwestern Broadcasting & Publishing, Ltd.	288
Northwest Network	288
NOVA SCOTIA:	
Chief Engineers of Stations.....	1149
Stations, Facilities, Personnel.....	715
<hr/>	
OHIO:	
Chief Engineers of Stations.....	1149
Estimated Population, % Increase,	



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EDITORIAL INDEX

Radio Homes, Farms with Radios, Stations in State	565
Home Economics Directors of Stations	953
Stations, Facilities, Personnel	565
Ohio Association of Broadcasters	1003
OKLAHOMA:	
Chief Engineers of Stations	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	577
Home Economics Directors of Stations	953
Stations, Facilities, Personnel	577
Oklahoma Network, The	289
ONTARIO:	
Chief Engineers of Stations	1149
Stations, Facilities, Personnel	716
Orchestra Leaders (Their Work During 1947)	901
OREGON:	
Chief Engineers of Stations	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	585
Home Economics Directors of Stations	953
Stations, Facilities, Personnel	585
Organists (Their Work During 1947)	901
Organizations	993
Research	137
Television	1067
Outlets, AM Non-Commercial	117
Owens, Jim, Articles by	41, 1068

P

Panama, Stations of	1037
Paraguay, Stations of	1038
PENNSYLVANIA:	
Chief Engineers of Stations	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	590
Home Economics Directors of Stations	953
Stations Facilities, Personnel	590
Pennsylvania Broadcasters Assn.	1004
Pennsylvania Network, The	289
Peru, Stations of	1038
Phillips, Lawrence, Article by	1102

Poppele, J. R., Article by	51
Press Association, Inc.	125

PRINCE EDWARD ISLAND:

Chief Engineers of Stations	1149
Stations, Facilities, Personnel	724

PRODUCTION:

Agents and Managers, Talent	958
ASCAP, Publisher Members	789
Announcers (Their Work During 1947)	921
BMI, Publisher Members	793
Backstage (People in Radio Production During 1947)	945
Chief Engineers of Stations	1149
Home Economics Directors of Stations	953
Managers, Agents, Talent	958
Musical Conductors (Their Work During 1947)	901
News Commentators (Their Work During 1947)	867
Orchestra Leaders (Their Work During 1947)	901
Programs of 1947, Network Commercial Program Producers	737
Radio Artists (Their Work During 1947)	804
Radio Directors (Their Work During 1947)	950
SESAC, Publisher Members	800
Sports Commentators (Their Work During 1947)	853
Transcription Companies	769
Vocal Artists (Their Work During 1947)	837
Writers, Radio (Their Work During 1947)	915
Producers (Their Work During 1947)	945
Professional Music Men, Inc.	1004
Programs, Commercially Sponsored Radio	961
Programs, Commercially Sponsored Television	1081
Publications (Trade-Fan-Technical-General)	243

PUERTO RICO:

Chief Engineers of Stations	1149
Stations, Facilities, Personnel	699

Q

Quaker Network	289
QUEBEC:	
Chief Engineers of Stations	1149
Stations, Facilities, Personnel	724



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EDITORIAL INDEX

R

Radio Artists (Their Work During 1947) ..	804
Radio Club of America, Inc., The	1004
Radio Council—WBEZ (FM)	1004
Radio Daily's Almanac of Holidays and Special Events	83
Radio Directors (Their Work During 1947)	950
Radio Directors Guild	1004
Radio Executives Club of New York	1004
Radio Groups	993
Radio Homes for 1947	135
Radio Manufacturers Assn.	1004
Radio Manufacturers Assn. of Canada ..	1005
RMA Officers and Executive Personnel, Committees 1947-1948	1139
Radio Programs de Mexico, S.A., Per- sonnel	1021
Radio Script & Transcription Exchange.	1005
Radio Service, Office of Info., Dept. of Agriculture	1005
Radio Station Representatives	139
Radio Technical Planning Board	1005
Radio Writers (Their Work During 1947) ..	915
Radio Writers' Guild of the Authors League of America, Inc., The	1005
Recording Companies	769
Regional Networks	285
Representatives, Stations	139
Research Organizations	137

RHODE ISLAND:

Chief Engineers of Stations	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	615
Home Economics Directors of Stations ..	953
Stations, Facilities, Personnel	615
Rocky Mountain Radio Council	1006
Rosten, Irwin, Article by	1109

S

Sarnoff, Brig. Gen. David, Article by	45
SASKATCHEWAN: Chief Engineers of Stations	1149

Stations, Facilities, Personnel	729
School Broadcast Conference	1006
Sedgwick, Harry, Article by	55
SESAC, Inc., Personnel	1006
Article by Paul Heinecke	799
Publisher Members	800
Sinn, John L., Article by	81
Society of Jewish Composers, Publishers and Song Writers	1006
Society of Motion Picture Engineers, Inc.	1006
Song Writers' Protective Assn. (SPA) ..	1006

SOUTH CAROLINA:

Chief Engineers of Stations	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	617
Home Economics Directors of Stations ..	953
Stations, Facilities, Personnel	617

SOUTH DAKOTA:

Chief Engineers of Stations	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	624
Home Economics Directors of Stations ..	953
Stations, Facilities, Personnel	624
Southern Calif. Broadcasters' Assn., Inc.	1006
Sponsor Network Expenditures	127
Sports Broadcasters Association (New York Chapter)	1007
Sports Commentators (Their Work During 1947)	853
Station Representatives	139

STATIONS:

Canada, Alphabetically by Call Letters With Index to Detailed Information ..	707
Central & South America, Stations of ..	1026
FM in Operation	1113
FM, Construction Permits	1122
Growth of Commercial Stations	77
International Broadcast Stations in the U. S.	1009
Mexico, Stations of	1023
Non-Commercial AM	117
Television in Operation	1097
Television, Construction Permits	1104
U. S.—Territories & Possessions, by Call Letters With Index to Detailed Infor- mation	293



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EDITORIAL INDEX

Steinman Stations	289
Stern, Ernest E., Article by.....	115
Striby, M. E., Article by.....	79
Surinam (Dutch Guiana), Stations of....	1038

T

Talent, Managers and Agents.....	958
Telephone Numbers, Important:	
Chicago	102
Los Angeles	103, 104, 105
New York	100, 101
Washington, D. C.....	105

YEAR BOOK OF TELEVISION:

Alicote, Jack, Introduction by.....	1043
American Television Society.....	996
Awards for 1947, Television Broad- casters Assn., American Television Society	1069
Bibliography	1103
Coaxial Cable Program Map....	1072, 1073
Commercial Television Broadcasting Stations	1097
Commercial Television Programs, 1947	1081
Commercial Television Stations, Per- sonnel, Facilities	1097
Construction Permits for Television Sta- tions	1104
Films In Television, by Jim Owens....	1068
Glossary	1074
How To Apply for a FCC License (Official Procedure)	1136
Licenses Granted for Commercial Tele- vision Stations	1097
Looking Back—And Ahead, by Leonard Cramer	1080
National Television Service, by J. R. Poppele	51
Scanning and Panning, by Frank Burke	1045
Tele Sponsors Show Increase, by Don McClure	1049
Television Arrived In 1947, by George L. Moskovics	97
Television Awards, (TBA-ATS-1947)....	1069

Television Broadcasters Assn., Inc.....	1007
Television Facilities, by M. E. Striby..	79
Television (First Trade Tele Photos)....	111
Television Leaders, 1947-1948.....	1051
Television Map	1072, 1073
Television Organizations	1067
Television Programs	1081
Television Programming, by Lawrence Phillips	1102
Television Stations (CP's).....	1104
Television Stations, Personnel, Facilities	1097
Television Talk, A Modern Glossary..	1074
Television Today—Facts and Figures..	1047
Ten Outstanding News Events of 1947— Outstanding Broadcasts	39
The Agency's Future in Video, by Ralph G. Austrian	65
The Future of Television, by Brig. Gen. David Sarnoff	45
The Outstanding Events in Television— 1947	43
The Tele Receiver Market, by Jim Owens	41
Video Stumbling Blocks, by Richard W. Hubbell	1070
West Coast Tele Picture Bright, by Ralph Wilk	1071

TENNESSEE:

Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	626
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	626
Tennessee Valley Regional Network....	289
Territories and Possessions, Stations, Facilities, Personnel	695

TEXAS:

Chief Engineers of Stations.....	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	637
Home Economics Directors of Stations.	953
Stations, Facilities, Personnel.....	637
Texas Quality Network, The.....	289
Texas State Network, Inc.....	289
Thayer, Charles W., Article by.....	61
The Outstanding Events in Television— 1947	43

WACH-
STETER



PERSONAL MANAGEMENT: **MARK HANNA**, 654 MADISON AVE., N. Y.

EDITORIAL INDEX

Thumbnail Sketches (Television Leaders)	1051
Tobacco Network, Inc., The	290
Transcription Companies	769
Transcription Network	284
Transradio Press Service, Inc.	125

U

Unions	993
United Press Association	125
United States Dept. of Agriculture (Radio Service)	1005
Uruguay, Stations of	1038
UTAH:	
Chief Engineers of Stations	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	662
Home Economics Directors of Stations	953
Stations, Facilities, Personnel	662

V

VERMONT:	
Chief Engineers of Stations	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	666
Home Economics Directors of Stations	953
Stations, Facilities, Personnel	666
VIRGINIA:	
Chief Engineers of Stations	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	667
Home Economics Directors of Stations	953
Stations, Facilities, Personnel	667
Vocal Artists (Their Work During 1947)	837

W

WASHINGTON:	
Chief Engineers of Stations	1149

Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	674
Home Economics Directors of Stations	953
Stations, Facilities, Personnel	674
Washington (District of Columbia) Important Telephone Numbers	105
Washington State Assn. of Broadcasters	1007
Weiss, Sid, Article by	73

WEST VIRGINIA:

Chief Engineers of Stations	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	680
Home Economics Directors of Stations	953
Stations, Facilities, Personnel	680
Western Assn. of Broadcasters	1007
Wilk, Ralph, Articles by	67, 1071

WISCONSIN:

Chief Engineers of Stations	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	685
Home Economics Directors of Stations	953
Stations, Facilities, Personnel	685
Wolverine Network, The	290
Writers, Radio (Their Work During 1947)	915

WYOMING:

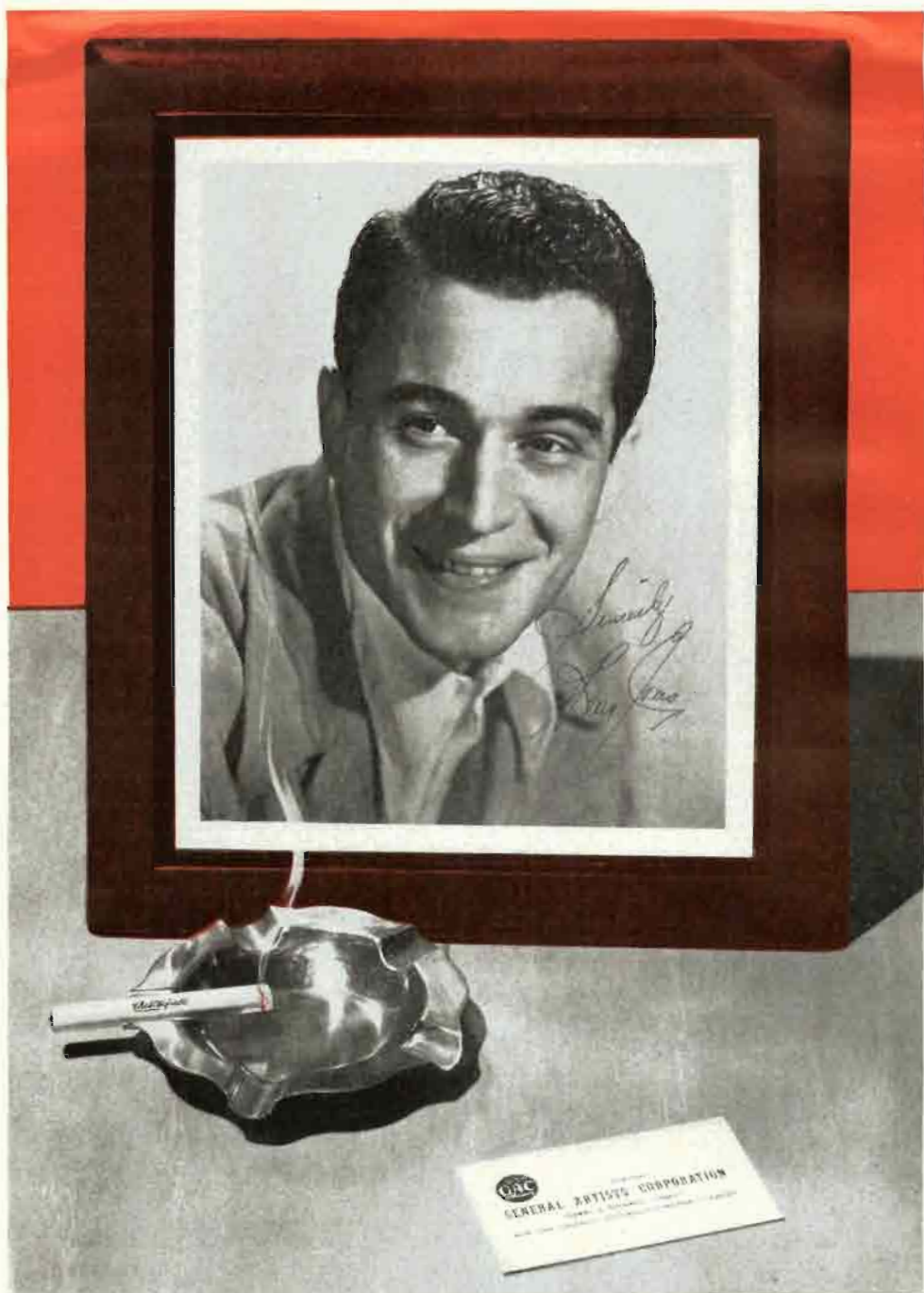
Chief Engineers of Stations	1149
Estimated Population, % Increase, Radio Homes, Farms with Radios, Stations in State	692
Home Economics Directors of Stations	953
Stations, Facilities, Personnel	692

Y

Yankee Network, The	290
Yearbook of Television	1041

Z

Z Net	290
-------	-----



ADVERTISING INDEX

1948

1948

— A —

Abbott, Bud	118
Aces, Easy	827
Adair, George P.	1163
Advance Television	1054
Advertiser, The	244
Advertising Age	246
Advertising & Selling	242
Air Features, Inc.	94
All-Canada Radio	
Facilities	712
Allen, Fred	836
Allen, Geo. W.	756
Allen, Gracie	807
Allen, Mel	857
Allied Record	
Mfg. Co., Inc.	
Facing Inside Back Cover,	
and 781	
Allentown Record Co.	
Inc.	772
ABC	112-113
Andrews Sisters	28
Anson, Bill	879
Arlo	909
ASCAP	785
Associated Press	
4 and Run of Book	
Service	732
Aull, Emily	702
Avery Knodel, Inc.	143
Ayer, N. W., & Son, Inc.	120

— B —

Backus, Jim	824
Baker, Art	868
Barbour, Dave	840
Beasley, Irene	808
Beck, Jackson	812
Becker, Sandy	931
Becker, V. S.	164
Begley, Ed	823
Belli, Lido	160
Benny, Jack	36
Benrus	96
Bergen, Edgar	804, 805
Berle, Milton	40
Bernard, Philip	829
Bernard, Tommy	829
Bickart, Sandy	820
Bitter Associates	1163
Bixby, Carl	917
Bloch, Ray, Enterprises	906
Block, Martin	6
Bond, Johnny	845
Boyd, Mal	830
Braun, Ruth & Gilbert	917

Bulova Watch Co.	256
Burrows, Abe	826
Futterfield, Allyn Prod.	746
Breneman, Tom	90
Erito, Phil	76
Broadcast Music, Inc.	98-99
Brown, Dick	842
Brown, Jimmie	843
Brown, John	821
Burns, George	807
Byron Prod., Inc.	756

— C —

CFRB	722
CHSJ	714
CKAC	726
CKLW	466
Califone Corp.	1137
Canadian Broadcaster	253
Canadian Broadcasting	
Corp.	704
"Can You Top This?"	806
Cantor, Eddie	38
Cardinal Co.	762
Carle, Frankie	900
Carroll Drum Service	783
Carson, Jack	52
Carroll, Helen	845
Cashman, Ed	757
Choice Music, Inc.	786
Chambers & Garrison	1156
Clark, Lon	817
Clarke, Johnny	883, 934
Clarke, Phil	825
Clayton, Patti	837
Coe, Robert, Associates	130
Collyer, Bud	930
CBS	96-97
Betw.	96-97
Columbia Transcriptions	768
Commercial Radio Equip-	
ment Co.	1164
Como, Perry	26
Combs, George Hamilton,	
Jr.	869
Conway, Julie	812
Costello, Jack	929
Costello, Lou	118
Cotsworth, Staats	823
Cott, Ted	822
Courtney, Alan	882
Cowan, Louis G., Inc.	18
Crosby, Bob	82
Cullen, Bill	824

— D —

Dale, Ted	68
Damone, Vic	838
Davis, Joan	92
Delmar, Kenny	820

De Simone, Rita	164
Devine, Jerry	736
Dillard, Everett L.	1164
Donald, Peter	820
Don Lee Network	336-337
Down Beat	255
DuMont, Allen B., Lab.	1042
Dunham, Dick	933
Dunphy, Don	855
Durante, Jimmy	48

— E —

East, Ed	823
Edwards, Ralph	54
Ellington, Duke	878
Elliot, Win	931
Ellis, Anita	839
Ellis, Steve	857
Emery, Bob	1058
Empire Broadcasting Corp.	777
Evans, George B.	826

— F —

Faith, Percy	88
Faye, Alice	116
Federal Tele. and Radio	
Corp.	Inside Back Cover
Fenwick, Ellen	822
Fisher, Maggy	755
Fitzgerald, Ed & Pegeen	809
Forjoe & Co.	144
Framer, Walt	761
Fraser, Gordon	869

— G —

Gallop, Frank	928
Gardner, Ed	50
Gardner, Paul	759
Gart, John	80
General Artists Corp.	749
General Electric	1050
Gernannt, William	753
Glickman, Marty	854
Godfrey, Arthur	808
Goodman, Al	
Facing Page One	
Goodman, Benny	24
Goodman, Harry S.	751
Goodson, Mark	816
Grauer, Ben	928
Gray, Claude M.	1158
Green Associates	758
Green, Eddie	831
Gregory, Bobby	841

— H —

Hall, Radcliffe	930
Hamilton, Gene	925
Hancock, Don	935
Hannes, Art	932

The Andrews Sisters



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MANAGEMENT

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ADVERTISING INDEX

Harrice, Cy	924
Harrington, Bill	844
Harris, Phil	116
Hart, Ed & Associates	754
Hart, Maurice	882
Haymes, Dick	119
Headley-Reed Co.	144
Heatheron, Ray	908
Heatter, Gabriel	867
Henley, Art	757
Herlihy, Ed	924
Herman, Lenny	908
Herman, Woody	70
Hersholt, Jean	811
Hoff, Carl	908
Hope, Bob	42
Hubbell, Richard W. & Associates	1052
Hudes, Ted	760
Husing, Ted	877

I

International Artists, Inc.	782
International News Service	16
International Recording Co., Inc.	783

J

James, Dennis	929
James, Hugh	934
Jansky & Bailey	1148
Joels, Merrill E.	818
Jolson, Al	44
Jostyn, Jay	815

K

KCMO	490
KENI	694
KFAR	694
KFDM	639
KFEL	352
KFJZ	646
KFMJ	583
KFRM	487
KFWB	330
KGfJ	332
KGW	584
KIOA	420
KLAC	326
KMBC	487
KMLB	436
KOMA	580
KOY	396
KROC	480
KRLD	642
KROW	338
KSD	492
KSEL	652
KSJB	562
KSL	664
KSTP	276
KSUN	396
KTUC	396
KTLA	1044
KTUL	580
KVER	511

KXEL	424
KYA	326
Kasper-Gordon, Inc.	738
Kay, Beatrice	46
Kearns, Joseph	830
Keel, John J.	1154
Kelk, Jackie	825
Kenton, Stan	902
Kermit-Raymond Corp.	742
Keystone B'cast. Betw.	284-285
Kiernan, Walter	826
Kilty, Jack	842
King Cole Trio, The	840
Kramer, Milton J.	916
Krum, "Ty," Commander	86
Kyser, Kay	902

L

Lacy, Jack	884
Lavalle, Paul	907
Lawrence, Tedd	884
Lawson, Jack	829
Lee, Bert	854
Lee, Peggy	840
Lescoulie, Jack	881
Lewis, Lester Associates	759
Lewis, Monica	843
Leyden, Bill	885
Lomax, Stan	856
Lombardo, Guy	34
Lorenzen & Thompson, Inc.	142
Loughrane, Basil	760
Lovejoy, Frank	827
Luddy, Barbara	813
Lyons, A. & S., Inc.	132

M

Mack, Gilbert	821
Mack, Ted Co.	1058
MacQuarrie, Haven	752
Makelim Associates	162
Malone, Ted	822
Manson, Charlotte	815
Marks, Garnett	922
Masters Mart, Inc.	Facing Page 1184
Mayfair Transcription Co.	750
McBride, Mary Margaret	816
McCarthy, Charles	804, 805
McConnell, Ed	78
McGeehan, Pat	826
McGill, Jerry	916
McIntosh, Frank H.	1146
McKeon, Jeannie	844
McKey, Dixie B. & Associates	1153
McMullen, Eddie	841
McNary & Wrathall	1150
McNeill, Don	60
McWhirt, Doris	818
Merrill, Robert	64
Metronome	254
Michelson, Charles, Inc.	776
Miller, Arthur	759
Miller, Jack	908

Mole Davis, Inc.	734-735
Monaghan, George	880
Monroe, Vaughn	22
Morgan, Raymond, R.	166
Morris, William Agency	128
Morrison, Bret	824
Morton Radio Productions, Inc.	744
Musical Courier	252
Music Corp. of America	134
MBS	74
Muzak Transcription Div.	770

N

NBC	106-107-108-109
NBC Television	1040
NBC Spot Sales	2
NCAC	136

O

O'Brien, Joe	933
O'Connor, Rod	933
Oliver, Jim	938
Olsen, Johnny	814

P

Parsons, Louella	867
Paul, Charles	911
Paul, Sidney	819
Perrin, Keyes	927
Philco	1048
Phillips, Irma	915
Piano Playhouse	755
Presto Recording Corp.	1134
Price, Vincent	810
Prof. Quiz	817
Progressive Radio Advt. Co.	160
Putnam, George Carson	114

Q

Quiz Kids	72
-----------	----

R

RCA	Back Cover
Radio-Electronics School of N. Y.	1056
Radio Luxembourg	1007
Radio Programas de Mexico	1008
Raine, Lorry	842
Randolph, Amanda	828
Ray, Garo W. & Affiliates	1162
Reeves Sound Studios, Inc.	782
RHC Cadena Azul	1010
Rice, Rosemary	816
Richman Productions	122
Rickey, Al	910
Riggs, Glenn	926
Ring, A. D. & Co.	1144
Ringling Bros. and B. & B.	32
Robbins, Fred	881
Rockhill Radio, Inc.	740
Ross, David	926
Rourke, Jack, Prod.	761
Roy, Cecil	84
Russell, Todd	824

Double Promotion With A Punch For Your Radio Station

LARGE ILLUMINATED CLOCKS AND NEWSPICTURE
DISPLAYS AT NO COST TO YOUR STATION

Attention Getters

ATTRACTIVE CHROME WINDOW DISPLAY, APPROXIMATELY 16 x 24

- Your Station's Call Letters, Publicity and Frequency prominently displayed in bright attractive colors.
- Large two color, clear, visible newspictures mailed directly to subscribers, three times each week.
- Each station under contract has 52-week exclusive to World Photo News Service in its city.

WORLD PHOTO NEWS DISPLAYS AND NEWSPICTURES

are placed with the merchants in your primary area. No telephones are used. The merchants are contacted personally by our representatives. These displays and illuminated clocks are a fine PROMOTIONAL MEDIUM FOR BOTH AM AND FM STATIONS. Your Station's only obligation is one short announcement each week to each subscriber to World Photo News Service.

We also have an interesting plan through which your station receives a revenue from us for each subscription sold in your area by our representatives.

• SELF ILLUMINATED CLOCKS •

A beautifully colored, illuminated time piece of unusual design, playing up the Radio motif. Your Call Letters, Publicity and Frequency are permanently displayed wherever these clocks are placed. You can secure these clocks for your radio station without cost by contracting for World Photo News Service Promotion and you may place them with whomever you desire.

*IF YOU WISH FURTHER INFORMATION, WRITE, WIRE OR PHONE COLLECT,
or if you wish, we will have one of our representatives call on you personally.*

WORLD PHOTO NEWS SERVICE CORPORATION

354 FOURTH AVE. NEW YORK 10, N. Y. MUrray Hill 9-5347

ADVERTISING INDEX

— S —

Salter, Harry	906
Saphier, James L., Agency Inc.	126
Satisfiers, The	845
Scharf, Walter	911
Schofield, Dick	936
School of Radio Technique	937
Screencraft Pictures, Inc.	1060
SESAC	14
Shaffer, Lloyd	907
Shepard, Riley	836
Sherry, Bob	812
Shore, Dinah	66
Sheldon, Earl	906
Sherman & Marquette	158
Small, Franklin H.	828
Soule, Olan	813
Souvaine, Henry, Inc.	748
Sponsor	248
Stang, Arnold	816
Stark, Charles Corp.	20
Stark, Richard	935
Steele, Ted	883
Stein, Harold	814
Sterling, Len	932
Stewart, Jay	937
Sylvern, Hank	906

— T —

Taubman, Paul	903
Taylor, Glenhall	758
Televiser	250
Television Prod., Inc.	1044
Teleways	779
Texas State Network	636
Thomas, Ann	818
Tilton, Martha	842
Todman, Bill	816
Torme, Mel	838
Tremayne, Les	818
Trendle-Campbell B'cast. Corp.	286
Transamerican	750
Tuttle, Lurene	819

— U —

United Press	124
U. S. Recording Co.	1136
Unitel, Inc.	1058

— V —

Valentino, Thomas J., Inc.	778
Velazco, Emil, Inc.	1046
Von Zell, Harry	923
Voorhees, Don	905
Vox Pop	810

— W —

WADC	564
WAGE	542
WAKR	563
WANN	449
WAPA	701
WARS	382
WATL	378

WAZL	596
WBAL	448
WBAP	648
WBAX	612
WBGE	377
WBIG	551
WBNX	522
WCAU	591
WCCC	357
WCOU	445
WCSC	618
WDAS	601
WDEL	361
WDSU	441
WEST	594
WEVD	525
WFAA	644
WFAS	545
WFAU	445
WFBC	620
WFBL	540
WFIL	602
WFMI	504
WFMO	1106
WGAL	598
WGAT	544
WGER	550
WGN	398
WGPC	378
WGST	382
WGTM	559
WHAM	536
WHAS	10
WHB	8
WHEB	504
WHEC	538
WHCU	521
WHHM	632
WHIO	572
WHLI	520
WHN	524
WHOM	526
WIAC	700
WIBC	413
WIBG	603
WIBS	702
WIBW	426
WINS	12
WIOD	371
WIP	604
WIRE	414
WITH	447
WJAX	368
WJBW	440
WJEF	472
WJW	568
WKBO	595
WKBW	516
WKOW	688
WKXL	504
WKZO	472
WLAW	459
WLIB	528
WLS	396

WLW	264
WMCA	530
WMRN	574
WMT	258
WNDB	366
WNDR	542
WNEL	698
WNEW	532
WNJR	508
WOR	514
WORK	614
WORL	456
WOV	534
WPAT	507
WPEN	606
WPRO	616
WPTZ	1048
WQXR	292
WRAC	613
WRAW	609
WRBL	378
WRNL	672
WRNY	539
WROK	407
WROL	630
WRR	646
WSB	380
WSRS	570
WSTC	359
WSUA	410
WTBO	451
WTCB	470
WWDC	364
WWJ	464
WWRL	545
Waring, Fred	56
Wasser, Pete Co.	774
Weist, Dwight	925
Weldon & Carr	1142
Wester, Carl & Co.	752
Western Electric	1132
White, Lew	904
Whitfield, Anne	822
Williams, Alun	927
Williams, Nathan	1162
Wilson, Ward	854
Wisner, Harry	852
Wolf Associates Inc.	749
World Photo News Service Corp.	30
Wright, George	909

— Y —

Yankee Network, The	454-455
Young, Adam, J., Jr.	138
Young, Alan	62
Youngman, Henny	58
Young, Victor	905

— Z —

Zerbe, Lawson	820
Ziv, Frederic W., Co.	731,
Inside Front Covers	
Zomar, Karl Library	780
Zuckert, Bill	828

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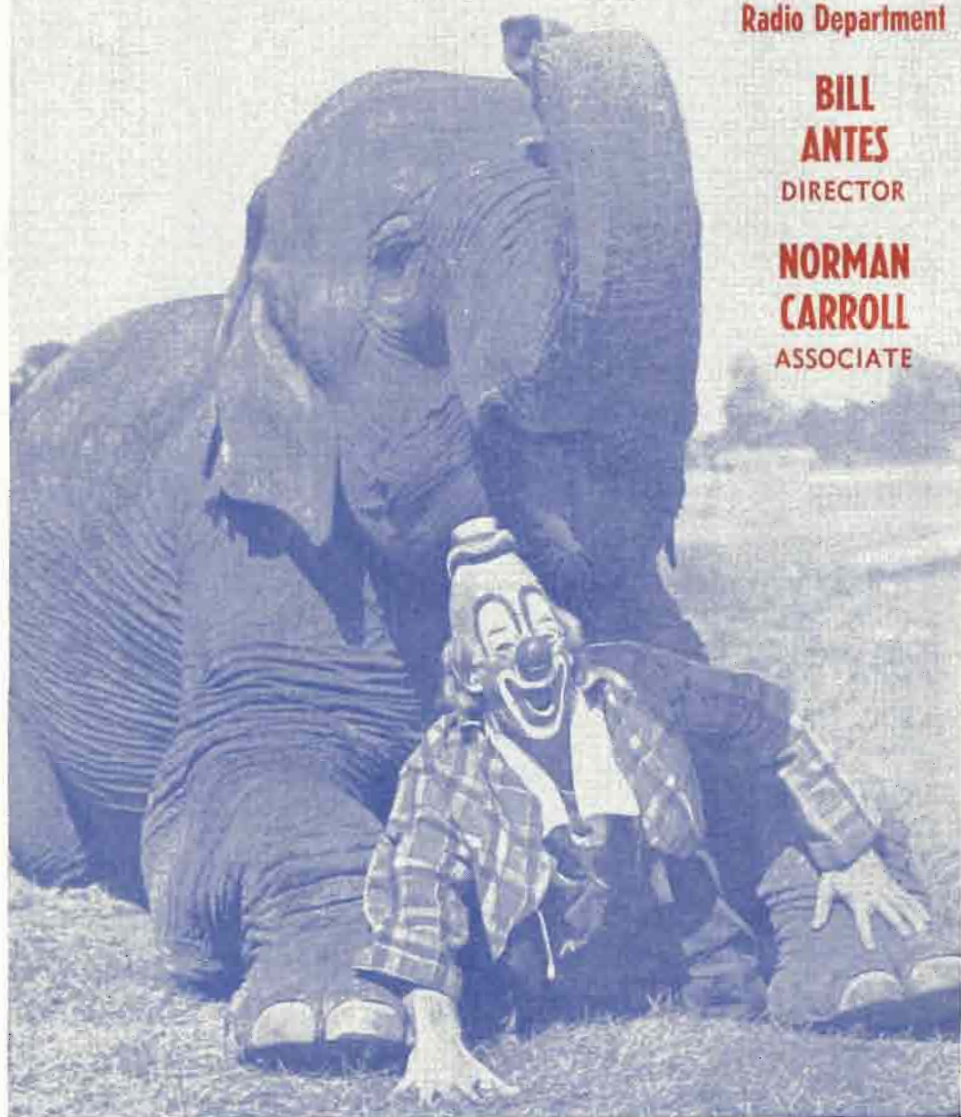
Radio Department

**BILL
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**NORMAN
CARROLL**

ASSOCIATE



THE GREATEST SHOW ON EARTH

1948—YEAR OF GREAT PROMISE

EXPANSION FORECAST FOR ALL SERVICES

By WAYNE COY
Chairman

Federal Communications Commission



IF the volume of work handled by the Federal Communications Commission in 1947 is any yardstick, the new year will see radio continue its unprecedented expansion on all fronts.

As far as broadcasting is concerned, frequency modulation is setting an unabated pace. More than a thousand FM stations are now licensed or authorized. Of this number, nearly 400 are on the air and are being added to almost daily. The coming year should bring this high-fidelity and static-free service to more than 500 metropolitan and adjacent rural areas throughout the Nation.

Standard (AM) stations have topped 1,500, with nearly 500 others under construction. It is significant that most of the new stations are in small communities, many without previous local broadcast service.

Television licenses and authorizations are nearing their first 100 goal. The more than 70 television stations which have already been given the green light propose to serve over 50 cities in some 30 states. An uncertainty in that industry was removed last March when the Commission decided that color television requires further experimentation before being given commercial status.

Facsimile broadcasting is destined for commercial operation as soon as the industry resolves some difference of opinion on technical problems. This will permit the drafting of engineering standards and rules and regulations to cover regular service.

The advantages of FM transmission have given an impetus to non-commercial educational broadcasting. Two score of these stations are built or under way.

Thirty-seven international broadcast stations continue to beam their programs overseas under State Department auspices.

To facilitate these broadcast services, approximately 700 miscellaneous radio stations are in operation. These include experimental, remote pick-up and studio-transmitter links.

The broadcast industry is so busy with its own affairs that it may fail to appreciate the equally important advances being made by radio in other fields. Yet these developments are an important part of this era of communication progress. Many affect broadcasting either directly or indirectly.

It may surprise some to realize that about 115,000 non-broadcast stations are now authorized, not including many thousands of mobile transmitters. Amateur stations have increased to 75,000. Some 40,000 other stations are devoted to the protection of life and property—such as aeronautical, marine, police, fire, forestry, railroad, utility, etc. These, too, are undergoing phenomenal expansion.

On the basis of the record of the year just closed, 1948 holds great promise for the radio industry—in all its ramifications.

For Complete FCC Personnel Please Turn to Page 231



GUY LOMBARDO

YEAR OF GREAT EXPECTATIONS

PROGRESS OF CODE HIGHLIGHTS REPORT

By JUSTIN MILLER,
President

National Association of Broadcasters



NINETEEN forty-eight is a year of great expectations for broadcasting, because the pattern of past years is encouraging.

Looking back over the year just ending, the NAB finds, among others, one outstanding sign of progress. During 1947, the long awaited Standards of Practice for American broadcasters began to take shape and to move

toward a final reality. Not yet completed, because a document so important and so varied in content needs intensive study and careful drafting, nevertheless, the process of preparation and adoption of Standards is well on its way.

The proposed Standards of Practice have been debated, reviewed, and again referred for further study and revision. They will be revised again when the NAB Board of Directors meets in February. They will be returned once again to the membership for approval or suggestions, in order, thus, to pursue the most democratic procedure possible.

Considering the many years it has taken other professions to produce such Standards, progress to date is heartening. It is a symbol of a growing sense of responsibility on the part of the broadcasting industry.

In a closely related field, a possibly historic test may arise at the beginning of 1948, when the Federal Communications Commission comes to review the "Mayflower" decision. Some broadcasters, like some newspaper and magazine publishers, may not want actively to exercise the right to editorialize. But, like all Americans who value their Constitutional freedoms of speech and press, as safeguards of other basic liberties, broadcasters cannot passively accept so flagrant an abridgment of their rights.

In other fields, much remains to be done in 1948. New radio legislation will probably come before the Congress. Much of the expected progress in legislative fields went unachieved in 1947. Our decision, early in the year, to stand upon the firm ground of the Constitution's First Amendment when encroachment threatened in Congressional hearings represented real progress. The unity we achieved then will be carried over intact into 1948.

For Complete NAB Section and Personnel Please Turn to Page 237

EVERY SUNDAY ON NBC

with

MARY LIVINGSTONE
PHIL HARRIS
ROCHESTER
DENNIS DAY
and DON WILSON

writers

SAM PERRIN
MILT JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY

producer

HILLIARD MARKS

agency

FOOTE, CONE AND BELDING

sponsor

LUCKY STRIKE CIGARETTES

JACK BENNY

THE CODE TOPS 1948 AGENDA

By FRANK BURKE, Editor, RADIO DAILY

THE Code — more formally referred to as the proposed Standards of Practice — was No. 1 on the industry's agenda as 1948 loomed on the horizon.

Presented by NAB's special committee on Standards and Practice, adopted by the organization's board in convention last September at Atlantic City, the Code ran into rough going

when a committee of independent broadcasters challenged the right to its adoption without consultation with their group.

Committees were appointed, including leaders among the independents, to meet with NAB officials in Washington. Meetings were held and grievances were given a thorough airing. After due deliberations it was recommended that the Code be turned over to the NAB board for further refinements at the February meeting and then submitted to the membership for final adoption at the May, 1948, convention of NAB at Los Angeles.

The section of the Code which has been the center of most criticism is that which covers "Time Limitations on Commercials." Specifically this section said: "The maximum commercial time, including station breaks, allowable in any 15 minutes of broadcast time, regardless of type of program, or sponsorship, or how such 15-minute segment is divided into program units or announcements, should not exceed three minutes."

This section was the verbal bombshell that set off the criticism of independent stations whose life blood is participation programs, disc jockeys, musical clocks and shopping guides. These programs, according to later revisions of the Code on "time limitations," were allowed additional time for commercial participation of sponsors.

On the business side 1948 shapes up as a challenging year for those who guide



Burke

the destiny of both network and independent station operations. With nearly 2,000 AM stations on the air or authorized and prospects of 1,000 FM stations being in operation by the end of 1948, the broadcasting industry presents a highly competitive picture with emphasis on local sales.

It has been estimated that broadcast advertising in 1947 totalled \$356,690,000, a new high in radio time sales. This is an increase of 7.9 per cent over 1946, and prospects are that the gross will go still higher by the end of 1948.

In governmental circles the most important development of 1947 was the resignation of Charles R. Denny, chairman of the FCC to become vice-president and general counsel of NBC. Denny's decision was made during the NAB convention in Atlantic City and took effect in December when President Truman sent the name of Wayne Coy, general manager of WINX, Washington, to the Senate as successor to Chairman Denny. Coy was confirmed, without opposition in January, and became chairman of the commission.

Television and FM holds great promise for expansion as 1948 gets underway. Already 19 television stations are operating in the United States and a well-established network carries programs to five cities on the East coast. By the end of the year 50 television stations may be in operation and the expansion of coaxial cables and relays may bring so-called network television to the middle west and possibly the west coast.

The growth of FM has been sparked by the activities of the Frequency Modulation Association which fostered negotiations with Petrillo for duplication of AM network programs on FM and the fixing of scales for FM station operators. With approximately 400 FM stations now on the air, FMA officials are predicting that the total station operations will reach the 1,000 mark before year's end.

1948 will probably go down in record as the most progressive year of the industry. The AM, FM, television and facsimile expansion, ready markets for all types of receivers, and increasing advertising budgets are signs that point to a big year.

THANKS A MILLION . . . for the ten million Christmas Gifts you have helped make possible for the hospitalized War Veterans in the past four years. We look forward to your continued support in the campaign which has won the heartfelt thanks of the nation.



EDDIE CANTOR

"I LOVE TO SPEND EACH THURSDAY WITH YOU"

10:30 P.M., E.S.T. — N B C

FOR PABST BLUE RIBBON BEER

TEN OUTSTANDING RADIO NEWS EVENTS OF 1947

Following radio news events of the past year is the consensus of opinion by network and station news directors as polled by RADIO ANNUAL:

1. The Cold War: President Truman's Doctrine for Aid To Europe and Secretary Marshall's Plan.
2. Texas City Disaster.
3. British Royal Wedding.
4. Broadcasts of Congress' activities regarding Taft-Hartley Law.
5. War Investigation Hearings (Hughes, Meyers probe).
6. Congressional Investigation of Communists in Hollywood.
7. UN Partition of Palestine.
8. Florida Hurricanes and Mississippi-Missouri Floods
9. Communist Uprisings in France, Italy.
10. Foreign Ministers confabs in Moscow, London. First direct uncensored news broadcasts from Soviet Capital by NBC.

Outstanding Broadcasts

"Fear Begins at Forty" on CBS.

ABC's "School Teacher, 1947."

NBC's Series on United Nations.

"The Joyful Hour" on Mutual.

Network Pickups of British Royal Wedding.



MILTON BERLE

NEW YORK OFFICE—1650 BROADWAY

THE TELE RECEIVER MARKET

By **AM OWENS**, Associate Editor, TELEVISION DAILY

PERHAPS the most inspiring of the many historic developments noted in television's second year of commercial operation was the growth of the receiver market — the veritable nucleus of the greatest communications medium known to man. Unlike many other major industries, which reached maturity in segments and with some degree of independence, television was no better than the size of its audience, since here was the source of its life blood—the buying public.



Owens

It was an auspicious beginning. Although the wheels of production had begun their long grind haltingly in the beginning of 1947, the output at the year's end was the result of a well-oiled instrument of industry. It held such promise as to provide the basis for greater expectation during this year by the nation's broadcasters—the men whose business depended completely upon the distribution of television receivers. At least a half-million new sets are predicted to reach the retailers' showrooms in 1948, and indications are that the charmed circle—1,000,000 sets in use—will be a happy reality before another winter has passed.

David Sarnoff, president of RCA, made a statement at the year-end which reflects the attitude of top industry management toward the further development of television. "By the end of 1948 television, in consumer prices, will approach a \$500,000,000 a year industry," he said. And to emphasize its present and future importance to the American public, the RCA official added: "For the first two years of commercial television, the public will spend four times as much for television sets as they did for radio receivers in 1921 and 1922, the beginning of radio broadcasting."

According to a consensus of authoritative opinion drawn from top levels in the industry, production of receivers during

1947 exceeded that of the previous year by 20-fold. Approximately 200,000 sets came off the production lines—a tremendously encouraging margin over the anemic output of the year before when only 10,000 models were placed in the hands of the public.

The production side of the picture was one which shattered precedent after precedent, and indeed assumed mushroom proportions at the year's end. According to the Radio Manufacturers Association, average monthly production throughout the year was 15,000 sets, and this trend continued its accelerated ascent through December when a total of 28,000 receivers were crated for delivery—an increase of 97 per cent! Perhaps the most significant phase of this surge was the fact that production of table model television receivers totaled nearly 120,000—twice that of straight video consoles and TV console combinations, indicating that manufacturing techniques had at last been geared to satisfy the demand for low-priced sets—America's mass market and the backbone of the future television audience.

Although its development was often referred to in terms of the nation-wide audience and its coast-to-coast network possibilities, television in 1947 continued to be a strictly local industry—with the exception of the New York-Philadelphia-Washington-Schenectady area. In the latter region it had reached major proportions during this period since "network" service had become almost a daily feature through working arrangements between stations in each of the three cities.

New York, universally considered the center of television, had somewhere between 50 to 75,000 sets in operation by the end of the year. Philadelphia and Washington were far behind numerically but not proportionately, and Chicago, with only one station on the air, achieved highly promising gains during the 12-month period.

In the light of this sweeping expansion, which render statistics obsolete as quickly as they are charted, it would appear that even the most optimistic predictions of television's importance in our way of life, in both the physical and economic sense, will be considered conservative when the industry reaches its full potential

HOPE

A black and white portrait of a man with short, dark hair, wearing a patterned suit jacket, a white shirt, and a dark tie. He is looking slightly to the left of the camera with a neutral expression. The background is a plain, light color.

1938-1948

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

The Outstanding Events — In Television — 1947 —

TELEVISION covered an opening session of Congress for the first time in history,—the 79th Congress. Pickup also included the first telecast of a Presidential "State of the Union" Address.

Federal Communications Commission rejected a proposal of color television standards (by CBS.) Decision keynoted first all-out development of monochrome tele, including station building, set manufacture, etc.

AT&T opened a radio relay circuit between New York and Boston, thereby extending the Eastern tele network 450 miles northward. WBKB set up first mid-west network linking Chicago with South Bend, Ind.

RCA demonstrated its system of large-screen color television. Paramount Pictures unveiled its system of theater television, involving rapid processing and reproduction of films taken from a video tube.

Motion picture industry evidenced first combined interest in theater tele,—and its potential box office threat. Plans were laid to begin study of tele, including reservation of video channels for theater tele.

First nation-wide tour of television was made by RCA and Allied Stores Corp. department store association, via jeep units in 22 major cities.

New York was first city to have all TV channels (7) allocated by FCC.

Industry opposition eliminated two serious threats to development: proposed amusement tax on tele in public places, and proposed ban on erection of antennas on rooftops by landlords in New York area.

Television covered the World Series for the first time in history. Estimated 3,000,000 persons saw the classic on the Eastern web.

Philadelphia was chosen by Republicans and Democrats as '48 convention site, largely because of tele coverage available.

Newsreel organizations officially entered television via servicing of member stations with special films for video.

BBC announced plans for establishment of a network in the United Kingdom. Web would service six provinces and 70 per cent of the population.

For Year Book of Television Please Turn to Page 1041

AL JOLSON

THE FUTURE OF TELEVISION

By BRIG. GENERAL DAVID SARNOFF, *President, RCA*

IN speaking of television for the past twenty-five years or so, we have been accustomed to say that "television is around the corner." I should like to bury that phrase. Television is no longer around the corner. It is beyond the doorstep; it has pushed its way through the door into the home!



Sarnoff

The Federal Communications Commission has authorized to date a total of 69 television stations, and 16 applications are pending. This means that 85 television stations already have decided to lead the way. I believe that many more will follow. As of November 15, there were 13 stations on the air with regular television programs. In 1948, the list of stations will increase as transmitting equipment becomes available.

My estimate is that by the end of 1948 there will be approximately 50 television stations on the air in this country with regular programs. There may be more.

All kinds of figures have been mentioned about television receivers, and here is my estimate. By the end of 1948, I foresee a total of 750,000 receivers in use. This means that for 1948 our estimates are approximately 600,000 above the number that were installed at the end of last year.

Surveys have been made of the number of people within range of present television programs. Approximately 40,000,000 people lived within the areas covered by television broadcasts at the end of 1947.

Surveys indicate that seven viewers constitute the average audience at each television receiver. Therefore, if you multiply 750,000 by seven you will see that by the end of 1948 there will be a large audience for television—somewhere near 5,000,000.

The broadcaster must build his own television circulation as does a new magazine or newspaper. That is the broadcaster's job. He cannot toss that responsibility to the television set manufacturer, any more than the magazine or newspaper

publisher can transfer his problem to the printer.

A newspaper or magazine spends a substantial part of its initial investment in building circulation; the job of the broadcasting stations, likewise, must be to build circulation in television.

Television programming can be started by local stations in a small way with a minimum of facilities and expanded as receiving sets and commercial sponsors increase. In the meantime, until nationwide networks are available, films of live shows and newsreels can be flown to stations throughout the country to add to their program variety.


Like the many independent local broadcasting stations which are successful and profitable, television stations also can thrive upon local talent and community service. There is no end to local program possibilities, for the small town is a natural television stage. People like to see their friends and neighbors on the screen. I can foresee many uses for television in religious and educational activities. Television can be a great aid to good government in city, town and country by making citizens better acquainted with their local leaders and their work.

Local merchants will find television an effective means of advertising. Dramatic groups, county fairs and community sports events will enlarge their audiences. Often a local baseball or football game or a prizefight is as interesting to a community as a professional sports event in a distant city. Civic and fraternal organizations and women's clubs also are sources of programs for local television stations.

Imagine the interest that would be shown in a local community if, for example, one or more department stores were the scene of a shopping hour in the morning or afternoon. The television camera would show the merchandise and the shopper at home could see what each store had to offer before she left home for her marketing. This should be an interesting experiment in advertising.

Automatic relay stations, either alone or in combination with the coaxial cable, show great promise for speeding extension of television program service throughout the nation. Radio relay stations are now

(Please See Page 59)



"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.

Bookings:
WILLIAM MORRIS

Exclusively on
**COLUMBIA
RECORDS**

AWB EXPANDS ACTIVITIES

By RUTH CRANE, President, Association of Women Broadcasters

HAPPY over progress made and prominence achieved in five short years of existence, the Association of Women Broadcasters of the National Association of Broadcasters looks forward to greater achievements in 1948.

The Association of Women Broadcasters was formed in 1942, its Active Membership comprised of women



Crane

on the staff of, or broadcasting over radio stations that belong to the National Association of Broadcasters. Associate Members are women engaged in executive phases of radio work outside of NAB radio stations.

Objects of the Association are to promote the interests of women broadcasters and executives and to increase their opportunities for service.

National officers elected by AWB in the spring of 1947 were Frances Farmer Wilder, CBS, President; Ruth Crane, WMAL, First Vice-President; Eleanor Hanson, WHK, Third Vice-President; Ann Holden, KGO, Fourth Vice-President; Nell Daugherty, WSTC, Secretary, and Norma Richards, WSPD, Treasurer. Dorothy Lewis, Coordinator of Listener Activity of the National Association of Broadcasters, is permanent Second Vice-President of AWB. In September 1947, Frances Farmer Wilder left the radio business and resigned from AWB, and the First Vice-President was designated to succeed her as President at the AWB Jan. 1948 Convention in Washington.

Following the NAB pattern of division into seventeen districts, the AWB has held a number of regional meetings and program clinics throughout the year. Among these were District Number Two, which met at Albany, District Number 13, which met at San Antonio, District 10 convened at Kansas City, District 9 at Chicago, District 1 at Hartford, Conn. and District 16 at Los Angeles. At the San Antonio meeting Governor Jester of Texas

proclaimed Saturday, November 15th, Women Broadcasters' Day in Texas. These local meetings provide inspiration and help through an exchange of ideas for the improvement of program service, through helping the AWB member to a broader knowledge of radio's purposes and problems, and through the recognition accorded AWB by national, civic, and private agencies. The AWB members of Washington inaugurated the first of a series of Radio Institutes for Club Presidents and radio chairmen, a pattern to be used throughout the country.

Again in 1947, the Association of Women Broadcasters conducted a nationwide letter contest during National Radio Week, with outstanding response. Listeners were asked to write on the theme, "What Is Your Favorite Program and Why?" The thousands of letters will be used to analyze listener preferences and to assist broadcasters in building effective programs.

Cooperating with Women United for United Nations, Observer Group at Lake Success, New York, the AWB prepares a monthly United Nations News Bulletin for women broadcasters, reporting matters discussed at the General Assembly and providing answers to listener questions.

Our seventeen district chairmen are: District 1—Fay Clark, WBRY, Waterbury, Conn., District 2—Gertrude Grover, WHCU, Ithaca, NY, District 3—Kaye Witmer, WKBO, Harrisburg, Penn., District 4—Elinor Lee, WTOP, Washington, D. C., District 5—Dorothy Horsfall, WPDQ, Jacksonville, Fla., District 6—Marjorie Cooney, WSM, Nashville, Tenn., District 7—Katherine Fox, WLW, Cincinnati, Ohio, District 8—Mildred Grace, WELL, Battle Creek, Mich., District 9—Nancy Grey, WIMJ, Milwaukee, Wisconsin, District 10—Anne Hayes, KCMO, Kansas City, Mo., District 11—Darragh Aldrich, WCCO, Minneapolis, Minn., District 12—Julie Benell, KOMA, Oklahoma City, Okla., District 13—Violet Short, KTSA, San Antonio, Tex., District 14—Louise Hill Howe, KSL, Salt Lake City, Utah, District 15—Frances Quinn, KFRE, Fresno, Calif., District 16—Martha Gaston, KFOX, Los Angeles, Calif., District 17—Vernice Irwin, KVI, Tacoma, Wash.



REXALL PROGRAM

Sponsored by United Drugs

Wednesday

Pacific Time 7:30 to 8:00 p.m.

Eastern Time 10:30 to 11:00 p.m.

NBC

Mgt. LOU CLAYTON

BMB DATA—ONE YEAR IN USE

By HUGH FELTIS, President, Broadcast Measurement Bureau

OVER 700 subscribing stations received their BMB audience data in the fall of 1946. The following spring the Area and Network Reports were published. Since then BMB station and network audience information has been tested in the crucible of use.



Feltis

Just as experiment had to precede the measurement of station and network audiences, so too did experiment have to precede the use of the resulting data by broadcasters, advertisers and agencies. 1947 was largely a year of experimental use.

Agencies with highly developed coverage estimated methods analyzed the BMB figures carefully in the light of these methods before basing time buying decisions on BMB. Other agencies and advertisers scrutinized the figures against known sales effectiveness.

Meanwhile the stations and networks compared BMB with other data, engineering and otherwise. In some instances they found a remarkable degree of correlation. Where comparisons were made with data that measured other dimensions of listening, such as average number of listeners per minute, there was often less correlation. These instances only served to point up the difference between the total number of families that listen to a station and the number who listen during the average minute. Both pieces of information are important. Neither is a substitute for the other.

All this testing and analyzing and experimenting with the BMB figures by advertisers, agencies and broadcasters led to one over-all conclusion: The BMB figures make sense.

And this conclusion in turn has led to an ever-increasing use of BMB by all three groups. More and more stations feature BMB figures in their trade press advertising, sales promotion pieces and presentations. More and more agency recommendations are based on and supported by BMB data. More and more

advertisers are instructing their agencies to use BMB figures as an important buying tool.

What's more, BMB data are being used with increasing discrimination. They are used in specific ways to meet specific situations. BMB findings are being used in conjunction with other facts—facts about markets, distribution, station rates, competing media and other media used by the advertiser.

These buying uses have shown broadcasters that advertisers and agencies are interested not only in the stations with the biggest BMBs; they also use stations with small BMB figures just as they use smaller circulation newspapers and magazines. And they often favor BMB subscribers for the simple reason that it is easier to evaluate and justify the use of stations for which BMB figures are available.

Organizationally, 1947 marked the inauguration of a 15-point long range program based on the premise that BMB as an organization is more important than any individual project it undertakes. Broadcasters now subscribe to the Bureau rather than to a particular audience study, with full assurance that the Bureau's studies will meet the industry's needs.

The Bureau's program includes the examination and evaluation of all available radio research, the refinement and improvement of BMB's audience measurement and the investigation of other services that BMB might perform.

In March 1947 BMB conducted an Interim Station Audience Measurement, designed particularly for new stations and those which had changed power, frequency or network affiliation since the 1946 audience survey.

The next nationwide survey, in March 1949, will not only measure subscribers' total weekly audiences but will also show finer detail such as their average daily audiences.

The first year's use of BMB data has proven beyond question the value of its measurement. More important still, it has proven the value of cooperative, tripartite research in the development of radio advertising.

So how much dough
will this ad make me
if I say

"DUFFY'S TAVERN"

It's better I should
mention

TOYON BAY

ED. GARDNER
Stockholder

NATIONAL TELEVISION SERVICE

By J. R. POPPELE, President Television Broadcasters Association, Inc.

TELEVISION in 1948 will take on the proportions of a national giant, striding through areas heretofore untouched by the magic of the visually-inspired electron; riding the crest of millions of cycles into the homes of hundreds of thousands of families, and bouncing along a series of microwave relay stations that will hoist views of Manhattan into homes out Chicago way—and, perhaps, beyond.

Television was a strapping youngster a year ago; today it has achieved a measure of maturity which scoffers only a short time ago were ready to concede was merely a twinkle in the eye of the "fathers" of the new art.

From 5,400 post-war receivers available by December of 1946, television production soared close to 30,000 a month a year later, with the total output for 1947 reaching nearly 200,000.

From a handful of television stations catering to a limited audience 12 months ago, television was being wafted from 17 stations as 1948 was born, with the prospect of twice that many operating before 1949 arrives.

In 1946 there were very few manufacturers geared to produce television sets and only a trickle of receivers reached the market. Last year 36 companies, large and small, producing sets with screens ranging from 4 by 6 inches to 15 by 20 inches, were in full blast production; many more will be added to the roster this year.

Dollar-wise, television receivers at retail levels did not top \$3,485,000 in 1946. Last year, 1947, the figure soared to \$74,000,000 and industry leaders are convinced that by June of this year the dollar value of television receivers will exceed that of AM radio—a remarkable stride forward, considering television's status less than 18 months ago.

Is it any wonder that the former chairman of the Federal Communications Com-



Poppele

mission, Charles R. Denny, has characterized television as an industry "destined to become the greatest mass communication medium of them all."

Probably no facet of television development is as vital to television broadcasters as that of facilities for network operations. The very life of the industry—commercially and otherwise—depends upon the ability of all stations to provide high-calibre programs to an audience large enough to attract advertiser's capital.

Hence, every new link in the web of facilities available for network operations is enthusiastically accepted by broadcasters. Last year the New York to Washington network route was expanded to include Boston. This year it is hoped that Chicago, Detroit, Cleveland, Cincinnati and Milwaukee will be tied to the east coast, a prelude to wider expansion of the ultimate national television service.

Last year events such as the first telecast of a President of the U. S. addressing Congress; major league baseball games televised in New York, Philadelphia, Chicago, Detroit and St. Louis; World Series baseball televised on an extensive east coast network, helped arouse public curiosity and acceptance of the art of visual broadcasting.

This year the two greatest political events of the year—Republican and Democratic National Conventions in Philadelphia—will be televised by every station that can hook its cables onto a network along the east coast. It is to be hoped that those in the mid-west will also be able to carry the conventions on a direct pick-up basis. If not, films will be flown to these stations and others on the west coast for immediate telecasting.

The year 1948 should see television receiver sales surpass the 750,000 mark.

The year 1948 should see network television move from the east coast into the mid-west and, perhaps, beyond.

The year 1948 should see television attain a position of prominence that will equal other forms of communication to which the public has become accustomed.

The year 1948 will bring scores of advertisers into television, particularly as the video art expands.

For Complete Television Listing Please Turn to Page 1041



Jack Carson

NBC—THURSDAY

for

SEALTEST VILLAGE STORE

6:30 Pacific Coast Time

9:30 Eastern Standard Time

Management
Stempel-Olenick
Hollywood, Calif.

BROADCASTING FOR PEACE—1948

By BENJAMIN COHEN, Ass't Sect'y Gen.—Dept. of Info., U. N.

SECRETARY General Trygve Lie has stressed in all his recent addresses that the U.N. must surmount in the coming months some of the most critical problems in the field of international relations and will require the fullest measure of support from an enlightened world public opinion.



Cohen

In the already substantial experience gathered by the Department of Public Information radio appears as one of the most effective media to disseminate information, since it is not beset by newsprint shortages, transmission or transportation bottlenecks, foreign exchange scarcities, and is capable of reaching directly an audience several times larger than that served by the printed word or the projected images.

1948 is a vital year for the peoples of the United Nations and one of untold possibilities for all who work to bring them news and opinions—principally for you, the broadcasters of the United States, speaking daily to a nation endowed with tremendous power to influence the future of international relations and wherein dwells a large fraction of the world's three hundred million radio listeners.

Has any one yet measured fully the power for good that lies in broadcasting? I doubt it. Quite beyond doubt, however, is the increasing support which U. S. radio—networks, independent stations, educational stations, broadcasters' associations, the trade press and radio councils—have given to the United Nations. Some of you, I hear, plan to do still more to bring into your communities the purposes, day-to-day work and fascinating human side of the United Nations. The Department of Public Information is ready and able to help you.

First, let me try to answer the question which Mr. Frank Burke was good enough to put: What are the plans of

the United Nations Radio Division for 1948, both here at headquarters and overseas? Briefly, the Division plans to promote, and itself to offer for relay, more programs on the work and progress of the United Nations, using more languages and acting in cooperation with still more broadcasting agencies.

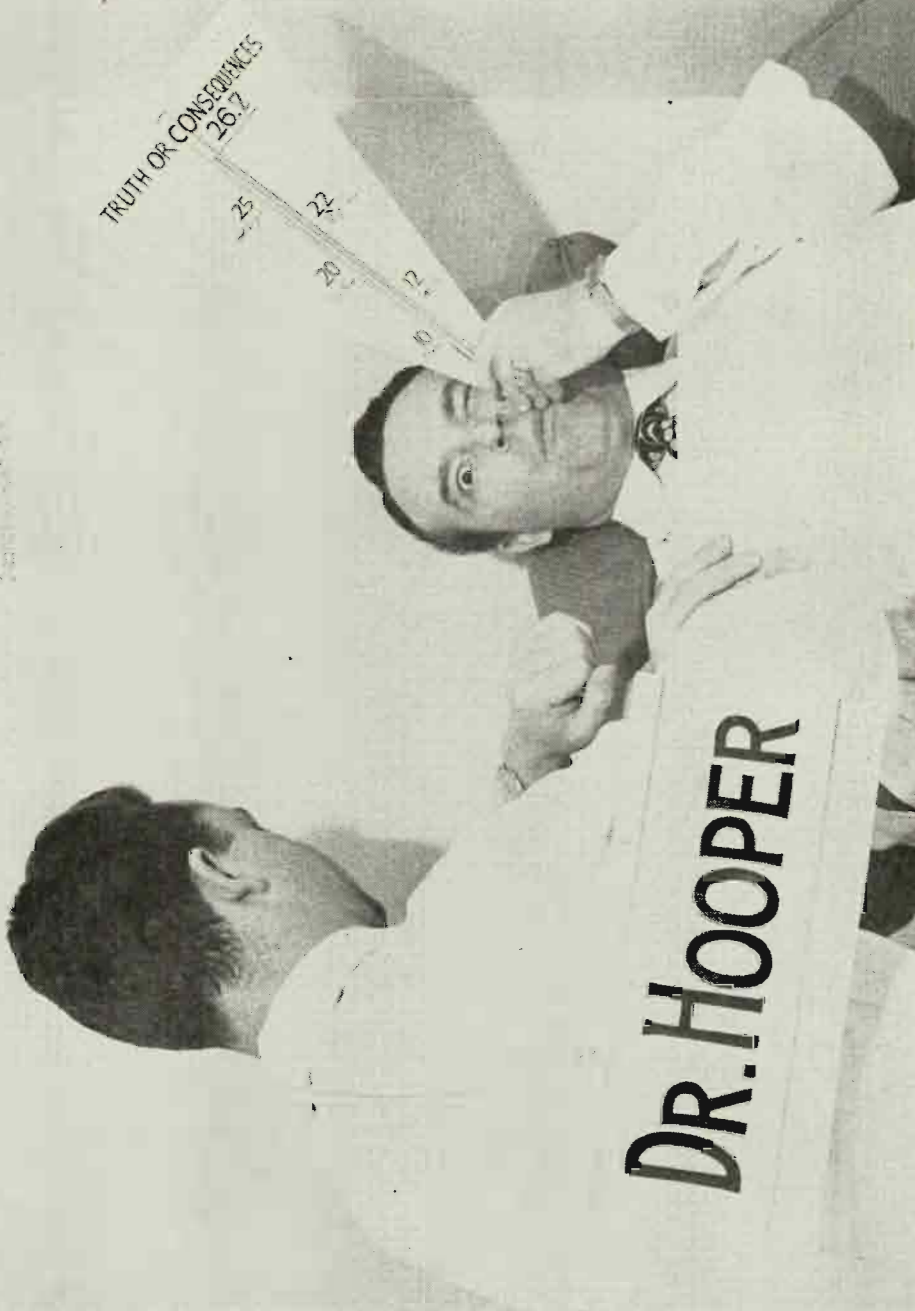
Nowhere are the various kinds of assistance the Radio Division can offer better illustrated than in the case of your own United States. The good reaction to its Radio Kits, for example, (scripts, spot announcements, and perhaps a transcription) has guaranteed that this service will continue. Further, all broadcasters interested receive without charge the semi-monthly "United Nations Bulletin", background releases and other material for special programs, while the Division distributes to over one thousand women commentators a monthly U. N. newsletter prepared by women observers working with the Association of Women Broadcasters.

Why has "The United Nations Today", a Radio Division program, been taken up so rapidly by over one hundred stations, forming a coast-to-coast "Network for Peace"? Primarily because it brings listeners, Mondays through Fridays, an up-to-the minute report of all the principal activities of the United Nations. In fifteen minutes it presents with a short bridging narrative voices of delegates recorded from the day's debates or in special interviews, together with dispatches from U. N. Information Centers or Missions overseas. In 1948, for example, "The United Nations Today", will continue to provide newscasts from Havana, Salonika, Geneva, and carry special reports from Jerusalem, Seoul, and from the Autumn General Assembly in Europe.

More perhaps than any other medium, radio has the possibility—and therefore the clear responsibility—of spreading, as the General Assembly with one voice requested, information expressing "the undoubted desire of all peoples for peace." May the Year 1948 see all U. S. networks and stations bring their listeners still further news of what is, after all, everyone's United Nations.

HOSPITAL CHART

DR. J. HOOPER
M.D.
1000 10th St.
New York, N.Y.



REPORT ON CANADIAN RADIO

By HARRY SEDGWICK, Pres., CFRB and Board Chairman, CAB

ENCOURAGING measurable gains were made by the independent broadcasters of Canada at the 1947 sessions of the Parliamentary Radio Committee. Represented by their Canadian Association of Broadcasters, the 89 member stations asked for fundamental changes in broadcasting and radio law in Canada. Their brief was a painstaking analysis of such law and regulation, together with comments on its results, inequalities and injustices.



Sedgwick

The CAB brief pointed out that the Radio Act, written in 1902 and not amended in major respects since, still governs operations of modern-day broadcasting stations. It also pointed out that the Canadian Broadcasting Corporation, a "Crown Corporation," competes directly with the independent stations for audience and business, nationally and locally, has a monopoly of networks by its own regulations, and can place stations on or take them off those networks at will and on its own financial and other terms, writes and enforces the broadcasting regulations, and that meetings of its Board of Governors to recommend on applications for licenses and to deal with matters of regulation, were being held in camera. The brief also protested the "power-freeze" regulation holding down power of all independent stations, by which valuable actual and potential coverage was being lost to Canada, and the apparent slowness of CBC to recommend licenses for experimental and actual broadcasting in new broadcasting fields, particularly television and facsimile.

To correct this situation, the independent broadcasters asked lifting of the power freeze, and that powers of licensing and regulation be transferred to an impartial tribunal, which would hold meetings open to press and public, and be required to give reasons for its decisions. The CAB asked that this Board be responsible in large measure to the legislative arm of government, rather than so directly related to the executive branch as is the

case at present; pointing out that the CBC and the Cabinet conjointly possess the power to censor all broadcast material in advance.

For the first time, the independent broadcasters carried their case this year directly to the public, through means of special programs and announcements, speeches by station personnel to groups and organizations, a series of quarter page ads in all daily newspapers, and wide public distribution of our brief to the Parliamentary Committee.

That this policy had its effect appears obvious. Public opinion surveys (one of which was presented to the Committee) showed a marked trend of opinion toward the side of the independent broadcasters. The Canadian Daily Newspapers Association appeared officially before the Committee to press for somewhat similar action to that suggested by CAB, and support was forthcoming in large part from the Association of Canadian Advertisers and the Canadian Chamber of Commerce, who sent letters to the Committee suggesting a wide review of broadcasting legislation and practice by an impartial, non-political body appointed for the purpose.

The year witnessed an increase in the number of broadcasting stations in Canada, both independent and CBC. CBC proceeded with construction of its additional clear channel 50 Kw. stations, taking channels previously occupied by independent stations to do so, and removing several stations from its networks in the process. The state system also entered the local field, selling directly against individual stations in competitive areas. The membership of the Canadian Association of Broadcasters rose to its all-time high. The Association instituted a policy of holding regional meetings, for the first time, which have had gratifying results. Since the Committee's recommendation, the number of FM licenses applied for, and granted, has increased tremendously; and interest is being expressed now in both television and facsimile.

During the year ahead, the independent broadcasters of Canada will extend their service to the community and to the business operations that provide its lifeblood. They will also continue their struggle for treatment identical to that accorded other classes of citizens in a democracy.



FRED WARING
and his
PENNSYLVANIANS

NBC—MONDAY THRU FRIDAY—10 A.M., EST
MONDAY EVENINGS—10:30-11:00 P.M., EST

PROGRESS REPORT ON FM

By J. N. (BILL) BAILEY, Executive Director, FM Association

FM's biggest year of development will unfold during the first six months of 1948.

Having hurdled many obstacles, technically and otherwise, this improved method of broadcasting which the FCC has termed the "finest aural broadcast service attainable in the present state of the radio art," has become firmly rooted the past year.



Bailey

The FM Association, the only organization devoted to the development of FM broadcasting and to the protection of the millions of dollars invested in FM facilities, foresees this expansion on a five-point front:

1. Establishment of numerous FM regional and state networks, presaging wide use of relays for network purposes.
2. Availability of live music to FM networks.
3. Keen competition programwise.
4. Much greater set production.
5. Availability of established AM network musical programs to FM stations.

Rounding out its first year, the FMA is taking the lead to insure fruition of each of those five points.

The year 1947 saw establishment of the first major commercial FM network—the Continental. Several state and regional FM chains were organized, including the Dixie Network and Arrow Network. The year 1948 will see many more. Eventually—perhaps before another year—these regional networks will be linked to form larger chains.

Because relay and rebroadcast have proven feasible and since the AT&T has not yet delivered 15,000-cycle land lines, these FM networks will be linked almost entirely by radio. The FMA has pending before the FCC, as this is written, a

request that Television Channel No. 1 (44-50 mc) be set aside for FM relay purposes.

The FM Association's attitude towards programming of FM is reflected in a resolution adopted unanimously at our First Annual Convention, September 12-13, in New York. The resolution:

"Whereas it is believed that public acceptance of FM will be considerably facilitated by diversified program schedules carefully planned and expertly executed, be it resolved that all broadcasters strive to improve the program quality of their broadcasts and devote a greater portion of their time to live talent."

The FMA has taken an affirmative step to prevent any discrimination against FM. Pending before the FCC, as this is written, is a petition filed by the FMA asking that the Commission call a legislative hearing to determine whether a rule should be adopted denying a license to any FM or AM station which enters into an agreement with a network organization which would prevent the simultaneous broadcast of network programs over FM and AM facilities.

Popular network programs on FM would stimulate listening to the new, improved medium, more than 92% of the nation's FM broadcasters (both independent and those with AM affiliates) believe. Only a small minority think FM should be programmed entirely independent of AM, at least for the time being.

The FMA will continue to be alert, maintaining close liaison with the FCC, the Congress and other industry organizations to protect the investment in FM. The FMA is under mandate of the membership, through its by-laws, "to act as liaison between its members, the FCC and other agencies and organizations on the continuing overall problems affecting FM broadcasting."



HENNY YOUNGMAN

Exclusive Management

WILLIAM MORRIS AGENCY

New York

Chicago

London

Hollywood

(Continued from Page 45)

THE FUTURE OF TELEVISION—By BRIG. GENERAL DAVID SARNOFF

in operation between a number of cities, and others are being erected. Eventually these microwave channels will reach out further to connect additional communities in television network service, especially cities not reached by coaxial cables.

Many broadcasters have heard about the experiments being conducted from time to time with coaxial cables and radio relays which can carry not only television, but ordinary speech, telegraphy at high speeds, and of course FM and television programs. Because these new cables and relays can handle several services simultaneously, they are likely to be completed sooner than we expect. I should not be surprised, if it is possible to have a television coast-to-coast network within the next few years.

In considering home-television, we must recognize that good programs are the master key to public acceptance of the art. Television's popularity, as well as its speed of advance, will be governed by the caliber of the shows. That is the important responsibility of the broadcaster. The success of television and the popularity of the video station will depend upon it.

The telecaster will, of course, have the problem of talent. He cannot depend solely upon the radio, motion pictures, and other established sources of entertainment for his performers. Television is a new art form that calls for new techniques and for the development and encouragement of new talent to supplement present radio entertainers. Many well-known radio artists will adapt themselves to television as successfully as the artists of the silent screen adapted themselves to the talkies.

News and sports already have proved natural drawing features for television. Films also will play an important part in the flexibility of television programming. But timeliness is the great advantage which television has over all other forms of visual entertainment. Those who watched the Davis Cup tennis matches, and big league baseball games throughout last summer, can attest to this. News associations are studying methods of television news service to supplement the service they now perform for sound broadcasting. The presidential nominations and election in 1948, with political candidates competing for public attention, will stimulate public interest in television on a widening scale.

It is an interesting fact that broadcast-

ing received its first real impetus in 1920, when the Harding-Cox election returns were broadcast and picked up by amateur stations. It was the presidential election that really put broadcasting in the news and stirred public interest. Then came the Dempsey-Carpentier fight in 1921, which gave tremendous impetus. And strangely enough, the same factors are asserting themselves in these early days of television.

Today, international television may seem far off. But let us recall that five years after sound broadcasting started as a nation-wide service, we had international broadcasting. While the technical problems of international television are more difficult to solve, nevertheless, I believe we shall achieve international television in about the same period of time. The scientific knowledge for doing the job exists. In fact, I know of no problem in international television that money cannot solve.

Television is moving forward rapidly and is destined to become one of the major industries of the United States. In addition to serving the home, television has application to the theater, the motion picture studio and entertainment film. In the manifold processes of industrial life, television also is destined to play an important role.

The possible size of the television industry is indicated by the following figures: In the first two years of sound broadcasting, that is, 1921 and 1922, the sales of receiving sets amounted to approximately \$100,000,000. In those two years, more than 500 broadcasting stations were on the air.

Now, for the first two full years of post-war television operation, namely, 1947 and 1948, with approximately only ten percent as many stations on the air, that is, 50 instead of 500, it is estimated that the public, during this two year period of television, will spend approximately \$375,000,000 for receiving sets—\$375,000,000 in television, as compared to \$100,000,000 in sound broadcasting. This does not take into account the additional expenditures on television transmitters, the cost of erecting and operating them and the cost of programs. Therefore, in round figures, within a year and a half or so from the present time, we shall approach a \$500,000,000-a-year industry in television. And that will be only the beginning.



"Be Good To Yourself"
is the wish of

DON MCNEILL

TOASTMASTER OF THE

Breakfast Club

15th YEAR

**SPONSORED COAST TO COAST
MONDAY THROUGH FRIDAY**

ABC, 8 to 9 a. m., C. S. T.

SWIFT-PHILCO-TONI

U. S. STATE DEPT. RADIO

By CHARLES W. THAYER, Chief, IBD, Dept. of State

INTERNATIONAL broadcasting from the United States to other nations of the world underwent rigid scrutiny and curtailment by the Congress during the calendar year of 1947.

The operations of the International Broadcasting Division of the Department of State came close to annihilation by the Congress, when the House Appropriations subcommittee, at budget hearings, eliminated funds proposed for this activity, standing on the technicality that there was no authorizing legislation. Meanwhile the so-called Mundt Bill, authorizing a world wide information and cultural service by the government, passed the House. On that basis the Senate restored funds to include a continuation of international shortwave broadcasting.



Thayer

The funds budgeted, however, forced the curtailment of broadcasting from approximately sixty-three hours per day, to approximately thirty-two hours per day. The production of transcribed programs and script material for distribution by United States missions overseas was virtually abolished. The shortwave program structure, though, was revised at the time of the curtailment into a block schedule. Thus the scattered program structure in vogue previously was changed so that the output to each area was grouped for proper balance, and scheduled to reach each area at the best possible evening listening time. The appropriations further carried the stipulation that the Department of State was authorized to broadcast only to certain strategic areas, and that the major portion of the programming was to be done by private broadcasting companies under contract to the Department.

The end of the year therefore left the International Broadcasting Division of the Department broadcasting to Russia, Poland, Czechoslovakia, the Balkans, Germany, Greece, China, and Korea. The National Broadcasting Company and Columbia Broadcasting System, under contract to the Department of State, were preparing the programming to France, Germany, Italy, Spain, Latin America, the Netherlands East Indies and Southeast Asia.

Of the total of thirty-two hours of programs being broadcast daily, the two private companies were preparing approximately 75 per cent of the output.

Before budget curtailments in June, international broadcasting was conducted as follows:

To Europe—34 Hours daily.

To Latin America—18 Hours, 45 Minutes daily.

To Far East—9 Hours, 45 Minutes daily.

These programs were in 24 languages, with approximately 55 per cent of the output prepared by the Department; NBC and CBS prepared the remainder.

After budget cuts, the daily output was as follows:

To Europe—17 Hours, 30 Minutes daily.

To Latin America—9 Hours daily.

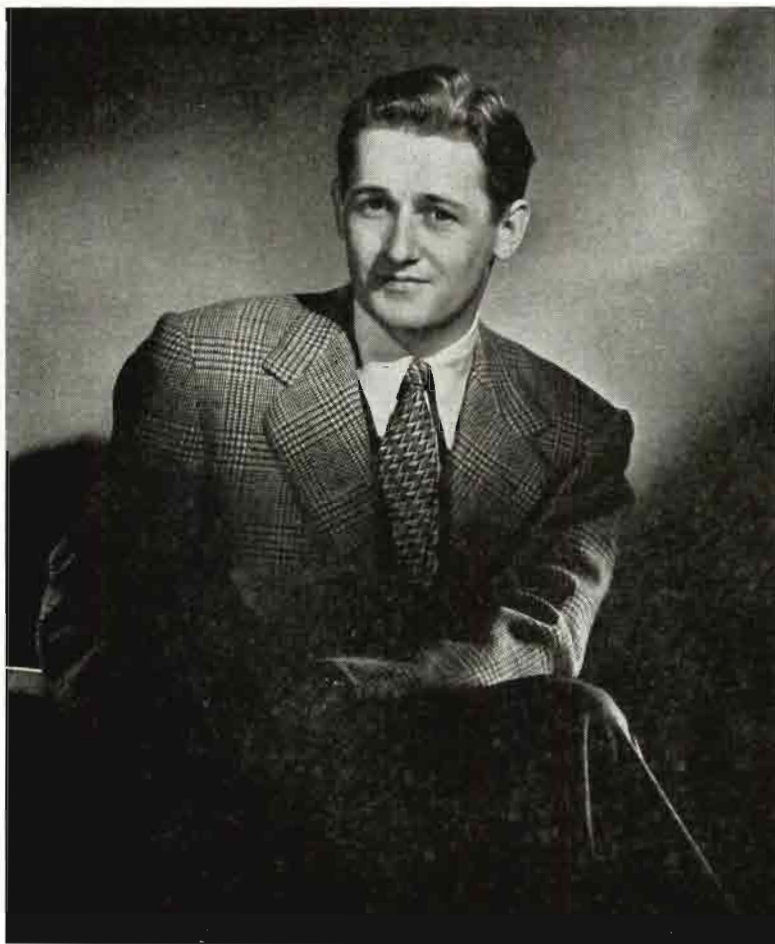
To Far East—6 Hours daily.

The language output was curtailed to 22, with the Department preparing approximately 25 per cent of the programs; NBC and CBS preparing the remaining 75 per cent.

In addition certain portions of transmitter time, by arrangement with the Department of State, were being used by United Nations, and by the Information and Education Division of the Department of the Army for troop entertainment abroad.

The Department maintained thirty-six shortwave transmitters in the United States, and overseas relay points at Munich, Honolulu, and Manila. Programs were also being relayed by local networks and stations in Korea, China, France, the BBC in Great Britain, and other countries.

For Complete International Station Listing Please Turn to Page 1009



ALAN YOUNG

TEXACO

20th CENTURY-FOX

Management

JAMES L. SAPHIER AGENCY, INC.

MIDWEST PICTURE BRIGHT

By NAT GREEN Staff Correspondent, Radio Daily

WHILE some of Chicago's projected television plans did not mature in 1947, there was much activity in the video field and it was only because of the difficulty in obtaining materials that there still was but one television station operating regularly in Chicago at the start of 1948. The local picture will be materially changed during 1948, although the promise of seven stations before the end of the year is overly optimistic.



Green

Materials for new stations for which permits have been issued were coming through at a fair pace in January and one station, WGN's WGNA, was expected to be in operation by March 1. Some \$400,000 worth of equipment was ordered in the summer of 1947, and most of it had been delivered by January 1.

Most ambitious of the local television plans to date are those of NBC, which expects to have its station, WNBX, in operation about September 1. At the turn of the new year NBC was considering three separate budget plans, lowest of which involved a million dollars, while the top budget contemplated a theater in Chicago's Loop. A theatre on the roof of the Merchandise Mart also was under consideration. NBC was in a most favorable position for establishing a midwestern tele network, as its affiliates in St. Louis, Detroit and Milwaukee already had television stations in operation.

ABC's local executives, actively planning their tele station, which will have the call letters WENR-TV, have set no date for start of operation but say it will be under way some time in 1948. It seems unlikely that there will be a CBS station in Chicago in '48, and an official of Zenith Radio Corporation

stated that there was little likelihood that its experimental station would go into commercial operation, as Zenith is concerned mainly with manufacturing television sets. Zenith continues to actively promote its Phonovision, which would be a pay-as-you-see proposition. WJJD, the Marshall Field-owned station, and WIND have television applications on file, but as of January 1 no definite announcement concerning their plans for the year had been made.

Meanwhile, the Balaban & Katz station, WBKB, under the direction of Capt. Bill Eddy, continues to make rapid strides. Its Chicago-South Bend relay system has proved practicable, and by the time this is in print important innovations will have been announced. As of January 10, the Chicago-land area has over 12,000 tele sets in operation, and Capt. Eddy was confident that by February 1 more than 15,000 would be in use, and he was revising the WBKB price schedule to meet that figure. A steady improvement in the station's programs has been made during 1947 and a large number of sponsored programs is carried.

Altogether, Chicago's television picture for 1948 is bright. The television audience is increasing rapidly. Set manufacturers are conducting heavy promotional campaigns, and WBKB is making every effort to improve and diversify its programs to attract a larger clientele. With new local stations entering the field, competition undoubtedly will bring further improvements. It seems likely that, for a while, sporting events will continue to predominate. They have proved exceedingly popular and have been the mainstay of WBKB. But a large percentage of the tele audience would like more dramatic, musical and other fare, and are asking for it. Toward that end, television men are at work developing programs that can be presented in the studios on a scale that was not possible with past limitations. New equipment and new techniques of presentation are being tested, and the year will see many refinements in studio programs.

ROBERT MERRILL

**METROPOLITAN
OPERA
COMPANY**

**R.C.A.
VICTOR
PROGRAM**



Robert Merrill stopped the show with the Toreador song, a habit of his since he started his Metropolitan career.

Louis Biancoli
World
Telegram

Robert Merrill is a baritone with a beautiful voice and a real concept of bel canto.

Olin Downes
N. Y. Times

1947 AWARDS:

Musical America Concert Poll
Musical America Radio Poll
Billboard Classical Singer Poll
Recorded Music Award for
Best Operatic Recording
Motion Picture Daily Award
for Fame Magazine

RCA VICTOR RECORDING ARTIST

N.C.A.C. CONCERT ARTIST

PERSONAL MANAGEMENT GALE, INC., 48 West 48th Street, N. Y. C.

THE AGENCY'S FUTURE IN VIDEO

By RALPH B. AUSTRIAN, V.P. Chg. of Television, Foote, Cone & Belding

TELEVISION is a great challenge to the advertising agency. It is no longer a challenge of the future—it is a challenge that is here now, right on the doorstep of the agency.

Radio too was a challenge to the advertising agency. After a period of fumbling (though not too long) the agencies turned to with a will and transformed radio from a challenge to a valuable high income-producing medium.

I have no doubt that television will follow the same pattern, but the fumbling period may be a little longer. I am sure, though, that television will be a bonanza for those agencies who approach it with intelligence and who develop a real understanding of its requirements and varied problems.

I think every agency should adopt as a basic concept the fact that television is not radio with pictures added. First, last and always it should be remembered that television is a visual medium. I ask all agency people who read this to discard for the moment the question of the commercial message. Let us think only about the program—for if the program falls on its face, the commercial—no matter how good—falls with it.

To create an audience-building program which basically is visual, the agency must have in its television department people who know how to put together the three basic elements of visual entertainment: stage technique, variety technique, and motion picture technique. I think I can prove that these three elements are basically visual. Think of the last dramatic stage production you saw. If it were performed without any light in the theatre or on the stage would you have been able to understand and enjoy it? Think of the last vaudeville show you saw. Would it have been enjoyable in pitch darkness? Would you sit still for two hours or more



Austrian

if GONE WITH THE WIND was played in a movie house with the projector turned off and only the sound track functioning?

I think a pretty good test for a television program would be to turn off the picture and see if you can get some real enjoyment out of the sound alone. If you do, then I believe in most cases you can assume that what you thought was created as a television program is really a radio program. Put it on radio and save your sponsor money!

This visual appeal, therefore, is what constitutes the challenge to an agency's television department. Visual appeal encompasses stage settings, properties, costumes, lighting, actors and their photogenic qualities, memorizing of long parts, stage business, gestures, how to walk, how to sit, how to edit for the camera—in other words, the agency is going into the business of producing variety shows, legitimate stage productions, and movies. Hard? Yes, indeed. Can it be done? Yes, but not by amateurs or unqualified people. Will the agency undertake to create and produce its own shows? Yes. Will it buy network packaged shows? Yes. Will it buy independently packaged shows? Yes.

Why will it do all these things? Because if an agency had to produce all its own shows, from script to completed telecast, it would probably go broke. Some agencies have twenty or more clients using radio shows—every week for thirty-nine or more weeks a year. On the present 15 per cent commission basis I do not think an agency could possibly keep enough competent people on the payroll to produce a like number of television shows. Furthermore, I think every client now using radio will eventually use television, and many clients whose products are not suited to radio will be using television.

Those agencies who lay their foundations carefully, who employ specialists—really qualified specialists to create their program structure—will reap huge rewards. There is no longer any doubt that television has arrived. It has captured the public's fancy wherever a television picture has been shown. In 1948 we will have networks covering the whole eastern half of the country. Those who really know promise that by 1950 we will have trans-continental networks.

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PENROSE PUBLIC LIBRARY

PIKES PEAK REGIONAL LIBRARY DISTRICT
COLORADO SPRINGS, COLORADO



DINAH SHORE

Recording Exclusively for
COLUMBIA RECORDS

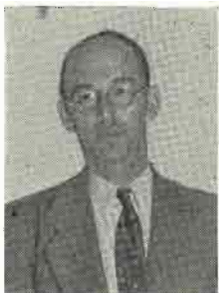
On the Air For
PHILIP MORRIS
CBS—Fridays, 7:00 P.S.T.—10:00 E.S.T.

WEST COAST EXPANSION NOTED

By RALPH WILK, Manager of West Coast Bureau, RADIO DAILY

AS EXPECTED, the year 1947 set a record for the number of new stations that went on the air in the Southern California area. A few FM outlets started operating and it is expected several more will be broadcasting before the end of this year.

KUSN, owned by the San Diego Broadcasting Co., and affiliated with the Union-Tribune of that city, tossed its hat into the highly competitive situation there.



Wilk

Another highly competitive city is San Bernardino, which has three new stations. Carl E. Haymond, veteran Northwest broadcaster, is operating KITO, full time, 1,000 watts, while Van Newkirk, formerly of Los Angeles, is head of KRNO, full time, 250 watts. Woodrow Miller is the owner and operator of KCSB, daytime only, 500 watts. KFXM, which is affiliated with Don Lee, has had its power upped from 250 to 1,000 watts.

The American-Pacific Broadcasting Co. has established KBUC, at Corona, 500 watts, full time. Another new outlet is the Radio Sangor Company's KSGN, Centerville, day time only, 1,000 watts.

KVVC, Ventura, managed by John Swallow, veteran member of the Los Angeles radio colony, went on the air in January of this year and is operating full time, 1,000 watts. KUEN, owned by the Coast Ventura Co., is operating full time, 250 watts.

KWIK, Burbank, which went on the air in late 1947, is a full time operation, 250 watts, while KGIL, San Fernando Valley, is also operating full time, 1,000 watts. KPAS, Banning, which was also launched in late 1947, is operating day and night, 250 watts.

The Daily Report Co., Ontario, put KOCS on the air in 1947 and it is a full time operation, 250 watts. KPMO, Pomona, also started broadcasting last year and functions day and night, 500 watts.

Harry Butcher, nationally known broadcaster, is operating KIST, Santa Barbara, 250 watts. It is affiliated with NBC.

Arthur H. Croghan, former Detroit and Minneapolis broadcaster, placed KOWL in operation in Santa Monica late last year. It is a day time operation, 5,000 watts. George B. Croma established KAFY at Bakersfield. It has 250 watts, as has KWTC, Barstow, recently launched by the Mojave Broadcasting Co., as a day and night operation.

KUCB is the Broadcasting Corporation of America's newest outlet in Imperial Valley. It has 250 watts power and is on the air day and night. Les Hacker opened KPRL, Paso Robles, last year as a Don Lee affiliate. It operates day and night, 250 watts.

KVECS, San Luis Obispo, which is affiliated with Don Lee, has had its power boosted from 250 to 1,000 watts daytime and 250 to 500 nights, while KVOE, Santa Ana, another Don Lee affiliate, had its power upped from 250 to 1,000 watts.

KHJ, the Don Lee station, and KFI, operated by the Erle C. Anthony Company and affiliated with NBC, are Los Angeles stations that have been providing FM programming for some time. At this writing, KNX, CBS's Los Angeles outlet, is also slated to furnish FM programs soon.

In addition to its television plans, the Los Angeles Times plans to place KTML, its FM station, on the air late this year. KMPC, Los Angeles, has been granted an FM permit, as have KFAC, KRKD, and KFSD, also of Los Angeles. FXLA and KWFM, of Pasadena, have also been granted FM permits, as have KPOR, Riverside; KOCS, Ontario; KFSD, KFMB, KSON, KSDJ, San Diego; KVOE, Santa Ana; KFXM-FM, KBMT, San Bernardino. KLAC, Los Angeles, withdrew its application for an FM permit.

The Unity Broadcasting Company of America was granted a permit to operate KUUN as an FM station and the Beverly Hills Broadcasting Company KHRB.

KGfJ, Los Angeles, has had its power boosted from 100 to 250 watts. KFVD, Los Angeles, became a 5,000 watts station in February, 1947, going from 1,000 to 5,000 watts. KMPC's power was increased from 10,000 to 50,000 watts and KFAC's from 1,000 to 5,000. KLAC's power was boosted to 5,000 watts.

TED DALE



THE N.B.C. CARNATION PROGRAM

WALTER WINCHELL SAYS:

"Ted Dale's magic wand on the Carnation stanza (NBC, Monday Eve's) turns them into Mellow-cycles."

Personal Management: GALE INC., 48 West 48 St., New York City

SET PRODUCTION AT NEW HIGH

By **BOND GEDDES**, Executive Vice President, Radio Manufacturers Association

THE Radio Manufacturers Association enters 1948 better equipped than ever before in its history to serve the radio industry and to help manufacturers solve some of the post-war problems that have come with a return to normal peacetime operations.

An expanded headquarters staff, with staff assistants for the Transmitter and Parts Divisions, enables RMA to provide all of its members with authoritative and timely information. Through its Board of Directors and many active committees, RMA is able to take prompt and effective action in behalf of the industry whenever necessary. Its statistical and other services and its engineering standards enable RMA members to keep well informed on production and industry progress.

With radio exports at a peak, RMA also is providing export managers of its member-companies with special data on American exports and reports on foreign markets for U. S. radio products.

Radio set production in 1947 appears likely at this writing to establish a new high for the industry. Indications are that the total net output will approach 17 million sets or two million more than in 1946 which in turn surpassed all prewar years. Moreover, due to a larger proportion of radio phonograph consoles, an increasing number of television receivers and proportionally fewer table models, radio set production in 1947 represents an even greater gain in dollar volume than it did in units.

Likewise, with a steady growth in FM and television broadcasting, plus an unusual expansion in AM or standard broadcasting stations, transmitter production was also at a peak in 1947 and seems likely to remain at a high level for several years at least.

RMA spent more money on merchandis-



Geddes

ing sales promotion for the radio industry in 1947 than ever before in its history. Close to \$100,000 was expended in the interest of RMA members and the industry to broaden the markets for radio equipment in the home, outdoors, and in public and private schools.

"A Radio-in-Every-Room—A-Radio-for-Everyone" was the dominant theme of a continuous promotion program which reached its climax during National Radio Week, which RMA co-sponsored with the National Association of Broadcasters Oct. 26-Nov. 1. By introducing a new concept of "saturation," based on an average of four radios in every home instead of one, RMA pointed the way not only to a vastly larger potential market for radio receivers but showed broadcasters how listening audiences can be correspondingly expanded.

With FM and television increasing steadily in importance and coverage, RMA and its member-companies have done much to promote these new broadcasting services.

Through a special RMA-FMA Liaison Committee RMA cooperated with FM broadcasters in keeping the industry and the public informed on the progress of FM set and transmitter manufacturing and the factors limiting volume production.

Both FM and television set production, according to all indications, will establish new records in 1948. The radio industry is now geared to produce both of these types of receivers as rapidly as public demand for them is created through extension and improvement of the broadcasting services.

RMA, through its five divisions and its Engineering Department, is organized to serve all factors in the radio manufacturing industry and to keep abreast of technical and economic developments which affect the industry's current operations and its future. RMA will continue to serve the industry as it pushes further into the fields of radio-communications for individuals, as provided in the Citizens Radio Service, as well as of mobile equipment on land, in the air, and on the sea.

For Complete Listing of Equipment Manufacturers please Turn To Page 1165



The "OL' WOODCHOPPER" Himself

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Herman

Exclusively on COLUMBIA Records

Personal Manager
ABE TURCHEN
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CONTINENTAL ARTISTS CORP.
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SPORTSCASTERS—AN APPRAISAL

By TED HUSING, President of the Sports Broadcasters' Association

THE SBA has finally shaken loose from its pleasurable, lethargic state, and stepped into a fearless, vigorous front. For almost its entire seven years, the SBA managed to survive its regular Monday luncheon meetings (conducted through ten months of every year) which cemented the overall relations between the sports broadcaster and the promoters of all events, as well as the friendships of the members. Since the nation's most famous mike-men are listed in its roster (Bill Stern, NBC; Harry Wismer, ABC; Red Barber, CBS; Don Dunphy; Stan Lomax, et al), this weekly get-together, with famous guests visiting the meetings to discuss sports problems in candid fashion, proved to be a boon to the sports announcer in the metropolitan area, as it furnished him with an "inside" close-up of the doings in the world of athletics.



Husing

From time to time, attempts were made to add greater value to the objectives of the organization, and these proved adrenalin-shots in keeping the SBA firmly before the public. The annual SBA award to the nation's stadia (college or club), for service, facility and comfort for the sports broadcaster assigned to do a football game, became a sought-after one, and to Notre Dame, Michigan and Princeton, have gone these coveted honors. The association cooperated with government agencies throughout the war, and in this post-war period, supplying tailor-made recordings for hospitals, army posts and battlefronts, as well as furnishing live broadcasts beamed only to army zones of combat, and flying its members, on their own time, to posts in the States where they entertained or visited hospitals. It worked closely with the Attorney-General in aiding the national fight against juvenile delinquency, and brought the Mayor's office, in New York City, to the fore in aligning all New York City boys' welfare agencies

into one big group for cooperative publicity by way of sports programs and sports participation.

The services rendered by the SBA through those seven years, earned for it innumerable awards from government and private agencies, citations from various civic groups, and plaques from a number of charitable organizations, for which the SBA group worked with great zeal.

This year, however, SBA decided to conduct an annual dinner, honoring the man who benefited sports the most, with the First Annual Graham McNamee Memorial Award.

Branch Rickey, Mahtma of the Brooklyn Baseball Club, by majority vote of the members of the SBA, won the First Annual McNamee Award, and was gifted with the plaque by the distinguished New York Attorney, Louis Nizer, while Ex-Governor Harold Hoffman of New Jersey presided as Master of Ceremonies.

This occasion placed the SBA squarely in the nation's front rank as an organization anxious to enroll the country's sports broadcasters into a tightly knit group, available for every opportunity to benefit the world of sports, the general public and the youth of the land.

For now, in 1948 and henceforth, the national association will endeavor to improve the broadcasting of all sports, and encourage the increase, in the rank and file of men qualified to broadcast, either by radio or television, the rapid flow of all play-by-play accounts of sports events.

The SBA now branches out into a cohesive group fighting impurities in sports, seeking beneficial aids to young athletes, and crusading for better conditions for play-by-play reports. The SBA seeks the earnest cooperation of the men who place athletics before the nation's fans, and of the officials who place the broadcasts before the listening and seeing audiences.

Last year, in the RADIO ANNUAL, Ex-president Stan Lomax messaged the golden era of sports—1947 style. The year 1948 will demand platinum and platina—and the sports announcers anxiously want to keep apace of the wide scope of radio and television. Hence, the SBA's current race for a permanent place in the radio sun.

Quiz Kids

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MAIN STREET MEMORIES

By SID WEISS, Staff Writer, RADIO DAILY

Radio in America—Uncle Samaritan!



Weiss

● ● ● As the year rolls around, it's always a policy of our to look back at the radio realm and make note of the good that has been done by microphobia and its people. In short, while the gagmen prattle about radio's insanities from the soap operas to the jingles of the rhyming commercials, we are one student of the mike and its activities who maintains that the good radio does is far-reaching, vital and worthy of recognition here. Only a few weeks ago, Jack Benny, one of the leaders in the Who's Hooper in our time, took his entire radio show to Denver where scads and scads of money was raised for the March of Dimes. Likewise, laughable, lovable Judy Canova, the lady who's become known as radio's rural Jenny Lind, was chosen March of Dimes girl for '48, made countless appearances on shows from the coast, in person and at hospitals—the result meant more and more do re mi in the coffers of the Infantile Paralysis Fund.



● ● ● Biggest interest raiser of the year was the "Miss Hush" goings-on which paraded another fancy figure into the charity cups. Radio, in short, like no other field of entertainment, is proving that Mr. America is Uncle Samaritan. Next time you're bored by a program which doesn't tickle your fancy, you may well ponder the thought that the program is supporting this wonderful instrument which is doing so much good in he interests of the needy. Nor does it all stop here with personal appearances, shows or stunt promotions.



● ● ● Take Peter Donald, the bright young comic whom CCNY students chose as the man who tells a story better than anyone else in radio. Because he is one of radio's busiest gents, appearing on the nets no less than 18 times per week, his mentors hit upon the plan of recording his gag telling and sending the discs to hospitals and vet institutions. At places like Halloran Hospital currently over the inside amplifying system, hospital disc jockies spin these witty platters intermingled with the latest musical renditions. Another way which radio "sets a record" as samaritan.



● ● ● In the inspirational dep't, the brains behind the weekly CBS "Mr. and Mrs. North" series, a five-year-old constant air favorite, came up with a theme which will henceforth serve as an all-year-round inspiration to the men in blue. Each year in the key cities, "Mr. and Mrs. North" plaques are being awarded, with the full co-operation of local police and civic officials, to the outstanding Detectives of the Year. The value of such plans is threefold: It encourages the individual—it makes for a safer country—and it allows for radio to be used for a worthwhile cause.



● ● ● To., radio's people in their unending trips to the hospitals to entertain the still bedded vets hasn't let down in the slightest. Jimmy Savo, himself an amputee now, leaves no stone unturned in his journeys to these institutions. Jane Froman, veteran of the Clipper crash, is another. And so it goes. The field which started with a crystal set some two decades or so ago has proven it has a heart of gold. Most of its good deeds are performed quietly because they remain deeds encouraged merely by a will to help out—with no personal gains considered. Topmost in the radio field as far as gaining help for the needy funds of our times stands the Damon Runyan Cancer Fund which will be doing widespread good long after most of us have taken a final stroll on good ol' earth. For this, not only Walter Winchell, the guiding genius behind same, rates some of his own orchids but Uncle Sam, too, gets our citation of gratitude.

Compliments of a



Friend*

*As of January 1, 1948:
479 Stations (466 in service)
29,550,000 Radio Homes (Grade I Daytime "Listenability")

DISK JOCKEYS—WRITERS' MESSIAH

By PINKY HERMAN, Staff Writer, RADIO DAILY

WHEN Jimmy Durante first gave out with his famous "Everybody Wants To Get Into The Act," he could very easily have been talking about John Q. Public's inherent propensity to write the Nation's songhits . . . there is probably no calling which stirs and/or whets



Herman

the secret ambitions of so great a number of Americans, as that of songwriting. From all walks of life, from all parts of the country, would-be songwriters, descend yearly upon Tin Pan Alley with bulging briefcases, filled with manuscripts. However, we can safely say that 99 per cent, after heart-breaking setbacks, return to their homes, perhaps crestfallen and disillusioned but definitely undeterred, for their manuscripts still deluge Music Publishers daily.

This fact may not mean much to those thousands of disappointed songwriters, as far as encouragement to continue writing is concerned, but they might better understand the reason why their manuscripts are returned, UNOPENED, if they realize that competition today is so keen, that of the 3,000 professional songwriters, (2,000 of whom are members of the American Society of Composers, Authors and Publishers) a very small group enjoy comparative success. They read of the successful writers such as Irving Berlin, Sigmund Romberg, Richard Rodgers, Oscar Hammerstein, Johnny Mercer, Hoagy Carmichael, Johnny Burke, Jimmy Van Heusen, Frank Loesser, Ray Henderson, W. C. Handy, Jimmy McHugh and a few others, but never hear of the struggles, heartaches and disappointments of the lesser fry of Tin Pan Alley. Every year new names come to the fore, but they, too, were not overnight sensations, but in their own ways had to overcome the most difficult of obstacles. In this category we can name writers including Dave Mann and Redd Evans (There, I've Said It Again), Carl Sigman and Bob Hilliard (Civiliza-

tion), Bob Russell (Ballerina), Joan Whitney and Alex Kramer (Love, Love, Love), Sammy Gallup and Guy Wood (Shoo Fly Pie and Apple Pan Dowdy), Ross MacLean (Too Fat Polka), Sammy Mysels and Dick Sanford (Red Silk Stockings), Jack Owens (How Soon?), Francis Craig (Near You), Evans & Livingston's (To Each His Own). These fellows have been on the stem for years and have just broken through.

There, is, however, one ray of hope for the free-lance songwriter and that is, the Disk-Jockey. For years these announcers-turned-record emcees, had been making progress in the Radio firmament and, during the Second World War, finally came into prominence. Unlike orchestra leaders, who, when asked for a plug, often said, "When the song gets on the Peatman (compiled weekly lists of most played songs) or on the Hit Parade, I'll do your number," Disk Jockeys listened to recordings and if they liked a number, often plugged obscure songs to Hitdom. Kurt Webster, a DJ at WBT, Charlotte, is responsible for the revived hit, "Heartaches." Martin Block, Maurice Hart, Dick Gilbert, Johnny Olsen, Rush Hughes, Bea Wain and Andre Baruch, Sherman Feller, Graeme Zimmer and others plugged Frankie Laine's recording of "That's My Desire" onto the Hit Parade. They also were responsible for the success of Harmonicats' novel arrangements of "Peg O' My Heart," the Bullet record of "Near You," the Tower record of "How Soon" and Vaughn Monroe's Victor platter of "Ballerina."

Thus a new angle has been discovered which gives the free-lance and amateur writer a chance to move into the charmed circle. A fine recording of a new tune, if plugged enough by the Disk Jockeys, can assert itself. The Petrillo ban on the recording of new songs, however, temporarily keeps this gate shut but we are optimistic and feel that a compromise between the powers-that-be will be effected and once more the field will be wide open for those with good songs. The DJ has been responsible for many an orchestra leader playing a song which he had previously rejected. The DJ has done a great service to songwriters, publishers and recording companies and rates the gratitude of all Tin Pan Alley.



PHIL BRITO

*Monogram Pictures — Musicraft Records
Associated Transcriptions*

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1941 — GROWTH OF STATIONS — 1947

<i>AM Outlets as of:</i>	<i>Licenses</i>	<i>Construction Permits</i>	<i>Special Broad-cast Stations</i>	<i>Operating Total</i>
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
December 1946	1062	464	—	1526
December 1947	1522	446	—	1968

** This figure includes 5 Special Broadcast Stations.



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**NBC
BROWN SHOE CO.**
Coast-to-Coast

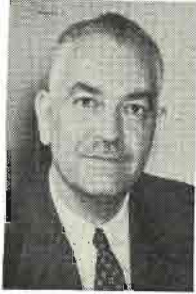
**26th Radio Anniversary
May 30th, 1948**

Never a sustaining program
Sponsored 26 years

TELEVISION NETWORK FACILITIES

By M. E. STRIEBY, (Staff Executive, Long Lines Department, AT&T)

TELEVISION has finally emerged as a big business and is perhaps the most rapidly growing industry in the country. With receiving sets in the hands of the public counted in six figures, and a potential viewing audience of more than 20 million people now within range of network programs, all of us connected with this new industry are faced with serious problems in meeting the demand for equipment or service.



Strieby

Television is communication. As such, it is certainly a business in which the Bell Telephone System has a real interest. Furthermore, television's requirements for network facilities and the know-how of network operation fit in as a natural by-product of the very large scale communication services which the Telephone Companies now furnish all over the country.

At the T.B.A. Conference a year ago L. G. Woodford, General Manager of the Long Lines Department of the American Telephone and Telegraph Company, told you about the television facilities which the Bell System had at that time and of their plans for future extensions. During the past year the television broadcasting industry has made notable growth and, similarly, the Bell System has made progress in providing facilities which will be needed by this new industry. I will give you a report of the progress we have made and of our further plans for providing television network facilities.

On the subject of inter-city facilities, it seems clear that the larger the audience reached the greater the value of television broadcasting. Large scale networks will not only spread the cost of program production, but will make it possible to view important events as they happen in different parts of the

country. It would appear, therefore, that inter-city networks are very important—perhaps more important to television than they are to sound broadcasting.

The Bell System plans to provide the same sort of reliable network service for the television broadcasting industry as we do now for sound broadcasting. We will make use of two kinds of facilities—coaxial cable and radio relay. Both of these types are being developed and installed between major cities to provide needed circuits for telephone, sound program, television, and other private line services.

The radio relay system between New York and Boston was officially opened for experimental purposes on November 13. The demonstration at the opening ceremonies included operation of the system for multi-channel telephone purposes and television transmission. The television demonstration consisted of a special program, arranged for broadcasting by all stations connected to the network—three stations in New York, three in Washington, two in Philadelphia, and one each in Baltimore and Schenectady, N. Y. The program started with a television pick-up in New York, was next switched by radio relay to a pick-up in Boston, and then—via coaxial cable from New York to a pick-up in Washington. The arrangement thus demonstrated the adaptability of both the radio relay and coaxial systems for network operation.

Later, the New York-Boston radio relay system was used to demonstrate television transmission before the Institute of Radio Engineers on December 3 and the Television Broadcasters Association on December 10. On these occasions transmission included two loop circuits to Boston and back, for a total distance of 900 miles. The first use of this system by commercial broadcasters occurred on December 5 when the Louis-Walcott fight was carried to Boston.



JOHN GART

TRANSCRIPTION PROGRAM TRENDS

By JOHN L. SINN, Executive Vice-President, Frederic W. Ziv Company

THERE is usually a tendency — and a not unnatural one at that — to be pontifical and/or pompously prophetic when any discussion of trends and tomorrows is aroused.

To be sure, we admit to a formidable knowledge of the transcription score, but we also own up to having been

shocked on our own solid grounds during 1947. On the basis of that atomic wallop, we want to say here and now that there is no program trend worth the mention as far as E.T.'s are concerned. The only trend worth considering at all for this year of grace is the trend toward Programs with the proverbial capital "P."



Sinn

top local and regional sponsors (including a bunch of plenty smart companies who had seldom or never presented their own programs before but who could not resist the irresistible), when we decided, after the usual due consideration, upon a reverse play.

The play was Guy Lombardo—The Guy Lombardo Show—one of the two or three great names in the pop music business, and to the musical savants who know about such things, also one of the most durable. This was another dollar-dizzy adventure because we operated on the theory that if Lombardo measured 100 per cent in value, a couple of six added fillips would brand the show at least double in value. So we brought in master dictionist David Ross as narrator, the best craftsmen (writers, technicians, etc.) and the whole Lombardo crew—the Twin Pianos, Don Rodney, Kenny Gardner, The Lombardo Medley, the Vocal Trio and, for a topper, "The Famous Lombardo Picture Story" in which nostalgia joined the Muse in the building of a beautiful and tender, richly integrated narrative pattern.

Our severest critics and even some of our best friends said that this time we would fall flat on our face. They said the kilocycles were cluttered up with music—big and little orchestras, local and network disk jockeys, and all kinds of musical razzle-dazzles at a dime a dozen, some literally, others figuratively. Also, the trend was way from big name orchestras, and too expensive, anyway, for local and regional sponsorship.

It is true we fell flat on our face—after being loaded down with contracts for the Lombardo Show to the point where the man with "The Sweetest Music This Side of Heaven" was annexing better than 250 outlets and threatening Colman's crown.

Of course, two eggs don't make a full basket, a truism we cannot deny. So what about the other eggs? While Colman's Favorite Story (quality drama) and Lombardo's 30-minute confection (quality music) were acting like crazy on the sales barometer, our other packages, virtually all of them dissimilar, and all of them older than "Favorite" and the Lombardo production, were being grabbed by local and regional advertisers at a clip that made them record-breakers on our books.

The proof? It's in the results, the most eloquent expression in any language and beyond challenge by the most astute. When we decided to create the most elaborate and costliest transcribed dramatic show, built around the extremely expensive and highly cultivated triple-A star, Ronald Colman, and supported by the very finest in cast, full-blown orchestra and technical-production-script values, all wrapped up in classical and semi-classical finery as inspired by the works of the greatest authors of all time, some of our severest critics and even some of our best friends, said that this time we had sure blown our top.

When the sponsor-station-listener response to our fabulous half-hour package proved overwhelming, our critics and friends did only a little backtracking; they said, "Oh, well, you were very lucky; the trend is toward quality drama and you came out with the product at just the right time." Or words to that effect.

We think our being lucky purely coincidental. The proof? The Colman-starring "Favorite Story" was managing to struggle along to the tune of some 300 stations, including airings in 46 of the "Top 50" cities in the country, and by many of the top-

BOB CROSBY
and the
"CLUB 15" Gang

The Andrews Sisters

Margaret Whiting

Jerry Gray

The Modernaires

Del Sharbutt

Murray Bolen

Carroll Carroll

Dave Gregory

Diana Bourbon

Campbell Soup's "CLUB 15" PROGRAM

CBS Network

Monday Thru Friday

7:30 P.M. E.S.T.

9:30 P.M. P.S.T.

Radio Daily's Almanac of Holidays and Special Events

1948

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).
- 3: Battle of Princeton (1777).
- 4: Utah Admitted (1896).
- 5: Stephen Decatur Born (1779). George Washington Carver Died (1943). Week of Prayer, first week in January.
- 6: Carl Sandburg Born (1878). New Mexico Admitted (1912).
- 7: Millard Fillmore, 13th President Born (1800).
- 8: Anniversary of the Battle of New Orleans (Louisiana). Battle of New Orleans (1815) Holiday in Louisiana.
- 9: Connecticut Ratified the U. S. Constitution (1788). Connecticut Admitted (1788).
- 10: Ethan Allen Born (1737).
- 11: Alexander Hamilton Born (1757).
- 12: John Singer Sargent Born (1856).
- 13: Salmon Portland Chase Born (1808).
- 14: First Written Constitution Adopted at Hartford, Conn. (1639).
- 15: Mathew B. Brady Died (1896).
- 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. Thomas Jonathan (Stonewall) Jackson Born (1824).
- 24: Gold discovered in Calif. (1848).
- 25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder pre-

- dicts 12 months of wind and death." (Shepherd's Almanack, 1676).
- Scotch Poet Robert Burns Born (1759):
- 26: Michigan Admitted (1837). General Douglas MacArthur Born (1880). First A.E.F. landed in Ireland (1942). Australia Day. Public Holiday in Australia.
- 27: Wolfgang Amadeus Mozart Born (1756). Lewis Carroll, pen name of Charles Lutwidge Dodgson Born (1832).
- 28: Thomas Edison granted patent on his incandescent light (1880).
- 29: William McKinley Born (1843). Kansas Admitted (1861).
- 30: Franklin D. Roosevelt Born (1882).
- 31: Franz Schubert Born (1797). Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

FEBRUARY

- 1: Victor Herbert Born (1859). Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
- 2: Fritz Kreisler Born (1875).
- 2: Ground Hog Day. Candlemas. Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
- 3: Horace Greeley Born (1811).
- 4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai). Charles Augustus Lindbergh Born (1902).
- 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).



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- 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.
- 16: Katharine Cornell Born (1898).
- 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, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph Patented by Edison (1878).
- 20: U. S. purchased the Danish West Indies (1917).
- 21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
- 21: Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
- 22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).
- 23: Johannes Gutenberg Died (1468).
- 25: Enrico Caruso Born (1873).
John Adams appointed first Minister of U. S. to England (1785).
- 26: William F. Cody (Buffalo Bill) Born (1846).
- 27: Henry Wadsworth Longfellow Born (1820).
- 29: Leap Year. The name given to every year of 366 days.

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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).
Maurice Ravel Born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).
- 8: Oliver Wendell Holmes, Jr. Born (1841).
- 9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest Born (1806).
- 10: Lillian D. Wald Born (1867).
- 11: Johnny Appleseed, properly John Chapman Died (1847).
The great blizzard in New York City and New England States (1888).
- 12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.
- 13: Standard Time established in U. S. (1884).
- 14: Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).
- 15: Maine Admitted (1820).
Andrew Jackson Born (1767).
- 16: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
- 17: Saint Patrick's Day.
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).
- 23: Patrick Henry delivered his famous speech (1775).
- 25: The Annunciation or Lady Day.
Arturo Toscanini Born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.
- 27: President Washington signed the act creating the U. S. Navy (1794).
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.

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APRIL

- 1: All Fools' Day.
- 2: Sergei Rachmaninoff Born (1873).
U. S. Mint established (1792).
- 3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.
- 3: Washington Irving Born (1783).
- 4: Adoption of the present American Flag's design (1818).

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- 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).
- 8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
- 9: Surrender of General Lee (1865).
- 10: Salvation Army Founder's Day.
William Booth Born (1829).
Joseph Pulitzer Born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
- 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).
- 16: Charles Spencer Chaplin Born (1889).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 20: Adolph Hitler Born (1889).
- 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).
- 29: Sir Thomas Beecham Born (1879).
- 30: Boys and Girls Week always includes May 1.
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).
- 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).
Arbor Day.
- 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).
- 7: Robert Browning Born (1812).
- 8: V.E. Day (1945).
- 9: John Brown Born (1833).
Mothers-Day, second Sunday in May.
- 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).
- 15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
- 17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
- 18: World Good-Will Day, formerly Peace Day.
- 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).
- 27: Golden Gate Bridge, San Francisco opened (1937).
- 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).
- 31: Walt Whitman Born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).



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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).
- 6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).
- 7: Daniel Boone Day (Kentucky).
- 8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
- 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.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha Day. Celebrates the birthday of Kamehameha, first King of Hawaii. Observed in Hawaii.
- 12: John Augustus Roebling Born (1806).
Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939).
- 14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe Born (1811).
Flag Day.
- 15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
- 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
- 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.
Father's Day, 3rd Sunday in June.
- 21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).
- 22: Bolivarian Day (Canal Zone).
- 23: Penn Signs Peace Treaty With Indians.
- 24: San Juan Day (Puerto Rico).
- 25: Virginia Admitted (1788).

- Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
- 26: Virginia ratified the U. S. Constitution (1788).
First American Troops Land in France (1917).
- 27: Hellen Keller Born (1880).
- 28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Versailles ending World War I signed (1919).
- 29: George Washington Goethals Born (1858).
St. Peter's Day.
- 30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).



JULY

- 1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
- 2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
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).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson Died (1826).
James Monroe Died (1831).
John Adams Died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1883).
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut Born (1801)
- 6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).
- 7: U. S. annexed Hawaii (1898).

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- 8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
- 9: Elias Howe Born (1819).
- 10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
- 11: John Quincy Adams Born (1767).
- 12: Orangeman's Day.
- 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).
First Atomic Bomb exploded (experimental) New Mexico (1945).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 18: William Makepeace Thackeray Born (1811).
- 19: Franco-Prussian War Began (1870).
- 21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
- 24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental) underwater Bikini (1946).
- 26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
- 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.
- 29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
- 30: Henry Ford Born (1863).
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).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
Columbus Sailed From Spain (1492).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.

- 6: Feast of the Transfiguration.
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
- 8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
- 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).
- 11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
- 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).
- 18: Virginia Dare Born (1587).
- 19: National Aviation Day.
Orville Wright Born (1871).
- 20: Benjamin Harrison Born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy Born (1862).
- 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).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe Born (1749).
- 29: Oliver Wendell Holmes Born (1809).
- 30: Germany Declared War on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).



SEPTEMBER

- 1: Germany Invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
Labor Day.
Eugene Field Born (1850).
- 3: First American Peace Treaty With England (1783).
Allies Invaded Italy (1943).



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OCTOBER

- 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).
- 10: Arthur Holly Compton Born (1892).
Battle of Lake Erie (1813).
- 11: Harvest Festival.
O. Henry (pen name William Sydney Porter) Born (1862).
- 12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).
- 13: Walter Reed Born (1851).
John J-seph Pershing Born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
- 14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
- 15: Independence Day of the Central American Republics (1821).
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).
N. Y. Times established (1851) when its first issue appeared.
- 19: Washington issued his farewell address to people of U. S. (1796).
- 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
- 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
- 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
- 24: John Marshall Born (1775).
- 25: Balboa discovered the Pacific (1513).
- 25: Bill of Rights (1789).
- 26: George Gershwin Born (1898).
- 26: Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
- 26: Rosh Hashonah.
- 27: American Indian Day (4th Friday).
- 28: George Eugene Benjamin Clemenceau Born (1841).
- 29: Michaelmas Day.
- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
- 2: Ferdinand Foch Born (1851).
Mohandas Gandhi Born (1869).
- 3: Religious Education Week. First full week in Oct.
- 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.
National Business Women's Week, generally the second week of Oct.
- 7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
- 8: Edward Vernon Rickenbacker Born (1890).
- 9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
- 10: U. S. Naval Academy in Annapolis opened (1845).
- 11: Eleanor Roosevelt Born (1884).
- 11: Farmers' Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).
- 12: Columbus Day.
- 14: William Penn Born (1644).
- 15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
- 16: Noah Webster Born (1758).
- 17: Surrender of General Burgoyne at Saratoga (1777).
- 18: General Tojo Appointed Premier of Japan (1941).
Alaska Day.
- 19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
- 22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
- 23: Sarah Bernhardt Born (1845).
- 24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
William Penn Born (1644).
- 26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
- 27: Navy Day.
Theodore Roosevelt Born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.
Admission Day, Nevada (1864).

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NEW YORK CITY

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).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa Born (1854).
- 5: Guy Fawkes Day (English).
U. S. General Election Day.
- 6: John Phillip Sousa Born (1854).
- 7: Marie Sklodowska Curie Born (1867).
American Art Week.
- 8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
- 9: Great Fire in Boston (1872).
American Education Week.
- 10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
- 11: Armistice Day, World War I.
Washington Admitted (1889).
- 13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
- 14: Robert Fulton Born (1765).
Book Week.
- 15: Pikes Peak discovered (1806).
- 16: Oklahoma Admitted (1907).
- 17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
- 18: Standard Time went into effect in the U. S. (1883).
- 19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
- 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).
- 30: Winston Churchill Born (1874).

- 5: Martin Van Buren Born (1782).
Walt Disney Born (1901).
- 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)
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
- 15: Bill of Rights Day.
- 16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
- 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).
- 19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
- 20: First Electric Lights on Broadway (1880).
- 21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
- 23: George Washington Resigned Army Commission (1783).
- 24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
- 25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
- 26: Battle of Trenton (1776).
- 27: Louis Pasteur Born (1822).
- 28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
- 29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
- 30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
- 31: New Year's Eve.



DECEMBER

- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).

IN THE AIR

Wherever you go by air, the chances are that your flight will be timed by a Benrus watch, for BENRUS is the official watch of famous airlines and airports!

ON THE AIR

Over 100 stations — coast to coast — broadcast BENRUS time signals that reach approximately 23,000,000 radio homes daily. A salute to these stations!

BENRUS

Official Watch of Famous Airlines

**Let those who
listen most
do the talking...**



“Original Programming: In this most important of all classifications, the Columbia Broadcasting System was far and away the leader. In a year marked by much vapid talk about lifting radio’s standards, CBS actually did something creative.”

—The New York Times



“CBS shows are...achieving a distinction all their own...”

—New York Herald Tribune



“CBS, which created that wonderful new comedy show, My Friend Irma, deserves credit for experimenting more than any other network.”

—New York Post





“CBS program department coin splurge is probably unequalled among any of the other networks or among the top agencies . . . but the web is also cognizant of one of the swiftest payoffs in network annals – “Irma” and Godfrey, both moderately-budgeted, hitting the top 15 bigtime within three months after bowing in commercially.”

—Variety



“CBS is the most imaginative of the networks . . .”

—PM

**And the new hit shows of 1948
will keep coming from CBS**

- ... because CBS has more skill *and* more manpower concentrated in producing top-flight, air-tested programs than any other network
- ... because only at CBS does top management work closely on programming
- ... because CBS shapes its shows to bring advertisers large audiences at *lowest* cost

**CBS ... the most effective
program operation
in all radio**



TELEVISION ARRIVED IN 1947

By GEORGE L. MOSKOVICS, Commercial Manager, CBS Television Station WCBS-TV

NINETEEN forty-seven can be put down as the year when television really started to turn the corner; the year when circulation in merchandiseable quantities began to emerge; the year when commercial television networking was born and the year when advertisers began to get sales in addition to "experience" and "franchises" for their television dollars.



Moskovics

To be sure, when compared with other mass media, the merchandising accomplishments of television are modest. But, television has sold all manner of products from high priced automobiles to razor blades; there has been a sound, healthy beginning. During the year the number of advertisers using television increased six-fold, from 23 in March to 139 in October. While, as was to be expected, the major schedules were run by members of the "100 largest", many much smaller advertisers, both retailers and small distributors, used television to advantage.

A noteworthy development of 1947 was the emergence of sports as the most popular program type. Because sports shows are put on by the most experienced producers (the sports promoters) in the most ideal settings (the arenas, ball parks, etc.) with the greatest casts (the country's proficient and colorful players), sports naturally achieve a peak of program excellence not yet attainable by other program forms.

It was not surprising, therefore, that in almost every survey of relative program popularity sports took first place. A striking confirmation of this popularity is found in the extent to which advertisements of television receivers show scenes on the screens of the pictured receivers.

Nor was it any less surprising that many of the country's largest and shrewdest advertisers used sports for their television programming. Whereas in 1945-6 many sports shows were carried as sus-

tainers, in 1947, sponsorship of sports events grew to the point where during the latter part of the year almost all available sports packages carried an advertiser's sales message.

1947 saw the inauguration of regular daytime television. Several daytime programs, broadcast principally between the hours of 1 and 2 p.m., directed to the interest and entertainment of housewives made their debuts. And from the enthusiasm with which they were received, it is evident that daytime programming has made a vigorous start.

Another striking note of 1947, was the marked improvement in the development of commercial techniques. The year saw a rapid growth in the recognition of the tremendous sales potentialities of the living sight and moving sound of television. Building on the earlier experience in the medium, many advertising agencies began to develop marked proficiency in devising and executing commercials of increasing effectiveness.

There was a noticeable trend away from the merely "cute" commercial to more direct and thoughtful demonstrations and other presentations of the true values of goods and services. Studies among viewers indicated a preference for informative advertising and away from the devious concealed approach.

Numerous case histories came to light during 1947. They range all the way from gratifying records for low costs per inquiry and noteworthy sales for established lines through normal dealer outlets, to successful use of the medium to obtain distribution for new products.

As a result, there is a healthy degree of interest in television marked by some competition for favorable availabilities of both time spots and programs. Tardy and lethargic advertisers, complacently comparing television with radio, are finding it increasingly difficult to satisfy their requirements in the comparatively limited field of television, certainly a wholesome situation for the medium.

All in all, 1947 has been a year of great progress for this dynamic new medium. It has learned many good lessons from its own past experience. Beyond question, it is taking on the stature and stability.

Our Job at BMI is SERVICE in MUSIC



When It's BMI... It's Yours

- Every bar of music in BMI's versatile and enormous catalogue is yours.
- Every service offered by BMI to improve music programming is yours.
- Every BMI song performed over the air is yours.
- Because, you see, BMI itself is yours. Broadcasters established BMI. Broadcasters maintain and operate BMI. It functions only to serve you and the interests of our great industry.

BMI emphasizes its *Service in Music* through a wide variety of practical aids to the broadcaster . . .

BROADCASTERS today receive regularly such special aids as CONTINUITY - COPYRIGHT RE-SEARCH BULLETINS - HOLIDAY MUSIC LISTS - PIN UP SHEETS - NEWSLETTER - SONGS OF THE MONTH - PIN UP PATTERN - RECORDATA - MUSIC MEMO - GRATIS MUSIC - RECORD PUR-CHASING ASSISTANCE. These special services are pro-vided without cost to all BMI licensees.

MMUSIC FOR EVERY NEED - BMI which had enough music for the entire needs of broad-casters in 1941, today has increased its repertoire of performable music by more than 400%. In American folk music BMI surpasses any other licensing agency. In Latin-American music BMI is equally outstanding. In every classification - current popular songs, dance music, hot jazz, serious and semi-classical - the BMI reper-toire provides sufficient music to fill every program need.

INDUSTRY OWNED AND OPERATED - BROAD-CAST MUSIC, INC. was established and is main-tained and operated by and for the broadcasting industry. Management of BMI is directed and guided by a Board of Directors elected by the broadcasting industry, and functions solely in your interest as a broadcaster.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD



BMI BOARD OF DIRECTORS—Left to right: Frank K. White, Leonard Kapner, John Elmer, Robert D. Swezey (standing), J. Leonard Reinsch, Sydney M. Kaye, Justin Miller, Carl Haverlin, Joseph A. McDonald, Paul Morency, J. Harold Ryan, William S. Hedges.

BMI Reports to the Industry

From its very inception BMI has had the full support and cooperation of the broadcasting industry. As a result its growth has kept pace with the general progress of the industry as a whole.

Today, all but four of the broadcasting stations in the United States and Canada, as well as all the national and regional networks are licensees of BMI. And all of them make a very substantial use of the BMI music repertory.

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

Of the total number of BMI licensees (there were 1,966 as of January 15, 1948):

- 1,029 are stations affiliated with the national networks*
- 591 are independent stations*
- 211 are F-M, Television and Short-wave broadcasters*
- 115 are Canadian stations*
- 20 are in U. S. territorial possessions*

At the start of 1948 BMI granted licenses to 1,693 hotels, night clubs and other establishments where music is performed.

BMI's strength comes not alone from its large family of licensees. An equally great number of affiliate publishers, more than 1,000 to date, combine their catalogs to provide hundreds of thousands of selections whose radio and other performing

rights, including television rights, are held exclusively by BMI. Thousands of modern arrangements of favorite compositions in the Public Domain further enhance the BMI library.

In foreign music, the works of the composers and publishers of performing rights societies of Brazil, Chile, Columbia, Cuba, and Mexico is made available to broadcasters through BMI. In addition the BMI repertory includes important catalogs of Canada and Italy.

Through a variety of practical services to broadcasters, BMI has been accepted as indispensable to the industry. Consequently, broadcasters throughout North America are demonstrating their preference in the performance use of BMI-licensed music.

In all fields of music — popular, folk, educational and standard — BMI has opened new sources of music by having developed a vast repertoire that might never have existed. BMI has stimulated and encouraged hundreds of talented young composers and new publishers.

Through its own publishing activities, those of its newly acquired subsidiary, Associated Music Publishers, Inc. (AMP), and those of its affiliate publishers, BMI continues to expand its music library and its services so that it will continue to play a vital role in music and radio.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

IMPORTANT RADIO Telephone Numbers IN NEW YORK



AM Radio Stations

WAAT (N. Y. Office)	REctor	2-5878
WABF	RHinelander	4-1647
WCAU (N. Y. Office)	Wickersham	2-2000
WCBS	Wickersham	2-2000
WBNX	MEirose	5-0333
WCAU (N. Y. Office)	Wickersham	2-2000
WEVD	BRYant	9-2360
WGN (N. Y. Office)	MURray Hill	2-3033
WHLI	VIgilant	4-0707
WHN	BRYant	9-7800
WHOM	PLaza	3-4204
WIBX (N. Y. Office)	MURray Hill	7-5341
WINS	BRYant	9-6000
WIP	MURray Hill	3-9447
WJZ	Circle	7-5700
WKNY (N. Y. Office)	BRYant	9-2927
WLIB	MURray Hill	3-6903
WLW	Circle	6-1750
WMCA	Circle	6-2200
WNBC	Circle	7-8300
WNEW	PLaza	3-3300
WNJR	Market	3-2700
WOR	LONGacre	4-8000
WOV	Circle	5-7979
WPAT (N. Y. Office)	PENnsylvania	6-2945
WQXR	Circle	5-5566
WWRL	NEwtown	9-3300

FM Radio Stations

WABF	RHinelander	4-1647
WBAM	LONGacre	4-8000
WCBS—FM	Wickersham	2-2000
WGHF	LEXington	2-4927
WGCY	BOWling Green	9-4054
WNBC—FM	Circle	7-8300
WMGM	BRYant	9-7800
WQXQ	Circle	5-5566

Television Stations

WABD	PLaza	3-9800
WCBS—TV	MURray Hill	6-6340
WNBT	Circle	7-8300

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

Advertising Time Sales Co.	MURray Hill	6-1788
ABC Spot Sales, American Bestg. Co.	Wisconsin	7-1737
Avery-Knodel, Inc.	PLaza	3-2622
Blair, John & Co.	MURray Hill	9-6084
Bolling Co., Inc. The	PLaza	9-8150
Branham Co., The	MURray Hill	6-1860
Burke, Kulpers & Mahoney, Inc.	MOhawk	4-9761
Burn-Smith Co., Inc.	MURray Hill	2-3124
Copper Publ., Inc.	MOhawk	4-3280
Clark Co., Inc., Thomas F.	MURray Hill	4-6317
Clark-Wondess Co.	MURray Hill	7-6958
Columbia Bestg. System, Inc.	Wickersham	2-2000
Cooke, Donald, Inc.	MURray Hill	2-7270
Cowles Radio Stations	PLaza	3-4204
Cox & Tanz	LEXington	2-2450
DeLisser, Inc.	MURray Hill	2-1753
Forjoe & Co.	VAnderbilt	6-5080
Free & Peters, Inc.	PLaza	5-4180

The Friedenberg Agency Inc.	LONGacre	3-4474
Gilman, Nicoll & RUTHman	MURray Hill	2-9049
Grant, W. S. Co., Inc.	BRYant	9-1374
Griffith, Homer Co.	MURray Hill	6-4080
Hagg, Arthur H. & Assoc. Inc.	MURray Hill	2-8865
Headley-Reed Co.	MURray Hill	3-5467
Hollingsbery, George P. Co.	MURray Hill	3-9447
Holman, Hal, Co.	MURray Hill	3-3421
Katz Agency, Inc., The	Wisconsin	7-8620
Lorenzen & Thompson, Inc.	MEdallion	3-1750
McGeehan & O'Mara, Inc.	Wickersham	2-0512
McGillvra, Joseph Hershey, Inc.	MURray Hill	2-8755
McKinney, J. P. & Son	Circle	7-1178
National Bestg. Co., Inc. (Spot Sales)	Circle	7-8300
Pacific Northwest Bests.	MURray Hill	2-7986
Pan-American Bestg. Co.	MURray Hill	2-0810
Pearson, John E., Co.	PLaza	8-2255
Perry, John H. Assoc.	MURray Hill	4-1647
Petry, Edward & Co., Inc.	MURray Hill	2-4401
Meeker, Robert Assoc., Inc.	MURray Hill	2-2170
Radio Sales	Wickersham	2-2000
Rambeau, William G. Co.	LEXington	2-1820
Raymer, Paul H., Co., Inc.	MURray Hill	7-6540
Sears & Ayer, Inc.	LEXington	2-0772
Taylor-Howe-Snowden Radio Sales, Inc.	PENnsylvania	6-6857
Universal Radio Sales	Circle	6-7447
Walker Co., Inc.	MURray Hill	7-8288
Weed & Co.	MURray Hill	7-7772
Wood, Helen, & Colton	MURray Hill	7-5341
Young, Adam J., Jr., Inc.	LONGacre	3-1926

Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey, Inc.	Circle	7-3720
Ted Bates, Inc.	Circle	6-9700
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
Birmingham, Castleman & Pierce, Inc.	LEXington	2-7550
The Biow Co., Inc.	PLaza	7-4100
Brooke, Smith, French & Dorrance, Inc.	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7660
Buchanan & Co., Inc.	MEdallion	3-3380
Calkins & Holden	Wickersham	2-6900
Campbell-Ewald Co. of N. Y., Inc.	Circle	7-6383
Cecil & Presbrey, Inc.	Wickersham	2-8200
Compton Advertising Inc.	Circle	6-2800
Dancer-Fitzgerald-Sample, Inc.	Wickersham	2-4200
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford & Shenfield, Inc.	BRYant	9-0445
Donohue & Coe, Inc.	COLUMbus	5-4252
Erwin, Wasey & Co., Inc.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	MURray Hill	8-4200
Foote, Cone & Belding	Wickersham	2-6600
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLUMbus	5-2000
Geyer, Newell & Ganger, Inc.	Wickersham	2-5400
Grant Advertising, Inc.	BRYant	9-6100
The M. H. Hackett Co.	Circle	6-1950
Hixson O'Donnell Adv., Inc.	BRYant	9-5950
Robert Holley & Co., Inc.	Circle	7-3822
Charles W. Hoyt Co., Inc.	MURray Hill	2-0850
Kastor, Farrell, Chesley & Clifford, Inc.	COLUMbus	5-6135
The Joseph Katz Co.	Wickersham	2-2740
Koyton-Spiro Co., Inc.	LONGacre	5-5090
Kenyon & Eckhardt, Inc.	PLaza	3-0700
Kiesewetter, Wetterau & Baker, Inc.	LEXington	2-0025
Abbott Kimball Co., Inc.	PLaza	3-9600
Kudner Agency, Inc.	Circle	6-3200

Al Paul Lefton Co., Inc.	Vanderbilt	6-4340
Lennen & Mitchell, Inc.	Murray Hill	2-9170
Marschalk & Pratt, Co.	Vanderbilt	6-2022
J. M. Mathes, Inc.	Lexington	2-7450
McCann-Erickson, Inc.	Circle	5-7000
McKee & Albright, Inc.	Columbus	5-2058
Maxon, Inc.	ELorado	5-2930
C. L. Miller Co.	Murray Hill	2-1010
Emil Mogul Co., Inc.	Columbus	5-2482
Morse International, Inc.	Murray Hill	7-7200
Newell-Emmett Co.	Murray Hill	3-4900
Peak Advertising Agency, Inc.	Plaza	3-0900
Pedlar & Ryan, Inc.	Plaza	5-1500
Redfield-Johnstone, Inc.	Plaza	3-6120
Arthur Rosenberg Co., Inc.	Chickering	4-4420
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Sherman & Marquette, Inc.	Circle	6-1550
Street & Finney, Inc.	Bryant	9-2400
J. D. Tarcher & Co., Inc.	Circle	6-2626
J. Walter Thompson Co.	Murray Hill	3-2000
Weiss & Geller, Inc.	Plaza	3-4070
Warwick & Legler, Inc.	Murray Hill	6-8585
Wm. H. Weintraub & Co., Inc.	Circle	7-4282
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Murray Hill	3-8400

Publications

Advertising Age	Bryant	9-6431
Advertising & Selling	Murray Hill	5-9770
Billboard, The	Medallion	3-1616
Broadcasting	Plaza	5-835*
Metronome	Plaza	3-725*
Printers' Ink	Murray Hill	3-6500
Standard Rate & Data Service	Lexington	2-6611
Radio Craft	Rector	2-9690
RADIO DAILY	Wisconsin	7-6336
Radio Mirror Magazine	Lexington	2-9050
Radio & Television Retailing	Plaza	3-1340
Radio & Television Weekly	Walker	5-2576
Sales Management	Mohawk	4-1760
Television, The	Longacre	5-1683
TELEVISION DAILY	Wisconsin	7-6336
Television Magazine	Plaza	3-5748
Tide	Murray Hill	3-7700
Variety	Bryant	9-8153

News Associations

Associated Press	Circle	6-4111
International News Service	Murray Hill	2-0131
Press Association, Inc.	Circle	6-4111
Reuters	Bryant	9-8558
Transradio Press Service, Inc.	Murray Hill	2-4053
United Press	Murray Hill	2-0400

Talent Agencies

James Appell	Plaza	3-7840
Batchelor Enterprises, Inc.	Circle	6-4224
Columbia Concerts, Inc.	Circle	7-6907
Consolidated Radio Artists, Inc.	Columbus	5-3580
Frank Cooper Associates	Vanderbilt	6-5661
Wallace Downey, Inc.	Circle	6-6646
Evans & Salter	Circle	7-6900
Fonchon & Marco, Inc.	Chickering	4-3956
Frederick Bros. Artists Corp.	Circle	6-2144
Gale, Inc.	Longacre	3-0350
Hesse & McCaffrey	ELorado	5-1076
Estella H. Karn	Vanderbilt	6-3860
Bob Kerr	Columbus	5-8051
Mark J. Leddy	Bryant	9-1631
Ben B. Lipset, Inc.	Chickering	4-2466
A. & S. Lyons, Inc.	Plaza	3-5181
Management Corp. of America	Wickersham	2-8900
A. T. Michaud	Circle	7-4064
William Morris Agency, Inc.	Circle	7-2160
Music Corporation of America	Wickersham	2-8900
National Concert & Artists Corp.	Plaza	3-0820
Myron Selznick & James L. Saphire & Co.	Circle	7-6200
Franklin H. Small	Circle	6-9400
Roy Wilson (Wilson, Powell & Hayward)	Plaza	9-4961

Organizations, Unions and Government Agencies

Actors' Equity	Bryant	9-3550
Advertising Federation of America	Bryant	9-0430

AAAA	Lexington	2-7980
American Communications Assn.	Cortlandt	7-1374
American Federation of Musicians	Plaza	8-0600
AFRA	Vanderbilt	6-1810
ASCAP	Columbus	5-7464
American Television Society	Murray Hill	7-9250
ANPA	CAledonia	5-2000
Broadcast Music, Inc.	Plaza	7-1800
Federal Communications Comm.	Wadsworth	4-1000
Federal Trade Commission	Whitehall	3-8000
Institute of Radio Engineers	Regent	7-9600
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
NASR	Murray Hill	7-7772
Professional Music Men, Inc.	Columbus	5-7362
Radio Writers Guild	Murray Hill	6-5251
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Association	Columbus	5-3758
Television Broadcasters Ass'n, Inc.	Lackawanna	4-4788
U. S. Army, Radio Section	Rector	2-9100
U. S. Navy, Radio Section	Rector	2-9100

Program, Transcription and Recording Cos.

Advance Television Picture	Columbus	5-5400
Advertisers Recording Service, Inc.	Circle	6-0141
Aiton Alexander Radio Prod.	Lorraine	8-3100
American Institute of Food Prod., Inc.	Plaza	3-7146
Assoc. Program Service, Inc.	Bryant	9-1245
Assoc. Radio-Television Prod.	Longacre	3-7040
Basch Radio Prod.	Murray Hill	2-8877
V. S. Becker Adv. Service	Bryant	9-7577
Ruth & Gilbert Broun	Murray Hill	3-9580
Byron Productions Co.	Circle	6-2677
Cinemart, Inc.	Murray Hill	4-1562
Columbia Transcriptions	Circle	5-7300
Louis G. Cowan, Inc.	Plaza	9-3700
Gordon M. Day Adv. Service	Plaza	3-3460
Decca Records, Inc.	Columbus	5-2300
Empire Broadcasting Corp.	Plaza	9 4500
Fenton Productions	Plaza	5-2940
Carl Fischer Recording Studios	Circle	7-2965
Ford Bond Radio Prod. Inc.	Circle	7-2236
Allen A. Funt Radio Prod.	Murray Hill	7-8741
Gale, Inc.	Longacre	3-0350
General Artists Corp.	Circle	7-7543
Horry S. Goodman Radio Prod.	Wickersham	2-3338
Gotham Radio Prod., Inc.	GRamercy	5-7614
Mory Howard Recordings	Plaza	3-4800
Hummert Radio Features	Wickersham	2-2700
Kermitt-Raymond Corp.	ELorado	5-5511
Keystone Broadcasting System, Inc.	Longacre	3-2221
Lang-Worth Feature Programs Inc.	Circle	6-7410
Phillips H. Lord, Inc.	Wickersham	2-2211
The Ted Mack Co.	Murray Hill	8-0370
Charles Michelson, Inc.	Chickering	4-5058
Michelson & Sternberg, Inc.	Chickering	4-5060
William Morris Agency, Inc.	Circle	7-2160
Music Corp. of America	Wickersham	2-8900
Muzak Corp.	Plaza	7-7700
NBC Radio-Recording Division	Circle	7-8300
Notional Concert & Artists Corp.	Circle	3-0820
Peterson Radio Prod.	Murray Hill	6-5669
Press Association, Inc.	Circle	6-4111
Procter Radio Prod., Inc.	Circle	6-4091
Radio Features of America	Bryant	9-9622
Radio Production Service	Plaza	3-8940
Radio Program Management	Murray Hill	8-0370
Reeves Sound Studios, Inc.	Murray Hill	7-6970
Richman Productions	Murray Hill	2-5854
Rockhill Radio	ELorado	5-1860
Bernard L. Schubert, Inc.	Plaza	3-4670
SESAC, Inc.	Murray Hill	5-5365
Henry Souvaine, Inc.	Circle	7-5666
Stor Transcriptions, Inc.	Plaza	9-2249
Charles Stark Prod. Corp.	Murray Hill	2-2636
Richard Stark & Co.	Circle	6-7337
Television-Radio Enterprises, Inc.	Plaza	5-6594
Towers of London, Ltd.	Bryant	9-9622
United Press Association	Murray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-4675
Video Associates, Inc.	Plaza	3-7966
Chick Vincent & Co.	ELorado	5-0734
Von Baumann Studios	RHinelander	4-5508
Roger White Prod.	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
World Broadcasting System, Inc.	Columbus	5-2300
Frederic W. Ziv Co., Inc.	Murray Hill	8-4700

IMPORTANT RADIO Telephone Numbers in CHICAGO



AM Radio Stations

KTSP (Chicago office)	SUPerior	8659
WAAF	RANdolph	193
WAIT	FRAnklin	0660
WBBM	WHIttehall	6000
WCAU (Chicago office)	SUPerior	5072
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WEDC	ROCKwell	9461
WENR	DELaware	1900
WGES	SACramento	1700
WGN	SUPerior	0100
WHFC	ROCKwell	7756
WHIP	DEARborn	8600
WIND	WHIttehall	2170
WINS (Chicago office)	STAtE	0366
WJJD	STAtE	5466
WLS	MONroe	9700
WLW (Chicago office)	STAtE	0366
WMAQ	SUPerior	8300
WMBI	MICHigan	1570
WMCA (Chicago office)	SUPerior	5072
WNMP	GREENleaf	1590
WOR (Chicago office)	SUPerior	5110
WSBC	MONroe	9060

FM Radio Stations

WEAW	UNiversity	4605
WGNB	SUPerior	0100
WWZR	STAtE	1357

Television Stations

WBKB	FRAnklin	6446
WTZR	BERKshire	7500
WGNA	SUPerior	0100

National Networks

American Broadcasting 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 & Peters	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4686
George P. Hollingsbery	ANDover	2636
Hal Holman Co.	FRAnklin	0016
The Katz Agency	CENtral	4006
Joseph Hershey 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 C. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STAtE	4294
Sears & Ayer	SUPerior	8177
Spot Sales, Inc.	FRAnklin	8520

The Walker Co.	STAtE	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
BBD&O	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	6424
Foote, Cone & Belding	SUPerior	4800
Goodkind, Joyce & 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
Roche, 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, Transcription and Recording Cos.

Chartoc-Coleman	RANdolph	6150
Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHIttehall	6000
Decca Records, Inc.	DELaware	8300
Green Associates	STAtE	7976
Hollywood Recorded Features, Inc.	DEARborn	2841
Estelle Lutz Artists Bureau	HARRison	3435
William Morris Agency, Inc.	STAtE	3632
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPerior	8300
RCA Manufacturing Co.	WHIttehall	4600
Standard Radio, Inc.	STAtE	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

News Agencies and Assn's.

Associated Press	STAtE	7700
International News Service	ANDover	1234

RADIO DAILY	STAtE	2332
Press Association, Inc.	STAtE	4581
United Press	RANdolph	4172

IMPORTANT RADIO Telephone Numbers in LOS ANGELES



AM Radio Stations

KECA	Hudson	2-3141
KLAC	Fitzroy	1231
KFI	FAirfax	2121
KFOX	MAdison	2247
KFVD	FAirfax	6361
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFJ	Hillside	0201
KGIL (San Fernando)	StAte	4-6291
KHJ	Hudson	2-2133
KIEV (Glendale)	CHapman	5-2388
KLAC	Hillside	1161
KMPC	Hollywood	5341
KNX	Hollywood	1212
KOWL (Santa Monica)	SAnTA Monica	5-5180
KPRO (Riverside)	DRexel	4388
KRKD	TUcker	7111
KSFO (L. A. Office)	Hollywood	8282
KUSN (San Diego)	MAn	2041
KWKW (Pasadena)	RYAn	1-6744
KXLA (Pasadena)	RYAn	1-6991
KEMO	MAdison	8364

FM Radio Stations

KECA-FM	Hudson	2-3141
KFI-FM	FAirfax	2121
KHJ-FM	Hudson	2-2133
KKLA	EXposition	1141
KMPC-FM	Hollywood	5341
KRKD-FM	TUcker	7111

Television Stations

KTLA	Hollywood	6363
W6XAO (KTSL)	Hollywood	8255

Networks

American Broadcasting Co.	Hudson	2-3141
Columbia Broadcasting System, Inc.	Hollywood	1212
Between 11 P.M. and 8 A.M.	Hollywood	7052
Don Lee Broadcasting System	Hudson	2-2133
Hispano Spanish Broadcasting Co.	Mlchigan	4433
Keystone Broadcasting System	Hollywood	5338
Mutual Broadcasting System	Hudson	2-2133
National Broadcasting Co.	Hollywood	6161
United-Pacific Network	EXposition	1339

Station Representatives

Associated Recorded Program Service	Hollywood	8318
Avery-Knodel, Inc.	TUcker	2095
Walter Biddick Co.	Richmond	6184
John Blair & Company	GRanite	6103
Howard C. Brown Company	Hollywood	6045
Burn-Smith Co., Inc.	Richmond	6184
Forjee & Co.	VAndyke	9885
Free & Peters	Hollywood	2151
Gene Grant & Co.	GRanite	9596
W. S. Grant Co.	VAndyke	6341
Homer Griffith Co.	Hollywood	6281
Headley-Reed Company	VAndyke	1725
Joseph Hershey McGillvra, Inc.	DRexel	4388
George P. Hollingsbery	MAdison	6-3633
Hollywood Broadcasting Service	Hollywood	8756
Katz Agency, Inc.	TUcker	3219
King Cole Adv. Service	LUCas	0681
Tracy Moore	Hollywood	5408
National Association of Broadcasters	GRanite	7166
John Pearson Co.	DRexel	4388
Edward Petry Company	Mlchigan	8729
Radio Advertisers Co.	Hollywood	6281
Radio Sales	Hollywood	1212
Wm. G. Rambeau Co.	EXposition	9469
Paul H. Raymer Co.	VAndyke	1901

Taylor-Howe-Snowden Radio Sales	Mlchigan	7571
Universal Radio Sales	Hollywood	8282
Walker Co.	FAirfax	3200
Weed & Company	Hillside	8611
Howard H. Wilson Co.	FAirfax	3200
Adam J. Young, Jr.	Mlchigan	6203

Advertising Agencies

Abbott-Kimball Co., Inc.	TRinity	7575
Adair & Associates	Hillside	8450
R. H. Alber	PRospect	3331
Allen Adv. Agency	BRadshaw	2-3336
Allen-Marshall	DRexel	5163
Allied Adv. Agency	DRexel	7331
Thos. J. Andre	Hollywood	3116
Associated Broadcast Adv. Co.	Hollywood	1488
Atherton & Co.	Hollywood	7151
E. Emmett Atkinson	RYan	1-7162
N. W. Ayer & Sons, Inc.	HEmpstead	4871
Ayres Agency	HEmpstead	8171
Babcock Adv. Agency	BRadshaw	2-2205
Ted H. Ball	Hollywood	7127
Bass-Luckoff of Hollywood	BRadshaw	2-1043
Ted Bates, Inc.	Hollywood	2161

Batten, Barton, Durstine & Osborn (Hollywood Office)	Hollywood	7337
(Los Angeles Office)	Mlchigan	1354
Joe Bayard & Associates	FAirfax	1278
Benton & Bowles Inc.	Hillside	9151
Better Ideas, Inc.	EXposition	8020
The Biow Co.	HEmpstead	2377
Botsford Constantine & Gardner	VAndyke	0796
Brisacher, Van Norden & Staff	WHitney	1500
Broadcast Adv.	EXposition	1339
Buchanan & Co. Inc. (Beverly Hills)	BRadshaw	2-1162
(Los Angeles)	MUtual	6316
Bert Butterworth	Hollywood	7263
Campbell-Ewald	Richmond	6204
The Caples Co.	MUtual	4143
Compton Adv. Inc.	Hollywood	8107
Dancer, Fitzgerald, Sample	HEmpstead	8166
Dunn-Fenwick & Company	DRexel	7305
ESB & Associates	Hollywood	5827
Foote, Cone & Belding (Hollywood)	Hollywood	6265
(Los Angeles)	Mlchigan	7651
John Freiburg & Co.	Mlchigan	8286
Fritzen Advertising	TRinity	3171
Garfield & Guild	DRexel	8131
General Adv. Agency	HEmpstead	5129
Ernest N. George Co.	DRexel	5355
Glasser-Gailey & Co.	Fitzroy	2141
John Guedel Radio Prods.	HEmpstead	5186
Guggenheim Enterprises	HEmpstead	4133
H. K. L. Adv. Agency	Mlchigan	5536
M. C. Hill & Co.	GRanite	1582
Hixson-O'Donnell	MUtual	8331
Honig-Cooper	PRospect	5317
Hollywood Adv. Agency	Hollywood	3636
George C. Hoskin Associates	HEmpstead	4153
Hovey Associates	HEmpstead	8983
Irwin-McHugh Adv. Agency	Hollywood	2277
Jaffe & Jaffe	Fitzroy	3104
W. C. Jeffries Co.	Richmond	0992
Kaster, Farrell Chesley & Clifford	Hollywood	8148
Raymond Keane	TRinity	2915
Kemmerer, Inc.	HEmpstead	6795
Kenyon & Eckhardt	Hillside	8368
William Kester	Hillside	9251
J. B. Kiefer	EXposition	3153
King Cole Adv. Service	LUCas	0681
The Kudner Agency	Hillside	7209
Lennen & Mitchell Co.	CRestview	1-7221
Lenz Adv. Agency	Hollywood	3906
Lockwood-Shackelford (Hollywood)	GLadstone	6131
(Los Angeles)	TRinity	9881
Lowe Adv. Agency	HEmpstead	3583

IMPORTANT NUMBERS IN LOS ANGELES

McCann-Erickson	(Hollywood)	Hillside	8268	Hobart Donavan	Hollywood	3628
	(Los Angeles)	Mutual	1181	Draesemer, Isabelle	Hillside	1782
McKee-Albright		Hollywood	8363	Ed East	Gladstone	3352
McNeill-McCleary		Michigan	7496	Eccles Disc Recordings	Hillside	8351
Dan B. Miner		Richmond	3101	Bruce Eels' Rep., Inc.	Hollywood	8644
Raymond R. Morgan		Hempstead	4194	Eight-to-the-bar-Ranch	CRestview 6	3193
Needham, Louis & Brobry		GRanite	7186	Electro-Vox Recording Studios	Gladstone	2189
Mike Newman & Associates		Gladstone	6793	Elliott-Radio Features & Transcriptions	Hillside	0231
Paul E. Newman Co.		DRexel	5303	F. W. Ferrin Company	Hollywood	3628
Pacific Coast Adv.		Hempstead	5186	Finley Transcription Co., Inc.	BRadshaw 2	2711
Pardee Cash & Associates		Hollywood	7201	Fulton Enterprises (Trans. Div.)	GRanite	2244
Pedlar & Ryan, Inc.		Hollywood	5354	Ed Gardner	CRestview 5	1594
Porter & Associates		Hollywood	1488	William Gernannt Assoc.	Hillside	8368
Potts-Turnbull Co.		Mutual	6189	Mitchell Gertz	CRestview 1	5136
Ralph L. Power		Mutual	5277	Grace Gibson	GRanite	5543
Radio Sales		Hollywood	1212	Ted Gifford	Richmond	9587
Robert B. Raisbeck		Hollywood	4173	Goddard Radio Prods.	EXposition	3882
L. W. Ramsey Co.		Hollywood	3523	Robert Gordon & Co.	Yorke	8111
Frank Roche Associates		Hollywood	5363	Jeanne Gray Radio Productions	GRanite	2764
Roche-Eckoff		GRanite	3192	John Guedel Radio Prods.	Hempstead	5186
A. James Rouse Co.	BRadshaw 2	BRadshaw 2	1772	Hamilton-Whitney Prods.	CRestview 6	6137
Ross, Gardner & White		DRexel	7211	Hill & Range Songs, Inc.	WEBster	7269
Ruthrauff & Ryan		Hillside	7593	Hollywood Music Recording Studios	Hempstead	5407
Ross Sawyer		WEBster	6275	Hollywood Radio Prods.	GRanite	3588
Russell M. Seeds Co.		Hempstead	7824	International Recording Studios	Hollywood	6344
Sherman & Marquette, Inc.		Hollywood	5131	Harry Jacobs Prods.	BRadshaw 2	5294
Michael Shore		GRanite	1138	K. & M. Producers	Hempstead	8775
Dean Simmons		OLympic	7002	Sam Kerner, Inc.	Hillside	7239
Smith, Bull & McCreery		Hempstead	5671	Keystone Broadcasting Systems	Hollywood	5338
Southern Calif. Adv. Agencies Assn.		WAlnut	8621	Arthur Kurlan	Yorke	7101
Ralf M. Spangler		Hempstead	5129	Lou Levy	CRestview 6	3193
Barton A. Stebbins		TRinity	8821	Kenneth Long	Hillside	0191
Arthur W. Stowe		DRexel	8138	Dan Lundburg	Yorke	7101
J. Walter Thompson Co. (Hollywood)		Hillside	7241	William B. Mason	Hollywood	4407
(Los Angeles)		MADison	2661	C. P. MacGregor	Fitzroy	4191
Louis Victor		GRanite	5673	Haven MacQuarrie	Hollywood	6161
Ward Wheelock Co.		Hillside	9221	Masterson-Reddy-Nelson	DRexel	4391
Warwick-Legler, Inc.		Hempstead	8163	Mayfair Transcription Co.	WHitney	3375
R. W. Webster		TRinity	2153	Les Mitchel Prods., Inc.	BRadshaw 2	4616
Adolphe Wendland & Associates		Hillside	1176	Bill Monk Enterprises	BRadshaw 2	1764
Paul Winans		Michigan	3884	Thos. Moody & Associates	FAirfax	1127
Young & Rubicam		Hollywood	2734	Raymond R. Morgan	Hempstead	4194
				Music City-Glenn Wallichs	Hollywood	8211
				NBC Radio-Recording Division	Hollywood	6161
				Nyani Radio Productions	GRanite	1551
				Jack Paar	CRestview 5	1579
				Peerless Film & Radio Prods.	Hollywood	7127
				B. D. Prager	Gladstone	5013
				Precision Recording Co.	WAlnut	8219
				Quality Radio Productions	Hillside	2151
				Radio Corp. of America		
				RCA Victor Division	Hillside	5171
				Radio Enterprises, Inc.	Gladstone	6466
				Radio Features	Hempstead	3248
				Radio Producers of Hollywood	Hollywood	8318
				Radiotele Prods	Hillside	7870
				Radio Transcription Co. of America	Hollywood	8318
				Rancho Records (Smiley Burnette)	SUnset 1	1437
				Rec-Art Studio	PRospect	9232
				James L. Saphier	CRestview 1	7231
				Selected Features	Hempstead	3583
				Del Sharbutt Ents.	Hillside	4305
				Six Thousand Sunset Radio Center	Hempstead	6811
				Smilin Ed McConnell	Hollywood	3070
				Sound Services, Inc.	Hempstead	1136
				Soundscript Radio Productions	Hollywood	8644
				Stage No. 8	Hillside	5915
				Standard Radio, Inc.	WEBster	7963
				Studio & Artists Records	Hillside	8241
				Telecomics, Inc.	Gladstone	2591
				Telefilms, Inc.	Hollywood	7205
				Televays Radio Productions, Inc.	CRestview 6	7238
				Truth & Consequences	Hollywood	2901
				Twentieth Century Records, Inc.	Hollywood	2291
				Universal Radio Prods. of Hollywood, Inc.	Hollywood	8282
				Valle Votra, Inc.	Hillside	8161
				Vinson, Owen & Co.	NOrmandie 1	0654
				Voice of Prophecy, Inc.	CHAanman 5	2349
				Mark Warnow	Hillside	2153
				Carl Wester & Co.	Hillside	2151
				Art Whitney	Hempstead	2383
				S. M. Williams	Hollywood	1568
				Hal Wilson Radio Prods.	Hollywood	1714
				Walter White, Jr.	Hollywood	8229
				World Broadcasting System	Hollywood	6321
				Frederick W. Ziv Co.	Hempstead	3248

Program, Transcription, and Recording Cos.

Academy Sound System		Hillside	5729
Air-Check Co.		Gladstone	2189
All Star Radio Prods.		GRanite	6196
Allied Record Mfg. Co.		Hollywood	5107
Argonaut Productions, Inc.		Gladstone	7121
Associated Reording Program Service		Hollywood	8318
Associated Studios Broadcasting and Recording		Hillside	0191
Audience Participation		Gladstone	4776
Bee-Bee-Bee Records, Inc.		Gladstone	4776
Walter Biddick Co.		Richmond	6184
Eddie Bracken Radio Prods.		CRestview 5	1712
Bride & Groom		DRexel	4391
Broadcast Records, Inc.		Hillside	1511
Howard C. Brown		Hollywood	6045
Smiley Burnette Rancho Records		SUnset 1	1437
The Cardinal Company		Hempstead	1177
Capitol Transcriptions		Hollywood	8171
Edmund L. Cashman		GRanite	8332
C. & F. Radio Prods.		GRanite	3171
Cinesound		Gladstone	0158
Leslie Clucas		Hollywood	5111
Cole-White		Hillside	9211
Coleman-Maxwell Prods.		Hollywood	4464
Command Radio Productions, Inc.		GRanite	7450
Commodore Productions		Hollywood	8229
Columbia Records, Inc.		GRanite	4134
Continental Radio and Television Pro- ductions		Hempstead	8171
Continental Recordings		Gladstone	4088
Commercial Radio Prods.		Gladstone	2915
Consolidated Broadcasting		WAlnut	5322
Louis G. Cowan		Hillside	5337
Creative Radio Productions		Hillside	1732
Bing Crosby Enterprises		CRestview 1	1171
Patrick Michael Cuning		Hillside	5915
Joan Davis Enterprises		CRestview 1	7249
Decca Recording Division		Hollywood	5191
James M. Doane		Hillside	5159
Ken Dolan & Co.		Hollywood	3558

**IMPORTANT PHONE
NUMBERS IN
Los Angeles**

Radio Artists Agencies

Larry Allen, Inc.	Hempstead	0421
American Federation of Radio Artists	Hillside	5125
Vy Barry	Hollywood	3636
Gene Bascou	Hollywood	5827
Phil Berg-Bert Allenberg, Inc.	CRestview	6-3131
Stanley Bergerman & Co.	CRestview	6-3196
Herman Bernie	CRestview	5-0117
Phil Bloom Agency	CRestview	1-3353
Ralph Blum Corp.	CRestview	1-9833
Myrt T. Blum Business Adm.	CRestview	6-7071
Flo Browne-Jan Grippo	Normandie	2-8111
Everett N. Crosby	CRestview	1-1171
Columbia Concerts, Inc.	Hempstead	5316
Ken Dolan & Co.	Hollywood	3558
James Doane	Hillside	5159
Famous Artists Corp.	CRestview	1-5222
Tom Fisdale	GRanite	6826
George Frank, Inc.	Hillside	3188
Frederick Bros. Artists Corp.	CRestview	1-6244
Kurt Frings Agency	CRestview	1-8252
General Artists Corp.	CRestview	1-8101
Charles Garland	CRestview	1-7357
Bruce Gear	CRestview	5-3035
Jules C. Goldstone	CRestview	5-1191
Nat Goldstone	CRestview	6-1071
Mitchell J. Hamilburg	CRestview	5-5108
Herdan-Sherrill	CRestview	1-5236
Walter Herzbrun	CRestview	6-4157
Don Hic Enterprises	Hollywood	4869
Sam Jaffe	CRestview	6-6121
Lou Irwin	CRestview	1-7131
Walter Kane	CRestview	6-2396
Alex Kampner, Inc.	CRestview	5-0104
Paul Kohner, Inc.	CRestview	1-5165
Earl Kramer Agency	CRestview	6-2338
M. C. Levee	CRestview	1-5781
Levee-Short	CRestview	5-8340
A. & S. Lyons	CRestview	1-6131
MacQuarrie Agency	CRestview	6-7162
Reg. D. Marshall	Hollywood	8238
MCA Artists, Ltd.	CRestview	6-2001
Monter-Gray-Shor	CRestview	1-1191
William Morris Agency	CRestview	1-6161
National Concert & Artists Corp.	CRestview	1-7121
Polan & Rosenberg	CRestview	1-1800
Radio Artists Corp.	CRestview	5-6787
Radio Registry	Hillside	8321
Art Rush, Inc.	Hillside	5161
The Salkow Agency	CRestview	1-9134
James L. Saphier	CRestview	1-7231
Louis Shurr	CRestview	1-1116
The Small Co.	Hollywood	2722
Edward Sherman	CRestview	5-0186
Lou Snitzer-Al Fritschi	Hollywood	6271
E. T. Somlyo Agency	CRestview	6-2042
Stempel-Olenick Agency	CRestview	1-7141
United Management Corp.	CRestview	6-6194
A. George Volk, Inc.	CRestview	6-3121
D. M. Winkler Agency	CRestview	1-7244
Charles Wendling Agency	CRestview	6-2348

Publications

Broadcasting Publications	Gladstone	7353
Hollywood Reporter	Hillside	7411

RADIO DAILY	GRanite	6607
Radio Life	Hillside	9275
Radio Artists Directory	Hillside	0101
Radio News	Normandie	8295
Radio Writers Guild	Gladstone	7128
Studio Blu-Book	Hempstead	7353
Variety	Hollywood	1141

**IMPORTANT RADIO AND GOVERN-
MENT TELEPHONE NUMBERS IN
Washington, D. C.**

**Federal Department 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

FEDERAL COMMUNICATIONS

COMMISSION	EXecutive	3620
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
Frequency Modulation Ass'n.	REpublic	8532
National Association of Broadcasters	DEcatur	9300
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

WAMC	EMerson	9445
WARL	OWens	7800
WASH-FM	DIstrict	1358
WBCC	OLiver	2800
WCFM	REpublic	8688
WEAM	OWens	7100
WGAY	SHepherd	1050
WINX	REpublic	8000
WMAL	NATIONAL	5400
WOL	METropolitan	0010
WOOK	ADams	8400
WPIK	OVerlook	3000
WQQW	COlumbia	6331
WRC	REpublic	4000
WTOP	METropolitan	3200
WWDC, WWDC-FM	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



25



23



11



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26



21



15



19

NBC — Network



38 53 40 36 35 28



29 34 31 39 41 49



30 37 46 45 50 47



27 42 54 44 48



15 43 51 52 32 56

of the Stars

most popular . . . according to Hooper Program Surveys. Year after year NBC has carried an overwhelming majority of the most popular programs on the air.

most listened to . . . according to the Broadcast Measurement Bureau, the industry's official listening gauge. BMB, in a completely impartial survey of actual listeners to all networks, found that each week NBC reaches nearly 3,500,000 more radio *families* in the evening and over 2,500,000 more radio *families* in the daytime than the second network.

most effective . . . last year the one hundred largest radio advertisers, in gross expenditures for broadcast facilities, spent nearly \$13,000,000 more with NBC than with the second network. Furthermore, NBC not only delivers larger audiences and more popular shows, but on a straight comparison of facilities, cost, and BMB families, NBC *delivers more listeners per dollar*, both day and night, than the network with the second largest audience.

America's No. 1 Network

the National Broad

KEY

1. Frank Sinatra—Your Hit Parade
2. Quiz Kids
3. Garry Moore—Take It O Leave It
4. Mr. District Attorney
5. Bob Hawk
6. Paul Lavallo—Highways in Melody
7. Perry Como & Jo Stafford—Supper Club
8. Eddie Cantor
9. Red Skelton
10. Fibber McGee and Molly
11. William Bendix—Life of Riley
12. Sunoco Three Star Extra
13. Amos 'n' Andy
14. Eddie Dowling—The Big Break
15. American Album of Familiar Music
16. Jimmy Durante
17. Waltz Time
18. Bob Hope
19. Jack Carson and Eve Arden
20. Ed Gardner—Duffy's Tavern
21. Charlie McCarthy
22. Fred Allen
23. Can You Top This?
24. Al Jolson
25. Kay Kyser
26. The Great Gildersleeve
27. Burns and Allen
28. Red Foley—Grand Ole Opry
29. Cavalcade of America
30. Bill Stern
31. Dr. I. Q.
32. Ezra Stone—The Aldrich Family
33. Judy Canova
34. The Big Story
35. Art Linkletter—People are Funny
36. One Man's Family
37. Fred Waring
38. Donald Voorhees—The Telephone Hour
39. Louise Erickson—A Date With Judy
40. Dennis Day
41. Eddy Howard—Sheaffer Parade
42. Mystery Theatre
43. James Melton—Harvest of Stars
44. Alice Faye & Phil Harris—Bandwagon
45. Jack Benny
46. Milton Berle
47. H. V. Kaltenborn
48. Manhattan Merry-Go-Round
49. Robert Merrill—RCA Victor Show
50. Morgan Beatty—News of the World
51. Curtain Time
52. Buddy Clark—Contented Hour
53. Ralph Edwards—Truth or Consequences
54. Howard Lindsay—Ford Theater
55. Hollywood Star Preview
56. Eleanor Steber & Christopher Lynch
Voice of Firestone

Drawings by Sam Berman

asting Company



A service of Radio Corporation of America

PROGRAM TYPES PREFERRED

By TOM FITZSIMMONS, Night Editor, RADIO DAILY

LOOKING back in retrospect over the programming of the past year, and permitting this retrospection to be buttressed by the opinions and findings of more than 600 program executives from coast to coast, we are impressed principally by the demand of radio audiences in all sections of the land for, first, MUSIC and, secondly, NEWS.



Fitzsimmons

In these two programming categories are grouped the established preferences of the bulk of the American listening public. In these preferences are mirrored the innate culture, intelligence and discrimination of the nation's average audience. In this fact we will find, if we but look, the refutation—the emphatic refutation—of those who would have us believe that our country's sitters-by-the-radio are infantile, even moronic, in their quest for entertainment.

The American public has unjustly been called fickle, indecisive. It is neither. The preference of the majority for music and news during 1947 is not a "trend." It is a fixed course, a continuation of a demand which was felt with equal strength in 1946, a social and cultural force which was vital in war as in peace, and which undoubtedly will be dominant on the airwaves of the years to come. It is a healthful condition, one of which the industry and the nation can well be proud.

Actually, music—both live and transcribed—was most in demand. This is natural, because of the many and varied forms in which this "food for the soul" can be presented, and which makes it adaptable and acceptable to so many groups, from lovers of symphony and opera down through the various divisions of semi-classical, standard, popular, dance, hill-billy and folk tunes.

The news broadcast, the value of which was so firmly established during the war, has maintained its popularity almost undiminished. The demand for the "news-cast," while not nearly so strong as for

music, is, nevertheless, far more emphatic than for the categories which follow. These categories, in their order, are: Variety, Dramatic Shows, Quiz Programs, Comedy, Sports.

In the third and fourth classification—Variety, and Dramatic Shows—the matter of transcriptions moves strongly to the fore. Generally, it seems, the transcribed show is accepted as readily as the live program, quality being the one criterion by which the listener will judge. There is, however, an audience group which feels that it is getting a transcribed production "second hand." It is not a large segment of the public, however, and its size, such as it is, now is decreasing.

In fifth place we find the quiz show, followed by comedy. The margin of leadership for the quiz is very slight, however, and all indications point to a switch in the order of these groups during the coming year. While the popularity of the quiz show still is strong, the demand for *new* programs of this type is very slight.

On the other hand, the demand for new comedy shows is strong and widespread. This is not to say that the public is tiring of the tried-and-true top-flight comedians who have risen to international fame during the past decade or more; on the contrary, the call for more of the same is distinctly a tribute to those now on the airwaves.

The giveaway show, that strange growth within the program structure of the industry, condemned by the majority, and even by its proponents looked upon as a necessary evil, is, happily, on the way out, heading very slowly, but steadily, for oblivion.

Sports, in the form of on-the-spot broadcasts of athletic events, boxing bouts, etc., at the time they occur, are, of course, popular when of sufficient importance as a news event.

In summation, it can truly be said that America's taste in program preference is generally sound, cultural. For this, the station program directors of the nation must share credit. A vital, indispensable force behind the scenes, their influence in the uplifting of the industry should be appreciated by all who have the best interests of that industry at heart.

First Trade Tele Photos



FRANK MULLEN—NBC



JOSEPH REAM—CBS



MARK WOODS—ABC



THEODORE STREIBERT—WOR-MBS



On January 19, NBC, in co-operation with RADIO DAILY, made photographic news history when Sy Friedman, network press photographer, shot televised images of top industry spokesmen as they testified before the Labor Committee hearings in the Caucus Room of the House of Representatives, Washington. Photos were taken directly off the face of a video receiver at NBC headquarters, in the RCA Building, developed by mid-day, engraved and delivered for reproduction in RADIO DAILY.

For Gallery Of Television Leaders See Page 1051

<p>Boston Symphony Orchestra TUESDAY 9:30 PM</p>	<p>THIS IS YOUR FBI FRIDAY 8:30 PM Equitable Life Assurance Society</p>	<p>MONDAY MORNING HEADLINES SUNDAY 6:15 PM ★ Air-Wick ★</p>	<p>★ WORLD SECURITY WORKSHOP ★ SUNDAY 12:30 PM</p>	<p><i>Martin Agronsky</i> MON-SAT 8:00 AM</p>
<p>★ ★ ★ DREW PEARSON SUNDAY 6:00 PM Frank H. Lee Hats</p>	<p>WILLIE PIPER  THURSDAY 9:00 PM General Electric Lamps</p>	<p>GROUCHO MARY  In "YOU BET YOUR LIFE!" WEDNESDAY 9:30 PM ELGIN-AMERICAN DIVISION</p>	<p><i>Metropolitan Opera Auditions of the Air</i> SUNDAY 9:30 PM Farnsworth Radio & Television Corp.</p>	<p>Headline Edition MON-FRI 7:00 PM</p>
<p>ETHEL and ALBERT MON-FRI 2:15 PM</p>	<p>AMERICA'S TOWN MEETING <i>of the AIR</i>  TUESDAY 8:30 PM</p>	<p>DASHIELL HAMMETT'S FAT MAN  FRIDAY 8:00 PM Norwich Phor. Co.</p>	<p>Dorothy Fuldheim SATURDAY 5:45 PM Brotherhood of Railroad Trainmen</p>	<p>VOX POP WEDNESDAY 8:30 PM American Express Co.</p>
<p><i>The Greatest Story Ever Told</i> SUNDAY 6:30 PM Goodyear Tire & Rubber Co.</p>	<p><i>Baukhage</i> TALKING MON-FRI 1:00 PM</p>	<p>Abbott and Costello  WEDNESDAY 8:00 PM</p>	<p> TOM Breneman's Breakfast in Hollywood MON-FRI 11:00 AM Procter & Gamble Kellogg</p>	<p><i>My True Story</i> MON-FRI 10:00 AM Libby, McNeill & Libby</p>
<p>BING CROSBY  WEDNESDAY 10:30 PM PHILCO CORP.</p>	<p> THE LISTENING POST MON-WED-FRI 10:45 AM Carter-Carradonna Co.</p>	<p><i>Sunday Evening Hour</i> SUNDAY 8:00 PM Musical Digest</p>	<p>GALEN DRAKE MON-FRI 11:30 AM Kellogg</p>	<p><i>Nancy Craig</i> MON-FRI 1:15 PM</p>
<p>Candid MICROPHONE THURSDAY 8:00 PM</p>	<p>PAUL WHITEMAN CLUB MON-FRI 3:30 PM National Biscuit Co. Nestle's Milk Products, Inc. R. J. Reynolds Tobacco Co. Wesson Oil & Snowdrift Co.</p>	<p>Cavalcade of Sports FRIDAY 10:00 PM Gillette Safety Razor Co. </p>	<p>JIMMIE FIDLER SUNDAY 10:30 PM Carter Products, Inc.</p>	<p><i>The LONE RANGER</i>  MON-WED-FRI 7:30 PM General Mills, Inc. (In S. E. States American Bakers)</p>
<p>Lassie  SUNDAY 1:00 PM John Morrell and Company</p>	<p> EDWARD ARNOLD IN Mr. PRESIDENT SUNDAY 2:30 PM</p>	<p>Club Time TUESDAY 10:45 AM Club Aluminum Products Co.</p>	<p>POINT SUBLIME MONDAY 8:00 PM The John Hancock Life Insurance Co.</p>	<p><i>Exploring the Unknown</i>  SUNDAY 7:30 PM</p>

 <p>Sunday 9:00 PM Jergens</p> <p>Walter Winchell</p>	 <p>LET FREEDOM RING</p> <p>TUESDAY 10:45 PM</p>	<p>DAVID HARDING</p> <p>COUNTERSPY</p> <p>SUNDAY 5:30 PM Schutter Candy Company</p>	 <p>SATURDAY 2:00 PM The Texas Company</p>	<p>TERRY and the PIRATES</p> <p>MON-FRI 5:15 PM QUAKER OATS CO.</p>
<p><i>Ladies, Be Seated</i></p> <p>Mon-Fri 3:00 PM QUAKER OATS CO. TONI COMPANY</p>	<p>JACK ARMSTRONG</p> <p>MON-WED-FRI 5:30 PM General Mills, Inc.</p>	<p><i>Louella Parsons</i></p> <p>SUNDAY 9:15 PM Woodbury</p>	<p>★ <i>Mayor of the Town</i></p> <p>WEDNESDAY 8:00 PM NOXZEMA</p> 	<p>Ted Malone</p> <p>MON-FRI 11:45 AM Westinghouse Electric Corp</p>
 <p>LAND OF THE LOST</p> <p>SATURDAY 11:30 AM Besco Company</p>	<p>The Sheriff</p> <p>FRIDAY 9:30 PM Pacific Coast Borax Co.</p> 	<p>GANGBUSTERS</p> <p>SATURDAY 9:00 PM L. E. WATERMAN CO.</p> 	 <p>Green Hornet</p> <p>TUESDAY 7:30 PM General Mills, Inc.</p>	<p>DOROTHY KILGALLEN</p> <p>THURS -10:45 AM The Drackett Co.</p>
<p>Q PROFESSOR UIZ</p> <p>SATURDAY 10:00 PM American Oil Company</p>	<p>Betty... Crocker</p> <p>MON-FRI 10:25 AM GENERAL MILLS, INC.</p>	 <p>HELLERY QUEEN</p> <p>THURSDAY 7:30 PM</p>	 <p>THEATRE GUILD ON THE AIR</p> <p>SUNDAY 9:30 PM U. S. Steel Corp.</p>	 <p>SAMMY KAYE</p> <p>So You Want to Lead a Band—Mon 9:30 PM SUNDAY SERENADE SUNDAY 1:30 PM</p>
<p>WELCOME, TRAVELERS</p> <p>MON-FRI 12 NOON Procter & Gamble</p>	<p>Sam Pettingill</p> <p>THE GENTLEMAN FROM INDIANA</p> <p>SUNDAY 1:00 PM America's Future, Inc.</p>	 <p>Famous Jury Trials</p> <p>SATURDAY 8:30 PM General Mills, Inc.</p>	<p>The MONITOR VIEWS THE NEWS</p> <p>TUESDAY 8:15 PM Christian Science Monitor Society</p>	<p>breakfast club</p> <p>MONDAY thru FRIDAY 9:00 AM</p> <p>Swift & Company ★ Philo Corp. ★ Toni Company</p>
<p>Bride and Groom</p> <p>MON-FRI 2:30 PM Sterling Drugs, Inc.</p> 	<p>Champion Roll Call</p> <p>FRIDAY 9:55 PM Champion Spark Plugs</p>	<p>On Stage, America</p> <p>MONDAY 9:00 PM</p> 	<p>SKY KING</p> <p>TUES-THURS 5:30 PM Derby Foods, Inc.</p>	<p>elmer DAVIS</p> <p>MON-FRI 7:15 PM</p>
<p>MURDER and MR. MALONE</p> <p>SATURDAY 9:30 PM Wine Growers Guild</p>	<p>Break the Bank</p> <p>FRIDAY 9:00 PM Bristol-Myers Co.</p> 	<p><i>All Times Eastern Standard</i></p> <p>These are the shows...the stars...the sponsors who have made 1947 such an outstandingly successful year for ABC. They are good reasons why, in '47, ABC was the <i>only</i> network whose share of audience substantially increased!</p> <p>ABC American Broadcasting Company</p>		



GEORGE CARSON PUTNAM

COMMENTATOR

AMERICAN BROADCASTING COMPANY

MOVIETONEWS

CAMEL TELEVISION THEATRE

CO-OPS CAPTURING CUSTOMERS

By ERNEST E. STERN, Associate Editor, Radio Annual

IN rounding out 1947's report on radio in all its many phases, it would be a serious omission not to include the strides made by the network co-operative programs. If anything, this was the year when the co-op shows came into their own with the four major networks airing a total of 51 co-operative programs at year's end. Of these 51 shows, Mutual Broadcasting System accounted for 18; American Broadcasting System for 14; Columbia Broadcasting System for 13, and National Broadcasting System for 6. This amounts to a 59 per cent increase in co-op shows over the period ending the year 1946.



Stern

Conjecturing on the reasons for this spurt in co-operative programs, the obvious answer lies in the fact that the sponsors advertising dollars for radio programming are going further and giving better programming. It is safe to assume that the number of co-operative programs will see a continued increase during the year 1948, with every likelihood that by the years end, some 100 co-op programs will be in force via the four major networks and many of their affiliates.

In all cases, news programs were the most sought-after, substantiating the fact that such programs are in the top listenability spot on the air. This is easily accounted for by the impact the war years had on news broadcasts and continued world unrest. News programs still rate the highest percentage of radio listeners by the majority of the American radio audience.

The advantages of multiple sponsorship is not always immediately measurable in a dollar and cents return to the advertiser. The prestige impact of local sponsors being able to bring a top rated news program to an audience who might otherwise have to do without, cannot accurately be measured. Likewise, such sponsorship has untold good effect upon the affiliates offering this program to their audiences, and here-in perhaps lies the secret of better program building nationwide, at a cost which

enables a number of sponsors in any one community to bring quality programming to their customers.

As far as can be best traced, the inception of network co-operative programming originated with Fulton Lewis, Jr., (MBS), who is credited with having first commenced the co-operative program idea. His first paying sponsor was the American National Bank in Denver, Colo. This same bank has been sponsoring the Lewis broadcast ever since.

A revolutionary departure for "Information Please," another Mutual program, took place in 1947, when that program went co-op, allowing it to be heard over 107 stations by the end of the year.

Among ABC's top co-operative shows are the "Abbott & Costello" show, now sponsored over 65 stations of ABC, covering the major markets in the U. S. The weekly cost of such a program varies according to the affiliate using it, but a good example is Station WFVA, a 250 watt outlet in Fredericksburg, Va. This station pays \$38 for this top comedy program, which includes cost for time and talent. WJZ, ABC's key outlet in New York, a 50,000 watt station, pays \$1929 for the same program. Another ABC co-op program which rates high is Martin Agronsky, ABC's news commentator, which incidentally, is the network's leader in co-op sales, with 101 advertisers sponsoring the program on 85 stations.

NBC's "World News Roundup," heard Monday through Saturday, remains in that network's No. 1 spot, with 31 sponsors on 53 stations. Next in line is their "News of the World," program, with 19 sponsors, heard over 58 affiliates. A new-comer to the NBC co-op list of programs is Robert Ripley's "Believe It Or Not" program, heard over 79 stations with 14 sponsors.

Among CBS' top co-op shows is their "World News Roundup," heard over many of the CBS affiliates throughout the country. "Bill Henry and the News," another leading CBS co-op show is a news program much in demand by radio advertisers.

All told, the co-operative program is very much in evidence, with the co-operative program departments of each network accountable for a goodly portion of their increased business for 1947.

For a Complete List of Network Co-op Programs See Page 992



ALICE FAYE and PHIL HARRIS

FITCH BANDWAGON
SUNDAY AFTERNOONS

N.B.C.

Non-Commercial AM Educational Outlets

As Listed By The Federal Communications Commission, Jan. 1, 1948

Los Angeles	KFSG	Echo Park Evangelistic Assn...	1150	2500 watts
Pasadena	KPPC	Pasadena Presbyterian Church.	1240	100 watts
COLORADO				
Denver	KPOF	Pillar of Fire.....	910	5000 watts
IOWA				
Ames	WOI	Iowa State College.....	640	5000 watts
Boone	KFGQ	Boone Biblical College.....	1260	250 watts
Decorah	KWLC	Luther College.....	1240	250 watts
Iowa City	WSUI	The State U. of Iowa.....	910	5000 watts
KANSAS				
Lawrence	KFKU	University of Kansas.....	1250	5000 watts
Manhattan	KSAC	Kansas State College.....	580	5000 watts
MICHIGAN				
East Lansing	WKAR	Michigan State College.....	870	5000 watts
MINNESOTA				
Minneapolis	KUOM	University of Minn.....	770	5000 watts
Northfield	WCAL	St. Olaf College.....		5000 watts
MISSOURI				
Clayton	KFUO	Evangelical Lutheran Synod....	850	5000 watts
NEW JERSEY				
Zaraphath	WAWZ	Pillar of Fire.....	1380	5000 watts
NEW YORK				
Brooklyn	WBBR	Watch Tower Bible & Tract.		1000 watts
New York	WNYC	Soc., Inc.	1330	CP-5000
		City of N. Y.	830	1000 watts
NORTH DAKOTA				
Grand Forks	KFJM	U. of North Dakota.....	1440	1000 watts
OHIO				
Columbus	WOSU	The Ohio State U.	820	5000 watts
OKLAHOMA				
Norman	WNAD	U. of Oklahoma	640	1000 watts
OREGON				
Corvallis	KOAC	Oregon State Agric. College...	550	5000 watts
Portland	KBPS	Benson Polytechnic School....	1450	100 watts
PENNSYLVANIA				
Grove City	WSAJ	Grove City College.....	1340	250 watts
SOUTH DAKOTA				
Vermillion	KUSD	University of South Dakota....	920	500 watts
WASHINGTON				
Pullman	KWSC	State College of Wash.....	1250	5000 watts
WISCONSIN				
Madison	WHA	University of Wisconsin.....	970	5000 watts
Stevens Point	WLBL	State of Wisc., Dept. of Agric...	930	5000 watts

Bud

Lou

ABBOTT and COSTELLO



On The Air

Another Year—ABC—Wednesdays

★

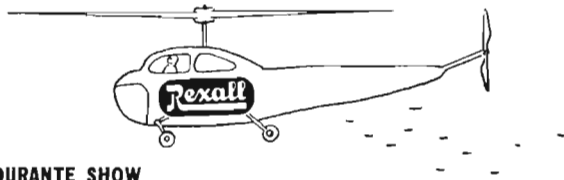
On The Screen in

UNIVERSAL-INTERNATIONAL PICTURES



DICK HAYMES

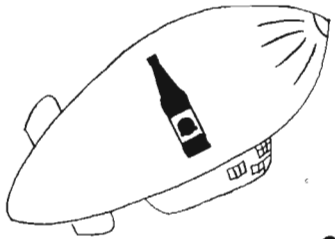
Every Thursday Night—CBS
“THE DICK HAYMES SHOW”



THE JIMMY DURANTE SHOW
(For Rexall Drug Co.)

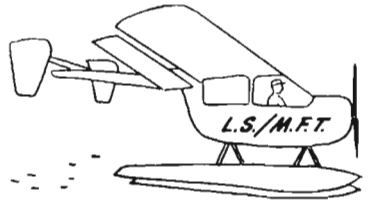


**ATLANTIC FOOTBALL AND
BASEBALL BROADCASTS
AND TELECASTS**

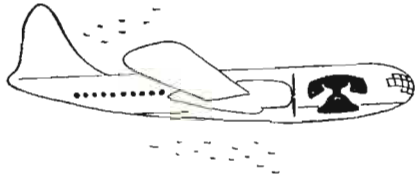


HIRES TO YOU
Phil Hanna and Phil Davis'
Orchestra

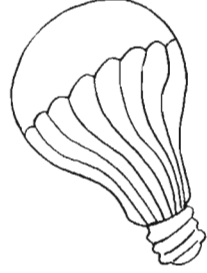
ayer-powered air shows



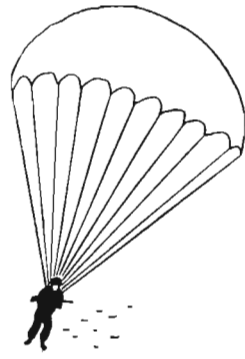
**LUCKY STRIKE
FOOTBALL TELECASTS**



THE TELEPHONE HOUR
Donald Voorhees,
the Bell Telephone Orchestra,
and world-famous soloists



**THE ELECTRIC HOUR
—THE HOUR OF CHARM**
Phil Spitalny and the
All-Girl Orchestra



**SOUND OFF with Mark Warnow
FOOTBALL BROADCASTS**
(For U. S. ARMY
and U. S. AIR FORCE)

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 Services

Research Firms

Advertising Agencies

RADIO

AND

**TELEVISION
PROGRAMS**

— • —
TALENT REPRESENTATION



RICHMAN PRODUCTIONS

10 EAST 43rd STREET

NEW YORK 17, N. Y.

MUrray Hill 2-5854

BUSINESS TREND NOTED

By VAL ADAMS, Staff Writer, RADIO DAILY

ONE of the outstanding events in the expansion of commercial radio in 1947 was the fact that gross revenue of stations from local retail advertising exceeded network revenue for the first time in history. According to an NAB estimate, the station figure surpassed the gross revenue of the national networks by over \$10,000,000. Local retail advertising brought stations about \$136,000,000 during 1947, an increase of 17 per cent over the previous year.

The nearly \$20,000,000 increase in local retail advertising, however, is due in part to the fact that there were 1400 stations in 1947 compared with 953 in 1946. But NAB said its survey clearly reflected the "increasingly local character" of radio and its growing importance as a "community" medium.

While the 17 per cent increase is impressive, let's look for a piece of information with a little more significance. It'll be found in NAB's estimate of an average eight per cent gross revenue increase in 1947, for all types of stations, and an increase of nine per cent in operating costs. This in no way, however, means that total profits took a dip in 1947 but it does point out that the broadcasters' apprehension that gross and operating increases would run neck and neck has all come true. Reasons given for rises in operating costs ranged from operation of non-profit FM outlets to meeting further wage demands of new labor contracts.

Trend toward a lower rate of profit in broadcasting, reported by the FCC in its analysis of 1946 financial statements of licensees, continued on into 1947. Percentage-wise, small stations of 250 watts or less were the best bet in meeting the economic crises. Their average gross was up 10 per cent, higher than any other type of station, while their operating costs went up only five per cent, less than any other type of outlet. Medium stations (500 to



Adams

5,000 watts) were caught right in the middle of the trend. Their average gross revenue increase was the lowest of all types (six per cent) while their operating expenses went up more than any others (11 per cent.)

From all advertisers—network, local and spot business—radio got over \$357,000,000 (gross revenue) in 1947, according to NAB estimates. This hike of around seven per cent came to some extent from the increasing number of stations on the air and the fact that national spot business went up some nine per cent. National and regional web revenues held pretty steady but did show a slight decline in the combined figures.

Getting specific about national networks, ABC's gross network time sales went up 7.2 per cent in 1947. The take was \$43,548,057 compared with \$40,617,130 in 1946. ABC's 7.2 per cent jump last year was far above the only 1.4 per cent gain noted in 1946.

Mutual's gross billings were down about three and one-half million last year but the network reported such was to be expected since in 1946 the jump had been an outstanding 25 per cent. MBS billings were \$22,372,711 in 1947 compared with \$25,907,202 in 1946.

The CBS financial statement for 1947, omitting a few items of the previous year, revealed only gross income and didn't talk about gross billings. Trade circles immediately speculated that time sales must have been down in '47, particularly since several big holes showed up in the commercial program schedule. However, gross income for CBS last year was slightly above that in 1946, a figure which includes sale of Columbia Records and income from other operations. Gross income in 1947 was \$9,520,100 compared with \$9,355,900 the previous year. CBS net income was also a wee bit up in 1947.

In the way of dollar volume time sales, NBC remained at the head of the list and there were periods in 1947 when it came to as near being sold out as a network can be. NBC declined to give figures, although admitting that 1947 was its best year in history and that goes for several of its owned and operated stations. Such being the case, NBC gross billings continued upward of \$66,000,000



THE WORLD'S BEST COVERAGE

OF THE WORLD'S BIGGEST NEWS



UP UNITED PRESS

NEWS SERVICES



Associated Press

New York—50 Rockefeller Plaza.....Circle 6-4111

Executives

Executive Director and General Manager.....Kent Cooper
Asst. General Manager in Charge of Radio..Oliver Gramling
Assistant Secretary.....Frank Starzel
Radio News Editor.....Tom O'Neil

International News Service

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

Executives

General Manager.....Seymour Berkson
Editor-In-Chief.....Barry Faris
Business Manager.....William B. Goode
Sales Manager.....Basil A. Caparell

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....Circle 6-4111

Executives

President.....Kent Cooper
V.P. and Assistant General Manager.....Oliver Gramling
Radio News Director.....Tom O'Neil

Reuters

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

Executives

Manager.....D. Kimpton Rogers
News Editor.....Geoffrey Tebbutt
Secretary of Accountants.....Sally Ojala
Chief Washington Correspondent.....Paul Scott Rankine
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
V.P. and General News Manager.....Rex R. Goad
V.P. and Sales Manager.....Robert E. Lee Moore

United Press Associations

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

Executives

President.....Hugh Baillie
Vice-President & General Business Manager..E. M. Williams
V.P. and General News Manager.....Earl J. Johnson
Radio News Manager.....Phil Newsom
Vice-President & Sales Manager.....Jack Bisco
Asst. Business Manager.....Leroy Keller
Radio Sales Manager.....Alfred F. Harrison

10%

Ten 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, INC.**

9538 Brighton Way
Beverly Hills California

Agency and Sponsor Network Billings

American Broadcasting Co. 1947 Agency Gross Billings

Dancer-Fitzgerald-Sample, Inc.	\$ 5,188,332
J. Walter Thompson Co.	4,006,234
Kenyon & Eckhardt, Inc.	3,275,973
McCann-Erickson, Inc.	2,520,472
Batten, Barton, Durstine & Osborn, Inc.	2,449,650
Compton Advertising, Inc.	2,312,823
Hutchins Advertising Co., Inc.	2,010,932
Foote, Cone & Belding	1,282,064
Wade Advertising Agency	1,181,286
La Roche & Ellis, Inc.	1,007,878
Maxon, Inc.	916,430
Win. H. Weintraub & Co., Inc.	824,383
Hill Blackett & Co.	811,036
Benton & Bowles, Inc.	808,860
Sherman & Marquette, Inc.	801,787
Warwick & Legler, Inc.	761,601
Robert Orr & Associates	758,162
Sullivan, Stauffer, Colwell & Bayles Inc.	716,078
Doherty, Clifford & Shenfield, Inc.	711,144
William Esty & Company, Inc.	685,624
Knox, Reeves Advertising, Inc.	682,054
The Blow Company, Inc.	657,277
Kudner Agency, Inc.	595,643
Needham, Lewis & Brorby, Inc.	589,983
Roche, Williams & Cleary, Inc.	584,452
Charles Dallas Reach Co.	568,713
Lawrence C. Gumbinner Advertising Agency	561,216
Erwin, Wasey & Co., Inc.	550,713
Schwimmer & Scott, Inc.	536,466
Honig-Cooper Company	442,516
Tracy-Loecke, Inc.	416,088
Hazard Advertising Company	407,850
The Joseph Katz Company	340,281
H. B. Humphrey Company	315,874
Keeling & Co., Incorporated	295,425
Furman, Feiner & Company, Inc.	292,635
N. W. Ayer & Son, Inc.	273,613
McManus, John & Adams, Inc.	253,346
Young & Rubicam, Inc.	235,541
Buchanan & Company, Inc.	200,334
J. M. Mathes, Incorporated	197,802
Galagan, Turnbull & Company, Inc.	184,419
Henri, Hurst & McDonald, Inc.	177,953
Robert Raisbeck Advertising Agency	167,478
Russel M. Seeds Co.	140,321
Weiss and Geller, Inc.	124,434
Swaney, Drake and Bement, Inc.	115,192
Brisacher, Van Norden & Staff.	86,837
Huber Hoge & Sons	61,077
St. George's & Keyes	60,759
Raymond R. Morgan Company	52,814
Pacific National Advertising Agency	52,064
Cosby and Cooper	40,874
Alvin Wilder Advertising	40,560
Brooks Advertising Agency	32,739
M. H. Hackett Co.	30,585
No Agency	23,844
A. W. Lewin Co.	23,233
Ewell & Thurber Associates	23,177
William Von Zehle & Co.	21,479
Abbott Kimball Co., Inc.	16,296

John C. Dowd, Inc.	14,712
Lockwood-Shackleford, Inc.	13,728
Bruce Eldridge Advertising	12,312
Smith, Bull & McCreery, Inc.	1,585
Samuel Lewis Advertising Agency	1,014

TOTAL \$43,548,057

Mutual Broadcasting System 1947 Agency Gross Billings

Gardner Advertising Co.	\$ 1,596,693
Ruthrauff & Ryan, Inc.	1,537,853
Cecil & Presbrey, Inc.	1,437,272
Sullivan, Stauffer, Colwell & Bayles	1,371,737
Neal D. Ivey Co.	1,263,966
Roy S. Durstine, Inc.	1,207,614
Wade Advertising Agency	1,166,767
Kudner Agency, Inc.	974,387
Benton & Bowles, Inc.	929,470
Kenyon & Eckhardt, Inc.	785,529
Dancer-Fitzgerald-Sample & Co.	767,960
Arthur Myerhoff & Co.	733,139
Wm. H. Weintraub & Co., Inc.	724,793
Erwin Wasey & Co.	615,334
Grant Advertising Agency	565,689
Hill Blackett, Inc.	523,922
Federal Advertising Agency, Inc.	480,117
Aubrey, Moore & Wallace, Inc.	456,935
St. Georges & Keyes, Inc.	439,374
Hutchins Advertising, Inc.	397,218
Gotham Advertising Co., Inc.	344,764
Maxon, Inc.	299,533
Stanley G. Boynton Advertising	263,188
R. H. Alber Co.	259,049
Birmingham, Castelman & Pierce, Inc.	254,708
Swaney, Drake & Bement, Inc.	244,114
Young & Rubicam, Inc.	241,614
N. W. Ayer & Son, Inc.	240,598
D'Arcy Advertising, Inc.	195,956
Sheldon, Quick & McElroy	189,886
Walker & Downing	176,615
Hixon-O'Donnell Advertising, Inc.	175,065
Moss & Arnold & Co.	137,997
McFarland & Aveyard & Co.	136,712
Western Advertising, Inc.	133,752
Owens & Chappell, Inc.	127,428
G. C. Hoskin Association	127,131
Al Paul Lefton & Co., Inc.	107,571
Roche, Williams & Cleary, Inc.	83,910
E. L. Brown Advertising Co.	65,676
Foote, Cone & Belding	58,884
Platt-Forbes, Inc.	57,264
Gordon Best Co.	54,216
Ewell & Thurber Associated	52,301
Furman Feiner & Co., Inc.	46,281
Broadcasting Advertising Co.	38,925
Grey Advertising Agency	30,968
Keeling & Co.	29,256
The Tullis Co.	27,882
Weston-Burnett, Inc.	26,929
Jim Duffy Co.	26,344
Direct	23,880
Schwimmer & Scott	23,695
Crook Advertising Co.	22,034
Haehnle Advertising	21,091
Henri, Hurst & McDonald, Inc.	17,145
Evans Associates	8,184
J. Walter Thompson Co.	6,398

1898—1948

*The William Morris Agency
is celebrating its
first fifty years.*

*Since the turn
of the Century
it has been recognized
as the Agency
of the Show World*

*Through its services
to advertising agencies
and their clients . . .
its rosters of stars, actors,
directors and writers . . . it
maintains this leadership
in radio, transcriptions
and television.*

ESTABLISHED 1898



WILLIAM MORRIS AGENCY, INC.

New York

London

Chicago

Beverly Hills

AGENCY—NETWORK—SPONSOR BILLINGS

Smith, Bull & McCreery	6,380
Batten, Barton, Durstine & Osborne...	4,970
Shorlane-Benet Co., Inc.....	4,532
Brisacher, Van Norden & Staff.....	2,440
Tarler & Skinner.....	1,484
Sterling Advertising Co.....	1,202
TOTAL	\$22,372,711

**National Broadcasting Company
Columbia Broadcasting System
1947 Agency Gross Billings
Not Available**

**American Broadcasting Co.
1947 Sponsor Expenditures**

General Mills, Inc.....	\$ 3,844,672
Procter & Gamble Co.....	2,517,236
Sterling Drug, Inc.....	2,025,714
Swift & Company.....	2,020,098
Philco Corporation.....	2,010,932
Kellogg Company.....	1,952,030
The Quaker Oats Co.....	1,809,665
Libby, McNeill & Libby.....	1,649,626
Miles Laboratories, Inc.....	1,181,286
Westinghouse Electric Corp.....	1,137,412
Toni, Inc.....	1,071,725
United States Steel Corporation of Delaware.....	1,067,725
Curtis Publishing Company.....	922,706
Gillette Safety Razor Co.....	916,430
Kay Daumit.....	811,033
Wesson Oil & Snowdrift Sales Co. Equitable Life Assurance Society of the U. S.....	807,251
The Andrew Jergens Co.....	761,601
Bristol-Myers Company.....	758,162
R. J. Reynolds Tobacco Co.....	711,144
National Biscuit Co.....	685,624
Eversharp, Inc.....	684,033
Pacific Coast Borax Co.....	657,277
Nestle's Milk Products, Inc.....	638,559
Goodyear Tire & Rubber Co., Inc. Derby Foods, Inc.....	604,447
L. E. Waterman Co.....	591,543
The Norwleh Pharmacal Co.....	589,983
H. B. Semler, Inc.....	568,713
Carter Products, Inc.....	561,216
Universal Match Corp.....	550,713
Reichhold Chemical, Inc.....	545,891
Seeman Brothers, Inc.....	536,466
Wine Growers Guild.....	516,692
Dr. Pepper Company.....	455,187
American Cyanamid Company.....	442,516
Raymond Laboratories, Inc.....	416,088
The Frank H. Lee Company.....	407,850
American Oil Company.....	380,942
Ward Baking Company.....	369,196
The Christian Science Publishing Society.....	340,281
Hastings Mfg. Co.....	336,510
American Federation of Labor.....	315,874
Champion Spark Plug Co.....	295,425
United States Army & Air Force Recruiting Service.....	289,854
General Electric Co. (Lamp Dept.)	253,346
	238,817
	231,801

John Hancock Mutual Life Insu- rance Co.....	229,464
American Tobacco Co. (The)...	206,835
The Texas Company.....	200,334
American Express Company.....	197,802
America's Future, Incorporated.	184,419
Lewis Howe Company.....	183,681
John Morrell & Co.....	177,953
Noxzema Chemical Co.....	170,187
Knox Company, Inc.....	167,478
Hunt Foods, Inc.....	166,698
Brown & Williamson Tobacco Corp.....	140,321
Elgin American Division of Illi- nois Watch Case Co.....	124,434
Club Aluminum Products Co...	115,192
The Drackett Co.....	68,843
'42' Products, Ltd.....	67,611
William H. Wise & Co., Inc.....	61,077
Benjamin Moore & Co.....	60,759
Fisher Flouring Mills Co.....	52,064
Bosco Company.....	41,826
Sealey Mattress Company.....	40,560
Safeway Stores, Inc.....	36,608
The Charles E. Hires Co.....	34,796
Bekins Van & Storage.....	32,730
Wm. S. Scull Company.....	30,585
J. A. Folger & Co.....	26,542
Los Angeles Soap Company.....	26,272
Harvel Watch Co.....	23,233
Wilson Sporting Goods Co.....	23,177
Brotherhood of Railroad Train- men.....	21,479
Committee for First Amendment	21,176
G. N. Coughlan Co.....	19,829
Peter Paul, Inc.....	19,226
The Wildroot Co., Inc.....	16,596
Union Pharmaceutical Company, Inc.....	16,296
First National Stores, Inc.....	14,712
California Medical Association...	13,728
Gallencamp Stores, Inc.....	12,312
Meril Studio.....	4,266
Fisher Body Division (General Motors Corp.).....	4,100
RKO Pictures.....	3,504
Controversial Issues.....	2,984
Jewish Daily Forward.....	1,893
Politeals.....	1,586
Ice Capades, Inc.....	1,585
TOTAL	\$13,548,957

**Mutual Broadcasting System
1947 Sponsor Expenditures**

Ralston Purina Co.....	\$ 1,572,140
Bayuk Cigars, Inc.....	1,262,966
Carter Products, Inc.....	1,217,143
Serutan Co.....	1,207,614
Miles Laboratories, Inc.....	1,166,767
General Foods Sales Co., Inc.....	1,003,126
General Motors Corp.....	974,387
Philip Morris & Co., Ltd.....	939,429
Kellogg Co.....	785,529
Whitehall Pharmacal Co.....	767,960
Pharmaco Co.....	719,126
Mutual Benefit Health & Accident As- sociation of Omaha.....	706,535
Quaker Oats Co.....	627,266
Cudahy Packing Co.....	565,689
Wander Co.....	523,922
Ronson Art Metal Works.....	497,843
American Safety Razor Corp.....	480,117
He'bro's Watch Co.....	457,827
Williamson Candy Co.....	456,935
Revere Copper & Brass, Inc.....	439,374
Philco Corp.....	397,218
Lutheran Laymen's League.....	344,764
Gillette Safety Razor Corp.....	299,533
R. B. Semler, Inc.....	281,797



*personalized
management*

★ radio

★ television

★ motion pictures

366 madison ave.

new york 17, n. y.

AGENCY—NETWORK—SPONSOR BILLINGS

Trimount Clothing Co.....	266,966
Radio Bible Class.....	263,188
Voice of Prophecy, Inc.....	260,873
Fuller Foundations.....	259,049
Conti Products Corp.....	254,708
Kaiser-Frazier Corp.....	244,114
U. S. Army Recruiting Service.....	240,598
Young Peoples Church of the Air.....	225,564
Coca Cola Co.....	195,956
Commercial Credit Co.....	189,886
Mail Pouch Tobacco Co.....	176,615
Richfield Oil Corp.....	175,065
Petri Wine Co.....	167,958
Noxzema Chemical Co.....	154,594
National Board of Fire Underwriters.....	136,712
United Electrical Radio Machine Work- ers of America.....	134,827
American Transit Association.....	127,428
Musterole Co.....	107,973
Triangle Publications.....	107,571
Taylor-Reed Corp.....	104,802
Delaware, Lackawanna & Western Coal Co.....	86,659
Revere Camera Co.....	83,910
Bible Institute of Los Angeles.....	66,807
Hershel California Fruit Co.....	65,676
Peter Paul Inc.....	57,264
Carey Salt Co.....	54,216
Wilson Sporting Goods Co.....	52,301
Armour & Co.....	48,188
American Federation of Labor.....	46,281
Pilot Radio Corp.....	30,968
H. C. Cole Milling Co.....	30,961
Hastings Manufacturing Co.....	29,266
American Bird Products, Inc.....	26,929
G. Barr & Co.....	26,604
National Economic Council, Inc.....	26,344
Esqulre, Inc.....	23,695
International Milling Co.....	22,034
Appalachian Coal, Inc.....	21,091
Chicago Tribune.....	18,612
Perfect Circle Co.....	17,145
Pepsodent Division, Lever Bros. Co....	10,696
Christian Reform Church.....	8,184
Shipstead & Johnson.....	6,380
Murine Company, Inc.....	4,970
Communist Party U. S. A.....	4,532
National Federation of Telephone Workers.....	4,494
Progressive Citizens of America.....	3,170
Beverly Westwood Citizens Committee.....	2,440
Park Street Evangelical Church.....	1,484
Horwitz & Duberman.....	1,202
Grand Lodge of the A.F. of A.M. State of New York.....	774
TOTAL	\$22,372,711

June.....	3,377,565
July.....	3,470,190
August.....	3,376,483
September.....	3,656,012
October.....	4,203,034
November.....	3,903,944
December.....	4,092,073
TOTAL	\$43,548,057

**Mutual Broadcasting System
1947 Gross Monthly Billings**

MONTH	MONTHLY
January.....	\$ 2,110,515
February.....	1,850,141
March.....	2,074,745
April.....	1,812,676
May.....	1,909,309
June.....	1,761,575
July.....	1,463,703
August.....	1,481,756
September.....	1,558,094
October.....	1,978,801
November.....	2,176,291
December.....	2,195,105
TOTAL	\$22,372,711

**National Broadcasting Company
Columbia Broadcasting System
1947 Gross Monthly Billings
Not Available**

**American Broadcasting Co.
1947 Industrial Classifications**

Foods and Food Beverages.....	\$15,476,210
Drugs and Toilet Goods.....	11,200,995
House Furniture & Furnishings.....	2,920,030
Laundry Soaps & Housekeepers' Supplies.....	2,897,237
Stationery and Publishers.....	2,313,028
Financial and Insurance.....	1,188,867
Automotive Industry.....	1,144,414
Building Materials.....	1,067,725
Cigars, Cigarettes and Tobacco.....	1,032,780
Confectionery and Soft Drinks.....	1,006,576
Radios, Phonographs and Musi- cal Instruments.....	874,213
Miscellaneous.....	829,740
Lubricants, Petroleum Products and Fuel.....	540,615
Wines, Beers and Liqueurs.....	442,516
Clothing and Dry Goods.....	369,196
Jewelry and Silverware.....	147,667
Paints and Hardware.....	60,759
Sporting Goods.....	23,177
Shoes and Leather Goods.....	12,812
TOTAL	\$43,548,057

**National Broadcasting Company
Columbia Broadcasting System
1947 Sponsor Expenditures
Not Available**

**American Broadcasting Co.
1947 Gross Monthly Billings**

January.....	\$ 3,577,008
February.....	3,241,101
March.....	3,568,895
April.....	3,453,150
May.....	3,628,602

A. & S. LYONS

INC.

MANAGERS OF DISTINGUISHED ARTISTS

20

**YEARS
OF
RADIO
LEADERSHIP**

NEW YORK

**515
MADISON
AVENUE**

BEVERLY HILLS

**356
NO. CAMDEN
DRIVE**

MIDWEST RADIO OPTIMISTIC

By NAT GREEN, Chicago Representative of RADIO DAILY

CHICAGO radio started the year 1948 with a healthy optimism based upon concrete achievements of the past year and promising indications that the new year would see substantial expansion of advertising budgets, with radio getting an agreeable share of the advertising dollars. An excellent example of what to expect in '48 was the announcement of the Toni Company, makers of a hair beauty aid, that the firm's advertising budget for the year would be \$6,000,000, approximately \$4,000,000 of which would be devoted to radio. With approximately 125 other advertisers having budgets exceeding a million dollars each annually, and all of them having found radio a profitable medium, both local and network sales departments feel sure that they will keep pace with the upward sales curve.



Green

Substantial progress has been made in programming and production by Chicago radio stations, which have been making a sincere effort to improve their shows—with considerable success. A number of programs in the public service category have received high commendation. In common with the trend elsewhere, Chicago has seen a tremendous increase in disc jockey shows, some of which have gained astonishing popularity. New disc shows continue to pop up, although in the opinion of many radio men they have been overdone.

Activities in all branches of ABC's central division showed marked improvement in 1947, according to E. R. Borroff, vice-president in charge of the Chicago operations, and give promise of further progress during 1948. Borroff pointed to the additional business sold through the division; the increase in Chicago originations, and the huge success enjoyed by the sponsors of the "Jack Armstrong" and "Sky King"

programs which were expanded from quarter-hour daily segments to 30-minute broadcasts on alternate days. Two long-established New York ABC programs, "Ladies Be Seated" and "Terry and the Pirates," moved to Chicago in '47, and a new audience participation program, "Welcome Travelers," started last summer, quickly became a favorite. Commenting on the record made by the division last year, Gil Berry, sales manager, said: "The tremendous strides made by ABC in 1947 will continue on an even greater scale in 1948."

NBC and its local station, WENR, started the new year with many new accounts and important renewals on their books, and I. E. Showerman, NBC manager, said '48 promised a steady increase in business. In programming and production, NBC has kept pace with the times. A prosperous 1948 for WGN and Mutual is seen by Ade Hult, Mutual's midwest manager. A new WGN program, Lou Cowan's "R.F.D. America," launched late in '47, was zooming to popularity by mid-January.

The CBS station, WBBM, won commendation and several awards for public service programs such as "Report Uncensored," "Democracy, U. S. A.," and "Assignment Home," and for the work done by the WBBM-FM Studio Theater. Both commercially and from a program and production standpoint, 1948 promised to be a successful year.

Chicago's independent stations carried more business in 1947 than during the previous year and entered the new year with excellent prospects for greater increases. WJJD, the Marshall Field station, and WIND reported heavy billing, and WGES carried a record amount of local business.

FM radio has made progress in the Chicago area. WEAW in suburban Evanston went into operation in 1947 and has become firmly established. WENR-FM started operation January 1, and WOAK, in suburban Oak Park, was scheduled to go on the air about March 1. Evanston also has a new AM station, WNNP, and a new AM station, WVON, was in the works early in the year for Chicago's South Side.



*Serving Every Phase of
the Radio Industry*

M C A

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

ESTIMATED RADIO HOMES FOR 1947

Estimated Population by States—from Current Reports, Bureau of the Census, July, 1947

	Estimated Population July, 1947	% Increase 1940-1947	Radio Homes 1947	Farms With Radios 1945
ALABAMA	2,824,000	— 0.3	481,424	117,485
ARIZONA	657,000	+31.6	144,091	10,216
ARKANSAS	1,903,000	— 2.4	427,144	133,416
CALIFORNIA	9,876,000	+43.0	2,679,935	119,188
COLORADO	1,159,000	+ 3.2	298,501	39,956
CONNECTICUT	2,020,000	+18.2	502,375	20,436
DELAWARE	293,000	+ 9.9	71,778	7,009
DIST. OF COLUMBIA	861,000	+29.8	216,737	22
FLORIDA	2,394,000	+26.2	521,651	33,871
GEORGIA	3,233,000	+ 3.5	566,359	117,937
IDAHO	488,000	— 7.0	121,867	36,660
ILLINOIS	8,221,000	+ 4.1	2,185,416	175,778
INDIANA	3,858,000	+12.6	1,009,348	147,417
IOWA	2,606,000	+ 2.7	680,295	190,438
KANSAS	1,914,000	+ 6.3	492,538	115,769
KENTUCKY	2,777,000	— 2.4	552,670	148,692
LOUISIANA	2,549,000	+ 7.8	468,914	63,025
MAINE	911,000	+ 7.5	216,803	35,356
MARYLAND	2,215,000	+21.6	551,829	31,628
MASSACHUSETTS	4,725,000	+ 9.5	1,225,899	33,660
MICHIGAN	6,249,000	+18.9	1,518,787	154,353
MINNESOTA	2,897,000	+ 3.7	720,089	165,243
MISSISSIPPI	2,092,000	— 4.2	340,659	118,653
MISSOURI	3,854,000	+ 1.8	968,943	190,148
MONTANA	494,000	—11.7	126,181	31,744
NEBRASKA	1,301,000	— 1.1	326,497	94,635
NEVADA	140,000	+27.0	36,532	2,673
NEW HAMPSHIRE	547,000	+11.3	136,008	16,489
NEW JERSEY	4,435,000	+ 6.6	1,149,364	24,320
NEW MEXICO	550,000	+ 3.4	98,357	15,819
NEW YORK	14,092,000	+ 4.5	3,737,443	131,783
NORTH CAROLINA	3,718,000	+ 4.1	644,069	172,115
NORTH DAKOTA	552,000	—14.0	118,998	57,769
OHIO	7,773,000	+12.5	2,034,588	186,503
OKLAHOMA	2,311,000	— 1.1	499,018	122,448
OREGON	1,517,000	+39.2	440,160	56,254
PENNSYLVANIA	10,281,000	+ 3.8	2,497,186	143,252
RHODE ISLAND	761,000	+ 6.7	195,400	3,268
SOUTH CAROLINA	1,918,000	+ 1.0	312,498	67,853
SOUTH DAKOTA	564,000	—12.3	132,515	57,691
TENNESSEE	3,079,000	+ 5.6	597,686	157,983
TEXAS	7,118,000	+11.0	1,481,168	267,440
UTAH	637,000	+15.8	154,654	20,173
VERMONT	364,000	+ 1.3	87,584	21,305
VIRGINIA	3,019,000	+12.7	575,518	104,762
WASHINGTON	2,233,000	+28.6	653,015	73,397
WEST VIRGINIA	1,849,000	— 2.8	370,664	66,201
WISCONSIN	3,283,000	+ 4.6	829,246	156,442
WYOMING	275,000	+ 9.7	69,626	11,332
TOTAL U. S.	14,382,000	+ 8.9	34,596,727	4,264,007

% Increase and Decrease from Current Population Reports, Bureau of the Census, July, 1947.

Radio Homes—derived from Population increases, number of persons per private family and estimated percent of Radio Homes.

Farms with Radios—U. S. Census of Agriculture, 1945.

For Complete Listing of Standard Broadcast Stations in the U. S. See Page 291

RADIO

CONCERT

OPERA

Greetings
from

NCAC

THEATRE

LECTURE

MOTION PICTURES

Exclusive Booking Direction For
S. HUOK • HUOK ATTRACTIONS and HUOK ARTISTS, Inc.

National Concert and Artists Corp.

NEW YORK • BOSTON • CHICAGO • HOLLYWOOD • SAN FRANCISCO

Research Organizations

AUDIENCE RESEARCH, INC.

444 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-1872
Princeton, New Jersey
Phone: Princeton 335
6305 Yucca St., Hollywood, Calif.
Phone: Hillside 8103

A. S. BENNETT ASSOCIATES

93 Park Avenue, New York 16, N. Y.
Phone: MUrray Hill 5-7965

C. C. CHAPELLE COMPANY

188 W. Randolph St., Chicago 1, Ill.
Phone: Central 8814

CROSSLEY, INC.

330 W. 42nd St., New York 18, N. Y.
Phone: BRyant 9-5462
4 Mercer St., Princeton, N. J.
Phone: PRinceton 1616

EGERT RESEARCH CO.

595 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-1294

ELLIOTT-HAYNES, LTD.

(Radio Research Division)

515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GErrard 1144
Sun Life Bldg., Montreal, Que., Canada
Phone: PLateau 6494
441 Seymour St., Vancouver, B. C., Canada
Phone: Marine 8794

C. E. HOOPER, INC.

(Executive Office)
10 East 40th St., New York 16, N. Y.
Phone: LEXington 2-3000
(Production Office)
Day Hill, Norwalk, Conn.
Phone: 6-2574
230 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 8150
315 Equitable Bldg., 6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOLlywood 3553

INDUSTRIAL SURVEYS CO., INC.

292 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-0690
127 No. Dearborn St., Chicago 2, Ill.
Phone: State 7783

KNIGHT & PARKER

6530 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 4174

McKINSEY & COMPANY

(Management Consultants)
60 East 42nd St., New York 17, N. Y.
Phone: VAnderbilt 6-5280

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago 45, Ill.
Phone: HOLlycourt 4400

NOBLE & SWARS, INC.

7 W. 44th St., New York 18, N. Y.
Phone: MUrray Hill 2-7461

OFFICE OF RESEARCH, INC.

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

RALPH L. POWER

580 Crane Blvd., Los Angeles 31, Calif.
Phone: CApital 7596

THE PULSE, INC.

110 Fulton St., New York 7, N. Y.
Phone: REctor 2-6863

RADIO COPY

162-25 Depot Road, Flushing, N. Y.
Phone: FLushing 9-7779

RADIO REPORTS, INC.

220 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-6658
519 6th St., N. W., Wash., D. C.
Phone: Executive 2689
5050 Joy Road, Detroit, Mich.
Phone: Tyler 7-1290
904 Grant Avenue, Rockford, Ill.
Phone: Blackhawk 4155
11152 South Figueroa St., Los Angeles, Calif.
Phone: Plymouth 5-0231
New England—36 Springfield St.
Phone: North Wilbraham 240 Ring 3

ELMO ROPER

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-7164

N. C. RORABAUGH CO.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-2193-4

ROSS FEDERAL RESEARCH CORP.

2 West 45th St., New York 19, N. Y.
Phone: VAnderbilt 6-6066

SPOT RADIO SERVICE

161 East 48th St., New York 17, N. Y.
Phone: LEXington 2-5032

HOW WOULD YOU LIKE TO EXPERIENCE *Real Imaginative Selling* IN THE NATIONAL SPOT FIELD?

Are you buying prestige, service, reports at a rate that is too high when what you need is a true analysis of your national selling problems and *Real Imaginative Selling*?

When you go out to sell someone a proposition yourself whether it be in your radio business or in any other type of business with which you are connected, you first analyze your situation. You do not hope to make a deal through fast talk but rather through your presentation of a strong case.

These things are very much the same in selling time to advertisers in the national spot field. A study of the advertisers' problems must be made, an analysis of how the stations' facilities can be best used, must be made and a *Real Imaginative Selling* presentation must be made.

We'll go along with you and admire your fine advertising campaign, we'll even go along and admire the fine ads of your network and representative. We'll even agree that your present method of approach to the national spot field is considered acceptable to the trade. However, the test is—are you getting results?

Is your dollar volume high enough to pay for the ever increasing cost of operation? Is all of your salable time sold?

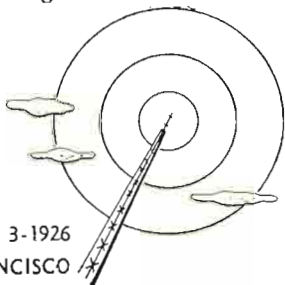
We started out a little more than three years ago with a sound idea and a number of highly experienced radio people. The results, station by station, are more than we can put into this space, but these facts are available. (A survey made by one of our stations before selecting us showed our organization as one of the first three in every agency queried.)

Our presentation is a simple one. It shows our analysis of a station's problem and the results. There is nothing to be lost and perhaps something to be gained by hearing our experience of three years summed up in forty minutes. There is no obligation and we may give you an idea for *Real Imaginative Selling* in connection with your station.

Adam J. Young Jr.
INCORPORATED

RADIO STATION REPRESENTATIVE

11 West 42nd Street, New York 18, New York LOngacre 3-1926
NEW YORK . CHICAGO . LOS ANGELES . SAN FRANCISCO



★ Radio Station ★ Representatives

ALL-CANADA RADIO FACILITIES LIMITED

<i>Calgary</i> —Southam Bldg.	M	7691
H. R. Carson, President-Mgr.-Dir.; E. M. Williams, Secretary-Treasurer.		
<i>Montreal</i> —Dominion Square Bldg., B. Hall.....	Lancaster	6400
<i>Toronto</i> —Victory Bldg., G. F. Herbert.....	Elgin	2464
<i>Winnipeg</i> —Electric Railway Chambers, P. H. Gayner.....		96-861
<i>Vancouver</i> —198 W. Hastings St., J. E. Baldwin.....	Marine	9542
Stations—CJVI, Victoria, B. C.; CKWX, Vancouver, B. C.; CKPG, Prince George, B. C.; CHWK, Chilliwack, B. C.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CFGP, Grande Prairie, Alta.; CJCA, Edmonton, Alta.; CFAC, Calgary, Alta.; CJOC, Lethbridge, Alta.; CHAT, Medicine Hat, Alta.; CKBI, Prince Albert, Sask.; CKRM, Regina, Sask.; CKCK, Regina, Sask.; CKRC, Winnipeg, Man.; CKSO, Sudbury, Ont.; CJCS, Stratford, Ont.; CKOC, Hamilton, Ont.; CFRB, Toronto, Ont.; CFRA, Ottawa, Ont.; CFCF, Montreal, P. Q.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CFBC, St. John, N. B.; CFCY, Charlottetown, P. E. I.; CJLS, Yarmouth, N. S.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; VONF, St. Johns, Nfld.; VOWN, Corner Brook, Nfld.		

AMERICAN BROADCASTING COMPANY, INC. ABC SPOT SALES

(National Spot Sales Division)

<i>New York</i> 18—33 W. 42nd St.	Wisconsin	7-1737
Ralph E. Dennis, Manager; John W. Brooke, Eastern Sales Mgr.		
<i>Chicago</i> —20 N. Wacker Drive, Roy McLaughlin, Manager.....	Delaware	1900
<i>Hollywood</i> —1440 N. Highland Ave., Clyde Scott, Manager.....	Hillside	8231
<i>Detroit</i> 26—1770 Stroh Bldg., Harold Christian, Manager.....	Cherry	8321
<i>San Francisco</i> —155 Montgomery St., Kirk Torney, Manager.....	Exbrook	6544
Stations—KGO, San Francisco, Calif.; KECA, Los Angeles, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WXYZ, Detroit, Mich.; WJZ, New York, N. Y.; American Pacific Network.		

AVERY-KNODEL, INC.

<i>New York</i> 17—565 Fifth Ave.	PLaza	3-2622
Lewis H. Avery, President; J. W. Knodel, Executive V.P.; B. P. Timothy, Secty.; Arthur H. McCoy, Treas.; David H. Sandeberg, Director.		
<i>Chicago</i> 1—333 N. Michigan Ave.	Andover	4710
J. W. Knodel.		
<i>San Francisco</i> 4—544 Market St.	Douglas	5873
D. H. Sandeberg.		
<i>Los Angeles</i> 15—315 W. Ninth St.	Trucker	2095
Norman E. Noyes.		
<i>Atlanta</i> 3—41 Marietta St., N. W.		
Charles C. Coleman.		
Stations—WROW, Albany, N. Y.; WAGA, Atlanta, Ga.; WGAC, Augusta, Ga.; KERO, Bakersfield, Cal.; WKBW, Buffalo, N. Y.; WHAN, Charleston, S. C.; WAYS, Charlotte, N. C.; WJJD, Chicago, Ill.; WSAI, Cincinnati, Ohio; WKIX, Columbia, S. C.; KDAL, Duluth, Minn.; KFRE, Fresno, Cal.; KILO, Grand Forks, N. D.; WJEF, Grand Rapids, Mich.; WFBC, Greenville, S. C.; KULA, Honolulu, T. H.; WMBR, Jacksonville, Fla.; WKZO, Kalamazoo, Mich.; WIBA, Madison, Wis.; WEMP, Milwaukee, Wis.; WDGY, Minneapolis-St. Paul, Minn.; KLO, Ogden, Utah; KOMA, Oklahoma City, Okla.; WIRL, Peoria, Ill.; KOIN, Portland, Ore.; WHBF, Rock Island, Ill., (Quad		

Aggressive Activity

In 1946 and again in 1947 Avery-Knodel pledged "Aggressive Activity" to meet the ever increasing competitive situation. We renew the pledge for 1948.

"Aggressive Activity" is the vision to plan, the knowledge and experience to present the plan intelligently, and the follow-through to carry the plan to successful fulfillment.

We're still young . . . we're still growing . . . we're still imbued with the "Aggressive Activity" that pays dividends for the properties we represent.

Avery Knodel INC.

RADIO STATION REPRESENTATIVE

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565 Fifth Ave.
PLaza 3-2622

SAN FRANCISCO 4
235 Montgomery St.
DOuglas 2-5873

ATLANTA 3
41 Marietta St., N. W.
CYpress 7545

LOS ANGELES 15
315 W. Ninth St.
TUcker 2095

CHICAGO 1
333 N. Michigan Ave.
ANDover 4710

STATION REPRESENTATIVES

Cities); WNAO, Raleigh, N. C.; WRUN, Rome, N. Y.; KROY, Sacramento, Cal.; KALL, Salt Lake City, Utah; WDAR, Savannah, Ga.; KJR, Seattle, Wash.; KMA, Shenandoah, Ia.; KSOO, Sioux Falls, S. D.; KTUL, Tulsa, Okla.; KXEL, Waterloo, Ia.; The Intermountain Network.

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(New England Representative*)

Boston 16—80 Boylston St., Bertha Bannan, Owner; Gertrude Saxe, Sales. . . Hubbard 4370-4419
Stations—WNAB, Bridgeport, Conn.; WKNB, New Britain, Conn.; WELI, New Haven, Conn.; WSTC, Stamford, Conn.; WATR, Waterbury, Conn.; WRDO, Augusta, Me., Main Broadcasting System; WLBZ, Bangor, Me.; WCSH, Portland, Me., Connecticut State Network; WOCB, Cape Cod., Mass.; WSAR, Fall River, Mass.; WEIM, Fitchburg, Mass.; WHAI, Greenfield, Mass.; WHYN, Holyoke, Mass.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WESX, Salem, Mass.; WSPR, Springfield, Mass.; WKXL, Concord, N. H.; WKBR, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WJOY, Burlington, Vt.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.

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

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Stations—WIBW, Topeka, Kans.; KGIW, Alamosa, Cal.; KMED, Medford, Ore.; KWRC, Pendleton, Ore.; KIEV, Glendale, Cal.; KCKN, Kansas City, Mo.; KQRS, Rock Springs, Wyo.; KAST, Astoria, Ore.; KRSC, Seattle, Wash.; WIBX, Utica, N. Y.; WSNY, Schenectady, N. Y.; WATN, Watertown, N. Y.; KWBR, Oakland, Cal.

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San Francisco—608 Russ Bldg., Lindsey Spight, V-P.; David N. Simmons. . . Douglas 3188
St. Louis—1148 Paul Brown Bldg., J. Chris Hetherington. Chestnut 5688
Detroit—1114 Book Bldg., Charles M. Adell. Randolph 5257
Stations—WFBR, Baltimore, Md.; KFYR, Bismarck, N. D.; KIDO, Boise, Idaho; WHDH, Boston, Mass.; WLS, Chicago, Ill.; KFRU, Columbia, Mo.; WBNS, Columbus, Ohio; KFEL, Denver, Colo.; KIEM, Eureka, Cal.; KHON, Honolulu, T. H.; KTRH, Houston, Tex.; WIBC, Indianapolis; WROL, Knoxville, Tenn.; WHB, Kansas City, Mo.; KHJ, Los Angeles, Cal.; WLWL, Minneapolis; WDSU, New Orleans, La.; WNEW, New York, N. Y.; KODY, North Platte, Nebr.; WOW, Omaha, Nebr.; KOY, Phoenix, Ariz.; KALE, Portland, Ore.; WMBG, Richmond, Va.; KXOK, St. Louis, Mo.; KDYL, Salt Lake City; KABC, San Antonio, Tex.; KGB, San Diego, Cal.; KFRC, San Francisco, Cal.; WGBI, Scranton, Pa.; KDB, Santa Barbara, Cal.; KGDM, Stockton, Cal.; KTUC, Tucson, Ariz.; KZPI, Manila, P. I.; The Don Lee Broadcasting System, Los Angeles, Cal.; The Arizona Network, Phoenix, Ariz.; The Aloha Network, Honolulu, T. H.

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Chicago 1—360 N. Michigan Ave., Kenneth Carpenter. Dearborn 5277
Los Angeles 28—6757 Hollywood Blvd., Fred Mitchell. Hillside 7822
Stations—KSFO, San Francisco, Cal.; KXA, Seattle, Wash.; WHP, Harrisburg, Pa.; WNBF, Binghamton, N. Y.

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Chicago —360 N. Michigan Avenue.....	Central	5726
John Petrie, Chairman of the Board, Chicago; C. B. Peterson, Vice-President, Chicago; Manager radio department.		
Detroit —General Motors Bldg., Harry Anderson.....	Trinity	1-0440
Dallas —First National Bank Bldg., J. S. McCauley.....	Central	8569
Atlanta —Rhodes Haverty Bldg., H. L. Ralls.....	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 —George D. Close, Inc., L. A., 448 S. Hill St., Chet Doyle.....	Michigan	1269
Charlotte, N. C. —612 Commercial National Bank Bldg., B. G. Finch.....	Charlotte	8839
Memphis —1018 Sterick Bldg., Sidney L. Nichols.....	Memphis	8-2344
<i>Stations</i> —WLAY, Muscle Shoals, Ala.; WMOB, Mobile, Ala.; KTHS, Hot Springs, Ark.; KFMB, San Diego, Calif.; KWKH, Shreveport, La.; WCPO, Cincinnati, O.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KRIC, Beaumont, Texas; KWBU, Corpus Christi, Texas; KRLD, Dallas, Texas; WCHS, Charleston, West Va.; WBLK, Clarksburg, West Va.; WSAZ, Huntington, West Va.; WPAR, Parkersburg, West Va.; WRBC, Jackson, Miss.; KBYE, Oklahoma City, Okla.; WGBA, Columbus, Ga.; KAND, Corsicana, Tex.		

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John A. Toothill, President & General Manager.		
New York 18—19 W. 44th St.....	Murray Hill	2-3124
C. Stanley Bailey, V-P. & Eastern Manager.		
Los Angeles 15—1151 S. Broadway, Clark Barnes, Mgr.....	Richmond	6184
<i>Stations</i> —KFOX, Long Beach, Calif.; WRUF, Gainesville, Fla.; WALB,		

LORENZEN & THOMPSON, INC.

RADIO STATION REPRESENTATIVES

A twenty-seven year old representative organization with a sound operation program and a refreshing conception of the relationship between the radio station, advertiser, agency, and representative.

Lorenzen & Thompson's creed is summed up in nine words, "There is no substitute for Initiative and Shoe Leather."

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905 Wm. Oliver Bldg.

CINCINNATI

4 W. Seventh St.

DETROIT

1964 Penobscot Bldg.

KANSAS CITY

15 West 10th St.

ST. LOUIS

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Albany, Ga.; WBGE, Atlanta, Ga.; WWXL, Peoria, Ill.; WSUA, Bloomington, Ind.; WTRC, Elkhart, Ind.; WIKY, Evansville, Ind.; WFTW, Fort Wayne, Ind.; WJVA, South Bend, Ind.; KCBC, Des Moines, Iowa; WLB, Bowling Green, Ky.; WHLN, Harlan, Ky.; WKYW, Louisville, Ky.; WOMI, Owensboro, Ky.; WBOC, Salisbury, Md.; WHAI, Greenfield, Mass.; WPAG, Ann Arbor, Mich.; WELL, Battle Creek, Mich.; WJLB, Detroit, Mich.; WFDF, Flint, Mich.; WKLA, Ludington, Mich.; WKBZ, Muskegon, Mich.; WCMA, Corinth, Miss.; WKOP, Binghamton, N. Y.; WISE, Asheville, N. C.; WHHT, Durham, N. C.; WCNC, Elizabeth City, N. C.; WGBG, Greensboro, N. C.; WMFR, High Point, N. C.; WFTC, Kinston, N. C.; WCBT, Roanoke Rapids, N. C.; WSTP, Salisbury, N. C.; WMFD, Wilmington, N. C.; WCMW, Canton, Ohio; WJSW, Altoona, Pa.; WMRF, Lewiston, Pa.; WBAX, Wilkes-Barre, Pa.; KWJJ, Portland, Oregon; WAIM, Anderson, S. C.; WMRC, Greenville, S. C.; WOPI, Bristol, Tenn.; KFRO, Longview, Texas; WFVA, Fredericksburg, Va.; WSSV, Petersburg, Va.; WROV, Roanoke, Va.; WJLS, Beckley, W. Va.; WIBU, Madison, Wis.

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Kansas City 6, Mo.—300 Waltower Bldg., Joseph H. Story, Jr.....Victor 3864
San Francisco 4—1207 Russ Bldg., Fred Jameson, Kenneth Morris.....Douglas 5220
**Los Angeles* 15—438 Chamber of Commerce Bldg., Guy Biddick.....Richmond 6184
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 Stations—KCKN, Kansas City, Mo.; WIBW-FM, Topeka, Kans.

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 Stations—WOOB, Anniston, Ala.; KGIW, Alamosa, Col.; KFKA, Greeley, Col.; KOKO, La Junta, Col.; KGEK, Sterling, Col.; WRHP, Tallahassee, Fla.; WLAG, La Grange, Ga.; WMGA, Moultrie, Ga.; WRLC, Toccoa, Ga.; WLSA, Hammond, La.; WSGM, Ste Genevieve, Mo.; WSNJ, Bridgeton, N. J.; WMBO, Auburn, N. Y.; WNBZ, Saranac Lake, N. Y.; WWRL, Woodside, N. Y.; WEGO, Concord, N. C.; WBUY, Lexington, N. C.; WENC, Whiteville, N. C.; WSTS, Southern Pines, N. C.; KDSJ, Deadwood, S. D.; WTPR, Paris, Tenn.; KVWC, Vernon, Tex.; WLTC, Gastonia, N. C.

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 Stations—ARGENTINA: LR3, LRY, and LRY1, "Radio Belgrano," Buenos Aires; And the Belgrano Network, "Primera Cadena Argentina de Broadcastings," which, in addition to "Radio Belgrano," includes: LT8, "Radio

Rosario," Rosario; LRR and LRR1, "Radio Ovidio Lagos," Rosario; LV2, "Radio Central," Cordoba; LV10, "Radio de Cuyo," Mendoza; LV12, "Radio Aconquija," Tucman; LU2, "Radio Bahia Blanca," Bahia Blanca; LV1, "Radio Colon," San Juan; LV11, "Radio del Norte," Santiago del Estero; LT14, "Radio G. Urquiza," Parana; LT7, "Radio Provincia," Corrientes; LT15, "Radio Concordia," Concordia; LV4, "Radio San Rafael," San Rafael; LV13, "Radio San Luis," San Luis; LV14, "Radio La Rioja," La Rioja; LV9, "Radio Provincia," Salta; ZP5 and ZPA5, "Radio Encarnacion," Encarnacion, (Paraguay). COLOMBIA: HJCB and HJCD, "Emisora Nueva Granada," Bogota. COSTA RICA: TILS, "Radio Para Ti," San Jose. CUBA: The RHC-Cadena Azul network of the following stations: CMCY and COCY, Habana; CMHI and COHI, Santa Clara; CMAN, Pinar del Rio; CMJN, Camaguey; CMKV, Holguin; CMKN, Santiago. ECUADOR: HC2AN and HC2DC, "Radiodifusora Cenit," Guayaquil. PANAMA: HOA, HOB, and HP5G, "Radio Panamerican," Panama City. HOW, "Radio Panamericana," Colon; HOG, "Your Community Station," Panama City (All-English). PUERTO RICO: WKAQ, "Radio Corporation of Puerto Rico," San Juan. PERU: OAX4F and OAX4H, "Radio Mundial," Lima. EL SALVADOR: YSO, "La Voz de la Democracia," San Salvador. URUGUAY: CX14 and CXA19, "Radio El Espectador," Montevideo; CX18, "Radio Libertad Sport," Montevideo; And the Espectador network, "Cadena Uruguaya de Radiodifusion," which, in addition to "Radio Espectador," includes: CW1, "Radio Popular," Colonia; CW19, "Difusora Rochense," Rocha; CW23, "Radio Cultural," Salto; CW33, "Radio Florida," Florida; CW35, "Radio Paysandu," Paysandu; CW43, "Radio Lavalleja," Minas; CW45, "Difusora Treinta y Tres," Treinta y Tres; CW46A, "Difusora Zoriilla de San Martin," Tacuarembu; CW47A, "Radio Welcome," San Jose. VENEZUELA: YV5RG and YV5RU, "Ondas Populares," Caracas.

COX & TANZ

Philadelphia 48—430 Chestnut St. Lombard 3-1720
A. P. Cox; E. R. Tanz.

FORJOE & CO.

NATIONAL
RADIO
REPRESENTATIVES

HEADLEY- REED COMPANY

REPRESENTING
RADIO STATIONS
EXCLUSIVELY

NEW YORK	CHICAGO
DETROIT	ATLANTA
LOS ANGELES	SAN FRANCISCO

*All Offices Company
Owned and Operated*

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Chicago—228 N. La Salle Street.....Franklin 2095
Stations—KCLA, Pine Bluff, Ark.; KFFA, Helena, Ark.; KELD, El Dorado, Ark.; WMLT, Dublin, Ga.; WBLJ, Dalton, Ga.; WMOC, Covington, Ga.; WSGC, Elberton, Ga.; WAGM, Presque Isle, Me.; KHAS, Hastings, Neb.; WFLB, Fayetteville, N. C.; WGNC, Gastonia, N. C.; WAND, Canton, Ohio; WPRa, Mayaguez, Puerto Rico; WKOK, Sunbury, Pa.; WOLS, Florence, S. C.; KGFx, Pierre, S. D.; WJZM, Clarksville, Tenn.; KRBA, Lufkin, Tex.; KDWT, Stamford, Tex.; WHUB, Cookeville, Tenn.; WCHV, Charlottesville, Va.; WIGM, Medford, Wis.

HARRY E. CUMMINGS

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

FORJOE & COMPANY

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Chicago—360 N. Michigan Ave., Zangwill Golobe.....State 5587
Los Angeles 14—403 W. 8th St., Lawrence Krasner.....Vandike 9885
San Francisco 5—607 Market St., James R. Connor.....Sutler 1-7569
Philadelphia 7—1301 Widener Bldg., Charles Stahl.....Rittenhouse 9698
Pittsburgh 22—Hotel Keystone, Thomas B. Price.....Grant 5200
Pashington 6—1000 Connecticut Ave., Ben Strouse.....National 7203
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Detroit 26—3463 Penobscot Bldg., W. W. Bryan.....Cadillac 4255
Fort Worth 2—406 W. Seventh St., Joseph W. Evans.....Ft. Worth 36-3349

<i>Hollywood</i> 28—6331 Hollywood Blvd., Hal W. Hoag.....	Hollywood	2151
<i>San Francisco</i> 4—58 Sutter St., A. Leo Bowman.....	Sutter	1-4353
<i>Stations</i> —KOB, Albuquerque, N. M.; KFDM, Beaumont, Tex.; KDSH, Boise, Idaho; WGR, Buffalo, N. Y.; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KRIS, Corpus Christi, Tex.; WOC, Davenport, Iowa; WHO, Des Moines, Iowa; KVOD, Denver, Colo.; WDSM, Duluth-Superior, Wis.; WDAY; Fargo, N. D.; WBAP, Ft. Worth-Dallas, Tex.; KGMB-KHBC, Honolulu-Hilo, T. H.; KXYZ, Houston, Tex.; WISH, Indianapolis, Ind.; KMBC-KFRM, Kansas City, Mo.; WAVE, Louisville, Ky.; WMAW, Milwaukee, Wis.; WTCN, Minneapolis-St. Paul, Minn.; WMCA, New York, N. Y.; WGH, Norfolk, Va.; KFAB, Omaha, Neb.; WMBD-WDZ, Peoria-Tuscola, Ill.; KEX, Portland, Ore.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, Va.; WSDJ, San Diego, Calif.; KSD, St. Louis, Mo.; KSD-TV, St. Louis, Mo.; KIRO, Seattle, Wash.; WFBL, Syracuse, N. Y.; WTHI, Terre Haute, Ind.		

FREMANTLE OVERSEAS RADIO, INC.

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<i>Chicago</i> —612 N. Michigan Ave., Al Halus.....	Superior	8177
<i>Dallas</i> —611 Construction Bldg., Walter Kline.....	Riverside	2675
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Chicago 1—333 N. Michigan Ave.....Central 1742-3
 E. Eugene Eshleman, Midwest Mgr., Lois Thompson.
Los Angeles 28—6381 Hollywood Blvd., Tracy Moore, West Coast Mgr...Hollywood 5408
San Francisco —79 Post St., Frances Donahue.....Exbrook 8033
Stations—WMGY, Montgomery, Ala.; WDEL, Wilmington, Del.; WBSR, Pensacola, Fla.; WJNO, W. Palm Beach, Fla.; WDWS, Champaign, Ill.; WKMO, Kokomo, Ind.; WKBB, Dubuque, Iowa; WTVL, Waterville, Me.; WARK, Hagerstown, Md.; WGAT, Utica, N. Y.; WRTA, Altoona, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WAZL, Hazleton, Pa.; WGAL, Lancaster, Pa.; WRAW, Reading, Pa.; WMBS, Uniontown, Pa.; WORK, York, Pa.; WMAM, Marinette, Wis.; WHBL, Sheboygan, Wis.; HOX-HOXD, Panama, R. P.

NATIONAL BROADCAST SALES

Toronto 1—25 King Street West.....Ad. 8895
 J. M. Davidson; Paul F. Mulvihill, Account Executive; R. A. Munro, Account Executive; Norman D. Brown, Account Executive.
Montreal 2—Guy and Sherbrooke Sts., R. A. Leslie.....Fitzroy 6388
Stations—CKGB, Timmis, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont.; CJAD, Montreal, Que.; CKTB, St. Catharines, Ont.; CHOK, Sarnia, Ont.; CFPA, Port Arthur, Ont.; CKMO, Vancouver, B. C.; CKRN, Rouyn, Que., CHAD, Amos, Que.; CKVD, Val d'Or, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CKEY, Toronto, Ont. (Montreal only).

NBC SPOT SALES DIVISION

National Spot AM and Television Sales Division of the National Broadcasting Company, Inc.	
<i>New York</i> 20—30 Rockefeller Plaza	Circle 7-8300
James V. McConnell, Director; John S. de Russy, Mgr.; William R. Seth, Adv. and Pro. Mgr.	
<i>Boston</i> —Hotel Bradford, John H. Dodge	Hancock 4239
<i>Cleveland</i> —NBC Building, Don Stratton	Cherry 0942
<i>Chicago</i> —Merchandise Mart, Oliver Morton	Superior 8300
<i>Denver</i> —1625 California Street, James MacPherson	Main 6211
<i>San Francisco</i> —NBC Building, Carl A. Nielsen	Graytone 4-8700
<i>Hollywood</i> —Sunset and Vine, Lathrop Mack	Hyl. 6161
<i>Stations (AM)</i> —WNBC, New York, N. Y.; WMAQ, Chicago, Ill.; WRC, Washington, D. C.; WTAM, Cleveland, Ohio; KOA, Denver, Colo.; KNBC, San Francisco, Calif.; WGY, Schenectady, N. Y.; WBZ-WBZA, Boston-Springfield, Mass.; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.; WOWO, Fort Wayne, Ind.; KZRH, Manila, P. I.; KZMB, Manila, P. I.; KZRC, Cebu, P. I.; (TV) WNBT, New York, N. Y.; WRGB, Schenectady, N. Y.; WNBW, Washington, D. C.	

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

<i>New York</i> 17—330 Madison Ave.	MUrray Hill 2-0810
Eugene Bernald, Mgr.; Arthur Gordon, Asst. Mgr.	
<i>Chicago</i> —228 No. LaSalle St., F. R. Jones, Mgr.	State 5096
<i>Hollywood</i> 28—6912 Hollywood Blvd., Homer Griffith	Hollywood 6281
<i>Dallas</i> —711 Construction Bldg., Walter S. Kline	Riverside 6051
<i>San Francisco</i> —681 Market St., Cliff Engle	Douglas 4475
(Represent stations in): Argentina, Bahamas, Bolivia, Chile, Colombia, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, British Guiana, Dutch Guiana, Haiti, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Trinidad, Venezuela, France, Portugal, China, North Africa, South Africa, Alaska.	

JOHN E. PEARSON COMPANY

<i>Chicago</i> 1—360 N. Michigan	Fra. 2359
John E. Pearson, Owner; William L. Wallace, Mid-West Sales Manager; Kay Fisher, Account Executive; Sue Masterson, Financial Secretary; A. A. Terrace, Secretary; Dorothy Kurtweil, Secretary.	
<i>New York</i> —250 Park Avenue, Hines Hatchett	PLaza 8-2255
<i>Kansas City</i> —Dierks Bldg., Owen Balch	GR 2144
<i>St. Louis</i> —915 Olive St., Ralph Schullenburg	GA 6865
<i>Los Angeles</i> —684 S. Lafayette Park Place, R. W. Walker	Drexel 4388
<i>San Francisco</i> —68 Post St., Roger Parratt	Sutter 5568
<i>Stations</i> —KCMO, Kansas City, Mo.; KOAM, Pittsburgh, Kan.; KELO, Sioux Falls, S. D.; WOY, New York City; KVGB, Great Bend, Kan.; WEW, St. Louis, Mo.; KRRV, Sherman, Tex.; <i>Oscar Hirsch Stations</i> —WHIZ, Zanesville, O.; WAOV, Vincennes, Ind.; WJPF, Herrin, Ill.; WIND, Chicago, Ill.; WIRE, Indianapolis; WMMJ, Peoria, Ill.; KHMO, Hannibal, Mo.; <i>Gleeson (Calif.) Stations West Texas Group</i> —KMAC, San Antonio, Tex.; WJHL, Johnson City, Tenn.; <i>S. Minnesota Group</i> —WDIA, Memphis, Tenn.; KGKB, Tyler, Tex.; KWTO, Springfield, Mo.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KSAL, Salina, Kan.; <i>Florida Group</i> —KXOL, Fort Worth, Tex.; <i>Nunn Stations</i> —(WLAP, WBIR, WCMI, KFDA); WDUK, Durham, N. C.; WMIX, Mt. Vernon, Ill.; KWOC, Popular Bluff, Mo.; KPAB, Laredo, Tex.	

JOHN H. PERRY ASSOCIATES

<i>New York</i> 17—310 East 45th Street	MUrray Hill 4-1647
Wm. K. Dorman, Gen. Mgr.; R. S. Mandeville, Salesman; W. T. Kelly, Salesman.	
<i>Chicago</i> 3—122 S. Michigan Ave., F. W. Thurnau	Harrison 8085
<i>Detroit</i> 2—7338 Woodward Ave., James J. Higgins	Madison 0790
<i>Philadelphia</i> 7—12 South 12th St., Robert Hitchings	Walnut 2-3555
<i>Atlanta</i> 3—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant	Walnut 1334
<i>Stations</i> —WJHP, Jacksonville, Fla.; WCOA, Pensacola, Fla.; WDLP, Panama City, Fla.; WTMC, Ocala, Fla.; WTAL, Tallahassee, Fla.; WWPG, Palm Beach, Fla.; WDHL, Bradenton, Fla.; WALT, Tampa, Fla.; WFRP, Savannah, Ga.; WINZ, Miami Beach, Fla.	

STATION REPRESENTATIVES

EDWARD PETRY & CO., INC.

<i>New York</i> 17—17 East 42nd Street.....	Murray Hill	2-4400
Edward Petry, President; Henry I. Christal, Secretary-Treasurer; Edward E. Voynow, Vice-President.		
<i>Chicago</i> 11—400 North Michigan Ave., Edward E. Voynow.....	Delaware	8600
<i>Detroit</i> 2—General Motors Bldg., William Cartwright.....	Madison	1035
<i>San Francisco</i> 4—Russ Bldg., Earle H. Smith.....	Garfield	1-4082
<i>Los Angeles</i> 13—601 West Fifth St., Chester G. Matson.....	Michigan	8729
<i>St. Louis</i> 3—Shell Bldg., George A. Kercher.....	Chestnut	7191
<i>Atlanta</i> 3—New Palmer Bldg., Charles F. Grisham.....	Lamar	2080
<i>Boston</i> 16—Statler Bldg., James G. Sandison.....	Hubbard	6342
<i>Stations</i> —WSB, Atlanta, Ga.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WICC, Bridgeport, Conn.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, Ohio; WFAA, Dallas-Ft. Worth, Tex.; WJR, Detroit, Mich.; KARM, Fresno, Cal.; WONS, Hartford, Conn.; KPOA, Honolulu, Hawaii; KPRC, Houston, Tex.; WDAF, Kansas City, Kan.; KFOR, Lincoln, Neb.; KARK, Little Rock, Ark.; KFI, Los Angeles, Cal.; WHAS, Louisville, Ky.; WLLH, Lowell-Lawrence, Mass.; WTMJ, Milwaukee, Wis.; KSTP, Minneapolis-St. Paul, Minn.; WSM, Nashville, Tenn.; WSMB, New Orleans, La.; WTAR, Norfolk, Va.; KOIL, Omaha, Neb.; WIP, Philadelphia, Pa.; WMTW, Portland, Me.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WRNL, Richmond, Va.; WOAL, San Antonio, Tex.; KQW, San Francisco, Cal.; KOMO, Seattle, Wash.; KTBS, Shreveport, La.; KGA, Spokane, Wash.; WMAS, Springfield, Mass.; WAGE, Syracuse, N. Y.; KVOO, Tulsa, Okla.; WSAU, Wausau, Wis.; WWVA, Wheeling, W. Va.; KFH, Wichita, Kan.; WAAB, Worcester, Mass.; Yankee Network; Texas Quality Network.		

RADIO REPRESENTATIVES LIMITED

<i>Toronto</i> 1—4 Albert Street.....	Waverley	6151
J. Slatter, President; S. Lancaster, Sales Manager; W. Slatter, Sales; A. E. Morris, Statistics; V. Murphy, Secretary-Treasurer.		
<i>Montreal</i> —337 Dominion Square Bldg., W. C. Dippie.....	HA.	7811
<i>Winnipeg</i> —Lindsay Bldg., A. J. Messner.....		9-6374
<i>Stations</i> —CJAV, Port Alberni, B. C.; CKNW, New Westminster, B. C.; CJDC, Dawson Creek, B. C.; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CFQC, Saskatoon, Sask.; CJOB, Winnipeg, Man.; *CKPR, Fort William, Ont.; CKCH, Hull, Que.; CHEF, Granby, Que.; CKTS, Sherbrooke, Que.; CKCV, Quebec, Que.; CHGS, Summerside, P. E. I. * (Not represented in Winnipeg.)		

RADIO SALES

(The Spot Broadcasting Division of CBS)

<i>New York</i> 22—485 Madison Avenue.....	Wickersham	2-2000
J. L. Van Volkenburg, Gen. Sales Mgr.; Herbert A. Carlborg, Eastern Sales Mgr.; Richard F. Hess, Director of Research; Thomas Ellsworth, Sales Promotion Director; Ben Margolis, Sales Service Mgr.; Alice Santti, Mgr. Clearance Department.		
<i>Chicago</i> 11—410 No. Michigan Ave., Wilbur S. Edwards.....	Whitehall	6000
<i>Atlanta</i> 3—101 Marietta St. Bldg., H. H. Holtshouser.....	Lamar	8641
<i>Detroit</i> 2—902 Fisher Bldg., Wm. B. Ogden.....	Trinity	2-5500
<i>Los Angeles</i> 28—Columbia Square, Henry Flynn.....	Hollywood	1212
<i>San Francisco</i> 5—Palace Hotel, Jack L. Brumback.....	Yukon	1700
<i>Stations</i> —KMOX, St. Louis, Mo.; KNX, Los Angeles, Calif.; KSL, Salt Lake City, Utah; WAPI, Birmingham, Ala.; WBBM, Chicago, Ill.; WBT, Charlotte, N. C.; WCBS, New York, N. Y.; WCCO, Minneapolis, Minn.; WEEI, Boston, Mass.; WRVA, Richmond, Va.; WTOF, Washington, D. C.; Columbia, Calif. Network; Columbia Pacific Network.		

WILLIAM G. RAMBEAU COMPANY

<i>Chicago</i> 1—360 No. Michigan Ave., William G. Rambeau, Mgr.....	Andover	5566
<i>New York</i> 17—Chanin Bldg., William M. Wilson, Mgr.....	LExington	2-1820

Los Angeles 5—672 S. Lafayette Park Place, Jack V. Porter, Mgr. Exposition 8281
San Francisco 5—605 Market Street, Gaylord C. Harding. Douglas 0668
Stations—WMEX, Bcston, Mass.; WNAB, Bridgeport, Conn.; WFNS, Burlington, N. C.; WOCB, Cape Cod, Mass.; WHOB, Gardner, Mass.; WHJB, Greensburg, Pa.; WJTN, Jamestown, N. Y.; WNBH, New Bedford, Mass.; WNHC, New Haven, Conn.; WHN, New York City, N. Y.; WNOC, Norwich, Conn.; WJAS, Pittsburgh, Pa.; WNAF, Providence, R. I.; WQQW, Washington, D. C.; WATR, Waterbury, Conn.; WWON, Woonsocket, R. I.; WLOX, Biloxi-Gulfport, Miss.; WAGC, Chattanooga, Tenn.; KIXL, Dallas, Tex.; KWBC, Fort Worth, Tex.; KLUF, Galveston, Tex.; WJBW, New Orleans, La.; KRUX, Phoenix, Ariz.; KITE, San Antonio, Tex.; WVJS, Owensboro, Ky.; KVAK, Atchison, Kan.; WHBC, Canton, O.; WEAW, Evanston, Ill.; WCLO, Janesville, Wisc.; KSWM, Joplin, Mo.; WNAM, Neenah-Menasha, Wisc.; WPAY, Portsmouth, O.; WKBV, Richmond, Ind.; WIL, St. Louis, Mo.; KAKE, Wichita, Kan.; KMYR, Denver, Colo.; KFWB, Los Angeles, Calif.; KWBR, Oakland, Cal.; KPDQ, Portland, Ore.; KOCO, Salem, Ore.; KSAN, San Francisco, Calif.; KTKC, Fresno-Visalia, Calif.

PAUL H. RAYMER COMPANY, INC.

Chicago 11—435 No. Michigan Ave. Superior 4473
 Garfield C. Packard, M. R. Tennerstedt.
New York 17—366 Madison Ave. MURRAY HILL 7-6540
 Paul H. Raymer, Fred C. Brokaw, Pierce L. Romaine, Paul Tiemer, Charles A. Hammarstrom, Peter M. Soutter.
Boston 16—507 Statler Office Bldg., Robert C. Foster. Hubbard 3225
Detroit 26—28 West Adams Ave., Robert B. Rains. Cherry 0764
Atlanta 3—804 Candler Bldg., Royal E. Penny. Lamar 5416
San Francisco 4—1671 Russ Bldg., L. Ray Rhodes. Douglas 2-8909
Los Angeles 14—707 So. Hill St., J. Leslie Fox, John D. Gale. Michigan 6536
Stations—WBRC, Birmingham, Ala.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KERN, Bakersfield, Calif.; KXO, El Centro, Calif.; KMJ, Fresno, Calif.; KMPC, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara-KCOY, Santa Maria, Calif.; KWG, Stockton, Calif.; KOH, Reno, Nev.; KFGO, Fargo, N. D.; WSBT, South Bend, Ind.; WKJG, Fort Wayne, Ind.; WOOD, Grand Rapids, Mich.; WTCB, Flint, Mich.; KWK, St. Louis, Mo.; KWFT, Wichita Falls, Tex.; KEPO, El Paso, Tex.; KLEE, Houston, Tex.; WHK, Cleveland, Ohio; WHKC, Columbus, Ohio; WHKK, Akron, Ohio; WTOY, Toledo, Ohio; WKBN, Youngstown, Ohio; WTAG, Worcester, Mass.; WDRC, Hartford, Conn.; WGAN, Portland-WGUY, Bangor, Me.; WPRO, Providence, R. I.; WNDR, Syracuse, N. Y.; WQXR, New York, N. Y.; WCAO, Baltimore, Md.; WDNC, Durham, N. C.; WLOF, Orlando, Fla.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; WAPA, San Juan, P. R.; WCAU, Philadelphia, Pa. (Pacific); Arizona Broadcasting System, McClatchy Beeline.

SEARS & AYER, INC.

Chicago 11—612 No. Michigan Ave. Superior 8177-8
 B. H. Sears, President; A. T. Sears, Secretary-Treasurer.
New York —295 Madison Ave., P. Joseph Bogner. Lexington 2-0772
Kansas City —15 W. 10th St., William M. Temple. Vixtor 0021
Hollywood 28—6912 Hollywood. Hollywood 6281
San Francisco —681 Market St. Douglas 4475
Stations—WRFS, Alexander City, Ala.; WHMA, Anniston, Ala.; WJLD, Bessemer, Ala.; WJOI, Florence, Ala.; WJBY, Gadsden, Ala.; WFUN, Huntsville, Ala.; WHBB, Selma, Ala.; WTBC, Tuscaloosa, Ala.; KWFC, Hot Springs, Ark.; WOOK, Washington, D. C.; WKEU, Griffin, Ga.; WJBC, Bloomington, Ill.; WCNT, Centralia, Ill.; WSIV, Pekin, Ill.; WQDI, Quincy, Ill.; WCVS, Springfield, Ill.; WTOM, Bloomington, Ind.; KSTT, Davenport, Ia.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WCIF, Madisonville, Ky.; WKTm, Mayfield, Ky.; WPAD, Paducah, Ky.; WGCM, Biloxi-Gulfport, Miss.; WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WJIR, Greenville, Miss.; WMOX, Meridian, Miss.; WELO, Tupelo, Miss.; WQBC, Vicksburg, Miss.; WROB, West Point, Miss.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; KTTS, Springfield, Mo.; KRES, St. Joseph, Mo.; WTOD, Toledo, Ohio; WTRT, Toledo, Ohio; WLPM, Suffolk, Va.; WPUV, Pulaski, Va.; KDFN, Gasper, Wyo.; *Mid-South Network*—WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WMOX, Meridian, Miss.; WELO, Tupelo, Miss.; WROB, West Point, Miss.

STATION REPRESENTATIVES

HORACE N. STOVIN & CO.

<i>Toronto</i> —80 Richmond St., W.....	ADelaide	9184
H. N. Stovin, A. A. McDermott, Sales Director.		
<i>Montreal</i> —Keefer Bldg.....	Pl.	8749
R. F. Bowden, Mgr.; H. W. Junkin, Mgr. Production Serv.		
<i>Winnipeg</i> —Manitoba Telephone System Bldg., W. G. Carpentier, Mgr.....		92-191
<i>Vancouver</i> —3829 West 30th, J. W. Stovin, Mgr.....		
<i>Stations</i> —CFPR, Pr. Rupert, B. C.; CJOR, Vancouver, B. C.; CJIB, Vernon, B. C.; KLN, Nelson, B. C.; CJNB, N. Battleford, Sask.; CHAB, Moose Jaw, Sask.; CJGX, Yorkton, Sask.; CKX, Brandon, Man.; CKY, Winnipeg, Man.; CFAR, Flin Flon, Man.; CJRL, Kenora, Ont.; CKLW, Windsor, Ont.; CFOS, Owen Snd., Ont.; CFPL, London, Ont.; *CHML, Hamilton, Ont.; CFOR, Orillia, Ont.; CIBC, Toronto, Ont.; CHOV, Pembroke, Ont.; CJBQ, Belleville, Ont.; CFJM, Brockville, Ont.; CKSF, Cornwall, Ont.; CKVL, Verdun, Que.; CJBR, Rimouski, Que.; CJEM, Edmundston, N. B.; CKCW, Moncton, N. B.; CHSJ, St. John, N. B.; CJCH, Halifax, N. S.		
* Except Toronto.		

TAYLOR-HOWE-SNOWDEN, RADIO SALES, INC.

<i>Dallas 1</i> —407 Tower Petroleum Bldg.....	Riverside	5663
O. L. Ted Taylor, President; Alex Keese, Vice Pres. and Gen. Mgr.; Tom Peterson, Vice Pres.; John D. Allison, Vice Pres.; Clyde Melville, Vice Pres.; Marguerite Fogel, Secretary to Gen. Mgr.		
<i>Chicago 1</i> —360 No. Michigan Ave., Tom Peterson, Vice Pres. & Mgr.....	State	5260
<i>New York 18</i> —500 Fifth Ave., John D. Allison, Vice Pres. & Mgr.....	PEnnsylvania	6-6857
<i>Atlanta 3</i> —408 Glenn Bldg., Spring & Marietta Sts., J. S. Ayers, Mgr.....	Cypress	1323
<i>Dallas 1</i> —407 Tower Petroleum Bldg.....	Riverside	5663
Clyde Melville, Vice Pres. & Mgr.		
<i>Los Angeles 13</i> —411 West Fifth St., Wilbur Eickelberg, Mgr.....	Michigan	7571
<i>San Francisco 4</i> —235 Montgomery St., Hubbard Keenan, Mgr.....	Douglas	2-1323
<i>Portland</i> —710 Lewis Bldg., 333 S.W. Oak St., Frank J. McHugh, Jr.....	BRowdway	3210
<i>Stations</i> —WMPs, Memphis, Tenn.; KFSA, Ft. Smith, Ark.; KCSJ, Pueblo, Colo.; WTNT, Augusta, Ga.; WCIL, Carbondale, Ill.; WAIT, Chicago, Ill.; WQUA, Moline, Ill.; KANS, Wichita, Kans.; WVLK, Lexington, Ky.; WINN, Louisville, Ky.; KPLC, Lake Charles, La.; KMLB, Monroe, La.; KRMD, Shreveport, La.; WKNX, Saginaw-Bay City, Mich.; KGGM, Albuquerque, N. Mex.; KVSE, Sante Fe, N. Mex.; WLOS, Asheville, N. C.; WMAN, Mansfield, Ohio; KTOK, Oklahoma City, Okla.; KOMe, Tulsa, Okla.; WCOS, Columbia, S. C.; WORD, Spartanburg, S. C.; KGNC, Amarillo, Tex.; WGEM, Quincy, Ill.; KTBC, Austin, Tex.; KEYS, Corpus Christi, Tex.; KROD, El Paso, Tex.; KFYO, Lubbock, Tex.; KTSA, San Antonio, Tex.; KCMC, Texarkana, Ark.-Tex.; KRGV, Weslaco, Tex.; WDUZ, Green Bay, Wis.; KFDX, Wichita Falls, Tex.; WKBH, LaCrosse, Wis.; KTRF, Lufkin, Tex.; KLRa, Little Rock, Ark.; WTOB, Winston Salem, N. C.; WABB, Mobile, Ala.; WLIZ, Bridgeport, Conn.; Oklahoma Network, Okla.; Iowa Tall Corn Network, Iowa; Southwest Network, Texas and New Mexico.		

J. FRANKLYN VIOLA

<i>New York 18</i> —152 W. 42nd St., J. Franklyn Viola, President & Owner.....	CH	4-3254
<i>Stations</i> —WEVD, N. Y. C., N. Y.; WHOM, N. Y. C., N. Y.; WOV, N. Y. C., N. Y.; WHAT, Phila., Pa.; WNHC, New Haven, Conn.; WKNB, New Britain, Conn.; WGNy, Newburgh, N. Y.		

THE WALKER COMPANY

<i>New York</i> —521 Fifth Ave.....	MU	2-7986-7
C. Otis Rawalt, J. Wyrhe Walker, Frederic E. Lake		
<i>Chicago</i> —360 N. Michigan, Thomas Dolan.....	State	5262
<i>Minneapolis</i> —National Building, Orville Lawson.....	Geneva	9631
<i>Kansas City</i> —15 West 10th St., Wm. Temple.....	Victory	0021
<i>Los Angeles</i> —672 S. Lafayette Pk. Place, Harlen Oakes.....	Fairfax	3200
<i>San Francisco</i> —1085 Monadhock Bldg., Lester Meek.....	Douglas	4475
<i>Atlanta</i> —William Oliver Bldg., Hugh Wood.....	Walnut	4932
<i>Boston</i> —Little Bldg., Bertha Bannan.....	Hubbard	4419
<i>Stations</i> —WOLF, Syracuse, N. Y.; WSLB, Ogdensburg, N. Y.; WBRK, Pitts-		

field, Mass.; WKXL, Concord, N. H.; WGAY, Washington, D. C.; WDVA, Danville, Va.; WAPX, Montgomery, Ala.; KGHI, Little Rock, Ark.; KOCY, Oklahoma City; WLBC, Muncie, Ind.; WJMS, Ironwood, Mich.; WATW, Ashland, Wis.; WJAG, Norfolk, Neb., KXLY, Spokane, Wash.; WSAY, Rochester, N. Y.; WENE, Endicott, N. Y.; WHYN, Holyoke, Mass.; WKBR, Manchester, N. H.; WAIR, Winston-Salem, N. C.; WCCP, Savannah, Ga.; WGRC, Louisville, Ky.; KFPW, Ft. Smith, Ark.; KAKC, Tulsa, Okla.; WFUR, Grand Rapids, Mich.; WHDF, Calumet, Mich.; KOWL, Los Angeles, Cal.; KXL, Portland, Ore.; WELM, Elmira, N. Y.; WSCR, Scranton, Pa.; WHEB, Portsmouth, N. H.; WDEV, Waterbury, Vermont; WWOOD, Lynchburg, Va.; WBBQ, Augusta, Ga.; WKLX, Lexington, Ky.; KENT, Shreveport, La.; KTHT, Houston, Texas; WRJN, Racine, Wis.; KABR, Aberdeen, S. D.; KSEI, Pocatello, Idaho; KXLF, Butte, Montana; The Tobacco Network, North Carolina, Great Northern Broadcasting System, Pacific Northwest Broadcasters.

WEED & COMPANY

<i>New York</i> 17—350 Madison Ave., J. J. Weed	MU	7-7772
J. C. Lyons, Sales Manager; N. U. Jarrell, Salesman; Paul Frank, Salesman; Bates Halsey, Salesman; E. B. Coughlin, Salesman; E. J. Fitzsimmons, Salesman; P. A. McGurk; W. J. Reilly, Salesman; E. A. Barry, Salesman; Geo. Backys, Salesman; M. A. Olson, Salesman; Don Pontius, Salesman.		
<i>Chicago</i> 1—203 N. Wabash Ave., C. C. Reed, Manager	Randolph	7730
<i>Detroit</i> 26—Book Bldg., Bernard Pearse	Randolph	5382
<i>Hollywood</i> 28—6253 Hollywood Blvd., L. P. Simonds	Hillside	8611
<i>San Francisco</i> 4—68 Post St., B. L. Beggs	Yukon	6-1899
<i>Atlanta</i> 3—Palmer Bldg., B. W. Randa	Cypress	4081
<i>Boston</i> 16—State Bldg., Dana Baird	Hubbard	5677
<i>Stations</i> —KCRA, Sacramento, Calif.; KTFI, Twin Falls, Ida.; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WHOT, South Bend, Ind.; KGGF, Coffeyville, Kans.; KALB, Alexandria, La.; WSLI, Jackson, Miss.; KORN, Freemont, Nebr.; KOLN, Lincoln, Nebr.; KBON, Omaha, Nebr.; WMSA, Massena, N. Y.; WRAL, Raleigh, N. C.; WIZE, Springfield, O.; WHGB, Harrisburg, Pa.; WARD, Johnston, Pa.; WHUM, Reading, Pa.; WDEF, Chattanooga, Tenn.; KNOW, Austin, Tex.; WACO, Waco, Tex.; WSL, Roanoke, Va.; KIMA, Yakima, Wash.; WKNA, Charlestown, W. Va.; WKWK, Wheeling, W. Va.; WTIC, Hartford, Conn.; WKAT, Miami Beach, Fla.; WORZ, Orlando, Fla.; WSUN, St. Petersburg, Fla.; WTMV, East St. Louis, Ill.; WTAD, Quincy, Ill.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KCRG, Cedar Rapids, Ia.; KGLO, Mason City, Ia.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WCBM, Baltimore, Md.; WLAW, Boston-Lawrence, Mass.; WORC, Worcester, Mass.; WKMh, Detroit, Mich.; KFBB, Grant Falls, Mont.; WMUR, Manchester, N. H.; WEBR, Buffalo, N. Y.; WVET, Rochester, N. Y.; WWNY, Watertown, N. Y.; WAKR, Akron, O.; WING, Dayton, O.; WERC, Erie, Pa.; KQV, Pittsburgh, Pa.; WJAR, Providence, R. I.; WRR, Dallas, Tex.; KFJZ, Fort Worth, Tex.; KATL, Houston, Tex.; WCAX, Burlington, Vt.; KING, Seattle, Wash.; WTAG, Green Bay, Wisc.; Marjorie Mills Hour, New England Regional Network; Texas State Network; CFAC, Calgary, Alberta; CJCA, Edmonton, Alberta; CFGP, Grande Prairie, Alberta; CJOC, Lethbridge, Alberta; CHAT, Medicine Hat, Alberta; CFJC, Kamloops, British Columbia; CKOV, Kelowna, British Columbia; CJAT, Trail, British Columbia; CKWX, Vancouver, British Columbia; CJVI, Victoria, British Columbia; CKRC, Winnipeg, Manitoba; CKNB, Campbellton, New Brunswick; CFNB, Fredericton, New Brunswick; CFBC, St. John, New Brunswick; CHNS, Halifax, Nova Scotia; CJC, Sydney, Nova Scotia; CKOC, Hamilton, Ontario; CFPL, London, Ontario; CFRA, Ottawa, Ontario; SFPA, Port Arthur, Ontario; CJCS, Stratford, Ontario; CKSO, Sudbury, Ontario; CFCY, Charlottetown, Prince Edward Isle; CFCF, Montreal, Quebec; CKCV, Quebec City, Quebec; CKBI, Prince Albert, Saskatchewan; CHAB, Moose Jaw, Saskatchewan; CKCK, Regina, Saskatchewan; CKRM, Regina, Saskatchewan.		

HELEN WOOD & COLTON

<i>New York City</i> 17—551 Fifth Ave.	MUrray Hill	7-5341
Helen Wood, Manager; Lionel Colton, Account Executive.		
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 Phone BRyant 9-1176

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 Radio Director.....Sholom Rubinstein

Producer.....Jacob F. Keilson
 Continuity Chief.....Jacob I. Freedman
 Program Planning.....David M. Hausdorff
Radio Accounts—Foreign Language Programs: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Sanka Coffee, Instant Sanka, Yuban Coffee); Horowitz-Margaretten; I. Rokeach & Sons, Inc.; R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O); Francis H. Leggett & Co. (Premier Food Products); Whitehall Pharmacal Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellmann's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Florida Citrus Commission (Florida Canned Grapefruit Juice, Florida Canned Blended Juice); The Barbasol Company (Barbasol); Penick & Ford, Ltd. (My-T-Fine Desserts); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); Junket Brand Foods Div. ("Junket" Brand Products); Florida Citrus Exchange (Florigold Oranges and Grapefruit); Cudahy Packing Co. (Old Dutch Cleanser); The Birkett Mills (Wolff's

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Copy Chief.....Winifred Kizer
Layout Man.....Harold B DePute
Finance.....Terese Oxford
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Associate Executive.....Mary Alice Haggard
Time Buyer.....Esta Burton
Script Writer.....Winifred Kizer
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Radio Accounts—R.F.&P. Railroad, Radio Station WRVA.

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Radio Accounts — La Martinique, White Oaks Inn, Merry Go Round, Havana Madrid, Strand Hotel, Marco Polo, Gilmores Restaurant, Essex House (Carousel).

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Program Director.....D. B. Langan
Radio Accounts—Phillips Packing Co., Inc.; Felton-Shelby & Co., Inc.; Old Reading Brewery, Inc.

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Radio Accounts—Old Fashioned Revival Hour; Pilgrim's Hour; Unity School of Christianity.

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Radio Accounts—Omaha Public Power District; Merchants Biscuit Co.; P. F. Petersen Bakeries; United States National Bank; Midwest Clean-It Co.; Rosen-Novak; Webber Motors; Inland Mfg. Co.; Nebr. Consolidated Mills; T. H. Maenner Co.; E. P. Boyer Co.; Electric Fixture & Supply Co.; Omar, Inc.

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Television Accounts—American Packing
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Radio Accounts—Nagel Groves, Photo Spe-
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Phone LO 3-7260
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Radio Accounts — Detroit Times, Locks
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Radio Accounts — Crib Diaper Service,
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Program Director.....J. P. A. Atherton
Branch Office
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Radio Accounts — Cuticura, Eno, Scott's
Emulsion, Phelps Dodge Refining Corp.

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Helen Whitmore, Jean Williams,
Dorothy Zimmer, Charles Graves (Hol-
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Television Accounts—American Telephone & Telegraph Co., American Tobacco Co., The Atlantic Refining Co.

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Phone Harbour 9247

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Radio Accounts—Canadian Chewing Gum,
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Traffic..... J. A. MacMurray
Radio Accounts—Sears Roebuck Co., Iro-
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S. R. Gerber Sausage Co., 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., First Federal Savings & Loan
Assoc., Eitoh Products, Thomas Products,
Joseph Strauss Co., Inc, Dodds Dairy, Ken-
more Motors, Colonial Preserves, Prechtel
Optical Co., Quality Laundry, Buffalo In-
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Radio Accounts—Lincoln National Bank
 & Trust Co., Beverly Hills Wine Co.

BARNES CHASE COMPANY

530 Broadwav. San Diego 1, Calif.

Phone Franklin 7771

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 Mark Moore, Robert Fling.
 Time Buyer.....Edwina B. Sample
Branch Office

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

Phone PRespect 4118

Manager.....E. W. Rutledge
Radio Accounts—Bay Shore Motors, Wal-
 ter B. Bowie Pie Co., Davies Motors, Frazee's,
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 Jay Clark, Alan Dingwall, Jr.

Branch Office

6432 Selma Ave., Hollywood 28, Calif.

Phone Hollywood 2161-23

Vice-Pres. in Charge Radio Prod.,
 Austin Peterson
 Producers.....Harry Saz, Frank O'Connor
Radio Accounts — Colgate-Palmolive-Peet
 Co. (Palmolive Shaving Creams, Palmolive
 Soap, Colgate Dental Cream, Halo Shampoo
 through Sherman & Marquette), Continental
 Baking Co. (Wonder Bread & Hostess
 Cakes), Carter Products, Inc. (Carter's Little
 Liver Pills, Arrid), Standard Brands.

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

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

Phone ELdorado 5-5800

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Television Dept.....William Morris,

Thomas Wright, James Campbell, Chester

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Phone Hubbard 0430

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Rand Bldg., Buffalo 3, N. Y.
Phone Cleveland 7915

Vice-President.....Stanley P. Irvin
919 No. Michigan Ave., Chicago 11, Ill.
Phone Superior 9200

Vice-President.....H. H. Haupt
1515 Terminal Tower Bldg., Cleveland 13,
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Phone Prospect 3621

Manager.....E. E. Haring
1912 Book Bldg., Detroit 26, Mich.
Phone Cherry 5572

Manager.....Robert Copeland
1680 No. Vine St., Hollywood 28, Calif.
Phone Hollywood 7337

Vice-President.....Wayne Tiss
523 W. 6th St., Los Angeles 14, Calif.
Phone Michigan 1354

Vice-President.....A. W. Neally
Northwestern Bank Bldg., Minneapolis 2,
Minn.
Phone BRidgeport 8381

Exec. Vice-President Chg. Western offices
J. C. Cornelius

Vice-President.....Edward A. Cashin
Grant Bldg., Pittsburgh 19, Penn.
Phone Grant 8060

Vice-President.....Leon D. Hansen
Russ Bldg., San Francisco 4, Calif
Phone Garfield 1017

Vice-President.....C. H. Ferguson
Radio Accounts—Armstrong Cork Co.,
Cream of Wheat, Curtis Circulation Co.,
De Soto Division, Chrysler Corp., E. I. du
Pont de Nemours & Co., Inc., Emerson Drug
Co., General Electric Co., U. S. Steel Corp.,
Wildroot Co., Inc., Beau Brummell Ties, Inc.,
Boston Edison Co., Brown & Williamson
Tobacco Corp., Chamberlain Sales Corp.,
Continental Can Co., First National Bank of
Boston, First National Bank of Minn., Fort
Pitt Brewing Co., Fruit Dispatch Co., Gamble-
Skogmo, Inc., General Baking Co., Golden
State Co., Ltd., Hormel, George A. & Co.,
Keystone Lumber Co., Liberty Mutual In-
surance Co., Marine Midland Group, Inc.,
Minn. Brewing Co., Minn. Mining & Mfg. Co.,
Murine Co., Inc., The Mutual Savings Bank
of Boston, Nehi Corp., New York Telephone
Co., Northwestern Bell Telephone Co., Pacific
Telephone & Telegraph Co., Penick & Ford,
Ltd., Inc., Peter Hand Brewing Co., Reader's
Digest Association, Rexall Drug Co., Schae-
fer Brewing Co., F & M, The, Sea Breeze
Laboratories, Southern New England Tele-
phone Co., Squibb, E. R. & Son, Standard
Oil Co. of Calif. Tea Garden Products Co.,
Tennessee Coal, Iron & Railroad Co., Trans-
World Airlines, Waitt & Bond, Inc.

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1717 Sansom St., Philadelphia 3, Pa.
Phone Rittenhouse 4331
ANPA—PPA

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Vice-Pres. & Treas.....Lillian E. Bauer
V.P.'s.....Alan R. Tripp, Harold Firestone
Secretary.....Elmira R. Peters
Art Director.....Sallie M. Brown
Production Manager.....Wilmer S. Roberts
Copy Chief.....Helen Park

Radio Accounts — Adelphia Hotel, The
Brighton, Broad St. Trust Co., Cayuga Fed-
eral & Loan Assn., The Drake, J. Frank &
Son, Phila Dairy Products Co., Inc., Ritz
Carlton Hotel, Warburton Hotel.

JERE BAYARD & ASSOCIATES

2504 W. 7th St., Los Angeles 5, Calif.
Phone Fairfax 1278
NOAB—PPA

Owner.....Jere Bayard
Secretary.....Marion Hassett
Space Buyer.....Beth M. Freeman
Production Manager.....Johnny A. Gazurian
Radio Director.....Larry Kraft
Account Executives.....Jere Bayard,
Jean Daniels, Charles Murray.

ROGER BEANE ADV. AGENCY

136 N. Delaware St., Indianapolis 4, Ind.
Phone Franklin 2517
APA

Space Buyer.....Roger Beane
Art Director.....Francis Fox
Prod. Mgr. Radio Dir. & Time Buyer
Harold Beane
Radio Accounts—L. S. Ayres & Co., Polar
Ice & Fuel Co., Wilson Bros.

**BEAUMONT, HELLER & SPERLING,
INC.**

6th & Walnut Sts., Reading, Pa.
Phone 7447
NOAB—ABP—PPA

President.....Donal T. Beaumont
Vice-Pres. & Sec.....L. J. Sperling
Treasurer & Copy Chief.....R. F. Heller
Art Director.....R. G. Glassmire
Production Manager.....J. L. Ryan
Radio Time Buyer.....Dorothea Hassler
Research Dir. & Space Buyer
Marion W. Nagle

Radio Accounts—Allen Laundries, Allen-
town-Bethlem Gas Co., Automotive Service,
Consumers Gas Co., Haines Hobby House,
Harrisburg Gas Co., Lebanon Valley Gas
Co., Station WHUM.

BEHEL & WALDIE & BRIGGS, INC.

221 N. LaSalle St., Chicago 1, Ill.
Phone Franklin 8422

ANPA—APA—PPA—ABC—NOAB

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Vice-Pres. & Treas.....G. L. Briggs
Vice-President.....Art Kanaske
Secretary.....Lois Chambers
Assistant Treasurer.....Leona McMullen
Art Director.....H. A. Sanderson
Production Manager.....M. N. Pierson
Dir. Public Relations.....G. Marvin Shutt
Dir. Research.....H. M. Schnur
Account Executives.....A. Kanaske,
J. H. Bolt, R. E. Wright, P. Frantz, K.
B. Karcher, W. T. Craige.

Branch Office
Muskegon Heights, Mich.
Phone 32-407

Manager.....G. P. Shillinger

Radio Accounts—Chicago Terminal National Bank, Dietrich Products Corp., Gold Prize Coffee.

BENTON & BOWLES, INC.

444 Madison Ave., New York 22, N. Y.
Phone MURray Hill 8-1100

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Vice-Pres. in Charge of Radio & Tele

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Vice-Pres. & Radio Dir.....L. T. Steele
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Manager of Radio Dept. & Chief

Time Buyer.....George Kern
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Casting Director.....George Jenson
New Program Ideas.....Leslie Harris
Manager of Publicity.....Richard K. Bellamy
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Thomas McDermott, Charles Fisher,
David M. Mixer, William Vallee, Wayne
E. McGuirk.

Branch Offices
6523 Hollywood Blvd., Hollywood 28, Cal.
Phone Hillside 9151

West Coast Rep.....Al Kaye
Office Manager.....Mary Edith Stahl
326 E. Main St., Lakeland, Fla.
Phone LAKeland 2-4571

Director.....David Kepner
Office Manager.....Ann G. Hull

Radio Accounts—General Foods Corporation (Post's 40 per cent Bran Flakes, Post's Raisin Bran, Post's Corn Toasties, Post's Cereal Products, Diamond Crystal Shaker Salt, Diamond Crystal Kosher Salt, Maxwell House Coffee, Instant Maxwell House Coffee, Yuban Coffee, Bliss Coffee, Gaines Dog Food, Log Cabin Syrup, Snider Condiments, Walter Baker's Chocolate Products, Baker's Premium No. 1, Baker's Deluxe Cocoa), Bituminous Coal Institute, The Prudential Insurance Company of America, Krueger Brewing Company, Florida Citrus Commission, The Procter & Gamble Company (Tide, Chipso, Ivory Snow, Prell), Best Foods, Inc. (Hellmann's Mayonnaise, Nucoa, H-O Oats, Farina, Presto, 2 in 1 Shoe Polish).

Television Account—General Foods Corporation (Certo, Maxwell House Coffee, Gaines Dog Food, Diamond Crystal Salt).

BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York 16, N. Y.
Phone LEXington 2-7550

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Vice-Presidents.....Leslie V. Spencer,
C. E. Patrick.

Radio Director.....George C. Castleman
Radio Prod. & Tele Dir.....Ray Ovington

Radio Accounts — Griffin Manufacturing Co., Inc., Conti Products Corp., E. Pritchard, Inc., Dailey Mills, Inc., Louis Sherry, Inc.

Television Account—Jay Day Dress Co.

FRANK BEST & CO., INC.

9 Rockefeller Plaza., New York 20, N. Y.
Phone CIRCLE 7-6760

ABP—ANPA—PPA—APA

President.....Mrs. V. R. Best
Vice-President.....I. Marks

GORDON BEST CO., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone State 5060

ANPA—PPA—NOAB—APA—ABC—ABP
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Vice-Presidents.....Roy M. Kirtland,
Leroy A. Kling, Willard E. Stevens,
Frank F. Morr.

Branch Office
30 Rockefeller Plaza, New York 20, N. Y.
Phone CI 5-7377

Vice-President.....Arthur W. Ramsdell
Radio Accounts—Chef Boy-Ar-Dee Quality Foods, Inc., Carey Salt Co., Burch Biscuit Co.

BOB BETTS ADV.

First National Bank Bldg., Denver 2, Colo.
Phone Main 6782

President.....R. J. Betts
Vice-President.....L. W. Koerber
Secretary.....C. A. Haskell
Treasurer.....E. Whetstone
Director.....L. W. Koerber
Copy.....D. Hilden, E. Whetstone

Radio Accounts—Frontier Refining Co.,
Denver Dairy Council, Carlson-Frink Co., Joe
Kavanaugh, Inc., Maplecrest Turkey Farms,
Red Dot Oil Co.

THE BIOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone PLaza 7-4100

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Exec. Vice-President.....John M. Alden
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Treasurer.....Morris Zinneman
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Elizabeth Leeman, Norman J. Phelps,
M. A. Singer, S. M. Sutter, E. D. Swann

Radio Department
501 Madison Ave.

Director.....John E. Hamm
Head of Time.....John D. Hymes
Mgr. Radio.....Bruce Dodge
Head Talent Contract.....Lucille Webster
Radio Production.....Jack Moseman

Hollywood Office

6111 Sunset Blvd., Hollywood 28, Calif.
Phone Hempstead 2377

Manager.....Jack Runyon
San Francisco Office

703 Market St., San Francisco 3, Calif.
Manager.....Keith Babcock

Radio Accounts—Adam Hats, Eversharp,
Inc., Philip Morris & Co., Ltd., Procter &
Gamble Co., Roma Wine Co.

HILL BLACKETT & CO.

231 N. LaSalle St., Chicago 1, Ill.
Phone State 0950

ANPA—PPA—APA—NOAB

Principal.....Hill Blackett
Account Executives.....R. G. Wilson,
C. Foust, F. R. Babcock

Treasurer.....J. R. Lieber
Space & Radio Time Buyer.....Frank Reed
Production Manager.....Vaughn Jones
Art Directors.....Don Avery, Don Dugman
Radio Production.....Kirby Hawkes

Radio Accounts—Colgate-Palmolive-Pect
Co. (Lustre Creme Co-metics), Morton Salt
Co., A. E. Staley Mfg. Co., Wander Co., Wor-
cester Salt Co.

THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.
Phone CIrcle 7-4915

Owner.....Milton Blackstone
Associate.....Jack Steiner
Manager.....Gladys B. Berju
Copy Director.....Homer Millard
Art Director.....Len Janklow
Production Manager.....Harry Dobrin
Space Buyer.....Ed Engel
Account Executives.....Charles Kondla,
Robert Towers, Mortimer Curtis, Ar-
thur Fisher, Leonard Ruskin, Martin
Rodman, Shirley Mason.

Radio Dept.

Director of Radio.....Jack Steiner

Radio Accounts—Brass Rail, Keystone
Paint & Varnish Co., Jay Lord Hats, Gros-
singer Hotel & Country Club.

THE BLAINE THOMPSON CO., INC.

234 W. 44th St., New York 18, N. Y.
Phone LO 4-0800

ANPA—PPA—APA—ABC—NOAB

President-Treasurer.....Myer Lesser
Vice-Presidents.....John J. Shubert, Jr.,
Marlo Lewis

Radio Director.....Richard Ash
Copy Chief.....N. B. Lewis

Branch Office

321 W. 44th St., New York 18, N. Y.
Phone CIrcle 6-1000

Account Executive.....Philip Solomon

BLAKER ADV. AGENCY, INC.

501 Madison Ave., New York 22, N. Y.
Phone EL 5-7563
ANPA—PPA

Chairman.....Henry Blackman Sell
President.....Harold L. Tuers
Secretary.....Anne Sharkey
Treas. & Prod. Mgr.....Margaret T. Reynolds
Art Director.....Mary L. Deming
Production Manager.....Joseph Ferenc
Radio Time Buyer.....Jean Zipser
Account Executives.....Theodore D. Siegel,
Paul Sprinz, Helen Nash, H. L. Tuers.

Radio Accounts—L. S. Ayers & Co., Barbi-
zon-Plaza, 57th St. Bootery, French Bootery.

W. EARL BOTHWELL ADVERTISING AGENCY

600 Grant Street, Pittsburgh 19, Pa.
Phone Court 6565
ANPA—AAAA—PPA

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Vice-Presidents.....T. Howard Black, Jr.,
Virginia D. Bothwell

Secretary-Treasurer.....Fred E. Baxter
Copy Chief.....H. B. Trautman
Media Director.....Joseph P. O'Donnell,
Axis Philbrook

Spare Buyer.....Betty Ritter

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 Production Manager.....Clark Glenn
 Art Director.....O. C. Jochumsen
 Research Director.....Jack Bradfute
 Radio Time & Talent Buyer

G. Taylor Urquhart

Plans Director.....Charles D. Pettengill
 Publicity Director.....Peggy S. Clagett
 Merchandising Director.....Wright Nodine
 Home Economics Dir.....Jane H. Trautman
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 T. Howard Black, Jr., William R. Dahl-
 man, Frank A. Kearney, George E. Kel-
 ly, Albert Reinitz, James W. Staples.

Branch Offices

1624 N. Hudson Ave., Hollywood 28, Cal.
 Phone Hillside 0209

Manager.....Nathan A. Tufts
 22 E. 40th St., New York 16, N. Y.
 Phone LEXington 2-1522

Manager.....T. Howard Black, Jr.

Radio Accounts — Allegheny Conference for Community Development, (Pittsburgh, Pa.), (Public Service), Allegheny County Democratic Committee, American Home Products. Corp., American Home Foods, Inc., Joseph Burnett Co. (Flavoring Extracts), Duff's Baking Mix Div. (Duff's Baking Mixes), G. Washington's Division (Instant Coffee & Broths), Boyle-Midway Inc. & Boyle Midway (Canada) Ltd. (Aero Waxes & Polishes, Aeromist, Anrol, Black Flag, Diamond Tints and Dyes, Fly-Ded, Moth-Ded, Old English Waxes & Polishes, Plastic Wood, Ridz Garden Sprays, Snarol, Silver Label Germicide 3-In-One Oil), Home Products International Ltd. (Canada) (G. Washington's Coffee), Bedford Springs Hotel (Hotel), Christian & Co., Inc. (Poultry Products), Commonwealth Heating Co. (Furnaces), County of Allegheny (Public Service), Frank & Seder (Department Store), Hotel Pittsburgher (Hotel), Industrial Cigar Company (Stogies), J. H. Latham (Exports), Morris Clamp & Coupling Co. (Clamps & Couplings), Pa Pitt's Partners (Public Service), J. Spokane & Co., Inc (Wholesale Distributor), WCAE, Inc. (Radio Station), Zero Weather Stripping Co., Inc. (Weather Stripping).

BOTSFORD, CONSTANTINE & GARDNER

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

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 APA—ABC

Vice-Pres. & Space Buyer..Frank Coykendall
 Sec.-Treas.....Merle W. Manly

Branch Offices

333 Central Bldg., Seattle 4, Wash.
 Phone Eliot 3523

Exec. Vice-Pres.....C. P. Constantine
 350 Russ Bldg., San Francisco 4, Calif.
 Phone Exbrook 2-7565

Pres. & Gen. Mgr.....David M. Botsford
 629 S. Hill St., Los Angeles 14, Calif.
 Phone Michigan 1427

Vice-President.....Thomas O. Morris, Jr.
 Empire State Bldg., New York 1, N. Y.
 Phone BRyant 9-4845

Vice-PresidentElizabeth Eyerly

Radio Accounts—Crispie Potato Chip Co., Foreman & Clark, General Paint Corp., Lucky Markets, National Biscuit Co. (West Coast), Olympia Brewing Co., Oregon Mutual Fire Insurance Co., Tillamook County Creamery Assn., Wellman Peck & Company.

STANLEY G. BOYNTON RADIO ADV.

410-11 Fisher Bldg., Detroit 2, Mich.
 Phone TRinity 1-2552

President.....Stanley G. Boynton
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 Secretary.....V. Cory Hancock
 Treasurer.....D. H. Bartlett
 Program Dir. & Radio Prod.....Larry Payne
 Traffic Manager.....H. Washburn

Branch Office

17 E. 42nd St., New York 17, N. Y.
 Phone MU 2-0086

Radio Accounts—Radio Bible Class, Wesley Radio League, American Society of Industrial Engineers, Calvary Hour, New World Coming, Highland Park Baptist Church, Devotional Hour, National Tennis Matches, Zoller Gospel Tabernacle.

THE J. CARSON BRANTLEY ADV. AGENCY

Owen Building, Salisbury, N. C.
 Phone 900

President, Radio Dir. & Producer
 J. Carson Brantley
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BOZELL & JACOBS, INC. OF ILL.

326 W. Madison St., Chicago 6, Ill.
 Phone Central 6505

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 Vice-Pres. & Radio Dir.....Philip Rouda
 Vice-President.....Ad Rovin
 Secretary-Treasurer.....Morris E. Jacobs

Asst. Sec.-Treas.....Elinor Bishop
 Production Manager.....Ed Ward
Branch Office
 2400 Foshay Tower, Minneapolis 2, Minn. .
 Phone Main 4527
 Manager.....Sam Kaufman
Radio Accounts—Central, Ill. Electric &
 Gas Co., Halgar, Inc., International Circuses,
 Inc., Leaf Gum Co., Milko-Cone & Baking
 Co.

ARTHUR BRAITSCH ADV.

15 Westminster St., Providence 3, R. I.
 Phone Dexter 5313-4115
 ABP—APA—ANPA

Radio Director.....Arthur Braitsch
 Secretary.....Norma Black
 Space Buyer.....John A. Lorimer

BRESNICK & SOLOMONT INC.

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

ABP — ANPA — PPA — APA

President.....Chester L. Solomont
 Radio Dir. & Time Buyer.....Adner Rakov
Radio Account—Dawson's Brewery, Inc.

R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wisc.
 Phone Howard 134

President.....R. C. Breth
Radio Accounts—Home Mutual Insurance
 Co., Brillion Iron Works, Inc.

**BRISACHER, VAN NORDEN
 & STAFF INC.**

310 Crocker Bldg., San Francisco 4, Calif.
 Phone Garfield 1-0276

ANPA—APA—PPA—NOAB—ABP

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 Vice-President.....Franklin C. Wheeler
 Secretary.....A. McKie Donnan
 Treasurer.....W. Purdom
 Time Buyer.....Marie Eaton
 1133 Crenshaw Blvd., Los Angeles 6, Calif.

Branch Offices

Garfield Bldg., Los Angeles 14, Calif.
 Phone Whitney 9442

Vice-President.....R. T. Van Norden
 Radio Director.....Charles Chaplin
 140 East 39th St., New York 16, N. Y.
 Phone MU 2-5838

Vice-Pres. & Manager.....C. H. Gabriel
Radio Accounts — Acme Breweries, Bo-
 hemian Distributing Co., Franzia Bros. Win-
 ery, Standard Beverages, Davi Miracle Foam,
 M-Dee Products.

BROADCAST ADVERTISING

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

Owner-Manager.....Van C. Newkirk
 Production Manager.....John G. Fryer
 Office Manager.....Betty Culbert

Radio Accounts—Crew of Good Ship Grace,
 Inc., Floyd B. Johnson, Grace Dotson, Bible
 Lessons, Calvary Assembly of Inglewood,
 Youth for Christ, World's Greatest Book
 Quiz, Little Country Church of Hollywood,
 Voice of Faith, Bible Inst. of Los Angeles,
 Morning Bible Hour.

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

8469 E. Jefferson Ave., Detroit 14, Mich.
 Phone Valley 2-9700

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 Johnston, H. R. Bayle, L. Grant Hamil-
 ton, Blount Slade.

Director of Radio.....James B. Hill
 Time Buyer.....Clyde Vortman

Branch Office

52 Vanderbilt Ave., New York 17, N. Y.
 Phone MUrray Hill 6-1800

Vice-Pres. & Mgr. Media Dept...H. E. Pengel
 Art Director.....William A. Adriance

Radio Accounts — Goebel Brewing Co.,
 Chris-Craft, Hudson Motor Car Co., Michi-
 gan State Apple Comm., Mullins Mfg. Corp.,
 Sparks-Withington Co., Timken Silent Auto.
 Div.

Television Account—Goebel Brewing Co.

BROOKS ADVERTISING AGENCY

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

ANPA—PPA—ABP

Account Executive.....Henry Brooks
 General Manager.....A. R. Brooks
 Production Manager.....E. Nyberg
 Time Buyer.....A. R. Brooks
 Copy Chief.....G. Gumpertz
 Art Director.....Len Wolf
 Acct. Exec.....S. P. Brooks

Radio Accounts — Bekins Moving & Stor-
 age Co., Everest & Jennings, Golden West
 Products Co.

D. P. BROTHER & CO., INC.

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

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 Vice-President.....Clarence Hatch
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 Trueman Campbell.

BROWN & BIGELOW ADV. AGENCY,
 450 N. Syndicate St., St. Paul 4, Minn.
 Phone HE 6331

General Manager.....R. J. Henderson
 Director of Sales.....Paul H. Dobson
 Art Director.....Charles Ernst
 Production Manager.....D. J. Holstad
 Space Buyer.....E. J. Petersen
 Radio Dir. & Time Buyer....J. H. Fischbein
 Copy Chief.....Morris Rudensky
Radio Accounts—Central Life Insurance
 Society, Dairy Fresh Creameries, Miss Morris
 Candies, Zip Co.

BUCHANAN & CO., INC.

1501 Broadway, New York 18, N. Y.
 Phone MEDallion 3-3380
 AAAA—PPA—NOAB—ABC

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 Radin, Lee Blair, Burton Feldman
 Secretary.....A. Grace Barrett
 Comptroller.....Anthony Alduino

Branch Offices

919 No. Michigan Ave., Chicago 11, Ill.
 Phone Superior 3047

Vice-President.....Burton Feldman
 Dir. of Radio & Television...Martin B. Jones
 Time Buyer.....Bill Smith
 242 No. Canon Dr., Beverly Hills, Calif.
 Phone CR 1-4731

Exec. V.P.....Fred M. Jordan
 155 Montgomery St., San Francisco 4, Calif.
 Phone Yukon 2802

Vice-President.....Lee Blair
Radio Accounts—The Texas Co., Para
 mount Pictures, Inc., Rainier Brewing Co.,
 United Artists Corp., Gallowhur Chemical
 Co., Monogram Pictures Corp., Paramount
 Pictures, Ind., Allen B. DuMont Labs., Inc.,
 Reynolds Metal Co., Teen-timers, Inc.
Television Accounts—Allen B. DuMont
 Labs., Inc.

BUCHANAN-THOMAS ADV. CO.

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

Partners.....C. C. Buchanan,
 L. H. Thomas
 Radio Director.....Adam Reinemund

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RKO Bldg., Rockefeller Center,
 New York 20, N. Y.
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 Secretary and Radio
 Director.....M. J. Kleinfeld
 Vice-President.....Mort Heineman
 Radio Time Buyer.....Rae Elbroch
 Radio Traffic.....Milton Jurin
 Radio Production.....Howard Blake
 Research Director.....Jules Nathan
Radio Accounts—North American Accident
 Insurance Co., Johnson Candy Co.,
 Fashion Frocks, The Theobald Industries,
 Arden Candies.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
 Phone 7-0726
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 Robinson Smith.
Radio Account—Sage-Allen & Co., Inc.

GEORGE P. BUENTE, INC.

509 Madison Ave., New York 22, N. Y.
 Phone EL 5-1175
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 Vice-President & Secretary....E. M. Buente
 Art Director.....William C. Brigham
 Production Manager.....Edna Morgans
 Account Executives.....C. P. Buente,
 E. M. Buente, D. W. Stallard.
Radio Accounts—Joseph Santora & Sons,
 The Van Besta Co, Inc.

BURLINGAME-GROSSMAN ADV.

600 S. Michigan Ave., Chicago 5, Ill.
 Phone Wabash 7090
 APA—PPA—PANY

Owner.....S. W. Grossman
 Art Director.....S. Boss
 Production Manager.....S. E. Miller
 Radio Time Buyer.....G. Roesler
 Account Executive.....M. A. Harvis
Radio Accounts—Auto Lamp Mfg. Co.,
 Community Bakeries, Radio Station WJPF,
 Wisconsin Network, Inc.

BURNET-KUHN ADV. CO.

520 N. Michigan Ave., Chicago 11, Ill.
 Phone SUP 3800
 ANPA—APA—PPA

President & Treasurer.....Paul R. Kuhn
 Vice-Pres. & Sec.....Francis J. Woods
 Vice-President.....Philip D. Simons
 Radio Director.....Mary A. Schroeder
 Account Executives.....F. J. Woods,
 P. D. Simons, T. Wainwright.
Radio Accounts — Carson Pirie Scott &
 Co., Chicago Tribune, Coronet, Inc.

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago 1, Ill.
 Phone Central 5959

AAAA—ANPA—PPA—ABP—NOAB—
 ABC—APA

President.....Leo Burnett
 Executive Vice-President.....R. N. Heath
 Treas. & Radio Time Buyer.....E. Ross Gamble
 Vice-Pres. Chg. of Radio.....W. L. Weddell

Branch Offices

743 Fifth Ave., New York 22, N. Y.
 Phone PLaza 5-2772

411 West Fifth, Los Angeles 13, Calif.
 Phone Mutual 5167

Radio Accounts — Pure Oil Co., Brown
 Shoe Co., American Meat Inst.

BYER & BOWMAN ADV. AGENCY

203 East Broad St., Columbus 15, Ohio
 Phone Main 3276-7-8-9

ABP—ANPA—PPA—APA—NOAB

Partners.....Herbert Byer,
 Gus K. Bowman, Joel M. Burghalter
 Director.....Wm. Copeland
Radio Accounts—Franklin Brewing Co.,
 Buckeye Potato Chips, Clean Co., Watalene
 Laboratories, Ashland Oil & Refining Co.,
 Budd & Co., Universal Concrete Pipe Co.,
 Yeager Candy Co., Central Bldg. & Loan Co.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
 Phone Hancock 7600

AAAA—ANPA—PPA—NOAB—APA

President.....Harold Cabot
 Vice-Presidents.....Langley C. Keyes,
 Donald D. Douglas, William H. Ganick,
 Edward F. Chase, George R. Griffin,
 Henry W. Peterson
 Treasurer.....Richard P. Holland
 Art Director.....Edgar Marble
 Production Manager.....Frederick Dwyer
 Copy Chief.....Henry W. Peterson
 Media Director.....James I. Summers
 Radio Time Buyer.....Miss Jan Gilbert
 Creative.....Miss Betty Parks
 Creative & Production.....John M. Lord
 Account Executives.....Harold Cabot,
 Edward F. Chase, Donald D. Douglas,
 Russell Hunt, Richard P. Holland, Will-
 iam H. Ganick, Langley C. Keyes, John
 M. Lord, Henry G. Balch, Peter Black,
 Eugene C. Burchette

Branch Office

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

Manager.....Richard I Miller
Radio Accounts—Boston and Maine Rail-
 road, Boston & Maine Transportation Co.,
 Boston Globe, W. L. Douglas Shoe Co., H. P.
 Hood & Sons, Rock of Ages Corporation,
 Boston Consolidated Gas Co., Haviland Choc-
 olates, Inc., Metropolitan Transit Authority.

CAHN-MILLER, INC.

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

President.....Louis F. Cahn
 Vice-President.....C. LeRoy Miller
 Secretary.....George Gettman
 Account Executives.....Louis C. Pedlar, Jr.,
 Frank E. Lyon, Dorothy Shilling Yost,
 Marian Kaminski.

Radio Accounts—ABC Oil & Burner Co.,
 Oscar Caplan, Diamond State Brewery, Inc.,
 Elite Laundry, Jarman Motors, Inc., The May
 Company, Popular Club Bottling Co., Seif's.

CALKINS & HOLDEN

247 Park Ave., New York 17, N. Y.
 Phone Wickersham 2-6900

AAAA—ABP—ANPA—PPA—PRB—
 SAAA—SNPA—OAAA—NOAB—ABC

President.....J. Sherwood Smith
 Vice-President.....Rene Clark
 Secretary-Treasurer.....R. P. Clayberger
 Art Director.....Walter B. Geoghegan
 Production Manager.....Fred Oughton
 Manager Outdoor Dept.....F. J. Fitzgerald
 Media Director.....Thomas H. Young
 Radio Program Director...Chester H. Miller

Branch Office

338 No. Michigan Ave., Chicago, Ill.
 Randolph 3831

Radio Dept. Manager.....R. A. Washburn
Radio Accounts — Oakite Products, Inc.,
 Frammer Prod. O-SO-Grape.

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.
 Phone Trinity 2-6200

AAAA—ANPA—NOAB—PPA—PRB—
 APA—ABC—ABP

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 Exec. V.P. & Gen. Mgr.....Henry G. Little
 Secretary-Treasurer.....Lawrence R. Nelson
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 Vice-President.....J. H. Neebe
 Vice-President.....R. F. Field
 V.P. & Dir. of Media.....J. J. Hartigan
 V.P. & Chmn. of Acct. Advisory Comm.
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 V.P. & Copy Director.....L. T. Robinson
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Television Committee

V.P. & Supervisor.....Winslow H. Case
 Producer-Director.....R. J. Mauer
 Art Director.....D. O. Chance
 Script Writers.....R. S. Field, R. I. Warren
 Program Supervisors.....Robert Dudley,
 B. C. Mott

Branch Offices

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

Vice-Pres. & Mgr.....E. W. Clements
 714 W. Olympic Blvd.
 Los Angeles 15, Cal.
 Richmond 6204

Vice-Pres.-Manager.....R. C. Francis
Radio Accounts—Northwest Chevrolet
 Dealers Association, The Detroit Chevrolet
 Dealers Association, The Detroit Edison Co.

Television Accounts—Chevrolet Motor Division,
 General Motors Corp., Norge Division,
 Borg-Warner Corp., Mishawaka Rubber &
 Woolen Manufacturing Co., The Detroit Edison
 Co., Detroit Chevrolet Dealers, Detroit
 Norge Dealers, Chicago Chevrolet Dealers.

**CAMPBELL-EWALD COMPANY
 OF NEW YORK, INC.**

10 Rockefeller Plaza, New York 20, N. Y.

Phone Circle 7-6383

AAAA—ABP—ANPA—APA—

NOAB—PPA—ABC

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 First Vice-Pres.....Willis E. Blodgett
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 Vice-Pres. & Secty.....Duane W. Beurmman
 Treasurer.....L. R. Nelson
 V.P. & Media Dir.....E. A. Elliott
 V.P. & Art Dir.....W. A. McNabb
 Vice-Presidents.....Radcliffe Romeyn,
 V. A. Walker, John Davidson.

Spot Radio & Tele. Dir....Kenneth Young
Radio Accounts—United States Rubber
 Co., Dry Dock Savings Institute, Durham-
 Enders Razor Corp., Rockwood & Co.

Television Accounts Placed—U. S. Rub-
 ber Co.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.

Minneapolis 2, Minn.

Phone Atlantic 3231

ABP—NOAB—ANPA—PPA—APA

Chairman.....Ralph B. Campbell
 President.....Ray O. Mithun
 Vice-Presidents.....John K. Mortland,
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 Lester J. Will.

Secretary.....E. S. Brugette
 Treasurer.....B. N. Sandquist
 Time Buyer.....Arthur H. Lund
 Production Creative Director

John W. Forney

Branch Office

919 N. Michigan, Chicago 11, Ill.

Phone Del. 7553

Vice-President.....August C. Ragnow

Radio Accounts—American Dairy Associ-
 ation, Andersen Corp., Atwood Coffee Co.,
 Campbell Cereal Co., Eagle, John M. & Co.,
 Ford, Luther & Co., General Dairy Equip-
 ment Co., Gold Seal Co., Great Northern
 Railway Co., Hall Hardware Co., Hamm,
 (Theo) Brewing Co., Land O'Lakes Cream-
 eries, Inc., Larsen Co., Jenny Lee Products,
 Northwestern National Bank, Peavey, F. H.
 & Co., Preserve Industry Council, Red Dot
 Foods, Russell-Miller Milling Co., Swayne,
 J. B. & Son, Telex, Inc., Zinsmaster Baking
 Co.

SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.

Phone LO 7-8141

ABP—ANPA—SNPA

Pres.....Solis S. Cantor
 Exec. V.P.....Kathryn Cantor
 Art Dir.....William F. Cox
 Pro. Mgr.....Robert Hersch
 Sp. Buy.....Margaret M. Woodlen
 Asst. Execs.....Jack Shaw, Robert Weiner
 Radio & Television Dir...Raymond S. Aarons

Branch Office

350 Lincoln Rd. Bldg., Miami Beach, Fla.

Phone 58-1637

Manager.....Sidney B. Gorchov

Radio Accounts—Duval, David T. Robin-
 son, Inc., Penn. Inst. of Criminology, Palmer
 School, Publicker Industries, New Era Steel
 Tile.

Television Accounts—Elizabeth Davidson,
 Superfine Appliance Co., Superfine Fuels,
 Rusoff Furs, David T. Robinson, Inc., Chex.

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.

Time Buyer.....Ruth D. Folster

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—American Express, Union Pacific Railroad, Chicago & North Western Railway, Railway Express Illinois Central.

CARTER ADV. AGENCY, INC.

912 Baltimore Ave., Kansas City 6, Mo.

Phone HA 1356

609 Minnesota Ave., Kansas City 12, Kansas

Phone DR 3077

ABP—ANPA—NOAB—NAAN—APA—PPA

President.....Charles W. Carter

Vice-President.....William C. Rowe

Radio Director.....Lee Hall

Branch Office

609 Minnesota Ave., Kansas City, Kans.

DR 3077

Radio Accounts — Helzberg's Jewelers, Rushton Baking Co., Rudy Patrick Seed Co., Perry Motor Co., Shellabarger Feed Co., Consumer's Co-Op, May Potato Chip Co., DeCoursey's Ice Cream, Kansas Farmers Union Central Co-Op Exchange.

R. H. CARY, INC.

908-10 Liberty Bldg., Des Moines 9, Iowa

Phone 4-0375

ABP—ANPA—PPA—FAAG—APA

President & Treasurer.....R. H. Cary

Radio Director.....Fred A. Reed

Art Director.....R. M. Williamson

Radio Accounts—Oelwein Chemical Co., Thompson Hybrid Corn Co., Des Moines Ice & Fuel Company, Station KRNT, Station WNAX.

CASMIER ADV. CO., INC.

551 Fifth Ave., New York 17, N. Y.

Phone MU 2-2014

PANY

Owner & Space Buyer.....David C. Casmier

Radio Director.....Marvin F. Casmier

Art Director.....Wm. E. Burgess

Radio Accounts—Eagle Pencil Co., Haynes-Griffin Co.

CAYTON, INC.

350 Fifth Ave., New York 1, N. Y.

Phone BR 9-0390

ABP-APA

President.....William D'Arcy Cayton

Secretary.....D. R. Roberts

Art Director.....Elliott Porte

Radio Director.....Earle McGill

Radio Account—Delicia Chocolate & Candy Mfg. Co.

CECIL & PRESBRY, INC.

247 Park Ave., New York 17, N. Y.

Phone Wickersham 2-8200

SAAA—SMPA—ABB—OAAA

ABC—BMB

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Vice-PresidentsEdward Noakes,

H. L. Kneeland, Samuel Dalsimer, S. M.

Kenyon, Terrence F. MacGrath, Robert

Carley, David G. Lyon.

Sec. & Treas.....David C. Thomas

Media Dir.....Harry Parnas

Radio Dir.....John M. Wyatt, Jr.

Time Buyer.....Harry Parnas

Asst. Radio Dir.....Sara Jane Troy

Radio Accounts—Ronson Art Metal Works, Inc., Oyster Shell Products Corp., Philip Morris & Co., Inc., Ltd. (Fleetwood Cigarettes), Block Drug Co., Carbola Chemical Co.

THE CHERNOW COMPANY

Empire State Bldg., New York 1, N. Y.

Phone PEnnsylvania 6-3520

President.....Sam Chernow

Vice-President.....Leo A. Friedman

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.

Phone 6-4942

ABP—ANPA—PPA—SNPA—NOAB

SNPA—APA—ABP

Partners.....John E. Fontaine, S. M. Kelly

Radio Director.....H. Gene Sample

Radio Accounts — Fleetwood Coffee Co., Double-Colo Co.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.

Phone WA 5732

ANPA—PPA—APA

Pres. & Space Buyer.....J. L. Wade

Vice-President.....Elmer Wade

C. P. CLARK, INC.

113 Seventh Ave., No., Nashville 3, Tenn.

Phone 6-4179

APA—FAAG

President-In Charge of Radio....C. P. Clark

Vice-Pres. & Treasurer.....D. G. Goodwin

Secretary.....D. Clark

Radio Account — Southern Coach Lines, Inc.

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CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236
ANPA—PPA

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Director of Radio.....Alice Clements

Radio Accounts—Network: Modern Food Process Co., F. G. Vogt & Sons, Hudson Coal Co., Horn Hardart.

THE ARNOLD COHAN CORP.

1860 Broadway, New York 23, N. Y.
Phone PLaza 9-7267

President.....Arnold Cohan
Vice-President.....Gilbert R. Lesser
Secretary.....Edna Freischman
Treasurer.....Arnold Cohan
Production Mgr.....Morris Helfman
Art Dir.....Saul Mandel
Traffic Mgr.....Jule L. Goodwin
Copy Chief.....Jules Archer
Account Executives.....Arnold Cohan,
Gilbert R. Lesser, Helen Wade
Radio & Tele. Dir.....Edward F. McDougal
Radio Accounts—Jim Dale Clothes, Inc.,
Material Expeditors.

COLE AND CHASON, INC.

8 W. 56th St., New York 19, N. Y.
Phone CI 7-2664

Pres. & Radio Dir.....Herbert S. Chason
Vice-President.....John Cole
Radio Accounts — David Cohen & Sons,
March Drug Co.

RUSSELL C. COMER ADVERTISING CO.

15 W. 10th St., Kansas City 6, Mo.
Phone HArrison 3964
APA—ANPA—PPA

Partners...Russell C. Comer, Ruth E. Comer
Space Buyer.....Daniel C. Martin
Production Mgr.....John C. Fehlandt
Acct. Executive.....Gardner Reams
Radio Department Manager....Bill Godden

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone CIrcle 6-2800
SNPA—AAAA—ANPA—PPA—OAAA—
NOAB—ABC

President.....Robert D. Holbrook
Vice-Pres. & Secty.....Leonard T. Bush
Vice-Presidents.....Thurman L. Barnard,
Frank R. Griffin, Edward Battey, Muriel
Haynes, Guy Richards, Lewis H. Titter-

ton, Frederick Anderson, Henry A. Mattoon.

Treas. & Comptroller....Charles McCormack
Vice-Pres. & Asst. Treasurer,

John K. Strubling, Jr.

Media Supervisor.....Frank B. Kemp
Mgr. Radio Dept.....Storrs Haynes
Casting Director.....Vera Larkin
Publicity Director.....Virginia Travers
Head Time Buyer.....Henry Clochessy
Dir. Daytime Serial Div.....Evelyn Pierce
Dir. Pro. Development...Brewster Morgan

Branch Offices

Socony Vacuum Bldg., Chicago, Ill.

Manager.....L. O. Holmberg
Harrison 3570

New Center Bldg., Detroit, Mich.

Trinity 1-2200

Manager.....James Cook
Land Bank Bldg., Kansas City, Mo.

Harrison 8102

Manager.....Wm. B. Hill
Gwynne Bldg., Cincinnati, O.

Pkwy. 6961

Manager.....Robert P. Marsh
744 N. 4th St., Milwaukee 3, Wis.

Marquette 2778

Manager.....Harry Scott
6253 Hollywood Blvd., Hollywood 28, Cal.
Hollywood 8107

Manager.....Floyd Holm

Radio Accounts—Procter & Gamble Co.
(Ivory Soap, Ivory Flakes, Crisco, Barsalou
Soap, Duz), Wheatena Corp., Socony-Vacuum
Oil Co., Allis Chalmers Co., Nestles Milk Co.

THE CONNOR COMPANY, INC.

544 Market St.,
San Francisco 4, Cal.
Phone, YUkon 0196

APA—ABP—FAAG—ANPA—PPA

President.....Edward W. Connor
Exec. Vice-Pres.....Shirley Walker
Production Manager.....Mrs. V. George
Account Executives.....A. M. Janisen,
B. McClure, D. McFadden, S. Walker.

COWAN & DENGLE, INC.

527 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0940

ANPA — PPA — NOAB — APA

President.....Stuart D. Cowan
Vice-Pres. & Treasurer.....H. W. Dengler
Vice-President.....Porter F. Leach
Secretary.....Stuart D. Cowan, Jr.
Media.....Miss McDonald
Space-Time Buyer.....Miss A. Marie Maus,
Miss McDonald

Radio Accounts—Isbandsten-Moller Co.,
Inc., Mittag & Volger, Inc., Frank G. Shat-
tuck Co.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.

Phone 6185

ABP—AMPA—APA

PPA—NAAN

Account Executives.....John Gilbert Craig
K. W. Anderson.

Radio Account — Mason-Dixon Radio
Group.

THE CRAMER-KRASSELL CO.

733 N. Van Buren St., Milwaukee 2, Wis.

Phone Daly 3500

AAAA — ABP — ANPA — PPA

APA—NOAB—ABC

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

Radio Accounts—Plankinton Packing Co.,
Victor Stamm & Associates, Ed. Schuster &
Co., Amity Leather Co., Milwaukee Co.,
Sperry Candy Co., McConnon & Co., Mack-
win Co., Luick Ice Cream Co., Luick Dairy
Co.

CRITCHFIELD & COMPANY, INC.

720 North Michigan Ave., Chicago 11, Ill.

Phone Superior 3061

ANPA—APA—PPA—NOAB

President.....E. P. Nesbitt

Media Dir.....E. Groenboom

Production Manager.....R. M. Cowing

CRUTTENDEN & EGER

64 E. Lake St., Chicago 1, Ill.

Phone Central 7830

ABP—ANPA—PPA—NOAB—APA

Partner.....Edmond I. Eger

Account Executives.....Leon H. Lewis,

George M. Stern, Harley B. Hobbs.

Media-Research Director.....Harry C. Pick

Art Director.....Harry J. Beier

Radio Time Buyer.....Harry C. Pick

Radio Accounts—Admiral Corp., Klein's
Sporting Goods.

Television Account—Admiral Corp.

DANCER-FITZGERALD-SAMPLE, INC.

221 No. La Salle St., Chicago 1, Ill.

Phone State 3800

ANPA—PPA—APA—AAAA

President.....H. M. Dancer

Vice-Presidents.....C. L. Fitzgerald,

J. G. Sample.

Treasurer.....Paul Keenan

Sec. & Gen. Mgr.....Fred Leighty

Account Executives.....Robert McDonald,

Elliot Detchon, Bob Etienne Clint Frank,
F. S. Gardner, Joseph Greeley, Thomas
L. Greer, Bud Dollard, G. H. Johnson,
Fred Klein, Stuart Upson, Ted Mertz,
Don Manchester.

Radio Time Director.....J. James Neale

Radio Comm. Prod.....Dan Ryan

Copy Supervisors.....W. Tyler,
Thomas Greer.

Promotion Head.....Albert Black

Promotion.....A. O. Meyer

Branch Offices

247 Park Ave., New York 17, N. Y.

Phone WI 2-4200

Executive Manager.....F. K. Beirn

Account Executives.....G. G. Tormey,

R. W. Buckley, J. L. Eisele, G. P. Mac-

Gregor, H. R. Potter, M. Read, A. W.

Spence, W. B. Stewart, H. R. Turnbull.

Radio & Television Producing

Subsidiary

Show Productions, Inc.

President.....Adrian Samish

Supervisor of Night-Time Programs

and Television.....Carl Stanton

Supervisor of Day-Time Programs

Lester Vail

Publicity and Promotion.....Pat Sweeney

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

Phone HE 0716

Manager.....Al Kabaker

6 King St. East, Toronto 1, Canada

Phone Adelaide 2851

Manager.....G. Nunns

Radio Accounts—General Mills, Inc., Procter

& Gamble Company, Sterling Drug Inc.,

Daniel Green, Whitehall Pharmacal Com-

pany, Falstaff Brewing Corp., Continental

Illinois National Bank & Trust Co., Standard

Brands, Inc.

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.

Phone Central 6700

AAAA — ANPA — PPA — ABP — PRB —

SAAA—SNPA—NOAB—OAAA—BMB

Chrmn. Bd. of Dir.....A. L. Lee

President.....J. F. Oberwinder

Secretary-Treasurer.....E. C. Cronk

Radio Dir.....P. A. Louis

Branch Offices

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

Phone PLaza 8-2600

V.P. in Charge of Radio.....John J. Toigo

Terminal Tower Bldg., Cleveland, Ohio

Phone Cherry 0158

Vice-President.....Stanley Seward

90 Broadview Ave., Toronto, Ont., Canada

Phone Gladstone 7591

Vice-President.....Gramont Altenbernd

310 North Ave., N. E., Atlanta, Ga.

Phone Atwood 1209

Vice-President.....J. Hixon Kinsella

Radio Accounts—The Coca-Cola Co., Gen-

eral Tire & Rubber Co., Pennsylvania Rubber

Co., Cleveland Electric Illuminating Co.,

Laclede Gas Company—St. Louis.

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706 Chestnut St., St. Louis 1, Mo.
Phone Main 0790-1

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.

DAVIS & COMPANY

912 Pacific Mutual Bldg., Los Angeles 14,
Calif.

Phone Michigan 3908

ANPA—PPA

Partners.... Robert J. Davis,
Joseph Sill, Jr.
Time Buyer.....Jane Leider
Radio Accounts—Blue Bird Potato Chips,
Inc., Scudder Food Products, Dodson, Ltd.,
American Fruit Growers, Fruit Industries,
Lts.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.
Phone 8-0666

APA—ABP

Owner.....Ben Dean
Production Manager.....Mildred Juneau
Account Executive.....Ben Dean, Jr.

DICKLOW ADV. AGENCY

1207 Liberty Bank Bldg., Dallas 1, Tex.
Phone C-8295

APA—SNPA

Owner-Radio Buyer,
Mrs. Irene Scott Dicklow

DINION & DuBROWIN, INC.

40 W. 52nd St., New York 19, N. Y.
Phone PLaza 9-2826

ABP

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Vice-President.....Edgar M. Paulton
Secretary-Treasurer.....Erwin Dinion
Radio-Tele Director....John Howard Lloyd
Script Editor.....Ruth Wolson

DOE-ANDERSON ADV. 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 9.0445

AAAA—ABP—ANPA—PPA—NOAB—ABC
President.....Lawrence L. Shenfield
Vice-Pres. & Treas.....Arthur Cobb, Jr.
Vice Presidents.....Donald K. Clifford,
Francis J. Doherty, Joel F. Jacobs.

V.P. & Secretary.....Wm. E. Steers
Asst. Treas.....Nelson O. Argueso
Asst. Secty.....Marie L. Brennan
Dir. of Production.....Chester MacCracken
Dir. of Radio Commercials...John Mullen
Tele. Dir.....Chester MacCracken
Asst. Tele. Dir.....Blaney Harris
Radio Accounts—Bristol Myers Company,
Ipana, Vitalis, Mum, Ingram Shave Cream,
Benex; Pioneer Division of the Borden Com-
pany, Reid's Ice Cream, Mel O Rol Ice
Cream; General Aniline & Film Corp., Glim;
Chas Ammen Company.

Television Accounts—Bristol-Myers Com-
pany, Pioneer Division of the Borden Com-
pany (Now discontinued).

**THE RALPH L. DOMBROWER CO.,
INC.**

11 E. Franklin St., Richmond 20, Va.
Phone 3-111-3

ANPA—PPA—SNPA—APA

President-Treas...Ralph L. Dombrower, Sr.
Vice-Pres.....Ralph L. Dumbrower, Jr.
Secretary.....T. E. George
Asst. Secty.....Phyllis King
Mgr. Radio Dept.....J. C. Fulmer
Account Executive.....M. B. Dombrower
Talent Buyer.....T. Michaux Moody

Branch Office

Woodward Bldg., Washington, D. C.
Phone Republic 1420

Manager.....Philip Rosenfeld
Radio Accounts—Southern Biscuit Co., Inc.,
Goldberg Electric Products Co., Inc., South-
ern Stove Works, Inc., Fork Union Military
Academy, Fork Union, Virginia, Southland
Wines, Inc., Velvet Rose Wine, Richmond
Rubber Co., Inc., Traffic-Tested Automobile
Tires, FFV Cookies and Crackers, Sonora
Radio-Phonographs, Kitchen Chief Wood and
Coal Kitchen Ranges, and Tip Top Circu-
lators.

DONAHUE AND COE, INC.

1270 Ave. of Americas, New York 20, N. Y.
Phone Columbus 5-4252

ANPA—PPA—ABP—SNPA—
OAAA—APA—NOAB

Dir. of Motion Picture Radio-Tele Div.
A. Carl Rigrod
Time Buyer.....Thomas Lynch

Branch Offices

411 Hurt Bldg., Atlanta, Georgia
Phone Ma 5662

Manager & Vice-President..H. L. Morrill, Jr.
931 N. La Cienega, Hollywood, Calif.

Phone Crestview 6-7737

Manager.....Walter Blake

Radio Accounts—Loew's, Inc. (M-G-M), Samuel Goldwyn Productions, Enterprise Pictures, Republic Pictures, Angostura-Wupperman Co., Whitehall Pharmacal Co., Pearson Pharmacal Co., N. Y. Herald Tribune, River Brand Rice Mills, Inc., De Laval Separator Co., Radio City Music Hall, Brandt Theaters, Atlantic Ale & Beer.

Television Account—Lektrolite.

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

**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
Vice-President.....Charles B. Strauss
Radio Dept.....Handled by Bernice Newton

Radio Accounts—U. S. Army, York Caramel Co., Lanvin Parfums, Inc., A. S. Beck Shoe Corp.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone Hubbard 8050

ANPA—PPA

President.....John C. Dowd
Executive Vice-President.....E. D. Parent
Vice-President.....W. Davenport
Treasurer.....Geo. E. Murphy

Radio Accounts—Albany Carpet Cleaning Co., Allied Salt & Chemical Co., Atlantic Coal Co., Clinton Clothing Mfg. Co., First National Stores, Martin L. Hall Co., Homes, Inc., Jenney Mfg. Co., Wm. Leavens Co., Paines of Boston, K. J. Quinn & Co., Inc., Snider Fuel Corp.

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.
Phone PLaza 3-4848

ABP—NOAB—ANPA—PPA—APA
ABC—BMB—SNPA

President.....Duane Jones
Exec. V.P. & Gen. Mgr.....Ralph Smith
Secretary.....Eugene Hulshizer
Treasurer.....Lawrence Leaman
Copy Chief.....Robert Hughes
Space Buyer.....David Hogmer
Vice-Presidents.....C. Frederic Bell,
Robert Hayes, Joseph Scheideler.

Television Director.....Walter Ware
Production Manager.....Gerald O. DaCosta
Art Directors.....Thomas McManus,
Francis Horr, Dick Beyer.

Business Manager.....Richard A. Stevens
Research Director.....Lawrence Hubbard
Merchandising Director.....Donald Gill
Premium Manager.....Ernest Zielin
Radio Director.....Reggie Schuebel
Production.....Chester Gierlach
Head Time Buyer.....Vera Brennan
Time Buyer.....Jeanne Sullivan
Time Buyer.....Sally Reynolds
Time Buyer.....Anne Small

Branch Office

Radio-Research & Accounting Depts.
11 E. 52nd St., N. Y., N. Y.
Phone PLaza 9-4516

Radio Accounts—B. T. Babbitt, Inc., Cur-
tice Brothers Co., The Grove Laboratories,
Inc., Hudson Pulp & Paper Corp., Larus &
Brother Co., Inc., Manhattan Soap Co., Me-
gowen-Educator Food Co., The Mennen Co.,
C. F. Mueller Co, E Myers Lye Corp., Pierce's
Proprietaries, Inc., The Sweets Company of
America, Inc., Wesson Oil & Snowdrift Sales
Co., Whitehall Pharmacal Company (Koly-
nos).

Television Accounts—C. F. Mueller Co.,
The Manhattan Soap Co., B. T. Babbitt, Inc.

L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.
Phone RANDolph 8246

APA

Owner.....L. Jerome DuMahaut
Production Manager.....J. H. Van Wart

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone CIrcle 6-1400

PPA—NOAB—ANPA—SNPA
ABC—OAAA

President.....Roy S. Durstine
Vice-Pres.-Secretary Dir of Media,
Arch T. Gardiner
Vice-Presidents.....William E. Dempster,
Ralph D. Allum.
Treasurer.....T. Arnold Rau
Prod. Mgr.....David R. Margaretten
Head Art Director.....Harvey A. Spooner
Art Directors.....J. Burton Stevens,
John A. Hafstrom.

Executive Staff.....William E. Dempster,
Ralph D. Allum, John C. Rome, Chandler
S. Woolley, John Malone, Jr., William
C. Pank, David L. Rosen, Robert L.

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Whitehead, James Hermans, Jr., C. Henry Heppenstall.
 Assoc. Radio Directors. Richard L. Eastland, Maurice Condon, John T. Martin.
 Radio Time Buyer.....Bergliette Boe
 Radio Directors.....Richard L. Eastland, Maurice Condon, John T. Martin.

Branch Offices

20 No. Wacker Drive, Chicago 6, Ill.
 Phone Andover 3466

V.P.-Manager.....Ellis Travers
 719 Enquirer Bldg., Cincinnati 2, O.
 Phone Cherry 0032
 V.P.-ManagerFrederic Kammann

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.
 Phone Madison 2922

Owner.....Adam F. Eby
 Account Executives.....Catharine Walsh, Samuel E. Eby.

Radio Accounts—Schreiber Brewing Co., Acme Radio & Electronics, Buffalo Hockey Club, Buffalo Football Club, 4th Annual Sports Show, Home Family Laundry, David J. Scott Co., Denton Cottlier & Daniels.

EDWARD EDELSTEIN ADVERTISING AGENCY

27 E. Monroe St., Chicago 3, Ill.
 Phone Andover 3867-Dea 5976
 ABP

President.....Edward Edelstein
 Art Director.....Sylvia Roberts
 Radio Dir. & Time Buyer.....Lloyd Nelson

Radio Accounts — Nusitron Co., Simon Products, Optron Co.

ELLINGTON & CO., INC

535 Fifth Ave., New York 17, N. Y.
 Phone Murray Hill 2-2562
 NOAB—ANPA—PPA—APA

President.....Jesse T. Ellington
 Vice Presidents.....Theodore S. Strong, Hyland L. Hodgson, Charles R. Marshall, Chauncey L. Landon.

Dir. of Radio.....Hal James
Radio Account—Petroleum Advisers, Inc.

ELLIOT-HORNSBY, INC.

10 Milk St., Boston 8, Mass.
 Phone Lib 0085

Pres. Radio & Tele Dir.....Len Hornsby
 Treas. & Publicity Dir....S. Elliott Feinstein
 Copy Chief & Radio Time Buyer

Polly Brown
Radio Accounts—Boston Stove, Deerfoot

Farms, Firestone, Kingston Inn, Koolvent Metal Awning, Magee Distributors Corp., Mansfield Beauty Academy, New England Modernizing, Rembrandt Studios, Stenotype Institute.

ELLIS ADVERTISING CO., INC.

2500 Rand Bldg., Buffalo 3, N. Y.
 ABP—ANPA—NOAB—APA—PPA

President.....Michael F. Ellis, Jr.
 Radio Director.....Caesarina Cardarelli
 Radio Director.....Nancy Wilbur
 Vice-President.....Kurt J. Mann
 Treasurer.....Jerome R. Ellis
 Secretary.....A. Irving Milch

Radio Accounts—Basil Theaters, Buffalo Optical Co., Glicksteins Jewelers, John Henrich Co., Sidney Mursten Furs, Household Outfitting Co., Italian & French Wine Co., Old Barn, Pfeiffers' Restaurant, Riviera Restaurant, McGary Venetian Blinds, Postmantur's Mens Clothing, Levy's Jewelers, Simon Greenbaum Clothing, Western Savings Bank, Kensington Savings & Loan Assn., City Service Taxi, DiBello Pontiac Motors, Buffalo Fisk Tire, Beau Sejour Restaurant, Leonid de Leseinskis, Butler's Inc., Eclair Inc. Bakery.

ROBERT J. ENDERS ADVERTISING

1415 K St., N. W., Washington 5, D. C.
 Phone Executive 5834

President.....Robert J. Enders
 Radio Director.....Shelia Ryan
 Account Executives.....Raine Bennett, William F. Fitzgerald, Robert J. Enders.
 Television Dir.....John Barnes

Radio Accounts—Veterans of Foreign Wars of the United States, Snow Crop Frozen Foods, Good Bros. Distributors, Home Appliance Company, National Electronic Labs, Kopy Kat Women's-wear chain, Acousticcon-Orrison Hearing Aids, President's Cup Regatta, D. Zoslow & Son Enterprises, Maryland Air Lines Blechman's Dept Stores, Equitable Credit Corp., City Finance Company, Hubbard House Restaurants, Scott Jewelers, Irby Jewelers, Occidental Restaurant, New Jersey Cleaner, Star Bright, Star Rapid, Globe, House of Fabrics, Al's Motors, Chevy Chase Realty, Alexandria Cleaners Ney Distributing Co., Zantzinger Real Estate Virginia Appliance Gold Label Distributing Company (Goebels Beer) La Salle du Bois.

Television Accounts—Georges Radio & Television with RCA, Bendix Corp., Philco Corp.

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
Phone State 1366-7

ANPA—PPA—APA—NOAB

President & Treasurer... Frank L. Engel, Jr.
Vice-Pres. & Sec..... M. L. Engel
Art Dir. & Copy Dir..... A. A. Lausmann
Radio Time & Space Buyer... Ann Lindgren

Radio Accounts—House of David, Stahe-
lin's Nursery, Superior Match Pants Co.,
Westhauser Nurseries.

ENNIS-ANDERSON ADV. AGENCY

Holland Bldg., Fresno, Calif.
Phone 32613
CNPA

Pres. & Prod. Mgr..... E. E. Anderson
Vice-Pres. & Space Buyer..... Frank Ennis
Art Director..... Milton M. Young
Radio Director..... Lon McAdams

Radio Accounts—Midget Auto Race Assoc.,
National Dollar Stores, Roth Furniture Co.

EQUITY ADVERTISING AGENCY

113 W. 42nd St., New York 18, N. Y.

Partners... David H. Boxer, Irving Weinberg
Production Manager..... John Hedman
Radio Time Buyer..... Roy Spector

BENJAMIN ESHLEMAN CO.

1522 Locust St., Philadelphia 2, Pa.
Phone KI 5-2590
ANPA—PPA

President..... Benjamin Eshelman
Exec. Vice-Pres..... J. J. D. Spillan
Sec. & Prod. Mgr..... W. J. Collopy
Radio Time Buyer & Radio Dir.

L. H. Greenhouse

Radio Accounts — Commonwealth of Pa.
Dept. of Commerce, Commonwealth of Pa.
Dept. of Revenue, Lee Tire & Rubber Co.,
Smith Kline & French Laboratories.

WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.
Phone Caledonia 5-1900

President and Treasurer..... William Esty
Exec. V.P..... James J. Houlahan
Secretary..... E. H. Cummings
V.P. & Dir. of Radio... Thos. D. Luckenbill
Time Buyers..... John C. Esty,
Richard Grahl.

Radio Producers..... Kendall Foster,
Helen Phillips, Charles White, Wendell
Adams, William Lloyd, W. G. Martin.
Television Department..... Kendall Foster
1537 Vine St., Hollywood 28, Calif.

Phone Hillside 2183

Radio Accounts—Camel Cigarettes, Prince
Albert Smoking Tobacco, Super Suds and
Palmolive Soap, Piel's Beer Spots, Vel Spots
and local program.

EVANS ADVERTISING AGENCY

322½ South Sixth St., Springfield, Ill.
Phone 2-2090

Owner & Manager..... Clarence R. Evans
Treasurer..... Velma Evans
Art Director..... John Robert Work
Continuity Director..... Jo Otwell
Radio Producer..... Velma Evans

Radio Accounts — Associated Grocers of
Central, Ray's Brand Products, The Bootery,
Rolands (Lane Bryant), G. S. Suppiger Co.
(Brook's Foods), Frank A. Bridge, Licek
Crane Potato Chips, Herndon's, Peterson's
Rose Butter, Lloyds Cleaners, Edwards Jew-
elers, Hennessey Florists, Ideal Baking Co.,
Springfield RefinOil Co., St. Nicholas Hotel,
Security Federal Savings & Loan, Capital
City Motors, Home Appliances Inc., Senate
Theater, Strong's Cafeteria, Arch Wilson,
Inc., Burchett's Studios, Quality Dairy, Brunk
& Sapp Co., Illinois Transit Co.

ALBERT EVANS ADVERTISING

909 Dan Waggoner Bldg., Ft. Worth 2, Tex.
Phone 2-3371

ABP—NOAB—ANPA—APA—SAAA
BMB—SNPA—NAAN

General Manager..... Albert Evans, Jr.
Account Executives..... Gordon Teague,
Dorothy Cantrell.

Radio Director..... George W. Linn
Radio Copywriter..... Rachael Barber

Radio Accounts—Ellison's Furniture Co.,
Foremost Dairies (Southwestern Division),
Premier Oil Refining Co. of Texas, Terminal
Grain Co., Texas Motors, Williamson Dickie
Mfg. Co.

LAWRENCE I. EVERLING, INC.

1700 Walnut St., Philadelphia 3, Pa.
Phone Pennypacker 7927

ABP—ANPA—APA—AAAA
NOAB—ABC

President..... Lawrence I. Everling
VP Radio Dir. & Buyer Radio Time

Frank J. Crockery

Sec. & Dir. of Art..... Reynold Abbruzzi

Radio Accounts—Petroleum Heat & Pow-
er Co., Mrs. Smith Pie Co.

H. W. FAIRFAX ADV. AGENCY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone Murray Hill 2-8680

ANPA—APA—PPA

President & Treasurer..... Natt S. Ensler
Art Director..... Bernard Katz
Radio Dir. & Space Buyer

Mrs. Janice Hamilton

Account Executives..... R. Block,
M. E. Ensler, Seth D. Tobias.

Radio Accounts—Mayfair Ice Cream Co.,
New Oyster Bay Restaurant.

FEDERAL ADVERTISING AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
 Phone MURray Hill 8-4200
 AAAA—ABP—NOAB—ANPA—PPA
 APA—ABC—BMB

Vice-Pres. & Dir. of Radio
 Francis C. Barton, Jr.
 Asst. to Radio Dir. Benjamin R. Potts
 Radio Copy Writer Robert J. Kuhn
 Time Buyer Penelope Simmons
 Radio Production Thomas Hicks
 Assistant to Time Buyer Jacqueline Ruta
Radio Accounts — Lever Brothers Co.,
 American Safety Razor Corp. (Gem & A-
 derma), Dixon Ticonderoga Pencils, John
 F. Trommer, Inc., Durkee Famous Foods,
 General Cigar Company, Harriet Hubbard
 Ayer, Inc., Gerber's, Barbizon, Stromberg-
 Carlson.

Television Accounts — American Safety
 Razor Corp. (Lighter).

**HARRY FEIGENBAUM
 ADVERTISING AGENCY**

1420 Walnut St., Philadelphia 2, Pa.
 Phone Pennypacker 3622
 ANPA—PPA—NOAB

Partner Harry Feigenbaum
 Radio Dept. Manager David Wermen
 Radio Director & Talent Erwin Rosner

ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.
 Phone COLUMbus 5-3642
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Pres. & Radio Time Buyer . . . Robert Feldman
 Vice-President Mrs. Bell Michaels
 Sec.-Treas. & Space Buyer . . . Maxwell Dane
 Copy Chief & Radio Dir.
 Mrs. Lorraine Barton
 Account Executives Maxwell Dane,
 Robert Feldman, Mrs. Lorraine Barton

**FELLOWS-BOGARDUS
 ADVERTISING**

410 Larned Bldg., Syracuse 2, N. Y.
 Phone 2-2197-3
 ABP—APA

Pres. Space & Radio Time Buyer
 Byron F. Fellows, Jr.
 Vice-President E. Elmer Bogardus
 Secretary Alice Sheals
 Treasurer Marjorie Hughes
Radio Accounts—Kelley Baking Co., Mer-
 chants National Bank & Trust Co., Moore &
 Quinn Brewery, Pepper Fishing Rod &
 Tackle Corp., WNDR, Radio Station.

COURTLAND D. FERGUSON, INC.

National Press Bldg., Washington 4, D. C.
 Phone National 7713
 President Courtland D. Ferguson
 Sec.-Treas. Lucille Pierce Ferguson
 Radio Time Buyer Theodora Cowie
 Account Executives . . Marshall R. Worcester,
 J. E. Bates, Philip Martin.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
 Phone MURray Hill 4-3300
 ANPA—PPA—APA—NOAB

President & Treasurer Lawrence Fertig
 Radio Director Henry Bretzfeld
Radio Accounts — Farrell Publishing Co.,
 Indian Motorcycle, Dictograph Prod. Inc.,
 Acousticon, Ideal Lawnmower.

ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville 3, Tenn.
 Phone 6-1977
 PPA—SNPA—ABP

President-Treasurer Robert G. Fields
 Secretary A. Ferguson

**FIRESTONE-GOODMAN ADV.
 AGENCY**

445 Loeb Arcade, Minneapolis 2, Minn.
 Phone Main 4393
 ANPA—APA

Owner & Radio Dir. Allan L. Firestone
 Art. Dir. & Prod. Mgr. Archie Goodman
 Publicity Dir. & Space Buyer
 Jack Bankman
Radio Accounts — American Television &
 Radio Co., Callender Sporting Goods Co.,
 DeGuile Academy, Jax Mfg. Co.

M. M. FISHER, ASSOCIATES-ADV.

134 N. La Salle St., Chicago 2, Ill.
 Phone Central 1610

Owner Jack L. Fisher, Sr.
 Co-Owner, Space Buyer & Television Dir.
 Jack L. Fisher, Jr.

Branch Office

18 E. 48th St., New York 17, N. Y.
 Phone PLaza 5-2841

Manager Fred Uttal
Radio Accounts—Balaban & Katz Corp.,
 Sol Lesser Productions, Selznick Interna-
 tional Pictures, Trav-Ler Radio Corp., Twen-
 tieth Century-Fox Film Corp., United Artists
 Corp., Universal Pictures, Warner Brothers
 Pictures.

FITZGERALD ADV. AGENCY

833 Howard Ave., New Orleans 13, La.

Phone Ca. 9871

AAAA — ANPA — PPA — SNPA

APA — ABP — NOAB

Partners..... Joe L. Killeen,
Joseph H. Epstein.

Partner, In Chg. Copy..... Roy M. Schwarz
Partner, In Chg. Media & Markets,

Leonard Gessner

Partner & Art Dir..... E. W. Rector Wootten

Partner & Production Mgr..... Warren G. Posey

Media Dir..... Harley B. Howcott

Acct. Exec..... Donald H. Halsey

Radio Account—Wesson Oil & Snowdrift
Sales Co., Blue Plate Foods, Inc., Dixie Brew-
ing Co., H. G. Hill Stores.

FLACK ADV. AGENCY, INC.

1110 Hills Bldg., Syracuse 2, N. Y.

Phone 2-3129

ABP—ANPA—PPA—APA—AAAA—NAAN

President..... John B. Flack

Secretary..... Florence O. Miller

Account Executives..... J. K. Bowman

Claire Evans, James B. Lennie, Arnold

T. Bowden, William P. Conklin.

Account Executive & Copy Writer,
Claire Evans

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio

Phone Cherry 1490

President & Radio Director..... Robert B. Foley

Secretary-Treas..... Helen M. Little

Radio Accounts—I. J. Fox, Inc., The Stearn
Co.

RICHARD A. FOLEY, ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.

Phone Kingsley 5-1560

ABP—ANPA—APA—PPA—AAAA

ABC—NOAB

President..... C. H. Eyles
1st V.P., Sec.-Treas..... Lee E. Hood

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.

Phone Wickersham 2-6600

AAAA—ANPA—ABP—PPA—APA—ABC

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President..... Emerson Foote

Chairman, Executive Comm. Fairfax Cone

Secretary-Treasurer..... William R. Sachse

New York Office

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Exec. Vice-Pres..... William E. Berchtold

Vice-Pres. and Gen. Mgr..... M. P. Franceschi

Vice-Pres. Media and Research,
Harold H. Webber

Assistant Treasurer..... A. E. Rood

Director of Publicity..... George Wolf

Vice-Pres. in Chg. of Radio..... Douglas Coulter

Radio Time Buyer..... Lillian Selb

Vice-Pres. in Chg. Tele..... Ralph B. Austrian

Asst. Dir..... Roger Pryor

Time Buyer..... Lillian Selb

Chicago Office

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

Phone Superior 4800

Chairman Exec. Comm..... Fairfax M. Cone

Executive Vice President..... J. H. E. Davis

Secretary and Treasurer..... William R. Sachse

Radio Business Manager..... Harry Dieter

Radio Production Mgr..... James Fonda

Radio Time Buyer..... Genevieve Lemper

Los Angeles Office

601 W. Fifth St., Los Angeles 13, Calif.

Phone Michigan 7651

Chairman of the Board..... Don Belding

Executive Vice-Pres..... William J. Pringle

Business Manager..... Eugene Duckwall

Radio Time Buyer..... J. H. Scruggs

San Francisco Office

235 Montgomery St., San Francisco 4, Calif.

Phone Sutter 2355

Vice-Pres and Mgr..... Leslie G. Moseley

Radio Time Buyer..... Virginia Cain

Hollywood Office

6117 Sunset Blvd., Hollywood 28, Calif.

Phone Hollywood 6265

Vice-President..... Robert Ballin

General Manager..... C. Burt Oliver

Radio Accounts—The American Tobacco
Co., American Cigarette and Cigar Company,
RKO Radio Pictures, Inc., RKO Theaters,
Walt Disney Productions, General Foods Cor-
poration, New York Central System, Armour
and Company, Armour Soap Works, Armour
and Company (Procurement Division),
Frigidaire Division of General Motors Cor-
poration, Hall Brothers, Inc., Pepsodent
Division of Lever Bros. Company, The Toni
Company, Beatrice Foods Company, Ben-Hur
Products, Inc., Security-First National Bank,
Union Oil Company.

Television Accounts—The American Tobac-
co Co., Bowman Gum, Inc.

FORD & DAMM ADV. AGENCY

918 11th St., Sacramento 14, Calif.

Phone 2-3645

APA

President..... M. J. Ford

Secretary-Treasurer..... E. Ogren

Art Director..... Alex Andrcs

Radio Time Buyer & Radio Dir.
Wm. Cummings

Branch Office

25 Taylor St., San Francisco 2, Calif.

Director..... Adam K. Johnson

Radio Accounts—Continental Nut Co., El
Dorado Brewing Co., Old Home Bakers,
Paramount Seed Co., Sacramento Frosted
Foods Co., 7 Up Bottling Co.

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122
SNPA

President.....John L. Fort
Secretary.....Mrs. Ruby Black
Art Director.....William Bain
Radio Account—Citizens Bank (Local),
Coble Dairy Products (Regional).

**ALBERT FRANK-GUENTHER LAW,
INC.**

131 Cedar St., New York, N. Y.
Phone COrtlandt 7-5060

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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

235 Montgomery St., San Francisco, Calif.
Phone Exbrook 3484

Acct. Exec.....Lucrezia Kemper
Radio Accounts—Merrill, Lynch, Pierce,
Fenner & Beane, Noma Electric.

FRANK & HOLLINSHEAD, INC.

Fox Theater Bldg., Detroit 1, Mich.
Phone Randolph 7220

ABP—ANPA—APA—PPA—NOAB

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V.P., Radio Dir. & Radio Time Buyer

M. A. Hollinshead

Secretary.....M. Dreifuss
Art Dir. & Prod. Mgr.....J. S. Chandlee
Space Buyer.....M. Wright
Account Executives.....E. G. Frank,
M. A. Hollinshead, J. S. Chandler.

**FRANKE-WILKINSON-SCHIWETZ &
TIPS, INC.**

455 Carolina St., Houston 2, Tex.
Phone Capitol 0618

ANPA—APA—SAAA—NOAB

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Exec. Vice-Pres.....K. Tips
Vice-Presidents.....P. C. Franke, Jr.
E. M. Schiwetz, D. K. Williams, W. H.
Tipton, Jr

Vice-Pres. Sec.....T. Schiwetz
Radio Time Buyer.....Gene Heard
Radio Accounts—First National Bank,
KXYZ Radio Station, Rettig's Ice Cream
Co.

FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.
Phone Dearborn 5745

NOAB—ABP—ANPA—APA—PPA

President.....Jones B. Frankel
Art Director.....J. V. Schuller
Production Manager.....G. R. Arnold
Media Dir. & Radio Time Buyer
Alice C. Jolivet

Radio Accounts—Foot-Pleasure Shoe Co.,
Ironited Vitamin Co., Revere Camera Co.,
Trav-Ler Radio Corp.

ROBERT FRANKLIN & ASSOCIATES

Fulton-Fresno Bldg., Fresno 1, Calif.
Phone 4-6566

Gen. Partner.....Robert Franklin
Sec.-Treas.....J. Schmeiser
General Manager.....H. Braze
Radio Dir. Radio Time Buyer & Space Buyer
R. C. Franklin, Jr.

Art Director.....Tom Dyer
Account Executives.....Tom Dyer,
Harry Braze, R. Franklin, J. Crawford,
J. Bort, M. Hyde.

THE FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-7433

ABP—PPA—ANPA—NOAB

Pres. & Art Dir.....Frederick C. Burger
Sec. & Copy Chief.....R. S. Buckbinder
Treas. & Media Director.....H. S. Rieff
Radio Time Buyer & Radio Dir...J. Mitchell
Radio Account—The Coward Shoe.

CURT FREIBERGER & CO.

314 Cooper Building, Denver 2, Colo.
Phone Alpine 2048

ANPA—ABP—APA—NAAN

President.....C. J. Freiberger
Production Manager..Robert A. McCutcheon
Art Director.....A. Cizek
Account Executive.....V. R. Ewing,
Margret Richey.

Artist.....Barbara Weiss, Gene Ellis
Radio Director.....Ruth L. Torgerson
Radio Accounts—Tivoli Union Co., Brecht
Candy Co., Securities Credit Corp., Toner's
Inc., Central Bank & Trust Co., Bell Tailors,
Clayton Coal Co., Colorado Potato Flake Co.,
A. Carbone & Co., Gart Bros., Gus Butter-

maid Bake Shop, Service Supply Co., Ute Chief Mineral Water Co., O. K. Rubber Welding System.

AD FRIED ADVERTISING AGENCY

208-209 Easton Bldg., Oakland 12, Calif.
Phone Higate 4.6580

Owner & Tele-Radio Director....Ad Fried
Copy & Continuity.....Fred Chapman
Radio Time Buyer.....Melba Burley
Research Director.....Scott B. Anderson
Format Manager.....Leland Morgan
Publicity Director.....Shirley Williams
Program Manager.....Elaine Trigger
Special Programs.....Robert Callan
Radio Producers.....Ad Fried,
Fred Chapman, Melba Burley, Shirley
Williams, Robert Callan
Television Research Survey & Dir.,
Ad Fried

Radio Accounts—Advance Products Co., Associated Stationers, Inc., W. F. Barton & Son, Darling Shops (Pac. Coast) Bigelow Films, Dr. J. J. Citron Dental Offices, Cochran & Celli Chevrolet Dealers, Commercial Sales Co., Coast Millinery Stores, Cochran & Celli Home Appliance Stores, Coy Hair Curler, Crescent Jewelry Co., Davi Miracle Foam, Dr. DeGloria-Ravelli, Opts., Fox West Coast (Oakland only), Guarantee Furniture Co., 30th & San Pablo Warehouse, Bill Wood Motor Co.(Ford) Henry DeLugach Real Estate, Oakland Lodge #324, Moose, Morse Starret Products, Oakland Frame & Axle Co., Panda Room, Rocil Shoe Co., Rhodes & Jamison, Ltd., Swan's Market, Sunset Venetian Blind Co., Sports Unlimited, West Coast Soap Co., Powow, Williams Dairy Co., Jim McCann Radio Center, Radio Station KWBR, Kronke Awning Co., Gould Pacific Co., Crompton Specialties, Royal Art Galleries, Linn Company, Rainbow Hybridizing Gardens Maltby Markets, George H. Holman, Home Supply Company. Office Appliance Co., Rainbow Candies.

FREITAG ADV. AGENCY

761 Peachtree N.E. Atlanta 3, Ga.
Phone Heulock 1345-6

ANPA—APA—PPA—NOAB

Owner & Space Buyer.....J. V. Freitag
Secretary.....R. W. Wallace
Prod. Mgr. & Art Dir....Harald J. Torgesen
Copy Chief, Radio Dir. & Radio Time Buyer
M. K. McGowan

**OAKLEIGH R. FRENCH
& ASSOCIATES**

4235 Lindell Blvd., St. Louis 8. Mo.
Phone Newstead 0037

AAAA—ABP—NOAB—ANPA—PPA
APA—NAAN

Partner.....Oakleigh R. French
Partner.....Mazie G. French

Dir. Consumer Merchandising

G. Gordon Hertslet
Account Executive.....C. Sewell Pangman
Account Executives.....Kenneth J. Bayer,
Al Maescher, Jr.

Dir. Client Service.....Richard C. Lynch
Radio Director.....Al Maescher, Jr.
Radio Accounts — Mercantile Commerce Bank & Trust Co., Dixie Mills, Hunter Packing Co., Clinton Industries, Phelan-Faust Paint Co.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone Liberty 0813-45

ANPA—PPA—APA

President.....Karl M. Frost
Exec. V.P.-Treasurer.....Harry M. Frost
Asst. Treas.....Florence A. Dondero
Secretary.....Harvey P. Newcomb
Pro. Mgr. & Space Buyer..Harold E. Bessom
Radio Director & Time Buyer,
Harvey P. Newcomb

Radio Accounts — Durkee Mower, Inc., Supreme Wine Co., Eastern Racing Assn., Campbell Fairbanks Expositions, Genoa Packing Co., Boston Yanks.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
Phone Murray Hill 6-5600

AAAA — ANPA — PPA — ABP
APA—NOAB

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Chairman of the Board.....John Wiley
Executive Vice-Pres.....E. L. Andrew
Sec.-Treas.....C. C. Reidenbaugh
New York Office

Chairman of the Board.....John Wiley
Radio Director.....Lee Williams
Radio Time Buyer.....George Trimble
Cleveland Office

1501 Euclid Ave., Cleveland, O.
Phone Cherry 6700

President.....Allen Billingsley
Exec. Vice-Pres.....E. L. Andrew
Radio Department.....M. M. Scott
Radio Time Buyer.....W. J. Staab

Chicago Office

105 W. Adams St., Chicago, Ill.

Vice-President.....Ed Lauesen
Radio Accounts—Burkhardt Brewing Co., Pennzoil, Dougherty Lumber Co., Climalone, Commonwealth Shoe & Leather Co., Westinghouse Electric Co., (Lamp & Radio Divisions), Central National Bank, Charis Corp., Commercial Solvents Corp., Jonas Shops, Stauffer Restaurants, Aluminum Co. of America.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.
Phone, BRyant 9-2927

President.....Norman Furman

Secretary.....Nathan Rothenberg
 Vice-President.....Irving Gottlieb
 Time Buyer.....Joyce Rich
 Radio Producer.....John O'Rourke

ANDREW GAHAGAN ASSOC., INC.

270 Park Ave., New York 17, N. Y.
 Phone PL 9-2500

AAAA-ABP-ANPA-PANYC

President & Treasurer.....Andrew Gahagan
 Vice-Pres.....Richard Stanton Rimanoczy
 Time Buyer.....Margaret Deady

Radio Accounts—America's Furniture, Inc.,
 Republican State Comm.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
 Phone Garfield 2915

ANPA-AAAA

Vice-President.....C. E. Claggett
 Vice-Pres. & Dir. of Media,
 E. A. W. Schulenburg

Account Exec.....William Moore

Branch Office

9 Rockefeller Plaza, New York 20, N. Y.
 Phone Columbus 5-2000

Vice-President.....Roland Martini

Radio Accounts—Ralston Purina Co., Pet
 Milk Co., Union Electric Co. of Mo., Hyde
 Park Breweries Assn., Nat'l Guard of U. S.,
 St. Louis Public Service, H. C. Cole Milling
 Co., Frisco RR., H. D. Lee Co.

GARFIELD & GUILD ADV. AGENCY

660 Market St., San Francisco 4, Calif.
 Phone EXbrook 3420

PPA-ANPA-NOAB-ABP-NAAN
 AAAA-APA-SNPA

President.....Sidney Garfield
 Exec. Vice-Pres.....Walter Guild

Copy Chief.....David Bascom
 Art Director.....Dan Bonfili

Space Buyer.....Sally Paul
 Account Executive.....Fred Crawshaw

Account Executive.....Bernard Schnitzer

Radio Accounts—Alta Tea & Coffee, Chem-
 icals, Inc., Consolidated Dairy, L. De Martini,
 Gravem-Inglis Baking Co., Guittard Choco-
 late Co., Kay Jewelry Co., Rev. Charles E.
 Lukens, Louis Milani Foods, Inc., No Doz
 Awakeners, Remar Baking Co., Rosenfield
 Packing Co., Good Foods, Inc., Smith's (re-
 tail).

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 8388

APA-ANPA-PPA-NOAB

President.....W. W. Garrison
 Vice-President.....Brooks Middleton

Secretary & Space Buyer.....G. P. Schill
 Vice-Pres. in Charge Radio....Tim Morrow

Continuity Dir.....Nancy Goodwin
 Time Buyer.....Kathryn Stark

Radio Accounts—Florida Citrus Exchange,
 W. A. Sheaffer Pen Co. (foreign), Gibson
 Refrigerator Co., Spartus Camera.

JOSEPH R. GERBER CO.

1305 S. W. 12th Ave., Portland 1, Ore.
 Phone Broadway 0515

AAAA-ABP-NOAB-ANPA
 PPA-APA

President.....Joseph R. Gerber
 V.P. & Radio Space Buyer...Chas. H. Devlin

Vice-President.....Douglas Powell
 Controller.....Geo. E. Clinton

Production.....Jack Lockie
 Art Director.....Henry Lee, Jr.

Copy Chief.....Dean Pollock
 Account Representatives....Chas. H. Devlin,
 Douglas Powell, Vernor M. Schenck, II,
 William MacGibbon.

GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Cal.
 Phone, GARfield 1081

AAAA-APA-ABP-ANPA-NOAB

Owner.....E. P. Gerth
 Account Executives.....J. W. Clark,
 R. Hendrickson

Media Director.....Pat Reid
 Production Manager.....E. J. Thomas

Branch Office

412 W. 6th St., Los Angeles 14, Cal.
 Phone, TUCKer 1455

931 Republic Bldg., Seattle 1, Washington
 Phone Main 6685

Manager.....Jean Hadley
 Prod. & Media.....Ray Kopp

Radio Accounts—Plant-Chem, Inc., David
 D. Bohannon Org.

GEYER, NEWELL & GANGER, INC.

745 Fifth Ave., New York 22, N. Y.
 Phone Wickershams 2-5400

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 Exec. Vice-President.....H. W. Newell

Exec. Comm. Chairman.....Joe M. Dawson
 Vice-Presidents.....R. M. Ganger,

A. A. Surin, Vernon M. Welsh, C. A.
 Brocker, F. P. Reynolds, Jr., D. S. Shaw,
 E. F. Thomas, A. J. Cole, J. McQuigg.

Treasurer.....J. R. Kunz
 Publicity Dir.....Edward F. Thomas
 Radio Tele Director.....Donald S. Shaw
 Production Manager.....Frederick A. Long

Branch Offices

Third Nat'l Bldg., Dayton, O.
 Phone Fulton 4145

Manager.....E. G. Frost
 14250 Plymouth Rd., Detroit 32, Mich.
 Phone, Hogarth 5520

Manager.....John McQuigg
 Exec. Contacts.....Kenneth Westervelt,
 Randolph Brown.

Radio Accounts—Nash-Kelvinator Corp.,
 Continental Oil Co. (Conoco Motor Oil), P.
 Lorillard Co. (Embassy Cigarettes), Leonard
 Div. Nash-Kelvinator Corp., Simmons Elec-
 tronic Blanket.

Television Accounts—Knox-the-Hatter, Kel-
 vinator.

J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada
 Phone Elgin 2111

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 President.....Mrs. J. J. Gibbons
 Vice-Pres. & Gen. Mgr.....H. M. Tedman
 Vice-Pres., Asst. Gen. Mgr. & Sec.-Treas.

R. B. Pattison

Vice-Presidents.....R. A. Stapells, W. Kiehn
 Radio Director.....Don Bassett

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924 Dominion Square Bldg., Montreal, Que.
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 Radio Director.....L. D. Cox
 272 Scott Block, Winnipeg, Manitoba

Manager.....A. B. Johnston
 204 Leader Bldg., Regina, Saskatchewan
 Manager.....Stanley Wayte
 Renfrew Bldg., Calgary, Alberta

Vice-Pres. & Mgr.....R. G. Smith
 McDougall Court, Edmonton, Alberta
 Manager.....J. H. Fulton
 609 Province Bldg., Vancouver, B. C.

Vice-President.....Dave Crawford
 Radio Director.....Gordon Rowntree

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3003 Louisiana, Houston 6, Tex.
 Phone Keystone 3-7383

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 Copy Dir.-Acct. Ex.....C. E. Parsons
 Prod.-Acct Ex.....A. S. Black
 Radio Dir.-Acct. Ex.....Maudeen Marks
 Script Writer.....Lorena Henry
 Clerical.....June Sims
 Actor-Writer.....Bill Denny

Radio Accounts—Bill Williams, Earle

North Buick Company, Earle North Goodyear
 Store, Pollyanna Shop, Union Botling
 Works, Nueces Hardware, Flato's, Sakowitz
 Bros. Inc., Houston Fat Stock Show, Houston
 Hockey Club, Checking Counter South Texas
 Motors, Royal Tire Company, Royal Air-
 Conditioning, Loew's State Theatre, Sun-Up

Ice Cream, Camellia Ice Cream, C. B. Del-
 homme, Marine Dis., Donaldson & Bass,
 Construction, Hou. Interlocking Tile, Fogle-
 West Funeral Home, Adlof Memorials, Bras-
 well's Flower Gardens, Arrowhead Park,
 Mayan Ranch, LH7 Ranch, Yellowjacket
 Cafe.

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Continental Bank Bldg.,
 Salt Lake City 1, Utah
 Phone 4-5516

ANPA—APA—ABP

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 Lon Richardson

Secretary.....Marjorie Farrell
 Radio Dir.....Victor V. Bell
 Asst. Radio Dir.....Robert F. Rohlfing
 Copy Writer.....Mary Lou Clawson
 Secretary.....Enid Nelson

Radio Accounts—American Packing & Pro-
 vision, Chase, Jesse M. Cloverleaf Milk,
 Colville Ice Cream, Excelcis Beauty Products
 Co., Fisher Brewing Co., First Federal Sav-
 ings & Loan Association, Montana Cereal
 Company, Mountain Fuel Supply Co., Ogden
 First Federal Savings & Loan Ass'n, Porter
 Macaroni Company, Royal Baking Company,
 Salt Lake City—Chamber of Commerce, Salt
 Lake Hardware Company, Streater Chevro-
 let Company, Superior Foods, Inc., Sweet
 Candy Company, Troy Laundry & Dry Clean-
 ing, Union Pacific Railroad Co., Utah Cen-
 tennial Commission Utah Finance Company,
 Utah Oil Refining Company, Utah Power &
 Light Company, Walker Bank & Trust Co.,
 War Assets Administration, Western Colo-
 rado Power Co.

GLASSER-GAILEY, INC.

3275 Wilshire Blvd., Los Angeles 5, Calif.
 Phone Fitzroy 2141
 AAAAA—ANPA—PPA

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 Vice-President.....P. E. Gailey
 Secretary-Treasurer...Howard W. Gambrill
 Art Director.....C. S. Heizer
 Traffic Manager.....Louise Ludke

Branch Offices

De Young Bldg., San Francisco, Calif.
 Manager.....Robert O. Davis
 32 E. 57th St., New York 22, N. Y.
 Phone PLaza 5-2887

Manager.....Richard Ney
Radio Accounts—Ralphs Grocery Co.,
 Austin Studios, Tropical Preserving Co., Bu-
 Tay Products, Ltd., Miller Honey, Chip
 Steak Company, Bluhill Foods, Inc., Hug-
 gins-Young Coffee Co.

GLEW ADVERTISING AGENCY

517 Murray Bldg., Grand Rapids 2, Mich.
 Phone 8-1848

Owner & Operator.....Francis K. Glew
Radio Account—Valley City Milling Co.

**GOLDMAN & WALTER
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36 State St., Albany 7, N. Y.
Phone 5-8864-5
ABP—APA—PANY

President.....Harry L. Goldman
Vice-President.....Eleanor Chatham Walter
Sec. & Radio Dir.....Louise Benay
Radio Accounts—John G. Meyers Dept.
Store, Seven-Up Bottling Co. of Troy, N. Y.,
Roxy Cleaners & Dyers, Stone's Liquor Dist.,
Albany Garage Co., & Appliance Dist., Drive-
In Auto Theaters, Green's Stationers, Stand-
ards Furniture Co. (Kingston-Troy).

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago 11, Ill.
Phone Superior 6746
AAAA—ANPA—PPA—ABP—APA

President.....Clyde M. Joice
Vice-President-Gen. Mgr.

Harlow P. Roberts
Acct. Executive.....Charles O. Puffer
Copy Chief.....Garrick M. Taylor
Media Director.....Florence A. Neighbors
Production Manager.....J. A. Joice
Account Executive.....Jay C. William

Radio Accounts — Service Stores, Inc.,
Planters Nut & Chocolate Co., Goldenrod
Ice Cream Co., Planters Edible Oil Co.,
Hooker Glass & Paint Co., Jewel Tea Co.,
Inc.

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COMPANY**

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Phone LOnacre 5-2616
APA—ABP—ANPA—PPA

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Exec. Vice-Pres. & Treas.....Arthur A. Kron
Secretary.....Chester A. Priest

Radio Accounts — Hartley's Marmalade,
Lutheran Hour, Handee Prod., Kruschen
Salts.

GRAHAM GLADWIN

1166 Haight St., San Francisco 11, Calif.
Phone Klondike 2-1219

Owner & Radio Dir.....Graham Gladwin
Writer.....Mabel Gladwin
Radio Accounts—Fred Benioff, Phillips Al-
ready Flour, Mission Carpet & Furn., De-
pendable Mattress, Pastene's Restaurant, San
Francisco Glass, Alhambra Candy Co., Allied
Sales Co., Associated Bedding, Pacific Coast
Brands, Mar-Bud Food Products, Les Vogel
Chevrolet.

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—Pieter deWitt, Inc., The
Viking Press, The New School.

**GREY ADVERTISING
AGENCY, INC.**

166 West 32nd St., New York 1, N. Y.
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President.....Lawrence Valenstein
Executive Vice-President....Arthur C. Fatt
Radio-Tele Dir.....Richard Marvin
Time Video Buyer.....Harriet Belille

Radio Accounts—Dif Corp., Lambert Bros.,
Doughnut Corp., Van Heusen, Simplicity,
Tussy, Hat Research Foundation, Hollan-
derizing Corp., A. Hollander & Son, Inc.,
Kreisler Jewelry, Consolidated Razor Blade
Co., Grolier Society, Inc., B. V. D. Corpora-
tion, Mojud Hosiery, Ohrbachs, Macy's, Na-
tional Silver Co., Foster-Grant, Breitenbach,
Pilot Radio Corporation, Gruen Watch Com-
pany, Mennen Company, Bernard Ulmann,
Schnefel, Shwayder.

Television—B. V. D. Corp., Hat Research
Foundation, Gruen Watch Co., Lambert Bros.
Jewelry Co.

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
Phone Main 9484

AAAA—ANPA—PPA—APA—APB—NOAB
ABC

President.....Kenneth W. Akers
Radio Director.....Earl R. Preble
Radio Accounts—Fleetwing Corp., B. F.
Goodrich Farm Service Tires.

**JULIAN GROSS ADVERTISING
AGENCY, INC.**

11 Asylum St., Hartford 3, Conn.
Phone 7-7179
ABP—NAAN

President-Treasurer.....Julian Gross
Sec. & Radio Dir.....Erwin B. Needles
Production Manager.....Noel Bryce
Copy Chief.....Paul Spencer

GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.
Phone, Pennsylvania 6-8518

ANPA

Owner.....Frances G. Guilford
Space Buyer.....Amelia Pronko

THE H S G ADVERTISING AGENCY

19 East 53rd St., New York, N. Y.
Phone Wickersham 2-3338

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Branch Office

206 S. Spring St., Los Angeles, Calif.

M. H. HACKETT CO.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-1950

ABP — ANPA — PPA — NOAB
Montague H. Hackett

Time Buyer.....Aida Stearns
Radio Accounts—Chatham Mfg. Co., Allied Plastics, Brewer's Best Assoc. Inc., Corday Parfum.

JOHN L. HALPIN ADVERTISING

208 State St., Schenectady 5, N. Y.
Phone 2-0492

Partners.....John L. Halpin,
Marion G. Halpin

Radio Accounts—Chas. Freiloffer Baking Co., Jonathan Levi Co., Wallace Co.

HANLY, HICKS & MONTGOMERY

500 Fifth Ave., New York 18, N. Y.
Phone Longacre 5-5000

AAAA—ABP—ANPA—PPA—APA—NOAB
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President.....H. M. Montgomery
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Radio Dir.....Edward Carroll
Vice-President.....Wells Spence

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45 Exchange St., Rochester 4, N. Y.
Phone Main 2073-4

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President & Treasurer.....H. Lyman Hart
Exec. Vice President...Harold E. Kennedy
Vice-President.....Joseph P. Brown
Secretary & Mgr Radio Dept.. John P. Street

Radio Accounts—Gulf Oil Corp., Sears, Roebuck & Co., Haxton Foods, Inc., Blue Boy Dairy, Bickford Bros. Co., Hallman Central Chevrolet, Boller-Clark, Inc., Levis Music Stores, Genesee Valley Trust Co., Security Trust Co., Eber Bros. Co., Wegmans Supermarkets, Wolk Brothers Co., Inc.,

Crouch & Beahan Co., Hart & Vick Seed Co., Standard Brewing Co., J. H. Rae Oil Co., Inc., F. Cappellino & Sons, B. Forman Co., Crescent-Puritan Laundry, Henry Siebert & Sons, Anderson Beverage Co., Veteran Foods, Inc., Blue Bus Lines, Conti Packing Co., Gioia Macaroni Co., Genesee-Monroe Racing Assoc., Genesee Conservation League.

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.
Phone State 0055

ANPA — PPA — APA — ABP — NOAB

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Vice-President.....Edwin Cahn
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan

Radio Accounts—M. J. Lanahan, Neumode Hosiery Co., Nash-Underwood, Chicago Tribune.

HAZARD ADVERTISING CO.

295 Madison Ave., New York 17, N. Y.
Phone MURray Hill 7-7880

ABP—ANPA—PPA—APA

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Vice-Presidents.....Joseph L. Boland, Jr.,
Donald B. Foresman

Space Buyer.....C. Miles Conrad
Publicity Director.....H. P. Quadland
Production Manager.....Raymond Lynch
Art Director.....Mitchell Havemeyer
Radio Director.....Joseph L. Boland, Jr.

HENRI HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 3000

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Secretary.....A. M. Semones
Treasurer.....R. H. Eaton
Space Buyer.....Louis C. Paul
Radio Director.....Wm. E. Jones
Publicity Dir.....Frazier E. Nounnan

Radio Accounts—Ballard & Ballard Co., Inc., Skelly Oil Co., The Perfect Circle Companies, F. A. Amend Co., Carolene Products Co., John Morrell & Co., The Sherwin-Williams Co. (Weed-No-More).

J. M. HICKERSON, INC.

110 East 42nd St., New York 17, N. Y.
Phone MU 6.3513

ABP—ANPA—PPA—APA

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V.P., Secty., Chg. Radio.. Edward H. Pearson
Treasurer.....Robert Clark
Mgr. Radio Dept.....Edward H. Pearson

Branch Offices

1510 19th St., N. W., Washington 6, D. C.

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Phone Columbia 8459
 Manager.....Day Thorpe
 506 Bukley Bldg., Cleveland 15, O.
 Phone Superior 5214
 Manager.....A. E. Smith
Radio Accounts—Meritt Chemical Co., U.
 S. Army, Second Area.

HICKS & GREIST, INC.

420 Lexington Ave., New York 17, N. Y.
 Phone MURray Hill 3-9135
 ABP—ANPA—PPA—APA

President.....H. L. Hicks
 V.P. & Treas.....E. H. Greist
 Acct. Executives...J. A. Drake, S. R. Huntley
 Radio Dir.....Peter A. Krug
Radio Accounts—Lewyt Corp., Waverly
 Products (Steam-O-Matic irons) Home Dec-
 orators, Inc. (State House Sterling).

HIXSON-O'DONNELL ADV., INC.

350 Fifth Ave., New York 1, N. Y.
 BRyant 9-5950

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 Vice-President.....S. F. Ellsworth
 V.P. & Radio Director...L. B. Van Doren
 Vice-President.....A. W. Humm
 Radio Time Buyer.....Kathryn Shanahan

Branch Office

Los Angeles, Calif.

Radio Accounts—Richfield Oil Corp. of
 N. Y., Sinclair Refining Co., Garfield Tea Co.

WILLIAM F. HOLLAND AGENCY

Hotel Sinton, Cincinnati 2, Ohio
 Phone MAin 3450

Owner.....William F. Holland
 Manager.....D. E. Holland
 Production.....E. L. Holland
 Research.....B. J. Tiemeyer
 Copy Chief.....R. Bader
 Sales Mgr.....W. F. Holland
 Radio Dir.....Robert Kappes

**ROBERT HOLLEY AND COMPANY,
 INC.**

RKO Bldg., Rockefeller Center, New York
 20, N. Y.
 Phone CIrcle 7-3822
 ABP—PANY

Pres. & Treas.....Robert Holley
 Secretary.....Suzanne Hanson
 Business Mgr.....Louis M. Totten

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551 Fifth Ave., New York 17, N. Y.
 Phone MURray Hill 2-0850
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 Vice-Presidents.....F. A. Whipple,
 W. K. Dingledine, C. B. Donovan, Jack
 Lucas.
 Director of Radio.....W. P. Smith
 Television Dir.....W. P. Smith

Branch Office

15 Lewis Street, Hartford, Conn.
 Phone 5-6066

Vice-President.....F. A. Whipple
Radio Accounts—B. C. Remedy Co.,
 Charles Gulden, Inc., Burnham & Morrill,
 J. A. Wright & Co. (Silver Polish), Monti-
 cello Drug Co., A. C. Gilbert Co.

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 Phone Liberty 4714

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 Frank S. Christian
 V.P., Acct. Exec. & Dir. of Pub.

Marjory Hall
 Dir. of Radio & V.P. (N. Y.)...Wm. H. Eynon
 Asst. Dir. of Radio (Boston)...Sally Larkin
 Radio Prod. Mgr. (N. Y.)...Walton Butterfield

Branch Offices

595 Madison Ave., New York, N. Y.
 Phone EL 5 1270

V.P. & Mgr.....Ned Smith
Radio Accounts—The First Church of
 Christ, Scientist, The Christian Science Moni-
 tor, National Packing Corporation, R. H.
 Stearns Company, Monument Mills, Conant
 Realty Trust (North Shore Center).

**HUTCHINS ADVERTISING
 COMPANY, INC.**

42 East Ave., Rochester 4, N. Y.
 Phone Main 3528

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 Vice-Pres. & Gen. Mgr...F. Irving Hutchins
 Vice-President.....J. P. McCarthy
 Asst. to Pres.....Raymond P. Weis

Branch Offices

3701 N. Broad St., Philadelphia 40, Pa.
 Phone Radcliff 1900

Vice-Presidents.....John R. Maxwell,
Max Enlow.
19 W. 44th St., New York 18, N. Y.
Phone MUrray Hill 2-0716

Vice-President.....H. Pierson Mapes
1244 Dufferin St., Toronto, Que., Canada
Res. Mgr.....Walter Engwer
8169 Sunset Blvd.
Hollywood, Calif.
Phone Cr 6 9946

Radio Accounts—Philco Corp., American
Brewing Co., Schuler Potato Chips Co.,
Lincoln Rochester Trust Co., McCurdy &
Co., Scranton's.

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Asst. Sec.-Treas.....J. F. Foster
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Account Executive.....Harry Symes
Art Director.....Stuart Terry
Time Buyer.....Abbie Seastron

ROCKLIN IRVING & ASSOC.

155 No. Clark St., Chicago 1, Ill.
Phone Randolph 2324

Acct. Exec. & Radio Dir.....Irving Rocklin
In Chg. Prod. Dept.....Annette S. Cook
Continuity Dir.....Louise Goldman
Time Buyer.....G. I. Cohen

Radio Accounts—Aviation School Supply
Co., Ace Window Screen Co., Clark Indus-
tries, Dresden Sales Co., Furriers Inc., Inter-
state Distributors, Libby Furniture & Appli-
ance Co., Martin Jewelers, Modern Merchan-
disers, Pollack & Neelson Superior Table
Pad Co., Union Life Insurance Co., United
Enterprises, Walton Motors Inc., Internation-
al Events, North Town Currency Exchange,
Balaban Floor Covering Co., Kent Jewelers.

JACKSON & COMPANY

49 Worth Street, New York 13, N. Y.
Phone WOrth 4-7005

PPA

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General Manager.....John Yeagain
Dir. of Radio & Time Buyer.....Julia T. Lucas
Copy Chief.....Norman L. Hope
Production Manager.....Louis Musto
Art Director.....Roy Mendenhall
Space Buyer.....Ekaïne Sayia

Branch Office

1709 West 8th Street, Los Angeles, Calif.
Phone FAirfax 7365

Manager.....Jesse Campbell, Jr.

THE JESSOP ADVERTISING CO.

Tower Bldg., Akron, 8, Ohio
Phone Franklin 2169

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Radio Director.....R. Gilbert
Secretary.....R. D. Moss

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, Ohio
Phone Main 3351

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PPA—BMB—ABC

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Vice-Presidents.....Stanley A. Willer,
James M. Nelson

Secretary.....Elmer A. Vehr
Director (Radio Dept.).....C. M. Robertson, Jr.
Asst. Dir. (Radio Dept.).....Kathryn M. Hardig

Branch Office

580 Fifth Ave., New York City
Phone WISconsin 7-5500

Manager.....Harry E. Warren
Radio Accounts—Bavarian Brewing Co.,
The Carter Coal Co., Cincinnati Street Rail-
way Co., Kroger Co., Cincy Products Co.,
Miami Margarine Co., Netherland Plaza
Hotel, Martin Rosenberg Wall Paper Co.,
Ten-B-Low Co., Heckin Co., M. Werk Co.

JOSEPH JACOBS ADVERTISING & MERCHANDISING, INC.

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Treas. & Media Dir.....Richard A. Jacobs
Vice-Pres. & Prod. Mgr.....Morris Unger
Art Director.....Al Rosenberg
Research & Pub. Rel.....Adele Cohen
Copy.....David Epstein
Merchandising.....Henry Levine,
M. P. Bryer, R. Friedman, A. Jacobs.
Director (Radio Dept.).....S. Rubenstein
Talent Buyer (Radio Dept.).....M. Keilson
Script (Radio. Dept.).....J. I. Freedman

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone Central 5331

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V.P. & Gen Mgr.....Marvin Harnis
Vice-Presidents.....Herman Kastor,
John T. Urice, Ashley Belbin
Manager of Media.....Walter Kniffen
Radio Director.....James H. West
Radio Accounts—Procter & Gamble Co.,
(American Family Flakes), International
Milling Co. (Robin Hood Flour), F. Ad.
Richter Co. (Pain-Expeller).

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Phone COLUMBUS 5-6135
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Exec. Vice-Pres.....W. S. Chesley, Jr.
Vice Pres.....C. E. J. Clifford
Vice Pres-Treas.....J. M. Van Horson
Media Director.....J. B. Peters
Radio Director (New York)....H. K. Kahn

HENRY J. KAUFMAN & ASSOCIATES

Homer Bldg., Washington 5, D. C.
Phone District 7400-13
ANPA—APA—ABP—NAAN

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Partner-Radio Director.....Jeffery A. Abel
Partner-Creative Dir....William F. Sigmund
Space Buyer.....Betty D. Gwyer
Time Buyer.....Jeffery A. Abel

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Phone WICKERSHAM 2-2740

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Vice-President In Chg.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Dir. of Media Continuity Writers
Nat C. Wildman, H. E. Hudgins, Alvan R. Sommerfield, Louise Moyer, Phil Thompson, Roland Brave, Margaret Currens.

Branch Offices

8 South St., Baltimore 2, Md.
Phone LEXINGTON 1500

Manager.....C. M. Harrison
Dir. of Radio & Tele.....Robert G. Swan
Media Dir.....J. T. McHugh

Radio Accounts—American Oil Co., Globe Brewing Co., Baltimore Transit Co., Chunk-E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc., Laco Products, Inc., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Pompeian Co., Inc., Voneiff-Drayer Co.

Television Accounts—American Oil Co., Globe Brewing Co., The Hub, Maryland Pharmaceutical Co.

KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.
Phone LONGACRE 5-5090
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President.....G. B. Spiero
Secretary-Treasurer.....Alvin J. Kayton
Prod. Mgr.....Herman Jacobs
Radio Accounts—Twentieth Century-Fox Film Corp., Hurok Attractions, Inc., Michael Todd Productions.

RAYMOND KEANE ADVERTISING AGENCY

1441 Welton St., Denver 2, Colo.
Phone Main 6201

Partner-Mgr.....Harold E. Niemann
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Branch Office
Affiliated with:

Raymond Keane Advertising Inc.
707 S. Broadway, Los Angeles 14, Calif.
President.....Raymond Keane
Radio Accounts — American Natl. Bank, Kay's Better Jewelers, K & B Packing Co., Chez Marie Gowns, Kortz Jewelry Co., Waco Venetian Blind Co., The Pedigree Shops, Capitol Tire Company, Kliss Bakeries, Elwood Edwards Auto Co., Colo. Highways Imp. Ass'n., Bucklen's Restaurant, Balfour Jewelry Co., Republic Drug Co., Rainbow Ballroom, Ass'n. of Accredited Denver Nursing Schools, Purity Creameries, Garden Farms Dairy, Silver Wing Inn, Seven-Up Colorado Co., Reese Houses.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg., Indianapolis 4, Ind.
Phone RILEY 1476

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Media Manager.....Mrs. Mary C. Dill

Radio Accounts — Hastings Manufacturing Co., The Casite Corp., Wilson Milk Co., Inc.

KELLY, ZAHNRDT & KELLY, INC.

3529 Franklin Ave., St. Louis 6, Mo.
Phone GARFIELD 0777

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Director of Radio.....C. F. Kelly, Jr.

Assistant Director.....W. W. Zahndt
 Radio Producers.....C. F. Kelly, Jr.,
 V. A. Kelly
 Radio Continuity Writers....C. F. Kelly, Jr.,
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Radio Account—Visit St. Louis Committee.

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 Phone Hillside 8368

Chg. of Hollywood Office....Clare Olmstead
 Manager Hollywood.....Jesse Butcher
 Penobscot Building, Detroit, Mich.
 Phone Cadillac 3608

Chg. of Detroit.....Ian Smith
 135 S. LaSalle St., Chicago, Ill.
 Phone Randolph 6470
 304 Bay St., Toronto, Canada

Manager.....William J. Frost

Radio Accounts—The Borden Co., Ford
 Motor Co., Chesapeake & Ohio, Richard Hud-
 nut Sales Co., Inc., The Kellogg Co., Reich-
 hold Chemicals, Inc., Wesson Oil and Snow-
 drift Sales Co., Inc., American Maize Prod-
 ucts, Look Magazine, White Rock Corp.,
 Stetson.

Television Account—The Borden Co.

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9 East 40th St., New York 16, N. Y.
 Phone Lexington 2-0025

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Acct. Execs.....Edward Chase,
 J. Fred Cross, Wm. Hines.

Time Buyer (Radio Dept.)....E. Thompson
 Executive (Radio Dept.)....Samm S. Baker
 Radio & Tel Pro. (Radio Dept.)

Edward Chase

Radio Accounts—Bathasweet Corp., Royal
 Lace Paper Corp., Flexnit, V. La Rosa &
 Sons, Stern's Nurseries, Ludwig Baumann,
 Abraham & Straus, Tudor Chemical Special-
 ties, Glad-Rag Products Corp.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
 Phone PLaza 3-9600

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Controller.....Monica Riley
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Branch Offices

333 N. Michigan Ave., Chicago, Ill.
 Phone Franklin 0673

Manager.....Howard Claypoole
 1004 Baltimore, Kansas City, Mo.
 Phone Victor 1950

Manager.....David B. Mindlin
 649 S. Olive St., Los Angeles 14, Calif.
 Phone Trinity 7575

Manager.....Blaisdell Gates
 155 Sansome St., San Francisco 4, Calif.
 Phone Exbrook 3288

Manager.....Frances Keith
Radio Accounts — Mark Cross, Northam
 Warren (Peggy Sage), Volupte Inc., Artra
 Cosmetics Inc. (Artra Cream Shampoo) (In-
 ra), Union Pharmaceutical Co. (Saraka).

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Mutual Home Bldg., Dayton 2, Ohio
 Phone Fulton 5161

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119 W. 57th St., New York 19, N. Y.
 Phone Circle 6-3660

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Radio Accounts — Madison Long Island
 Personal Loan Co., Bill Williams, Embassy
 Motors, Walter Bart Inc., News Flash Photo
 Service, Copacabana.

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.
 Phone, SUtter 6110
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 Art Director.....Norman Erickson
 Space Buyer.....H. W. Hansen
 Radio Dir.....Wm. J. Green
 Account Executives.....Robert H. Knollin,
 Thomas J. McNamara, John L. Hansen.

Branch Office
 650 S. Grand Ave., Los Angeles 14, Cal.
 Phone, VAndike 4057
 Manager.....Wm. A. Dunkle

KOEHL, LANDIS & LANDAN, INC.

341 Madison Ave., New York 17, N. Y.
 Phone, MUrray Hill 6-8860

ABP—ANPA—APA—NOAB—PPA
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Branch Office
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 Phone Cherry 1539
 Vice-Pres. & Sec.....A. A. Landis

MERRILL KREMER, INC.

1711 Exchange Bldg., Memphis 3, Tennessee
 Phone 5-4343

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 Secretary.....Homer Gentry
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 J. P. Tucker, Edmunds McGehee

Radio Accounts—Dixie Margarine (South-
 ern Div.), Golderest Beer, Mid-South Fair,
 Ozburn-Abston & Co., Inc.

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 Phone Circle 6-3200

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 Radio & Tele Producer.....Wm. Templeton
 Time Buyer.....Mary King

Branch Offices

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 San Francisco, Calif.
 Phone Garfield 5433

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 1370 Kapiolani Blvd., Honolulu 42, T. H.
 Holst & Cummings, Ltd.

New Center Bldg., Detroit, Mich.
 Phone Madison 5315

Executive in Charge.....Edward Shipper
 Albee Bldg., Washington, D. C.
 Phone National 5506

Executive in Charge.....Frank Getty
 Taft Bldg., 1680 N. Vine St.
 Hollywood 28, Calif.
 Phone Hillside 7209

Manager.....Edmund Cashman
Radio Accounts—Network: General Mo-
 tors; Local: Benson & Hedges; National
 Spot: U. S. Tobacco, Texaco Co.

J. R. KUPSICK ADV. AGENCY, INC.

122 East 42nd St., New York 17, N. Y.
 Phone MUrray Hill 5-9143

ANPA—ABP—ABC

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 Vice-President.....Saul Kampf
 Space Buyer.....Edna Zimmerman
Radio Account—Cascade Laundry.

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
 Phone SUPERior 7940

President.....H. E. Kuttner
 Vice-President.....F. S. Kuttner
 Sec. & Treas.....C. D. Kuttner
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 E. A. Grossfeld, Mae McCain, A. S.
 Hecht, Jr., J. H. Stein, L. C. Rolontz
 Radio Director.....Larry Kurtze
 Media Dir. & Time Buyer.....Edward M. Stern
 Promotional Director.....Robert Schoenbrod

Radio Accounts—Baer Bros. & Prodie,
 Crest Specialty Co., Kent Products Co., Royal
 Metal Mfg. Co., Capitol Dairy Co., Finders
 Mfg. Co., National Superior Fur Dressing
 & Dyeing Corp., Shainberg Dry Goods Co.,
 Chicago Terminal National Bank, Holleb &
 Co., Pacific Wine Co.

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Bldg., Memphis 3, Tenn.
Phone 5-1571

APA—ANPA—SNPA

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Secretary-Treasurer.....M. M. Shurman
Production Manager.....M. Parker
Pub. & Public Relations.....Al Copley
Radio Accounts—Plough, Inc., The Piso
Co., Pantaze Drug Stores.

LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone Columbus 5-3721

ANPA — PPA

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V. P. General Manager.....Frank W. Mace
Radio Accounts Placed—Lambert Pharm-
acal Co.; Prophylactic Brush Co.; Phillips
Petroleum Co.

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone CL 7260

ABP—NOAB—APA—PPA—ANPA—ABC

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Secretary-Treasurer.....Vera H. Landsheft
Act. Execs.....Henry L. Barber,
John J. Foy.
Production Manager.....E. T. Drullard
Radio Dir.....Henry L. Barber
Radio Accounts—Fairmont Creamery Co.,
Kendall Refining Co., Liberty Bank of Buf-
falo, Loblaw Groceries.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 6579

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Radio Accounts—Cleveland Indians, Dowd-
Feder, Inc., Lane Drug Co., Miller-Becker
Co., Temperature Equip. Corp., Texas Co.,
Sears, Roebuck & Co., Yellow Cab Co.

LA ROCHE & ELLIS, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-7711

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D. E. Robinson

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Vice-Pres. Chg. Art.....Gene Davis
Vice-Pres. Chg. Radio-Tele....W. R. Stuhler
Research Manager.....Crawford Paton
Secretary.....Edwin F. Blair
Production Manager.....A. G. Loomis
Media Director.....R. B. Healy
Art Directors.....Caesar Ferri,
Folke B. Lidbeck.

Copy Supervisor.....John H. Baxter
Asst. Treas.....Barbara P. Fischer
Asst. Sec.....Regina E. Hands

Branch Office

141 W. Jackson Blvd., Chicago 4, Ill.
Phone Harrison 8612

V.P. & Mgr.....John F. Price
Radio Accounts—Quaker Oats (Network &
Spot), New England Confectionery Co.,
Olympic Radio, Zimba Kola.

LAUSEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone SUPERIOR 0738

APA—ANPA—PPA

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Account Executives.....Wendell Walker,
M. H. Sellhorn
Production Manager.....D. L. Cuttie
Art Director.....H. Bolling
Radio Accounts—Foley & Co., Imperial
Credit Co.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Philadelphia 3, Pa.
Phone RIttenhouse 6-1500

NOAB—ANPA—PPA—APA

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J. Jensen.

Space Buyer.....Edith Righter
Radio-Tele Director.....S. Carl Mark
Asst. Radio Director.....G. W. Wolfsten, Jr.
Radio Copy Chief.....N. D. Bruere

Branch Offices

521 Fifth Ave., New York 17, N. Y.
Phone VA 6-4340

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M. S. Gladstone, R. J. Misch.
435 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 9511

Vice-Pres. & Mgr.....E. G. Foreman, Jr.
Television Account—A. Goodman & Sons,
Inc.

LEIGHTON & NELSON

619 State St., Schenectady 7, 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.....Anne Pratt
 Radio Producer.....R. S. Cragin
 Television Producer.....G. R. Nelson

Radio Accounts—Saratoga Racing Assn.,
 William W. Lee & Co., The Stanton Brewery,
 Inc., Rudolph Bros., D'Jimas Furs, Colonial
 Ice Cream Co., Industrial Bank of Schne-
 tady.

LENNEN & MITCHELL, INC.

17 E. 45th St., New York 17, N. Y.
 Phone MURray Hill 2-9170

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 Radio Time Buyer.....Frank Daniel

Branch Office

308 N Rodeo Drive, Beverly Hills, Cal.
 Phone Crestview 1-7221

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Radio Accounts—American Car and Foun-
 dry, William Cagney Prods., Inc., Calvert
 Distillers Corp., Carstairs Distilling Co., Inc.,
 Colgate - Palmolive - Peet Co. (Lustre - Creme
 Shampoo), Dorothy Gray, Ltd., Lehn & Fink
 Products Corp. (Lysol Disinfectant, Pebeco
 Tooth Paste & Powder), P. Lorillard Co.
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 Muriel Cigars, Union Leader Tobacco, Briggs
 Pipe Tobacco, Friends Pipe Tobacco, Bounty
 Cigarette Tobacco, Beech-Nut Chewing To-
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 Howard Newspapers, Swedish American Line,
 Tide Water Oil Co. (Tydol Gasoline, Veedol
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 Phone Main 7133

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 Gertrude B. Levy

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 Asst. Dir. Radio Dept.....E. Van Cleave
 Account Executives.....Dorothy Downs,
 Ted Levy, G. B. Levy

Production Mgr.....William Robertson
 Art Director.....Jack Scott
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 Traffic Manager.....S. Levin
 Auditor.....E. R. Bader
 Radio-Tele Director.....Joe Lay
 Account Executives.....Louis Sobolof,
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 nedy, Jim Elleks.

New Jersey Branch

11 Commerce Street, Newark 2, N. J.
 Mitchell 2-7244

Vice-President.....Leonard Newstader
 Account Executives.....Sheldon Burlow,
 David Strauss, III.

Radio Accounts—National Spot: Harvel
 Watches, June Dairy Products Co., Doggett
 Pfeil Co., Clearweave Stores, True Tone Ho-
 siery, Colonial House, Powers Inc. (Candy).
 Gregor Chocolate Shops, Cook & Dunn
 (Paints), Farber Bros., Fed-Flack (Cam-
 eras).

Television Accounts—Powers Retail Stores,
 Norma Pencils.

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1414 Foshay Tower, Minneapolis 2, Minn.
 Phont AT 6235

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 Time Buyer.....Margie Anderson
 Account Executives.....Edward Grubb,
 Harvey Kruse, J. A. Quint, Arthur Grove,
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Radio Account—Minneapolis-Honeywell.

LILLER, NEAL & BATTLE

310 Walton Bldg., Atlanta 3, Georgia

Phone Cypress 6521

AAAA-ABP-NOAB-ANPA-APA

ABC-BMB-SNPA

Partners..... W. W. Neal,

C. K. Liller, J. L. Battle.

Time Buyer..... Sarah Williams

Radio Accounts—Allied Drug Products, Ashley Stove Works, Castleberry's Foods, Brock Candy Co, Colonial Stores, Inc., H. W. Lay & Co., Bank of Georgia, National Nu-Grape Co.

LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco 4, Calif.

Phone Sutter 7340

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Time Buyer..... Z. Samson

Branch Office

37 Wall St., New York 5, N. Y.

HAnover 2-0740

General Partner-Mgr..... E. B. Krough

Time Buyer..... M. Meighan

Radio Accounts—Colgate-Palmolive-Peet (Peet's Granulated Soap), Haas Bros., Morris Plan of California, Wells Fargo Bank & Union Trust Co., California & Hawaiian Sugar Refining Co.

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.

Phone Circle 5-8800

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Production Manager..... William T. Kaleb

Radio Dept.

Time Buyer..... John J. Hagan

Radio Director-Producer..... Robert S. Hotz

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Phone Trinity 9801

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Radio Director..... Lou Holzer

Television Producer..... Lou Holzer

Branch Offices

6233 Hollywood Blvd., Hollywood 28, Calif.

Phone Gladstone 6131

Radio Director..... Lou Holzer

75 East Wacker Drive, Chicago 1, Ill.

Phone Franklin 4883

Manager..... R. B. Newell

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

Phone PLaza 3-5412

Manager..... R. T. O'Connell

Radio Accounts—Los Angeles Brewing Co., Breakfast Club Coffee.

DUDLEY L. LOGAN ADV.

448 S. Hill St., Los Angeles 13, Calif.

Phone Trinity 8194

ANPA-AAAA-PPA-APA-ABP

Owner..... Dudley L. Logan

Art Director..... Lloyd Morris

Space Buyer..... Jack Waterman

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155 North Clark St., Chicago 1, Ill.

Phone Randolph 4606

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President..... L. R. Wolfe

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Radio Accounts—Agency is a specialist in wholesale baker advertising, also "1996" service for radio stations.

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121 West Wacker Drive, Chicago 1, Ill.

Phone Andover 1888

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Radio Director..... V. R. Bliss

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Phone 2-7182

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L. S. Fieldhouse

Radio & Media Dir..... W. B. Pritchard

Radio Accounts—Carr-Consolidated Biscuit Co., Grange League Federation.

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333 North Michigan Ave., Chicago 1, Ill.

Phone Randolph 9360

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Branch Office

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Circle 6-2890

Exec. V.P. A. E. Aveyard
Gen. Mgr. George MacGovern

Radio Accounts—Network: Nat'l Board of Fire Underwriters; National Spot: Zenith Radio Corp.

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372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321
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Director W. G. Abel
Radio Dept. C. M. Pasmore,
M. Rosenfeld, F. H. Horler, V. D. L.
Dyer, Gail Ferriss, Faye Morrison, Kay Dale.

Branch Offices

410 Dominion Square Bldg.
Montreal, Que., Canada
Phone Plateau 9556

Manager E. P. Gill
911 Electric Ry. Chambers,
Winnipeg, Man., Canada
Phone 9-6321

Manager E. P. Thompson
301 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268

Manager W. D. M. Patterson
18 Rideau St., Ottawa, Ont., Can.
Phone 5-4301

Manager W. F. Harrison
Radio Accounts—Adam Hats (Canada) Ltd., Bulova Watch Co., Canadian General Electric, Christie-Brown Ltd., Dalglish Chemicals Ltd., Dalglish (Quebec) Ltd., Dept. of National Defence (Army, Navy, Air Force), Imperial Varnish & Color Co., Imperial Oil Ltd., (Hockey and Baseball) S. F. Lawrason & Co., O' Cedar Co., of Canada, Peoples Credit Jewelers, Peoples Credit Clothiers, Sutcliffe & Bingham of Canada, Tuckett Tobacco Co., Henry K. Wampole & Co., Ltd., Shefford-Ingersoll Cheese, Dow Brewery Ltd., Dominion Fur Auction Sales, Intercontinental Packers Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sicks' Capilano Brewery Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Ltd., Palmer's Ltd.

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Edward B. Graham, Marion Harper, Jr.,
C. A. Hoppock, Daniel W. Keefe,
Howard Korman, Myron Lechner, W. E.
McKeachie, H. A. Mitchell, C. A. Posey,
John H. Tinker, Jr., R. E. Thompson, E.
F. Wilson, W. H. Conine, G. B. Dearnley,
Earl C. Donegan, Arthur J. Kemp

Vice-Pres & Treas. John L. Anderson
Vice-President in charge of Research,
Marion Harper, Jr.

(Radio Executives)

Vice-President in charge of Radio.
Lloyd O. Coulter
Executive Assistant to L. O. Coulter,
Lawson Paynter
Vice-President in charge of Programs,
Russ Johnston
Senior Producers Dorothy B. McCann,
Neil Reagan, Glan Heisch
Director of Time Buying and Station
Relations William C. Dekker
Director of Radio Copy .. William A. Franchy
Director of Tele Lee Cooley

Branch Offices

Chicago Office

318 South Michigan Ave., Chicago 4, Ill.
Phone Webster 3701

Vice-President-Manager Homer Havermale
Vice-Presidents Walter C. Krause,
A. W. Sherer, H. G. Smith, Sidney A.
Wels.

Cleveland Office

1300 Guardian Building, Cleveland 14, Ohio
Phone Cherry 3490

Vice-President-Manager A. A. Sommer

Detroit Office

3456 Penobscot Building, Detroit 26, Mich.
Phone Randolph 9792

Vice-Pres. & Mgr. Frank Townsend

Hollywood Office

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone Hillside 8268

Manager August Bruhn
Production Dir. Neil Reagan

Los Angeles Office

448 South Hill Street, Los Angeles 13, Calif.
Phone Mutual 1181

Vice-President-Manager Burt Cochran

Minneapolis Office

1100 Builders Exchange,
Minneapolis 2, Minn.
Phone Bridgeport 6801

Vice-President-Manager Jackson Taylor
Vice-Presidents Victor Lowrie,
John Pidgeon, George Sparling.

San Francisco Office

114 Sansome St., San Francisco 4, Calif.
Phone Douglas 5560

Vice-President-Manager.....H. Q. Hawes
Vice-Presidents.....M. S. Achenbach,
Roswell Cochran, Clarence Hestorff, F.
H. McCrea, Robbins Milbank, C. F.
Ohliger, C. E. Persons.

Portland Office

1103 Public Service Bldg., Portland 4, Ore.
Phone Atwater 4305

Manager.....Harry Burton

Boston Office

31 St. James Ave., Boston 16, Mass.
Phone Liberty 5468

Vice-President-Manager Watson M. Gordon

Radio Accounts — New York: Bosco Co.,
Chesebrough Mfg. Co., Columbia Records,
Inc., Consolidated Edison Co., Daggett &
Ramsdell, National Biscuit Co., Pacific Coast
Borax Co., Stanco Inc., Westinghouse Electric
Corp.; Boston: John Hancock Mutual Life
Insurance Co.; Chicago: International Har-
vester Co., Maytag Co., Milk Foundation, Inc.,
Standard Oil Co. of Indiana, Swift & Co.
(Brookfield Division); Cleveland: Interstate
Creamery Co., Leisy Brewing Co., National
City Bank of Cleveland, Ohio Bell Tele-
phone, Perfection Stove Co., Richman Bros.
Co., Standard Oil Co. of Ohio; Detroit:
Tivoli Brewing Co.; Los Angeles: Broadway
Dept. Stores, Seaboard Mills, Inc., Soil-Off
Manufacturing Co., Southern California Gas
Co., Southern Counties Gas Co.; Minne-
apolis: Gluck Brewing Co., Pillsbury Mills,
Inc., Twin City Federal Savings & Loan Asso-
ciation; Portland: Northwestern Electric Co.,
Pacific Power & Light Co., Portland Gas &
Coke Co. San Francisco: Associated Dental
Supply Co., Avoset Co., California Packing
Corp., California Walnut Growers Assn.,
Coldstream Products Co., Dwight Edwards
Co., W. P. Fuller & Co., General Brewing
Corp., Hale Bros. Stores, Inc., Macey's, San
Francisco Baseball Club, Inc., Seaboard Mills,
The S.O.S. Co., Rice Growers Assn. of Cali-
fornia.

R. E. McCARTHY ADV. AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.
Phone M-2323

ANPA—SNPA—PPA

President & Space Buyer...R. E. McCarthy
Secretary.....M. C. Benito
Treas & Prod. Mgr.....Louis Benito
Art Director.....E. C. Sandbeck

Radio Accounts—Babcock Furniture, Bor-
den's Dairy, Foley Lumber Company, Las
Novedades Restaurant, Peninsular Telephone
Co., Pioneer Tire Co., Southern Brewing Co.

McCORMICK COMPANY

217 E. 7th Ave., Amarillo, Tex.
NOAB—ANPA—APA—SNPA
Phone 5333

Owner-Manager.....Jas. L. McCormick
Account Exec.....John R. Forkner
Account Exec.....Alfred C. Kipp
Art Director.....Alfred M. Gibbons
Production Mgr.....Harry S. Klein
Media Dir., Space Buyer, Radio Dir.

John R. Forkner
Research Dir., Talent & Time Buyer
Alfred C. Kipp

Radio Accounts—Shamrock Oil & Gas
Corp., The Cosmopolitan, Inc., Amarillo Gas
Co.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.
Phone Locust 7-4737
ANPA—PPA—APA

President.....Roy J. McKee
Vice-President-Treasurer...David R. Albright
Vice President-Radio Director,

James A. McFadden
Time Buyer.....Evelyn Walmsley
Vice-President-Merchandising,

Howard H. Yaw
Secretary.....T. E. Libby

Branch Office

30 Rockefeller Plaza, New York 20, N. Y.
Phone COLUMBUS 5-2058

715 Equitable Bldg., Hollywood 28, Calif.
Phone Hollywood 8363

Radio Accounts—Southern Dairies, Breyer
Ice Cream Company, Quaker City Choc. &
Conf. Co., Inc., Philadelphia & Reading Coal
and Iron Co., Pratt Food Co.

McKIM ADVERTISING LIMITED

1010 St. Catherine St. W., Montreal, Que., Can.
Phone Lancaster 5192

ANPA—CDNA—CWNA—CNN & PA—ABC
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.....James M. Baxter
Paris Bldg., Winnipeg, Man., Canada
Phone 93-491

Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada
Phone Marine 3248

Manager.....H. S. Watson
376 Strand, W. C. 2, London, England
Manager.....Ian Wallace

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.
Phone 7197-8
ANPA—ABP—APA—NAAN—PPA—NOAB

President.....J. F. Fellay
 Trea. & Radio Time Buyer.....Jay J. Keith
 Secretary.....Olga Rummel
Radio Accounts—Keystone Steel & Wire
 Co., Schultz, Baujan & Co.

MAKELIM ASSOCIATES

32 West Randolph St., Chicago 1, Ill.
 Phone RANDolph 7081
 ANPA—APA—ABP—PPA
 Pres. & Treas.....Hal R. Makelim
 V.P. & Chm. Plans Board...Edwin B. Self
 Asst. Treas.....Lillian Nelson
 Sec., Asst. Time & Space Buyer
 M. C. Newman
 General Manager.....Robert E. Moore
 V.P., Art Dir. & Prod Mgr...Edwin M. Duzan
 Asst. Space Buyer.....Dorothy Armentout
 Acct. Execs.....Hal R. Makelim,
 Robert E. Moore, Edwin B. Self, John
 Paul Andrews, B. Harold Miller.

Branch Offices

20 Cortlandt St., New York 7, N. Y.
 Phone CORTlandt 7-3813

Pres. & Treas.....Hal R. Makelim
 Vice-President.....B. Harold Miller
 9176 Sunset Blvd., Hollywood 46, Calif.
 Phone CRestview 6-3103
 Pres. & Treas.....Hal R. Makelim
 Vice—President.....Edwin B. Self
 Vice-President.....John Paul Andrews
 Art Dir. & Prod. Mgr.....Bernard Brody
Radio Accounts—Andersen's Ready to
 Serve Frozen Foods, Bev Company of America,
 The, Butcher Shop Foods, Conlon-Moore
 Corp., Communi Sound, Inc., DeLuxe Record
 Co., Fox De Luxe Brewing Co., Florsheim
 Shoe Company, French Kitchen Foods Co.,
 Gum Laboratories, Inc., Kannengiesser & Co.,
 Knott's Berry Place, Memo Products, Inc.,
 Sutho Suds, Inc., Towsley Soap Corp., Walsh
 Laboratories, Inc.

MALCOLM - HOWARD

203 N. Wabash Ave., Chicago 1, Ill.
 Phone RANDolph 7942
 ABP—ANPA—PPA—APA
 Owner-Chief Account Executive
 Arthur M. Holland
 Account Executives... ..H. A. Barkun,
 M. G. Holland, Paul Allen, Allan R.
 Sweetow, Ruth Hudson
 Copy Chief (Tele).....Ruth Hudson
 Chief Exec (Tele).....Arthur Holland

Branch Office

525 Walnut, Louisville, Ky.
Radio Accounts—Dad's Root Beer, Mrs.
 Klein's Potato Chips, Cimino Wines, Clinton
 Watches, Legion Ice Cream, Chicago Sun-
 Times, Newart Clothiers, Hollands Jewelers,
 Rubin's Apparel, Chicago Horse Show,

Checker Cleaners, Alert Laundries, Joy
 Candies, Roller Derby, Chicago Coliseum,
 Arcadia Gardens, Armory.
Television Accounts—Keeley Half & Half,
 Kass Scoreboard, Dad's Root Beer.

DAVID MALKIEL ADV. AGENCY

260 Tremont St., Boston 16, Mass.
 Phone Liberty 1421-2-3
 ANPA—ABP—PPA—APA—NOAB
 Prod. Chief & Owner.....David Malkiel
 Secretary.....Martha Brest
 Acct Executives.....Martin Kadis,
 Harry Weinbaum
 Radio Dir.....Julian Malkiel
Radio Accounts—Serta-White Cross Mat-
 tress, Royal Crown Cola for Mass., Canadian
 Ace Ale for N. E., Richard Clothing, Kasantof
 Bakeries, Belmont Furniture, Old Monastery
 Wines, I. J. Fox Furs for N. E., Part-T-Pak
 Beverages, Glendale Coal Co., Lithuanian
 Ass'n, Freilicher Kabtzen, Joe Venuti, Steu-
 bens Restaurant, Food Fair.

**MANSON-GOLD ADVERTISING
 AGENCY**

1004 Marquette Ave., Minneapolis 2, Minn.
 Phone GENEva 9619
 APA
 Account Executives.....D. P. Nathanson,
 Meyer Gold, Jean Hadley, Bruce Sielaff.
 Radio Director.....D. P. Nathanson
 Time Buyer.....Jean Hadley
 Producers.....D. P. Nathanson,
 Jean Hadley
 Tele Director.....D. P. Nathanson
Radio Accounts — 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
 Asst. to Dir.....E. J. Whitehead
 Television Director.....E. J. Whitehead
Radio Accounts—Standard Oil Co. of N. J.,
 The Esmond Mills, Inc., Metal Textile Corp.

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 Rollins
 Vice-Presidents & Directors.....Lester Loh,
 Wilfred S. King, W. T. Okie.
 Director of Radio.....John Bates
 Time Buyer.....Edna Cathcart
Radio Accounts—Ludens, Inc., Canada Dry
 Ginger Ale & Spur, International Salt Co.,
 Pure Foods (Herbox), American Express
 Co., Lorraine Compounds Inc., American
 Viscose Corp.

MATHISSON AND ASSOCIATES, INC.

(Formerly H. C. Mulberger, Inc.)

411 Mason St., Milwaukee 2, Wis.
 Phone Daly 4090

ABP—NOAB—PPA—APA

President.....C. A. Mathisson
 Vice-Pres. & Treas.....I. M. Harloff
 Secretary.....Evelyn Heronymus
 Copy Chief.....Edw. G. Ball

Branch Office

201 N. Wells St., Chicago, Ill.
 Phone State 4199

Radio Accounts — Edwards Motor Co.,
 Kool-Aid Bottling Co., Inc.

JOSEPH MAXFIELD COMPANY

87 Weybosset St., Providence 3, R. I.
 Phone GAspee 4456-7

ABP—ANPA

President.....Joseph M. Finkle
 Vice-President.....Aaron M. Finkle
 Treasurer.....Archie M. Finkle
 Copy Chief.....Mary M. Healy
 Radio Director.....Dorothy M. Taipe
Radio Accounts—Candy Mart Stores, Inc.,
 Eclipse Food Products Corp., National Glass
 Co., Shiloh Bottling Co., Apex Tice, Inc.,
 Berry Clothing Co., Eastern Scientific Co.,
 Low Supply Co., Progress Ice Cream Co.,
 Continental Importing Co., Cranston Loan
 Co., Charles T. Heilborn Shoe Co.

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
 Phone Fitzroy 5710

ANPA—APA—PPA—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,
Branch Offices

570 Lexington Ave., New York 22, N. Y.
 Phone Eldorado 5-2930

Vice-President.....W. Ray Baker
 919 N. Michigan Ave., Chicago 11, Ill.
 Phone Delaware 3536

Manager.....L. J. Sholty
Radio Accounts—Gillette Safety Razor Co.

THE MAYERS COMPANY

1240 S. Main St., Los Angeles 15, Calif.
 Phone PRespect 0101

NOAB—ANPA—APA—ABP—PPA

Principals.....Henry Mayers,
 J. R. Mayers, Arthur Mayers

Radio Director.....J. C. McCormick
 Writer-Producer.....Dal Williams

Radio Accounts—Southern California Tele-
 phone Co., Rose Peanut Butter, Pennzoil
 Co., Hoffman Candy Co., Muller Bros., Sears,
 Roebuck & Co., Firestone Stores, California
 Bank.

MELAMED-HOBBS, INC.

400 Second Ave. So., Minneapolis 1, Minn.
 Phone Bridgeport 1225

ANPA—PPA—NOAB—APA

President-Treasurer.....Louis Melamed
 Vice-President.....S. E. Melamed
 Secretary.....M. O. Gooder
 Act. Execs.....Ralph W. Hobbs,
 Lorne R. Moodie

Time Buyer.....Frank Johns
Branch Offices

E-906 First National Bank Bldg., St. Paul 1,
 Minn.

Phone Garfield 7662

Manager.....E. T. Holmgren
 333 N. Michigan Ave., Chicago 1, Ill.

Phone State 9522

Manager.....H. C. Lewis

Radio Accounts—Chocolate Products Co.,
 Conrad Fur Company, Griggs Cooper & Co.,
 Hilex Company, Kuehn-Hall Company, Lan-
 O-Sheen, Inc., Minnesota Farm Bureau Fed-
 eration, Minnesota Farm Bureau Service Co.,
 Milk Foundation of Minnesota, Regan Bros.
 Company, Sanitary Food Mfg. Co.

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
 Phone Delaware 7860

ANPA—PPA—AAAA—ABP—NOAB

General Manager.....Arthur E. Meyerhoff
 Financial Manager.....J. H. Hildebrandt
 Director of Radio-Tele.....Benj. Green
 Radio Space Buyer.....Annette Kennelly
 Copy Chief.....M. E. Chon
 Account Executives.....John Lemmon,
 George Taylor, Louis Bass, R. M. Singer,
 Jr., Alfred P. Beacons, Jr., Marshall Kis-
 sell.

Television Producer...Kenneth L. Robinson
Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
 Phone Marquette 3144

Manager.....George Grabin

Radio Accounts—Paul F. Reich Co. (Whiz
 & Pecan Pete Candy Bars), Chicago National
 League Ball Club (Chicago Cubs), Consoli-
 dated Royal Chemical Corp. (Krank's Shave
 Cream), Illinois Meat Company (Broadcast
 Corned Beef Hash Etc.) De Mert & Dougher-

ADVERTISING AGENCIES

ty ("Heet") Milwaukee Elec. & Transport Co. (City Transportation), Silberman Fur Corp. (Raw Furs) Wisconsin & Michigan SS Co. (Boat Transportation) Wm. Wrigley Jr. Co. (Chewing Gum).

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. & Treas.—Radio Dir.....George Carhart

Branch Office

333 N. Michigan Ave., Chicago, Ill.
Phone Central 1640

Manager.....I. M. Tuteur
Radio Accounts—Corn Products Refining Co., Curtis Candy Co., Gordon Baking Co., Dr. Swett's Root Beer Co.

DAN B. MINER CO.

1151 S. Bway
Los Angeles 15, Calif.
Phone Richmond 3101

AAAA — ANPA — ABP — NOAB
APA—PPA—ABC

President.....Dan B. Miner
Vice-Presidents.....John C. Morse,
Alfred Rooney, I. M. Greer
Secretary-Treasurer.....M. R. Sweeny
Account Executive....Daniel W. Layman, Jr.
Radio Director & Time Buyer.....S. Farnsworth, M. Hungerford.
Time Buyer.....Marie Mazzulla

Branch Offices

Radio Accounts — Weber's Bread, Dolly Madison Cakes, Log Cabin Breads, Dr. Ross Dog Food, Solar Aircraft Co., Storycrafter's Guild.

EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.
Phone, COlumbus 5-2482

ABP—ANPA—PPA

President.....Emil Mogul
Executive Vice-President.....Charles Rothschild
General Manager.....Lester Loeb
Secretary-Treasurer.....Helene Mogul
Copy Chief.....Myron Mahler
Research Director.....Louis M. Heyward
Production Manager.....Fred Lerro
Art Director.....Ed Batt
Media Director.....Helen Munroe
Research Director.....Motimer Spiller

Radio Accounts — Adler Shoes for Men, Alaska Chemical Corp., Barney's Clothes, Inc., Gem Oil Co., Klein Bros., Knomark

Mfg. Co., Inc., Napa Valley Grape Prod., National Shoes Stores, Pauker Bros., Rock-Flint, Ronzoni Marcaroni Co., Stone-Tarlow Co., Stuarts Clothes, Wheatley Fabrics.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, Ohio
Parkway 1178

PPA — ABP — ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss
Radio Director.....Carl Press
Radio Accounts — Rainbo Baking Co., Coney Island Amusement Co., Coca-Cola Bottling Co., Cincinnati Times-Star.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 27, Calif.
Phone Hempstead 4194

ANPA—PPA—APA—NOAB

President.....Raymond R. Morgan
Vice-President.....R. C. Temple
Secretary-Treasurer.....Craig Davidson
Radio Director.....James C. Morgan
Time Buyer.....Mary Ellen Ryan

Branch Offices

Raymond R. Morgan Co.
San Francisco 5, Calif.
Phone Douglas 2-6073

Account Executive.....Porter F. Anderson
Affiliate

Goodkind, Joice & Morgan
Palmolive Bldg., Chicago 11, Ill.
Phone Superior 6747

President.....Clyde Joice

Radio Accounts—Planters Nut & Choc. Co., J. A. Folger Co., Los Angeles Soap Co., Pacific Chemical Co., O'Brien's Candy Co., Chapman Park Hotel, Buzza-Cardozo, Pacific Cracker Company, MacIntosh Studio Clothes.

MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.
Phone MUrray Hill 7-7200

PPA

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President.....Mansfield F. House
Treasurer.....Orin L. Lancaster
Dir. of Media and Exec. Asst.....H. G. Selby
Mgr. Radio Dept.....C. C. Slaybaugh
Export Media Mgr.....Aurora Blando
Dir. of Prod and Exec Asst.....M. K. Burckett
Production Manager.....W. W. Williams
Sr. Art Director.....Claude Hurd
Group Art Director.....Elliott P. Ellis
Group Art Director....Genard J. Andreozzi
Art Studio Manager.....John V. Ryden

Account Executives.....Emory Ward,
E. R. Korth, Constance Roland, H. G.
Selby, M. K. Burckett

Radio Accounts—Vick Chemical Company,
The Sofskin Company.

MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
Phone MUrray Hill 2-4939
PPA—APA

Partner.....Rose Moselle
Partner.....Henry Eisen
Production Manager.....Matt Beckerman
Art Director.....Frederick H. Cassens
Space Buyer.....Alice Ross

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141

ABP—ANPA—PPA—NOAB—APA

Pres. & Treas.....A. S. Cotins
Vice-President.....James N. Brown
Vice-Pres.-Art Director... A. M. Huntington
Secretary.....Lyle B. Reigler
Media Director.....Miss L. B. Mang

Branch Office

420 Lexington Ave., New York 17, N. Y.
Phone MU 3-9140

Radio Accounts—C. A. Durr Packing Co.,
Inc., Hospital Plan, Inc., West End Brewing
Co.

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 7-7377-8
ABP—PANY—APA—ANPA

Partner.....Joseph H. Moss
Copy Chief.....Charles D. Beckman
Space Buyer.....Betty Math
Art Director.....James Sullivan

Radio Accounts—Ybrey Perfumes, Madow's
Jewelry Stores.

C. WENDEL MUENCH & CO.

520 N. Michigan Ave., Chicago 11, Ill.
Phone Whitehall 7717

ABP—ANPA—PPA

President.....C. Wendel Muench
Account Executives.....C. T. Keerrigan,
M. J. Pluth, C. W. Muench.
Media Director.....Victor Fabian
Production Manager.....William G. Fisher
Copy Chief.....Robert Gingrich

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 9-6835

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Vice-President.....Thomas W. Hughes
Treasurer.....Frank Neuhauser
Time Buyer.....Jack Donelson

Associate Offices In:

Cuba, Mexico, Venezuela, Colombia,
Brazil, Argentina, South Africa,
India, Chile, Sweden, New Zealand, Australia
Radio Accounts Placed—Carter Products,
Inc., H. J. Heinz Co., Lambert Pro-Phy-Lac-
tic, Lever Bros. Co., Quaker Oats 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—ABP

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Vice-Presidents.....John J. Louis,
Melvyn Brorby, W. Raymond Fowler,
William D. Horne, William P. Bager,
William R. Kinnaird, William H. Ohle.

Vice-President, Media & Markets

Otto R. Stadelman

Vice-President, Research.....Keo Currie
Secretary-Treasurer.....Max D. Anwyll
Radio Director, Chicago Office. Alan Wallace
Radio Manager-Producer, Hollywood

Office.....Frank Pittman

Branch Office

1680 North Vine St., Hollywood 28, Calif.
Phone Granite 7186

Manager.....Frank Pittman
Radio Accounts—Kraft Food Co. (The
Great Gildersleeve), S. C. Johnson & Son,
Inc. (Filber McGee and Molly), Swift & Co.
(Swift's Cleanser), Wieboldt Stores, Inc.
(Local), Derby Foods, Inc. (Sky King),
Swift & Co., (Swift's Ice Cream—Spot).

NEFF-ROGOW, INC

30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-4230

Pres. & Acct. Exec.....William Rogow
Personnel Director.....Harriet Barnett

Radio Accounts—Melville Shoe Corp.,
Joseph Martinson & Co., Bond Stores, Inc.

RAYMOND E. NELSON, INC.

341 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 6-5862

ABP—APA

President.....Raymond E. Nelson
Vice-President.....Robert G. Barna
Sec. Treas.....Betty Nelson
Radio Director.....Raymond E. Nelson
Ast. Radio Dir.....Betty Nelson
Television Director.....Raymond E. Nelson
Assistant Directors.....Elaine Rose,
Betty Nelson.

Script.....Ruth Oboler
Account Executive.....Henry E. Meyer

ADVERTISING AGENCIES

Radio Accounts—Sears, Roebuck & Co., Hanneil Foods, Inc., Dewco Tire, Teterboro School, Center School, Professional Aides Inst.

Television Accounts—Hanneil Foods, Inc., Sears, Roebuck & Co., Dewco Tire Co.

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
Phone MUrray Hill 3.4900

AAAA — ANPA — PPA — ABP — PRB — NOAB — SAAA — SNPA

Partners..... Clarence D. Newell, William Reydel, John P. Cunningham, Frank Donshea, C. S. Walsh, R. L. Strobbridge, F. H. Walsh, G. S. Fowler, T. J. Maloney

Radio Director..... Blayne Butcher
Time Buyer..... Newman McEvoy

Radio Accounts—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—PPA

President..... Theodore A. Newhoff
Vice-Presidents..... Marx S. Kaufman, Samuel S. Strouse
Secy. Treas..... R. M. Newhoff

NEWMAN, LYNDE & ASSOC., INC.

400 Florida National Bank Bldg., Jacksonville 2, Fla.
Phone 5.3958

ABP—ANPA—SNPA—NOAB—FAAG—APA

President..... M. T. Newman
Executive Vice-President.... Hunter Lynde
Vice-President..... Gordon Stewart
Secretary..... Ron Sercombe
Radio Director..... Mary B. Miller
Acct. Execs..... Henry Chapman, Charles Gressle, Milton Smith

Radio Accounts—Foremost Dairies, Inc., JAX Brewing Co., Wood Chemical Co.

NORTHWEST RADIO ADV. CO.

708 American Bldg., Seattle 4, Wash
Pres. & Mgr..... Edwin A. Kraft
Asst. Mgr..... W. L. Paul
Business Mgr..... D. R. Johnson
Auditor..... F. L. Thornhill

Radio Accounts—Gardner Nursery Co.,

Henry Lily Farm, Rhodius Perfumes, Unicorn Press Alaska Life, Mothers Home Life, Frederick Herrschner, Music in Color, Pacific Alaska Sales Co., Home Art Studios.

OLIAN ADVERTISING CO.

909 Ambassador Bldg., St. Louis 1, Mo.
Phone Central 8380-1-2-3

ANPA—PPA—NOAB—ABP—APA

Partner..... Irwin A. Olian
Vice-Presidents..... Harold A. Thomas, J. Walter Goldstein.

Copy Chief..... James Spencer
Space Buyer & Res. Dir..... James O'Neal
Art Director..... Harry Lindemann
Prod. Mgr..... Evelyn Hester
Radio Director..... Margaret Hart Nelson
Radio Time Buyer..... Dorothy J. Ayers
Radio Production..... Clair Callihan

Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.
Phone State 3381

Vice-Presidents..... I. J. Wagner, M. H. Bronner

1440 Broadway, New York 18, N. Y.
Phone CHickering 4-8712

V.P. & Radio Dir..... Harold Kaye

Radio Accounts—Atlas Brewing Company (Atlas-Prager Beer), Ayars, John G., Co. (Helen Ayars Hand Cream), Biscoglia Bros. Corp. (Paradise Wines), Columbia Brewing Company (Alpen Brau Beer, Courtney's Ale), Eagle Stamp Company (Eagle Stamps), F & F Laboratories, Inc. (F & F Cough Drops), General Grocer Company (American Lady-Topmost Foods, Big Fellow Peas, Cob-Cut Corn, Dining Car Coffee, Manhattan Coffee), International Laboratories, (Mylo Pharmaceuticals), Lewis-Howe Co. (Tums & Nature's Remedy), Milton Oil Company (Dixcel Gasoline), Missouri Brewers' Association, National Dairy Products Company, Inc. (Sealtest Products), National Waste Paper Campaign (Fifty Leading Paper-board Mills), Schoenhofen Edelweiss Co. (Edelweiss Beer), Vess Beverage Co. (Vess Cola), Wenzel H., Tent & Duck Co., (Water Bags & Tarps).

ROBERT W. ORR & ASSOC., INC.

270 Park Ave., New York 22, N. Y.
Phone PLaza 9-8050

ANPA—NOAB—PPA—ABC

President..... Robert W. Orr
Vice-Presidents..... Eldon Sullivan, Arkady Leokum, Arthur Livingston, Jacques Zuccaire

Secretary..... Martha Huhta
Treasurer..... Chauncey C. Seedorf
Radio Director..... John C. Hoagland

Branch Office

86 Sunset Blvd., Los Angeles 46, Calif
Phone Crestview 5-0104

Manager.....Richard Diggs
Radio Accounts—Woodbury Co., Jergens
Co.

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-Pres. & Dir. of Media.....Marc Seixas
Time Buyer.....Don Scandlin

Radio Accounts — National Brewing Co.
(Baltimore), Browne Vintners, Inc.

Television Account—National Brewing.

**MERRITT OWENS ADV. AGENCY,
INC.**

301 Bennett Bldg., Kansas City 10, Kans.
Phone Dr. 7250

ABP—ANPA—APA—PPA

Pres. & Acct. Exec.....Merritt Owens
Vice-President.....John J. Goetz
Account Executive.....C. Arthur Smith
Prod. Mgr.....R. Grant Neds
Art Director.....Irene Irvin

Radio Accounts—Diamant's, Feld Chevrolet
Company, Inter-State Moving & Stor. Co.,
Junge Biscuit Company, Kansas Motors, Inc.,
Long-Haul Laundry and Dry Cleaning Com-
pany, Meyer Sanitary Milk Co., Mid-Con-
tinent Airlines, Inc., Modern Automotive
Finishers, Inc., Nourse Oil Company, Sun-
Ra Frozen Foods, Inc.

OZARK ADV. AGENCY, INC.

P. O. Box 1624, Springfield, Mo.
Phone 3-4050

APA

Pres.-Time Buyer..M. Wayland Fullington
V.P.-Time Buyer.....Ralph A. Nelms
Art Director.....George Janes

Radio Accounts—Assemblies of God, Rev-
erend Floyd Hitchcock, Old Nick's Seed Co.,
Pioneer Mfg. & Supply, Wilke Laboratories,
Wilson Mfg. Co.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.
Phone TEmplebar 2-2885

ABP—APA

Partners.....Helen Augsburg,
Carl W. Sickler,
Account Executive.....Walter Utterback
Radio Production.....Helen Augsburg
Copy Writer.....Elizabeth Little

Radio Accounts — Jackson Furniture Co.,
First Federal Savings & Loan Association,
Oakland Columbarium, Prudential Realty &
Finance Co., Thrift Federal Savings & Loan
Association.

**PACIFIC NATIONAL ADVERTISING
AGENCY**

605 Union St., Seattle 1, Wash.
Phone Eliot 1401

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Radio Director.....Trevor Evans
Secretary.....H. O. Stone
Radio Time Buyer.....C. M. Nyman
Radio Producer.....Peter Lyman

Branch Office

Spalding Bldg., Portland 4, Ore.
Phone ATwater 4339

Manager.....Mrs. Ruth Foland
Radio Accounts — Fisher Flouring Mills
Co., Kirsten Pipe Co., Washington Colop
Farmers Assoc. (Lynden), Northwest Cherry
Bureau, Assoc., Assoc. Apricot Marketers,
Seattle-First National Bank, Lang & Co.
(Lang's Nuts and Reliance Coffee), Ceder-
green Frozen Pack Corp.

PEARSON ADVT. AGENCY, INC.

50 East 42nd St., New York 17, N. Y.
Vanderbilt 6-0029

PPA

Pres. & Treas.....C. H. Pearson
Gen. & Prod. Mgr.....William Barker
Radio Director.....Hope M. Stewart

Radio Accounts—Cooper Razor Blade Co.,
Manufacturer's Trust Co.

PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-9900

ABP—ANPA—PPA—OAAA—NOAB—APA

President.....Harry Peck
V.P. & Secretary.....Harry Krawit
V.P. & Gen. Mgr.....Walter Schwartz
Vice-President.....Sanford L. Hirschberg
Director of Radio-Television

A. L. Lieberman

Radio Accounts — Beverwyck Breweries,
Inc., Consolidated Tea Co., Old Dutch Mills,
Inc., Pando & Co., Parker Watch Co., Temple-
tone Radio Co., Inc., Fruit of the South, I. J.
Fox.

Television Account—Churchwater & Co.

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1500

AAAA—ABP—NOAB—ANPA—PPA
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 Time Buyer.....Mary Dunlavey
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 Mgr. of Radio Dept.....Karl W. Schullinger
 Radio Producers.....Elizabeth C. Shay,
 William Barrett.

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
 Phone Hollywood 5354

Radio Accounts—Centaur Division Co. of
 Sterling Drug (Ironized Yeast), Procter &
 Gamble (Camay, Dash).

R. C. PHARES ADV. AGENCY

701 Lloyd Bldg., Seattle 1, Wash.
 Phone Seneca 4880

President.....R. C. Phares
 Acct. Manager.....J. A. Dusriy

Radio Accounts—Playland, Jack Miller, S.
 Seattle Land, White Center Com. Western
 Wineries, Walters Studio, Viewlands Fuel,
 Center Jewelers, Owen-Hampson, Arthur A.
 Wright, Northwest League Casimir Cleansers.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.
 Phone Franklin 2122
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Partners.....William L. Phillips,
 Charles C. Ramsey

Account Executive.....Fred J. Volz
 Radio Dir.....Bill Mesmer
 Time Buyer.....Ruth B. Hale

Radio Accounts—Arden Farms Company,
 Tufford Motor Company, Dr. G. W. Raichart,
 Home Federal Savings & Loan Association,
 Davidson Furniture Co., Swan Shop, Valle's
 Restaurant, Aristocrat Venetian Blinds, Mrs.
 Conklings Bakery, Balboa Laundry & Dry
 Cleaners, The Grable Company, Mexicali
 Brewing Co., First National Bank, Good-
 body's Ivy Chapel, Lowell Wood Company,
 The Dennstedt Company, Iller's Dept. Store,
 Willis M. Allen Company.

PITLUK ADVERTISING CO.

2200 Alamo National Bank Bldg.
 San Antonio 5, Texas
 Phone Garfield 7268

ABP—ANPA—PPA—SAAA
 SNPA—NOAB—APA—TAAN

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 Time Buyer.....Stanley Nelson
 Radio Director.....Rena Lynn

PORTER & ASSOCIATES

5918 Melrose Ave., Hollywood 38, Calif.
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 Sales Mgr.....Irwin T. Porter
 Partner Owner, Radio Dir.

Gertrude T. Porter
 Account Executive.....Wallace Smith
 Copy Chief.....Jean Norab

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
 Phone Victor 4433

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912 Baltimore Ave., Kansas City 6, Mo.
 Phone Victor 9400

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 V.P.-Production Mgr.....D. E. Dexter
 Secretary.....W. B. Stowe
 Treasurer.....C. J. Effie
 Radio Director.....N. P. Rowe

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705 Chestnut St., St. Louis 1, Mo.
 Phone GARfield 6490

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 Vice-President.....Harold R. Buschhorn
 Radio & Tele. Director...Ray D. Williams
 Traffic.....Marcelle Miller

Radio Accounts—Claussner Hosiery Co.,
 Falls City Brewing Co., Inc., Merit Clothing
 Co., Moniteau Mills.

PRATT AND BURK

223 Fourth Ave., Pittsburgh 22, Pa.
 Phone ATLantic 4139

Partners.....Russell Pratt,
 G. Norman Burk

Comptroller.....Robert Torrence
 Secretary.....D. E. McCarthy
 Radio Director.....Russell Pratt
 Writer.....Marion Schein

Radio Accounts—Meadow Gold Dairies
 (Beatrice Foods Co.), Meadow Gold Foods
 Co. (Birds Eye Foods), National Record
 Marts, Winston Chevrolet, Inc., Hutchinson
 Company, Roth Rug Cleaners, Inc., American

Cleaning & Dying Co., Dwight Hamlin Co., Midtown Motors, Inc. (Ford), Price's Dress Shops, Standard Floor Company, Tucker and Tucker Hats, Knights Life Insurance Co., Liberty Baking Company, Pittsburgh Home Savings & Loan.

**PROGRESSIVE RADIO
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260 E. 161st St., New York 51, N. Y.
Phone MELrose 5-5522-34

Pres. & Radio Dir.....Lido Belli
Secretary & Time Buyer..Catherine Termini

Radio Accounts — Adam Hats, Bendix Washing Machine, Florsheim Shoes, Buitoni Prods., White Sewing Machine, William Oil-O-Matic Oil Burners, Chrysler Corporation, Carter's Little Liver Pills, Conti Products, Consolidated Edison Co. of N. Y., De Nobili Cigar Co., Ford Motors, Flotill Products, Gambarelli & Davitto, Inc., General Electric, General Motors, Johnson & Johnson, Kelvinator Refrigerators, Manufacturers Trust Co., Pepsi Cola, Philco Refrigerators and Radio, Pinex, Southern Cotton Oil Co., United Security Associated Warehouses Assn., White Labs, Inc., Planters Edible Oil Co., Procter & Gamble, Public National Bank & Trust Co., RCA Victor, Perugina, Inc., Quiet May Oil Burner Co., S. A. Shonbrunn (Medaglia d'Oro Coffee); Warren Norge Co., Wrigley Chewing Gum, Superfilm Distributing Corp., St. Joseph's Aspirin, Atlantic Macaroni, Co., Inc., Florence Gas Range, Frank (Chicory & Spices), Hi-Jump Fruit Co. of California; Maytag Washing Machine, Ossola J. Co.; Pandora Cigar Co., Inc.

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Phone 3-1889

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Branch Offices

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Hollywood 28, Calif.
Phone Hollywood 3523

Manager.....Ruth Lambert
230 N. Michigan Av., Chicago, Ill.
Phone Franklin 8155

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Radio Director.....D. L. Parsons
Production Manager.....Vito M. Volino

Radio Accounts—The F. W. Fitch Co., Blackhawk Brewing Co., Western Grocer Co.,

The Herman Nelson Corp., Illinois Commercial Men's Assn., Berghoff Brewing Corp., Lite Soap Co., Michigan Mushroom Co.

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AMERICA**

47 Audubon Ave., Jersey City 5, N. J.
Phone Bergen 4-2332

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V.P. & Treas.....B. V. Fiore
Secretary.....S. Chasoff
Prod. Mgr. & Acct. Exec.....Paul Apello
Radio Director.....Albert A. Fiore
Acct. Exec.....B. Wilman

Radio Accounts — China Clipper, Inc., N. Y., Non-Sectarian Church, Inc., York, Pa.; Evangelistic; Radio Church, York, Pa., Evangelistic, Prophetic Testimony of Philadelphia, Phila., Pa., Evangelistic; Watchung Lake, Inc., North Plainfield, N. J., Resort; Casino Beach & Pool, N. Long Branch, N. J., Resort; Freehold Raceways, Freehold, N. J., Trotting Races; D. Wolff & Co., Newark, N. J., Clothing; Paragon Products, Inc., South Amboy, N. J., Terra Cotta.

THE RANDALL COMPANY

75 Pearl St., Hartford 5, Conn.
Phone 7-1179

ABP

Radio Director.....Alice Hickox

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Book Tower, Detroit 26, Mich.
Phone Cadillac 4662

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Radio Dir.....R. D. Hughes
Space & Radio Time Buyer.....Charles E. Foerster

Art Director.....L. F. Deheim
Production Mgr.....George L. Husted
Account Executives...H. Ross Mack, Hal G. Trump, Ralph W. Sharp, R. D. Hughes, Charles Foerster, J. W. Sweet, Lee E. Crooks

Radio Accounts—Board of State Fair Managers, Booth Newspapers, Bronte Champagne & Wines Co., Inc., Salutaris Mineral Springs.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone MA 2-6811

ANPA—PPA—ABP—APA

Owner.....Milton C. Tauder
Art Dir.....William Wilbur
Production Mgr.....Nathan Chayette
Tele. & Radio Dir.....P. Rossano

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Publicity Dir.....Lillian Timoney
 Research Dir.....Eleanore Lambeck
 Account Executives.....Milton C. Tauder,
 Maury Pollins, Robert Freund
Radio Accounts—K. Kaufman & Co., Inc.,
 Monroe Savings & Loan Assn., Teldisco, Inc.,
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CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.
 Phone Market 3-5100
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 Radio Director.....Charles A. King, Jr.
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Branch Office

406 W. 55th St., New York 19, N. Y.
 Phone CI 5-4176
 Vice-President.....H. E. Sands
Radio Accounts—Koppers Co., Minnesota
 Division, Admiracion Laboratories, L. E.
 Waterman Co., Dugan Bros. of New Jersey,
 Inc., New Jersey Bell Telephone Co.

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420 Madison Ave., New York 17, N. Y.
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 Time Buyer.....Helen Black
 Production.....L. L. Redfield

Radio Accounts—Allenru Remedy Co.,
 Ayala Champagne, Colcombet Wines, Hall
 and Ruckel, Inc., Howard Clothes Co., Krashe
 Cosmetics, Omega Chemical Co., Pierce's
 Proprietaries, Inc., Resinol Chemical Co.,
 Stera-Kleen, Inc.

REDMOND COMPANY

38 Newbury St., Boston 16, Mass.
 Phone KENmore 4545
 ABP—ANPA—APA—PPA—NOAB
 Pres., Treas., Radio Dir.....C. A. Dana
 Redmond
 V. P., Art Dir., Space Buyer..D. L. Bassett
 Secretary.....E. E. Kolb
Radio Accounts—Charles B. Perkins Co.,
 Salem Chemical & Supply Co., Savogran Co.

THE BERT REESE SYNDICATE

1776 Broadway, New York 19, N. Y.
 Phone PLaza 9-6837
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 Art Dir.....Oscar Liebman

Production Mgr.....B. C. Streib
 Space Buyer.....James L. Northrup
 Buyer of Radio Time....P. E. Cunningham

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
 Minneapolis 2, Minn.
 Phone Bridgeport 7701

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 PPA—ABC

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 Executive Vice-President.....Wayne Hunt
 Vice-Presidents.....J. H. Sarles,
 Elizabeth B. Reeves, Helen A. Brown, R.
 W. Stafford, E. K. Pottle.
 Secretary & Treasurer.....C. L. Greenwood
 Radio Director.....Russell Neff
 Dir. of Media.....K. P. Torgerson
 Radio Program Production...H. K. Painter
 Radio Script Editor.....E. B. Reeves
 Dir. of Marketing.....Dr. A. C. Welch
 Time Buyer.....C. H. Rossland

Branch Office

415 Chanin Bldg., New York 17, N. Y.
 Phone MURray Hill 4-3982
 625 Market St., San Francisco 5, Calif.
 Phone SUTter 6744

Radio Accounts — General Mills, Inc.,
 Pacific Gamble Robinson Co., Midland Na-
 tional Bank

REINCKE MEYER & FINN

520 N. Michigan Ave., Chicago 31, Ill.
 Phone WHi. 7440

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 ABC—BMB

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 Treasurer.....C. A. Reincke
 Vice-Presidents.....Gordon Taylor,
 C. C. Stevens.
 Radio Director.....Frank M. Baker
Radio Accounts—Blue Moon Foods, Reed
 Candy Co., Chicago, Burlington & Quincy
 R.R., The Ball Co.

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10 State St., Boston 9, Mass.
 Phone Capital 7611
 ANPA—PPA—ABP

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 Assoc. Art Dir.....Laurence W. Hobbs
 Production Mgr.....Francis R. O'Reilly
 Asst. Prod. Mgr.....Fiore Rapa
 Copy Chief.....Herbert C. Bullard
 Media Dir. & Radio Time Buyer...Thomas
 J. Bowen

Radio Accounts—Mrs. Alcott Food Products Co., First National Stores, A. Pritzker & Sons, Inc.

EMIL REINHARDT ADVERTISING AGENCY

1736 Franklin St., Oakland 12, Calif.
Phone Templebar 2408
ABP — ANPA — APA

President.....Emil Reinhardt
Copywriter.....Dave Lane
Space Buyer.....Ann Hageman
Artist Dir.....Robert Shelton
Artist.....Edna Shelton
Manager.....Joseph Connor

Radio Accounts — Kilpatrick's Bakeries, Mary Ellen's, Inc., Standard Beverages, Central Bank, Mothers Cake & Cookie Company.

REISS ADVERTISING

221 W. 57th St., New York, N. Y.
Phone COLUMBUS 5-7733
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Vice-President.....Harold Reiss
Secretary-Treasurer.....B. M. Reiss
Radio Accounts.....Rand Rubber

E. W. REYNOLDS & CO., LTD.

Yardley House, Toronto 1, Ont., Canada
Phone Waverly 6157

ABC

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Secy. & Treas.....Bertha R. Sellen
Art Dept.....Garth Harber
Production Mgr.....John L. R. Russell
Copy Chief.....N. Stuart Walton
Radio Time Buyer.....H. Caine
Traffic Mgr.....Thomas C. Briggs
Space Buyer.....Helen Anderson
Account Executives.....C. Warren Reynolds,
H. D. R. Newby, C. W. Macabe, H. A. Davis

EVANS M. RICHMOND ADV. AGENCY

1411 Walnut St., Philadelphia 2, Pa.
Phone LOcast 73479
ABP—PANY

Pres. & Radio Time Buyer.....M. Evans
Richmond
Art. Dir.....Mathew Lynch
Production Mgr.....Claude Lathrop
Account Executives.....William Day,
Robert S. Richmond

R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone WABash 6039-30

Owner.....R. C. Riebel
Production Mgr.....Walter W. Werle
Radio Dir.....A. D. Kuepper
Radio Accounts.....Bank of Louisville,
Burdorf Budget Shop, Broadway Chevrolet
Co., Cooke Chevrolet Co., Cooke Pontiac
Co., Commonwealth Life Insurance Co.,
Howel Furniture Co., Liberty Insurance
Co., Liberty National Bank & Trust Co.,
Monarch Auto Co.

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3923 West 6th St., Los Angeles 5, Calif.
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Art Dir.....Richard Pennington
Space Buyer.....C. C. Wickstrom
Radio Dir.....Lorraine Packard

JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.
Phone Michigan 8296

Owner.....John H. Riordan
Art Dir.....Elsie Beck
Space & Time Buyer.....Nancy Meyers
Account Executives.....A. Calver Boyd, Jr.,
Clyde Hendricks, James R. Bullock
Radio Accounts—Calif. Flyers, Inc., Calif.
Growers Wineries, Doyle Packing Co.

PHILIP RITTER CO., INC.

577 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 7-6574

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Pres., Gen. Mgr., Radio Dir.....Philip Ritter, Jr.
Vice Pres.....Walter J. McIndoe
Secy.....Henry P. Bender
Radio Accounts—Bel Parsé Sales Co., W.
C. Horn Bros. & Co., Ryan Sales Co.

RITTS ADVERTISING AGENCY

2404 May St., Cincinnati 6, Ohio
Phone PLaza 6818

Owner, Space Buyer, Radio Dir.,
& Buyer Radio Time.....Charles Rittenhouse
Art Dir. & Prod. Mgr.....Henry Eddy
Radio Accounts—Delta Chemical Co., Glac-
ier Springs Bottling Co.

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone PE 5-5766

Owner & Chief Executive.....Dan Rivkin
Radio Accounts—Frank's Juvenile Furni-
ture, Spiro's Apparel, Moskin Clothes,

Huskey's, Int. Furniture, Richards Clothes, John Kohler Clothes, Dunoff Shoes, Berg Bros. Clothes, Sam The Tailor, Stanley's Corrective Shoes, Foot Step Shoes, Shapiro's Children Shoes, Kaplan's Jewelers, Joe Krass Clothes, Cantor's Shoes, Royal Shoes, Ismak Rug Mills.

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Phone MUtual 1142
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Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Copy Chief.....B. E. Howard
Production Mgr.....T.H. Tomlin
Art Director.....Joseph Ames
Media Dir.-Time Buyer.....R. C. Neuman
Radio Accounts—Loma Linda Food Co., California Fig Institute, Western Federal Savings & Loan Association, Federal Savings & Loan Institute, Lorenz Broom & Mop Co., Pioneer Savings & Loan, Lewis Food Co., Home Building & Loan Assn. Metropolitan Federal Savings and Loan Assn. Trailer Coach Assn. of California.

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135 S. La Salle St., Chicago 3, Ill.
Phone Randolph 9760

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Guy C. Pierce, Lloyd Maxwell, R. A. Porter, J. V. Gilmour.
Director of Radio.....Phil Stewart

Branch Offices

225 S. 15th St., Philadelphia, Pa.
Phone PENnypacker 5-2766

In Charge.....Guy C. Pierce
400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-7444

In Charge.....R. A. Porter
Radio Director.....Harold F. Kemp

Radio Accounts — Network: Lewis-Howe Co., Sun Oil Co.; National Spot: Chicago, Milwaukee, Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmacal Co., Inc., National Toilet Co., John Puhf Products Co., Portland Cement Assn., The Studebaker Corp., Revcre Camera Co.

ROCK ADV. AGENCY

1165 Broadway, New York 1, N. Y.
Phone MUrray Hill 4-7377

ABP

Partner & Copy Chief.....Allan Rock
Partner & Prod. Mgr.....Robert Rock
Art Dir.....Jo Bologna
Radio Time Buyer.....Irwin Winehouse
Acct. Exec.....Sally Winston

THE ROCKMORE CO.

37 West 57th St., New York 19, N. Y.
Phone PLaza 8-1779

ABP—APA

Partners.....Milton M. Rockmore,
J. Leonard Shaub
Vice-Pres.....Erwin S. Franken
Secy.....A. T. Parker
Art Dir.....Mary Dooley
Prod. Mgr.....Richard Lippman
Radio Dir.....William Mogle
Radio Accounts—Cafe St. Denis, Darling Shops, Fisher Bros. Specialty Store, Lane Bryant, Paradise Bootery.

RODGERS & BROWN ADV.

131 West 52nd St., New York 19, N. Y.
Phone CIrcle 5-4173

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Sanford Levin, G. Gold, J. Epstein
Secy. & Treas.....N. J. Rodgers
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Production Mgr.....A. Van Strander
Copy Chief.....B. Klaif
Media Dir.....Anne Seltzer
Consultant Art Dir.....Stanley Brown
Radio & Tele Dir.....Irving M. Moss
Account Executives.....Jerry Rodgers,
N. J. Rodgers, Frank Bromberg, William Bell, Sanford Levin, Jan Epstein, Irene Winston, Irving Moss

Radio Accounts—Babette Shop, Childhood Nursery Products, Guy Lombardo, Twin City Shellac Co.

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone DEArborn 0020

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Vice-Presidents.....Howard N. Smith,
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Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch

Art Dir. W. J. Grover
 Radio Dir. Roland R. Blair
 Account Executives. Walter E. Smith,
 Howard N. Smith, Ray H. Reynolds,
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 Public Relations Dir. Edwin Karlson
 Art Dir. (Dallas) Marvin Krieger
 Radio Dir. Marie Callahan
 Copy Chief. M. Stewart
 Account Executives. Howard N. Smith,
 Mack McKee, Louis Wood, Allen, Marie J.
 Callahan, Dave McConnell, Wanda Kar-
 rott

41 East 42nd St., New York 17, N. Y.
 Phone MUrray Hill 2-2907

President. Walter E. Smith
 Vice President. Howard N. Smith
 V. P. & Eastern Mgr. Francis C. Kerr
 Copy Chief. Robert L. Headen

ROIZEN ADV. AGENCY, INC.

291 Delaware Ave., Buffalo 2, N. Y.
 Phone CLEVELAND 5975
 ABP—APA

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 Vice-Pres. Samuel Sapowitch
 Secty. Edith Roizen
 Art Dir. A. Martin Present
 Prod. Mgr. Harry Mankoff
 Space Buyer. Howard L. Parish
 Radio Time Buyer. David I. Levy
 Radio Dir. J. Gerald Gross
 Personnel Dir. & Librarian. Mary Riley
 Account Executives. Manus Roizen, Howard
 L. Paris, David I. Levy

Radio Accounts—E. W. Edwards & Son,
 Edwin R. Erickson & Assoc., Market Electric
 Products, Inc., Mastercraft Tire Corp., Park-
 side Furniture Co., Sattler's, South Side
 Furniture Co.

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 Phone PLateau 4803
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 Vice-President. F. deB. Walker
 Vice-President (Toronto) R. J. Avery
 Treas. Angus Ahern
 Radio Dir. Frank Starr
 Asst. to Radio Dir. S. B. Hayward,
 Ceelia Long, Norman K. Vale

Branch Office

133 Wellington St., W., Toronto, Ontario
 Radio Dir. R. J. Avery
 Asst. to Radio Dir. D. R. Loney
 Phone ADELaiDE 0237

Radio Accounts—Montreal: Bristol-Myers
 Co. Of Canada, McColl-Frontenac Oil Co.,
 Ltd., Canadian Industries Ltd. (Paint &
 Varnish Div.), Canadian Industries Ltd.,
 (Agricultural Chemicals Div.), Canada Pack-
 ers Ltd., Heaters Ltd., Canadian Arena Co.,
 Pal Blade Corp., Montreal Shoe Stores.
 Toronto: Rexall Drug Company Ltd., Niagara
 Finance Company Ltd., L. K. Liggett Com-
 pany Ltd., Trans-Canada Credit Corp. Ltd.,
 Elizabeth Arden of Canada Ltd.

CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago 11, Ill.
 Phone Superior 3486

ANPA—PPA—ABP—APA

Owner. Charles E. Rose
 Art Dir. George G. Kantor
 Production Mgr. H. H. Samet
 Space & Radio Time Buyers. William Perry,
 N. A. Berk

Radio Accounts—Auto Accessory Co., John
 S. Budd, Charms & Cain, Chicago Inter-
 national Co., H. C. Evans & Co., Lombardo
 Wine Co., Nu-Dell Mfg. Co., Winkenweder
 & Ladd, Inc.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, Ohio
 Phone PRospect 6171

Pres., Treas., Radio Dir. William Ganson
 Rose
 Vice-Presidents. Frank Pelton,
 L. C. Brown
 Secty., Prod. Mgr. Laura J. Ondrey

Branch Office

3719 Reading Rd., Cincinnati 29, Ohio
 Phone UNiversity 1997

Manager. L. C. Brown
Radio Accounts—Bailey Co., W. B. Burke
 & Co., Cleveland Foundation, Cleveland Ses-
 quicentennial Comm., Essex Trust Co., Hig-
 bee Co., Mass. Mutual Life Insurance Co.,
 Public Square Relations.

ROSE-MARTIN, INC.

21 W. 46th St., New York 19, N. Y.
 Phone BRyant 9-4621

ABP—ANPA—PPA—APA

President. Irl W. Rose
 Secretary-Treasurer. John B. Martin
 Vice-President. Vaughn G. Hannington
 Media Director. G. M. Rundbaken
 Production Manager. John A. Boule
 Art Director. Andrew K. Nelsen
 Comptroller. H. J. Carmichael
 Account Executive. Irl W. Rose, 2nd

Radio Accounts—Public National Bank &
 Trust Co. of New York.

ADVERTISING AGENCIES

IRVING ROSEN ADVERTISING

160 Fifth Ave., New York 10, N. Y.
Phone CHelsea 2-7930

Owner, Space & Radio Time Buyer...Irving Rosen
Production Mgr.....E. Rose
Radio Accounts—Style-Rite Footwear Corp.

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.
Phone CHickering 4-4420
ANPA—PPA—APA—ABP—NOAB

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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.....H. B. Sadler,
Joseph Ellner
Radio Dept.....Arthur Rosenberg,
Samuel Rubenstein, Charles S. Silver
Radio Accounts—Longine-Witnauer Watch Co.,
Gleam Shampoo, Myer 1890 Beverages,
Rigaud Perfumes, Miner's Inc. *Television Accounts*—
Longine-Witnauer Watch Co.

ROSE, GARDNER & WHITE

2859 West 7th St., Los Angeles 5, Calif.
Phone DRexel 7211
APA

Art Dir.....Robert Walling
Prod. Mgr.....William Schweit
Radio Time Buyer,
Pub. Dir., Copy Chief...Edward B. Ross
Media, Research Dir.,
Space Buyer.....Harold M. Gardner
Account Executives.....Edward B. Ross,
Harold M. Gardner, William B. Schweit
Radio Accounts—Lanz of Calif., S & S Products.

A. JAMES ROUSE CO.

521 N. La Cienega Blvd., Los Angeles 36,
Calif.
Phone BRAdshaw 2-1772
ABP—APA—PANY

Owner, Copy Chief,
Radio Dir.....A. James Rouse
Art Dir.....F. E. Deckard
Production Mgr.....Bertram Feinberg
Space Buyer.....Lynn Besser
Account Executives.....A. James Rouse,
Sanford Woolf
Radio Accounts—Elaine Barbara of Hollywood,
Brian Mfg. Co., Culver of Calif., Har-

mony Wear, Lodge Monument Co., Peerless Platers,
Perma-Nail Co., Jim Stuart Model Agency.

JULIUS J. ROWEN CO.

1991 Broadway, New York 23, N. Y.
Phone SCHuyler 4-7800
ABP—PANY

Owner & Radio Time Buyer.....Julius J. Rowen
Art Dir.....Raymond Paul Rose
Prod. Mgr. &
Media Dir.....Maurice Mandell
Account Executives.....Julius J. Rowen,
Sol Klapper, H. B. Furber
Radio Accounts—C. H. Iden Co., Art Fire-
place Co., English Silver Mfg. Co., House of
Rothschild, Inc., Malone Products Corp.,
Millers for Men, Sylvia Shoes, Zuccas Restaurant.

CHARLES L. RUMRILL & CO.

311 Alexander St., Rochester 7, N. Y.
Phone Stone 592
AAAA—ABP—PPA—ANPA

President.....C. L. Rumrill
Vice-President-Art Director....J. E. Porter
Secretary-Treasurer.....E. A. Rogers
Production Manager.....George Prince
Time Buyer.....J. Lawrence Kennedy
Radio Accounts—Genesee Brewing Co.,
Gold Tone Studios, The Pleasant Valley Wine Co.

LOWE RUNKLE COMPANY

1366 First National Bldg., Oklahoma City 2,
1366 First National Bldg.,
Oklahoma City 2, Okla.
Phone 3-5439
SAAA—ABP—PPA—APA

President.....Lowe Runkle
Vice-President.....Roger Pishny
Secretary.....Irene Gammel
Acct. Exec.....Harold Kranz
Art Director.....Einar Lundquist
Dir. of Radio.....Jack Leach
Radio Accounts—Borden Milk Co. (Oklahoma City plant),
Cain's Coffe Co., Arkansas City Flour Mills,
Local Federal Savings & Loan, Liberty National Bank,
Dairy Council of Oklahoma City, Oklahoma Operating Co.,
Merit Mills, Inc.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MURray Hill 6-6400
AAAA—ANPA—PPA—NOAB—APA

Chairman of Board.....F. B. Ryan
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 Vice-Pres. & Sec.....R. Van Buren
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 Talent Buyer.....William M. Tuttle
 Time Buyer.....Thomas G. Slater
 Casting Director.....Kathleen McMahon
 Co-Directors.....Merritt W. Barnum,
 Wilson Tuttle
 Publicity Director.....Grant Y. Flynn
 Radio Commercial Supervisor,
 Reggie Morgan
 Radio Producers.....Grant Y. Flynn,
 Robert Steel, John Wellington, John
 Cole, Thomas G. Slater, L. Brooks Elms,
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Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.
 Phone Franklin 0485

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 Chicago Manager.....William P. Littell
 Media Manager.....Albert R. Callies
 Director of Radio.....R. W. Metzger
 Chg. of Radio Production.....N. E. Heyne
 Charge of Script.....A. E. Trask
 Bus. Mgr. & Time Buyer.....Holly Shivley
 Charge of Television.....Fran Harris
 Commercial Traffic.....Joyce Webster
 Charge of Commercials.....Irene Small
 Producer.....Warren Johnson

7430 Second Blvd., Detroit 2, Mich.
 Phone Madison 1930

Vice-Pres. & Manager.....M. J. Casey
 812 Oliver St., St. Louis 1, Mo.
 Phone Main 0127

Vice-Pres. & Manager.....Oscar A. Zahner
 712 Main St., Houston 2, Texas
 Phone Charter 4-1741

Manager.....H. Donald Hopton
 1680 No. Vine St., Hollywood 28, Calif.
 Phone Hillside 7593

VP & Pacific Coast Mgr.....Marvin Young
 VP & Radio Director.....Sam Pierce
 Radio Producers.....Sam Pierce,
 William Burch, Glenn Y. Middleton,
 Stew Garner.

235 Montgomery St., San Francisco 4, Calif.
 Phone Edgebrook 4616

Manager.....Herbert O. Nelson
 1218 3rd Ave., Seattle 1, Wash.
 Phone Main 6727

Vice-Pres. & Manager.....F. G. Mullins
 Carew Tower, Cincinnati 2, Ohio
 Phone MA 2413

Manager.....John L. Magro
 80 Richmond St., W., Toronto, Ont., Canada
 Phone Adelaide 4069

Manager.....Gordon Ralston

Radio Accounts — Chrysler Corporation,
 Delaware, Lackawanna & Western Coal Co.,
 Electric Auto-Lite Co., Garrett & Co., Lever
 Brothers Company, Lever Brothers Limited,
 Pharmaco, Inc., Lucky Tiger Company, H.
 C. Lytton Co., Owl Drug Co., Queen Anne

Candy Co., Southwestern Drug Co., Squirt
 Co., Griesedieck Bros. Brewery, Pepsodent
 Co. of Canada, Taylor-Reed Corp., Wm.
 Wrigley Jr. Co., Bailey Schools, Savings
 Banks Assoc. of State of N. Y., Adler Com-
 pany, Allen Edmonds Shoe Corp., Allied
 Florist Association, American Recording
 Artists, American Fluresit Co., Binyon Op-
 tical Co., Clopay Corp., Clyde Porcelain Steel
 Corp., Inter-Coastal Co., Kick-away Gar-
 ments, Inc., Krey Packing Co., Sears Roebuck
 & Co., Seattle Luggage Co., Lone Star Cream-
 ery, Martha Maid Mfg. Co., Roundy, Peck-
 ham & Dexter Co., Thomas J. Lipton, Ltd.,
 Mutual Insurance of Omaha.

LEWIS EDWIN RYAN

726 Jackson Place, Washington 6, D. C.
 Phone Republic 7606

ABP—ANPA—APA—PPA—AAAA—SNPA
 Owner.....Lewis Edwin Ryan
 Art Dir.....J. Robert Cory
 Prod. Mgr.....David F. DeYoung
 Asst. Prod. Mgr.....M. G. Daugherty
 Radio Dir.....Laura D. Baker
 Account Executives.....John F. Hardie,
 W. R. Doores, W. J. Mauter
Radio Accounts—Carlton Hotel, Penn-Cen-
 tral Airlines, Wardman Park Hotel, Wilkins
 Coffee.

BEN SACKHEIM, INC.

29 West 57th St., New York 19, N. Y.
 Phone ELdorado 5-6025

ANPA—PPA—APA—ABP—NOAB
 President.....Ben Sackheim
 Vice-Pres.....Lloyd G. Whitebrook
 Secy.....M. A. Aldridge
 Treas.....Lawrence K. Skora
 Prod. Mgr.....Nathan Lebbed
 Space & Radio

Time Buyer.....Leonard H. Spring
 Publicity & Pub. Rel.....Margaret Halmy
 Research Dir.....Sylvia Sackheim
 Account Executives.....Robert Bard Bruck,
 Ezra Millstein, Ben Sackheim, Lloyd G.
 Whitebrook.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
 Phone PLaza 5-1180

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 Assistant Treasurer.....John H. Vesely
 Vice-Pres.-Art Director..Alfred A. Anthony
 Secretary.....Louise D. Keyes
 Copy Chief.....C. J. Masseck
 Production Manager.....William Korcak
 Media Director.....James J. Freeman

Radio Dept.

Radio Director.....Stanley J. Keyes
Radio Accounts Placed—Benjamin Moore
 & Co., Copper & Brass, Inc.

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Phone Wabash 6245

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Secty.....G. S. Doolittle
Art Dir.....Robert B. Sharp
Mgr. Tele Dept.....N. H. Wardey
Radio Accounts—Lyson, Inc., Percy Wilson
Mortgage & Insurance Co.

RICHARD SALINGER

294 Washington St., Boston 8, Mass.
Phone Liberty 5332

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Art Dir.....Richard Marshall
Prod. Mgr.....Joseph W. Bourke
Copy Chief, Radio-Tele Dir.,
Radio Time Buyer.....Phyllis Stohn
Media Dir.-Space Buyer.....Leonard Meyers
Radio Accounts—Balch-Price Specialty
Shop, Conrad & Co., Dinty-Moore (Boston),
Kane Furniture Co., Lamson Hubbard, Se-
lect Fashions.

SALOW & RIEDL

82 Lexington Ave., Passaic, N. J.
Phone Passaic 2-6951

ABP—PANY

Art Dir.....Tom Cuffari
Copy Chief, Radio &
Pub. Dir.....Edward Mandell
Media Dir. &
Radio Time Buyer.....H. Harvey Salow
Research Dir.....Belle Smith
Account Executives.....H. Harvey Salow,
George Riedl, R. E. Walsh
Radio Accounts—Franklin Trust Co., Mac
Lane Mfg. Co.

SAWDON ADV. COMPANY

480 Lexington Ave., New York 17, N. Y.
Phone PLaza 5-2516

Owner.....Frank B. Sawdon
Prod. Mgr.....Gus Havemeyer
Copy Chief.....M. Gold
Space Buyer.....Tom Tracy
Radio Time Buyer.....Shirley Carroll
Account Executives.....Frank B. Sawdon,
V. J. Sawdon
Radio Accounts—Case Clothes, Inc., Rob-
ert Hall Clothes, Lewis Apparel Stores.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone Market 2-0480

ANPA—APA—PPA

President.....Julius Scheck
V. P. & Treas.....Morris Scheck
Art Dir.....Ernest D. Barnham
Prod. Mgr.....John Zboyan
Copy Chief.....Carlton Smith
Space Buyer.....Frank M. Craumer
Radio Dir.....E. Grant Scheck
Account Executives....William H. Andrews,
E. Grant Scheck, Morris Scheck, Julius
Scheck

Radio Accounts — Allenhurst National
Bank, Bender Corp., Chardavoyne Co., Ep-
pens Smith Co. (Holland House Coffee),
Federal Trust Co., Franklin-Washington
Trust Co.

SCHEIBNER, HUGO, INC.

111 West 7th St., Los Angeles 14, Calif.
Phone Michigan 6636

Pres., Radio & Tele Dir.-
Radio Time Buyer.....Hugo Schreiber
V. P., Art Dir.,
Prod. Mgr.....Melville M. Strann
Secty. & Treas.....M. C. Scheibner
Copy Chief.....Lynn Smith
Media Dir.-Space Buyer
& Pub. Dir.....Roseblanche Lowry
Account Executives.....Irwin Salzman,
Lynn Smith, Rose Lowy, Hugo Scheibner,
Robert Deutsch

Branch Office

26 O'Farrell St., San Francisco 8, Calif.
Phone SUTter 5226

Radio Accounts—Bardon of Hollywood,
Calif. Fashion Trends, Giro's of Hollywood,
Hy-Art, Inc., Little Champ of Hollywood,
S. R. L. Mfg. Co., Taylor-Berke.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone ARmitage 1600

Pres., Media Dir,
Space Buyer.....Sydney R. Raike
Vice Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer.....C. D. Domin
Account Executives.....S. R. Raike,
J. E. Schenker, C. D. Dominguez

SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396

ABP

Owner.....William G. Scholts
Production Mgr.....L. G. Mhyro
Radio Dir.....T. D. Scholts

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone Gaspee 4813-4-5

ABP—ANPA—APA—PPA—NOAB—AAAN
Pres. & Treas.....Gordon Schonfarber
Vice-Presidents.....Jordan D. Wood,
Russell C. Edwards
Secy. & Space Buyer.....Amanda C. Olsson
Art Dir.....Horace Notte
Buyer Radio Time.....Claire R. Grenier
Research Librarian.....Ruth S. Kimball

Radio Accounts—Automobile Mutual Insurance Co. of America, Beechwood Inn, The Book Shop, Gladding's, Inc., Louttit Laundry, New England Bakery, The Short Line, Stone Bridge Inn, United Electric Railways.

MARCEL SCHULOFF & CO.

17 W. 45th St., New York 18, N. Y.
Phone MURray Hill 7-7317

Partners.....Marcel Schuloff,
Miriam C. Schuloff

SCHWAB & BEATTY, INC.

230 Sixth Ave., New York 20, N. Y.
Phone Circle 5-9090

AAAA—PPA—APA—ABP

President.....Victor O. Schwab
Time Buyers.....Robert W. Beatty,
James E. Schwenck

Radio Accounts Placed — Book-of-the-Month Club, Wilfred Funk, Inc., Book Presentations.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815

AAAA—ABP—ANPA—PPA—APA

Pres. & Treas.....R. J. Scott
V.P. & Secty.....W. Schwimmer
Copy Chief.....L. Krakover
Media Dir.....E. Vanderploeg
Prod. Mgr.....A. Fishburn
Art Dir.....A. Thaler
Comptroller.....H. Heilig
Act. Execs.....E. Guy, C. H. Lillienfeld
C. Lillienfeld

Radio Dir.....Cecil Widdifield

Radio Accounts—Chicago Stadium, Congress Cigar Co., Fox DeLuxe Beer, Hirsch Clothing Co., Kitchen Arts Foods, Linco Products Co., National Small Business Men's Assn., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Sealy Mattress Co., Walgreen Co.

SCOTT'S AGENCY, INC.

11 Pemberton Sq., Boston 8, Mass.
Phone CAPitol 2425

Pres., Treas., Space Buyer,
Radio Dir. & Buyer
Radio Time.....George L. Stingel
Secty.....Persis H. Kirwin

J. B. SEBRELL ADV. AGENCY

300 So. Los Angeles St., Los Angeles 13, Calif.
Phone Va 4616

ABP—APA

Owner & Research Dir.....J. B. Sebrell
Art Dir.....Allen Todd
Prod. Mgr.....Harry Page
Copy Chief.....Dorothea Hill
Space-Time Buyer,

Radio Dir.....Peggy Thomas
Publicity Dir.....Harry Page
Account Executives.....J. B. Sebrell,
Harry Page, George Armstrong

Radio Accounts—Frantz Industries, Palley Supply, Stock Market Inst.

RUSSEL M. SEEDS CO.

919 N. Michigan Ave., Chicago 11, Ill.
Phone, Delaware 1045

ABP—ANPA—PPA—APA

President.....Freeman Keyes
Executive Vice-President.....George Bayard
Vice-Presidents.....A. D. Keyes,
Paul Richey, Harry H. Maus, Harry B. Goldsmith, Jr.

Treasurer.....Jack Harding
Secretary.....H. J. Jackson
Radio Director.....Jack Simpson
Time Buyer.....June Jackson

Branch Offices

Lemecke Bldg., Indianapolis 4, Ind.
Market 1395

Vice-President.....Paul Richey
1469 N. Vinc St., Hollywood, Calif.
Phone, Hempstead 7824

Resident Manager.....Lou Place

Radio Accounts: Bowers Lighter Co., Bowers Mfg. Co., Brown & Williamson Tobacco Corp., Fitzpatrick Bros., Oxford Products Co., Rhodes Pharmacal Co., The Pinex Co. W. A. Sheaffer Pen Co.

ROSCOE W. SEGAR, ADV. AGENCY

2125 N. E. 48th Ave., Portland 13, Ore.
Phone Tr 3445

Owner-Manager.....Roscoe W. Segar
Sec.-Treas., Radio Dir.....D. D. Segar

Radio Accounts—Spot: Geo. B. Wallace Co. (Studebaker), Niklas & Son, Florists.

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FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
Phone Ga 0360

ANPA

OwnerFrédéric Seid
Prod. Mgr.....Nada Halse Banks
Radio Dir.....Sam P. Moore
Account Executives.....Norman L. Cotton,
Fderieick Seid

Radio Accounts—The August E. Drucker
Co., Gene Comptons Corp.

SEIDEL ADV. AGENCY, INC.

Times Bldg., New York 18, N. Y.
Phone PEnnsylvania 6-0491

ABP—APA—PANY

Pres., Treas., Space Buyer...Robert Seidel
Vice Pres.....Arthur A. Judson
Secty.....Irma Lee Seidel
Art Dir.....Oscar Harris
Prod. Mgr. Media &

Research Dir.....Charles Garven
Copy Chief.....Jackie Rose
Space Buyer.....Ann Stell
Radio Dir. & Time Buyer...Reid Lighton
Account Executives.....Jeanne McEwen,
Robert Seidel, I. Brown, Russell Fradkin,
Bradshaw Thurston, Jean L. Malchin, Sid-
ney Berman

Radio Accounts—Ringling Bros. Barnum
& Bailey Circus.

SEWELL ADV. AGENCY

730 Gravier St., New Orleans 12, La.
Phone Raymond 7114

PresidentGranville Sewell
Radio Dir.....K. B. Thompson
Art Dir.....C. Earl
Publicity Dir.....Sam Montague
Account Executives.....Sam Montague,
K. B. Thompson, Robert Claire

Radio Accounts—Central Savings & Loan
Assn., The Howell Co., Station WNOE,
Union Savings & Loan Assn.

**SHAFFER, BRENNAN, MARGULIS
ADV. CO.**

4 No. Eighth St., St. Louis 1, Mo.
Phone MAin 2579

ANPA—APA—PPA

Partner-Space Buyer.....T. D. Shaffer
Partner-Space Buyer-
Radio Dir.....Sam B. Margulis
Partner-Space Buyer.....S. I. Rosenfeld

ED SHAPIRO—ADVERTISING

1612 Market St., Philadelphia 3, Pa.
Phone Rittenhouse 6-3656

ABC—ANPA

PresidentEdward Shapiro
V. P.-Prod. Mgr.....Leon Cohann
Secty.Martin Sacks
Radio Dir.....Matilda Jacoby
Account Executives.....Edward Shapiro,
George Mallis

Radio Accounts—Benn Tailors, Corlies,
Mort Farr, Louis-Harold Furniture Co., Phila.
Toilet & Laundry Co., John P. Schmidt.

SHAPPE-WILKES, INC.

215 Fourth Ave., New York 3, N. Y.
Phone GRamercy 5-5560

ABP

President.....Louis Shappe
Radio Time Buyer.....Louis Shappe
Vice-Pres.-Copy Chief..Milton M. Hermanson
Secy. & Treas.....Jesse E. Wilkes
Space Buyer.....Rose Madie Vitanza
Production Mgr.....O. Weiner

JOHN W. SHAW ADV., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone Dearborn 5082

President.....John W. Shaw
V. P. Chg. Radio.....Edmund B. Abbott
Secty.Augusta Young
Treas.....Rush W. Brisbane
Prod. Mgr.....Patricia B. Hall
Copy Chief.....Jo Ann Munson
Media Dir.-Space Buyer...Florence Cruzen
Personnel Dir.....Robert Jacoby
LibrarianLorene Huppert
Account Executives.....Edmund B. Abbott,
E. J. Conlon, Betsy Tyroler, W. J. Wilmont

Radio Accounts—College Inn Tomato
Juice Cocktail, Dormeyer Corp., Groves Shoe
Co., Lumbermen's Mutual Casualty Co.,
Standard Milling Co.

J. WM. SHEETS

Central Bldg., Seattle 4, Wash.
Phone Main 2442

ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts—Skinner & Eddy Corp.

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., Commercial Credit.

SHERMAN & MARQUETTE, INC.

919 N. Michigan Ave., Chicago 11, Ill.
 Phone Delaware 8000

ABP—ANPA—PPA—NOAB—APA

President.....Stuart Sherman
 Treasurer.....Arthur Marquette
 Vice Presidents.....Carl S. Brown,
 Larry Wherry, Louis E. Tilden
 Radio Director.....Louis E. Tilden

Branch Office

10 Rockefeller Plaza, New York 20, N. Y.
 Phone Circle 6-1550

Vice-Pres. & Eastern Mgr...Carl S. Brown
 Vice-President.....Basil W. Matthews
 Supervisor of Radio.....Robert Weenoisen

Radio Accounts—The Quaker Oats Company (Quaker Puffed Wheat & Puffed Rice Sparkies), Pack-O-Ten, Pettijohns, Ful-O-Pep Feeds), W. F. McLaughlin & Co. (Manor House Coffee, Manor House Tea), Sterling Drug Inc., (Dr. W. B. Caldwell Co. Division, Dr. Caldwell's Laxative Campho-Phenique), Colgate-Palmolive Peet Company (Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Soap, Colgate Rapid Shave Cream, Colgate Brushless Shave Cream, Cashmere Bouquet Tale, Cashmere Bouquet Face Powder, Cashmere Bouquet Beau Cake, Ajax Cleanser).

HAROLD J. SIESEL CO.

424 Madison Ave., New York 17, N. Y.
 Phone ELdorado 5-0138

ABP—PPA—ANPA—APA

Partners.....Harold J. Siesel,
 Frieda W. Siesel
 Art Dir.....Jerome S. Niblette
 Prod. Mgr.....M. Sweeman
 Space Buyer &
 Buyer Radio Time.....Harold Schindler
 Account Executives.....Harold J. Siesel,
 Harold Schindler

THE SIGNET CORP.

188 W. Randolph St., Chicago 1, Ill.
 Phone State 2254

Pres., Treas., Space Buyer,
 Pub. Dir.....Karl A. Kopetzky
 V. P., Prod. Mgr.,
 Space Buyer.....Jacqueline J. Silver
 Secty.....Samuel G. Rautbord
 Dir. Radio &
 Tele-Time Buyer.....Al Milton
Radio Accounts—K & K Studios, Lukko
 Sales Corp., Powell Products.

BILL SILBERT ADV.

435 Book Bldg., Detroit 26, Mich.
 Phone Cherry 3353-6567

President.....William H. Silbert
 Media Dir. & Secty.....Jeanne H. Lorenz
 Radio Dir.....Harry Howe
Radio Account—Copacabana Restaurant
 (Breakfast at the Copa).

SIMMONDS & SIMMONDS, INC.

210 No. Wells St., Chicago 6, Ill.
 Phone CENTral 1166

ABP—ANPA—APA—PPA—NOAB

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 Asst. to Pres.....Albert M. Wolf
 Vice Pres.....F. M. Simmonds, Jr.
 Secty. & Treas.....Carmen Guyot
 Art Dir.....Edward Zubbrick
 Prod. Mr.....Graves Urquhart
 Radio & Pub. Dir.....Clifford Stodgell
 Buyer Radio Time.....Marion Azzarello
 Research Dir.....Phil W. Tobias, Jr.
 Account Executives.....Phil W. Tobias, Jr.,
 F. M. Simmonds, James A. Greig, Russell
 Mullins, Albert M. Wolf, Clifford Stodgell

Branch Office

611 Olive St., St. Louis 1, Mo.
 Phone GARfield 6357

V. P. & Mgr.....Merle Fuller
 Asst. to V. P.....Dorothy Van Horn

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 3, Tenn.
 Phone 5-2404

SNPA—ANPA—APA—NOAB—ABP

Partners.....Milton Simon, H. N. Gwynn
 Copy.....Don Anderson, F. C. Cogburn
Radio Accounts — American Snuff Co.,
 Barton Chemical Co., Donald Furniture
 Co., Eagle Manufacturing Co., Farrell-Cal-
 houn, Inc., Graham Furniture Co., The
 HumKo Co., Robilio & Cuneo (Ronco
 Foods).

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Partners.....Leonard N. Simons, Lawrence
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 Radio Director.....A. Glenn Kyker

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Carole Bresson, Rudy Simons.

Radio Accounts—Benrus Watch Co., Carbonated Beverages, Cunningham's Drug Stores, Detroit Free Press, Dossin's Food Products, Ehrlich's Jewelers, Forest Cleaners, Grinnell Bro., Harry Suffrin, House of Modern Chairs, Koepflinger Bakery, Lafayette Motors, Mac-O-Lac, Mich. Bottle Exchange, Rogers Paint Products, Sallan Jewelry, Scotland Wollen Co., The Schmidt Brewing Co., Simmons & Clark, Velvet Peanut Products, Taylor's, Inc., United Shirt Distributors, Wrigley's Super Markets. *Television Accounts*—General Electric Supply Corp., Grinnell Bro., Harry Suffrin.

SMALL & SEIFFER, INC.

24 West 40th St., New York, N. Y.
Phone Wisconsin 7-8765
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Secretary & Treasurer...Milton M. Heymann
Radio Accounts—Media, Samuel Leddy.

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Phone Jackson 2163
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Prod. Mgr.....L. M. Fallon
Copy Chief.....Robert E. Jackson
Media Dir. &
Radio Dir.....E. R. Appel
Space Buyer.....H. D. Peltier
Account Executives.....Robert D. Jackson,
H. D. Peltier
Radio Accounts—Peerless Mfg. Co., Stratton & Terstegge Co.

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Phone HEmpstead 5671
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Time Buyer.....Georgina Small
Acct. Execs.....Charles Ganz
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Publicity.....Henry Konesky

Branch Offices

7312 Empire State Bldg., New York, N. Y.
Phone LOngacre 3-4107

Manager.....Earl Dumont
611 Loews-Warfield Bldg., San Francisco, Cal.
611 Loews-Warfield Bldg.,
San Francisco, Calif.
Phone ORdwan 3-7967

Manager.....Robert Selby

Radio Accounts—Milani Food Products, Shalimart, Inc., J. E. Coberly, Inc., Ice Follies, Ice Capades, Seaboard Finance Co., Pan Pacific Inc., Western Harness Racing, Crowley Camera Co.

Television Account—Pan Pacific Auditorium.

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George C. Mansfield, Jr., Meyer Cummins
Art Dir.....Donn C. Allison
Prod. Mgr.....Sanford A. Weintraub
Dir. of Radio.....Hal C. Lewis
Dir. Media & Research.....Mary C. Wilson
Radio Accounts—Dr. Pepper Bottling Co. (Dr. Pepper), Elks Committee Against Un-Americanism, Hawaiian Athletic Corp., Honolulu Rapid Transit Co., La Hula Rhumba, Nesbitt's Bottling Co., Pacific Sales Co., Travel Air, Inc.

SMITH, TAYLOR & JENKINS, INC.

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Phone, AT 9312

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Radio Television Director

Thomas J. MacWilliams
Copy & Production.....Les Sterne
Copy.....Virginia Volkay
Account Executives.....L. ambert S. Smith,
Vaughn R. King, R. P. Taylor, T. J. MacWilliams, Virginia Volkay, Cook Thompson.

Radio Accounts—Pittsburgh Brewing Co., Spear & Company, Pittsburgh Provision & Packing, Fashion Hosiery, Dad's Old Fashioned Root Beer, Sealy Mattress Co., Dr. Ellis Sales Co., Franklin Furniture Mfg. Co., Polar Water Co.

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Secty. E. Grote
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Prod. Mgr. Acct. Exec. Robert W. Laird
Radio Dir. & Acct. Exec. Gus Strauss
Acct. Exec. Les Gates
Radio Account—Look, Inc. (Des Moines).

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919 No. Michigan Ave., Chicago, Ill.

Phone, Delaware 5030

ABP—ANPA—PPA—NOAB

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Radio Director. Muriel Wageman
Radio Accounts—Bowey's, Inc., Sunway
Vitamin Co., J. P. Harding Restaurants, Old
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735 Bryden Rd., Columbus, Ohio

Phone E. V. 5548

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Acct. Exec. A. S. Peterson
Radio Accounts—Radio Station WTAG.

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Phone 4-6868

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Stephen M. Webb
Art Dir. Joseph Rineldi
Prod. Mgr. C. Stuart Sheffield
Space Buyer. Rosemary Marioni
Radio Accounts—Best Ice Cream Co., C.
E. Chappell & Sons, Inc., Chase Clothes, Inc.,
Grange Silo Co., Inc., Peoples Ice Co., Net-
tleton Shops, Inc., Greenway Brewery Co.,
Inc., Crosby Clothes, Inc.

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Assistants (Radio) R. Hart,

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Phone Plateau 7924

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675 W. Hastings St., Vancouver, B. C.

Phone Pacific 2102

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Radio Accounts—Colgate-Palmolive-Peat
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(Quebec) Limited, Bell Telephone, Fruita-
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Time Buyer. Kay Huldermann

Branch Office

208 Sheldon Bldg., San Francisco, Calif.

Phone EX 24713

Manager. John J. Casey

Radio Accounts—Southern California,
Dental offices of Dr. Beauchamp, Model Furni-
ture Mfg. Co., Victor Chemical Co., Murphy
Motors, Broadway-Spring Arcade, Yorktown
Shirt Shops, Union Roofing Contractors,
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Phone Trinity 8821

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Account Executives. Nat Jeffras,

Clinton Campbell.

Radio Dir. Ed. Bloodworth

Radio Accounts—Signal Oil Company,
Shontex Co., E. F. Hutton & Co.,

STEELE ADV. AGENCY, INC.

1032 M & M Bldg., Houston, Tex.

Phone Charter 4-6408

SAAA

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Radio Dir. Jim Sanders

Continuity Editor. Betty Cantrell

Radio Accounts—Admiration Coffee, Bama
Food Products, Camellia Creameries, Crus-
tene Shortening, Interstate Theatres, O.J.'s
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Art Director.....Rudolph K. Naus

Radio DirectorR. S. West
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Gas & Elec. Co., Central Trust Banking In-
stitution, Cincinnati Enquirer, Sperti, Inc.,
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Copy, Idea Man.....Lionel Bell
Copy.....Barbara Hathaway
Idea man, contacts.....Bill Deming
General, Production.....Gloria Velarde
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Radio Accounts—Taylor Automobile Co.,
Western Auto Supply Co., Wilder's, Inc.
(Furniture), Stout Motors Trailer Division,
So. Figueroa Automotive Business Associ-
ation.

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Brewing Co., Inc., Geo. H. Newstedt Co., Ar-
gus Industries.

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Allen's Foot-Ease, Beecham's Pills, Esplotabs,
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 Production Manager.....James J. McCabe
 Sales Director.....Robert N. Sullivan
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22 Monument Sq., Portland, Me.
 Phone 3-1255

Radio Accounts—Revere Racing Assn., Wilmot H. Simonson Co., Shields Electric Co., F. H. Snow Canning Co., Hamid-Morton Circus, Eastern Mass. St. Ry., Kaiser-Fraser of Mass., U-Dryvit Auto Rental, Alves Photo Service, Bay State Midget Auto Racing Assn., Middlesex County Natl. Bank, Hugh Clay Paulk Co.

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 Copy Chief.....C. J. Dillon
 Art Director.....Robert West
 Media Director.....F. Minehan
 Merchandise Dir.....D. J. O'Meara
 Treasurer.....T. N. Weatherby
 Research Director.....L. H. Wood
 Radio Producers.....Tom Victor (N. Y.);
 Richard Uhl (Hollywood)

Branch Offices

1607 Vista del Mar Ave., Hollywood 28, Calif.
 Phone Gladstone 5048 — Hillside 2119

Director.....J. Van Nostrand
Radio Accounts Placed—Carter Products, Inc., Noxzema Chemical Co., Smith Bros. Inc., Whitehall Pharmacal Co.

Radio Accounts—Carter Products, Inc., Noxzema Chemical Co., Smith Bros., Inc., Whitehall Pharmacal Co., Levin Bros., Silverdust & Lifebuoy, J. H. Silbert Co., McCormick & Co., Inc.

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland 15, Ohio
 Phone Main 7142

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 Account Executive.....T. M. Gregory
Radio Account—Network: Firestone Tire & Rubber Co.

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 Vice-President.....A. A. Sylvester
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Lewis Tower, Philadelphia 2, Pa.
 Phone PE 5-7113

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 Radio Director.....M. Taylor
 Copy Chief.....Raymond H. Love
 Art Director.....E. Chudhoff

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 Radio Tele Talent Buyer...Virginia Spragle

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410 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 0303

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 Radio Tele Time Buyer.....Margaret Wylie
 320 Calif. St., San Francisco, Calif.
 Phone Garfield 3510

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 Radio Director.....Henry M. Jackson

Radio Time Buyer.....Frances Young
 645 South Flower St., Los Angeles 36, Calif.
 Phone Madison 2661

General Manager.....Robert B. Shirey
 Radio Time Buyer.....Jane Hubert

Radio Accounts—Atlantis Sales Corp., P. Ballantine & Sons, Bowman Dairy Co., Bate-man, Eichler & Co., Eastman Kodak Co., Elgin National Watch Co., Fanny Farmer Candy Shops, Ford Dealer Advertising Groups, General Cigar Co., Glass Container Manufacturers' Institute, J. T. Hardman Hat Company, Johns-Manville Corp., Kraft Foods Co., Langendorf United Bakeries, Inc., Lever Brothers Co., Libby, McNeill & Libby, Linwood Poultry Co., Northern Trust Co., Pan American World Airways, Penick & Ford, Ltd., Inc., Planters Nut & Chocolate Co., RCA Victor-Division of Radio Corporation of America, Safeway Stores, Inc., Shell Oil Company, Inc., Southern California Citrus Foods, Standard Brands Inc., Swift & Co., Ward Baking Co., Washington State Apple Commission, Weco Products, The J. B. Williams Co.

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Art Director.....Dave Block
Copy Chief.....Ben E. Laitin
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Radio Dir. & Buyer Radio Time.....N. Tokar
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Phone Fairchild 870.
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Sec. & Treas.....George M. Pease
Asst. Sec. & Treas.....Philip A. Baecker
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Branch Office
520 Madison Ave., Toledo 4, Ohio
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Secretary.....R. B. Blancett
Art Director.....L. Blancett
Production Manager.....F. Schultz
Radio Accounts — Borderland Citrus Groves, Valley Grande Academy.

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683 Fifth Ave., New York 22, N. Y.
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Vice-President.....Charlotte Rains
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Grand Rapids 2, Mich.
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PPA

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Prod. Mgr. & Radio Dir.....E. J. Logie
Acct. Exec.....R. F. Doornink, J. Newberry

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664 No. Michigan Ave., Chicago 11, Ill.
Phone Delaware 3122
NOAB—PPA—APA

President.....C. E. Van Hecker
Account Exec.....W. F. Barkow
Account Exec. & Space Buyer...F. J. Guzik
Radio Accounts—Local Loan Co., Pyroil Co.

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Court Square Bldg., Baltimore 2, Md.
Phone, LExington 5400
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APA—ABC

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Space Buyer.....G. M. Talbot
Radio Accounts—National Spot: Sher-
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well Co., H. J. McGrath Co., Rice's Bakery,
The Wm. Schluderberg.

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Radio Accounts—Miles Laboratories, Inc.,

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Proof Mat Co., Hoover Liniment Co., Haske-
lite Mfg. Corp., Wait-Cahill Co.

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Copy Chief.....S. H. Jack
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Producers.....Victor Maitland,
T. Blair Wallace, Fred L. Newmeyer
Branch Office

Suite 833, Hotel St. Regis, New York, N. Y.
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Radio Accounts—Duquesne Brewing Com-
pany, Chartiers Valley Brewing Co., Henry
Lohrey Packing Co., Vimco Macaroni Com-
pany, Clearfield Fur Company, Mail Pouch
Tobacco Co., Colonial Biscuit Company,
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Phone Hillside 9221
Radio Director.....Diana Bourbon
Radio Account—Campbell Soup Co.

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Phone LExington 2-1795
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 Media Dir. & Radio Time Buyer
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 Radio Director.....R. N. Thomson
 Television Director.....S. P. Jackson
 Personnel Director.....Wm. Warren Solow
Radio Accounts — Alexander Stores, Inc.,
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 M. Malitz, Arthur Deerson, C. E. Staudinger.

Radio Director.....Tevis Huhn
 Branch Office
 6331 Hollywood Blvd., Hollywood 28, Cal.
 Phone Hempstead 8163
 Radio Director.....Cecil Underwood
Radio Accounts—Pabst Sales Co., Equitable Life Assurance Society of the U. S., Farnsworth Television & Radio Corp.

ERWIN, WASEY & CO., INC.

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 New York 17, N. Y.
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 5225 Wilshire Blvd. Los Angeles, Calif.
 Phone Webster 3-5125
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 Phone Atlantic 1223
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 Okla. City 2-0603
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 749 Yonge St., Toronto, Canada
 Randolph 5187
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Radio Accounts—Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., Acme Flour Mills Co., Albers Milling Co., Peter Fox Brewing Co., Zonite Products Corp., Primrose House, Inc., S. C. Johnson & Sons, Inc., Nash Coffee Co., Salisbury & Saterlee Co., Anderson-Pritchard Oil Corp., Kreml Hair Tonic & Shampoo, K-R-O Co., Pertussin, Jacob Riess Bottling Works, Inc.

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6 E. 39th St., New York 16, N. Y.
 Phone MU 5-8950
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 Treasurer.....H. L. Waters
 Radio Director.....Louis Landesman

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205 S. Cheyenne Ave., Tulsa 3, Okla.
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 Account Executive.....Don Dyer
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 Art Director.....Harold Carlross
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 Continuity.....M. J. Smith

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 Phone Riverside 5625
 Manager.....Burke Gilliam
 Account Executive.....R. S. Hauger
 319 Central Building, Wichita, Kansas
 Phone 3-5200
 Manager.....Howard Whitehead
Radio Accounts—Oklahoma Tire & Supply Co., Kidds Cola, Tulsa Federal Savings & Loan Association, United Federal Savings & Loan Association, Tennessee Dairy, Jif-O-Wax, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Good Luck Oil Company, Arnholz Coffee.

TUCKER WAYNE & CO.

Ten Pryor St. Bldg., Atlanta 3, Ga.
 Phone Walnut 6701-2
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 Radio Director.....D. D. Connah
Radio Accounts—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.

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul 1, Minn.
 Phone Cedar 3777
 AAAA—APA

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 Director of Radio. Luther Weaver

Radio Accounts—Minnesota Federal Savings & Loan Association, Twin City Wholesale Grocer Co., T. Ruben, Inc.

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 Phone Trinity 2153
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 Production Mgr. Richard L. Hixon
 Art Directors. Robert Magee,
 James N. Hastings
 Account Executives. Joy Garrison Berghell,
 Vaughn Shedd

JOHN P. WEIDENHAMER & ASSOCIATES

26 N. 18th St., Harrisburg, Pa. (Box 1024)
 Phone 4-1808
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 N. H. Weidenhamer

Treas. & Prod. Mgr. F. F. Bratten
 Art Director. D. H. Bates

Radio Accounts—Hershey Chocolate Corp., Hershey Estates, Madrid Ballroom, Megs Macaroni Co., Ryder's Dairy, E. B. Skarie Co., Wyand Baking Co., York Fair Assn.

ARMAND S. WEILL CO.

170 Franklin St., Buffalo 2, N. Y.
 Phone Washington 6250
 ABP—ANPA

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Radio Accounts—Chalmers Gelatine Corp., John Wiley Jones Co., Maloney Bros. Nursery Co., Inc., Templetons, Inc., S. C. Wells & Co.

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325 W. Eighth St., Los Angeles 14, Calif.
 Phone Tucker 4111
 ANPA—PPA—ABC—APA

President & Time Buyer. Bernard Weinberg
 Media Director. E. Cousino
 Radio Director. W. H. Krauch

Radio Accounts—Capitol Milling Co., Hollywood Film Studios, Hollywood Pantages Theater Corp., Hollywood Turf Club, May Co., Midtown Catering So., Pep Boys of Calif., Savenick Tires, Thrifty Cut-Rate Drug Stores.

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 Exec. V.P. Elkin Kaufman
 V.P. in Chg. Radio Harry Trenner
 V.P. & Copy Chief Kennon Jewett
 Treasurer William Gallow
 Research Dir. Dr. Leon Arons
 Radio Director Theo. Gannon
 Media Director William Gallow
 Production Manager Norman Bertels
Radio Accounts—Anchor Hocking Glass Corp., Helbros Watch Co., Frank H. Lee Co., Seeman Bros., Inc. (Air-Wick), Trimount Clothing Co., Inc., Wings Skirt Co., Nutri Cola, International Corp. (spot).

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250 W. 57th St., New York 19, N. Y.
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 V.P. & Art Director. A. E. Macon
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 Prod. Mgr. R. E. McKean
 Account Executive Meyer Sacks
Radio Accounts—Federation for Railway Progress, Wyler Watch Agency.

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400 Madison Ave., New York 17, N. Y.
 Phone PLaza 3-4070
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President. Max A. Geller
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 Copy Director. Peter Artzt
 Production Manager. Sally Green
 Account Executive. Joseph H. Curtis
 Space Buyer & Office Mgr. Max Tendrich
Radio Accounts—Columbia Pictures Corp., Albert Ahlers, Inc., Nedick's Inc., Rensie Watch Co., Inc., United Artists Corp., Truval Mfrs., Flagstaff Foods.

JOSEPH R. WEISSER, CO.

101 Tremont St., Boston 8, Mass.
 Phone Hancock 1214-5-6

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 Copy Chief & Radio Time Buyer. S. L. Owens
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 Manager. Ed T. Wertheim
 Account Executives. M. George,
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315 North Seventh St., St. Louis 1, Mo.
Phone Garfield 4080
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Vice-Pres. & Copy Chief.....Samuel Westheimer
Vice-President.....Wm. H. Mullgardt,
Wm. M. Wider, Emma D. Brohr.
Assistant Executive.....Barbara Block
Production Manager.....Earl Torloting
Time & Space Buyer.....Julia Ballweg

Radio Accounts—Schutter Candy Co. (Old Nick & Bit-O-Honey candy bars), Centlivre Brewing Corp., Sears, Roebuck & Co. (St. L.), Schneider Jewelry Co., Bettendorf's Super Market, Vatterott Realty Co., Staten Island Cleaners, St. Louis County Tile Co., Peter Eckrich & Sons (Packing), Tiptop, Inc. (Kiddie Cookies), Snow Crop Frozen Foods Co., Big 4 Chevrolet Co., Valley Farm Dairy Co.

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Arts & Crafts Bldg., Waterloo, Iowa
Phone 4677
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Branch Office

520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725

Vice-Presidents.....A. C. Barnett,
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Radio Accounts—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

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416 West 8th St., Los Angeles 14, Calif.
Phone TRinity 8496-7

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Time Buyer.....Callie B. Willkerson
Traffic Dept.....Agnes Bennett

Radio Accounts—Hebrew-Christian Hour, Wings of Healing, Voice of China.

FRANK E. WHALEN ADV. CO.

15 W. 10th St., Kansas City 6, Mo.
Phone, Victor 7200
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Sec. & Treas.....J. W. Whalen
Account Executives.....L. P. Staples, W. F. Pralle, S. Williams.

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Phone Randolph 6498

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Art Director.....J. Russell Williams
Space Buyer-Radio Dir.-Time Buyer
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271 Madison Ave., New York 16, N. Y.
Phone, LEXington 2-3493
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Space Buyer.....Mrs. I. Randall
Production Manager.....M. J. Osias

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11th Fl., Paramount Bldg., Des Moines 9, Ia.
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Acct. Execs.....N. A. Winter, Jr.,
T. Bryce Spruill
Art Director.....Fred Stewart
Space Buyer-Time Buyer.....Rex R. Hall

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Phone CADillac 1865
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Radio-Television Director.....J. A. Christensen
Asst. Radio Director.....Cyrilla Anderson
Women's Features.....Patricia Tobin
Sports Commentator.....Don Warwick
Continuity Supervisor.....Ruth Rice
Radio Account—The J. L. Hudson Co.
Television Account—The J. L. Hudson Co.

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14 E. 39th St., New York, N. Y.
Phone MU 5-7817-8
ABP—PPA

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Art Director.....Louis DeNunzio
Media Director.....Victor Nottingham
Production Manager.....Joseph Weiss
Director of Publicity.....Mark Sufirin
Radio Director.....Yvette Kass
Director of Television.....Raymond F. Phaneuf
Radio Accounts—Quality Fruit Wine Co., Better Cars, Inc. *Television Accounts*—Better Cars, Inc.

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24 James St., Albany 7, New York
Phone 4-5007; 4-7081

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Secretary-Treasurer.....R. David Fris
Radio Director.....Mary Elizabeth Gaynor
Radio Accounts—Old Capital Motors, Gateway Motors, Hall & Co., Inc., McManus & Riley, Pen Crafts, The First Trust Co. of Albany.

THE ALBERT WOODLEY CO.

500 Fifth Avenue, New York 18, N. Y.
Phone Wisconsin 7-0380
ABP—ANPA—PPA

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Vice-President.....Louis De Garmo
Space Buyer.....Edith M. Knoth
Radio Accounts Placed—Railroad Federal Savings Association.

WORLD WIDE ADV. CORP.

11 W. 42nd St., New York 18, N. Y.
Phone LO 5-4500

President.....E. M. Scholz
Secretary.....Helen Karrow
Treasurer.....Suzanne Carlin
Radio Accounts—Parmelee Transp. Co., National Transp. Co.

WORTMAN, BARTON & GOOLD

345 Madison Ave., New York 17, N. Y.
Phone MURray Hill 4-2756
APA—NOAB—ANPA—PPA

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V.P.-Secretary.....D. Wortman
Radio Time Buyer.....Hortense Essler
Radio Director.....Roy de Groat
Radio Account—Harrisburg Steel Corp.

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625 Market St., San Francisco 5, Calif.
Phone SU 1-5411
AAAN—APA—PPA—ABP

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Secretary.....Wm. Misselwitz
Copy Chief & Pub. Dir....Morrison Stewart
Radio Dir. & Time Buyer.....W. O'Neill
Radio Accounts—Northern Calif. Floral Industry, Sierra Candy Co.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone MURray Hill 3-8400
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NOAB—ABC—ABP

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Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone Hollywood 2734

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333 North Michigan Ave., Chicago 1, Ill.
Phone Central 9339

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Vice-President.....D. G. Schneider
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Phone Exbrook 6685

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Phone Plateau 4691
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Phone Elgin 5347

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Managing Director.....George D. Bryson
Plaza de La Republica 46, Mexico, D. F.
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COMMUNICATIONS
COMMISSION**

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**NATIONAL
ASSOCIATION OF
BROADCASTERS**

Personnel — Committees

FEDERAL COMMUNICATIONS COMMISSION



Headquarters: New Post Office Building, Washington 25, D. C.

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(Term Expires June 30, 1948)

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GEORGE E. STERLING

(Term Expires June 30, 1950)

Assistant—NEVA BELL PERRY

ROSEL H. HYDE

(Term Expires June 30, 1952)

Assistant—MINNIE SPARKS

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(Term Expires June 30, 1949)

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ROBERT F. JONES

(Term Expires June 30, 1954)

Assistant—ELIZABETH DANNELLY

PAUL A. WALKER

(Term Expires June 30, 1953)

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Assistant To Chairman

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San Francisco
(Vacancy)

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1947—1948



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TRADE—FAN—TECHNICAL—GENERAL

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November 25, 1947

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I think all of us in A.N.A. appreciate the way you have put the thoughts of the meeting in capsule form on the cover of the November issue of your magazine.

Without meaning to detract in the least from your effort, I do want to call to your attention the fact that I work for and get paid by Pillsbury Mills and not General Mills.

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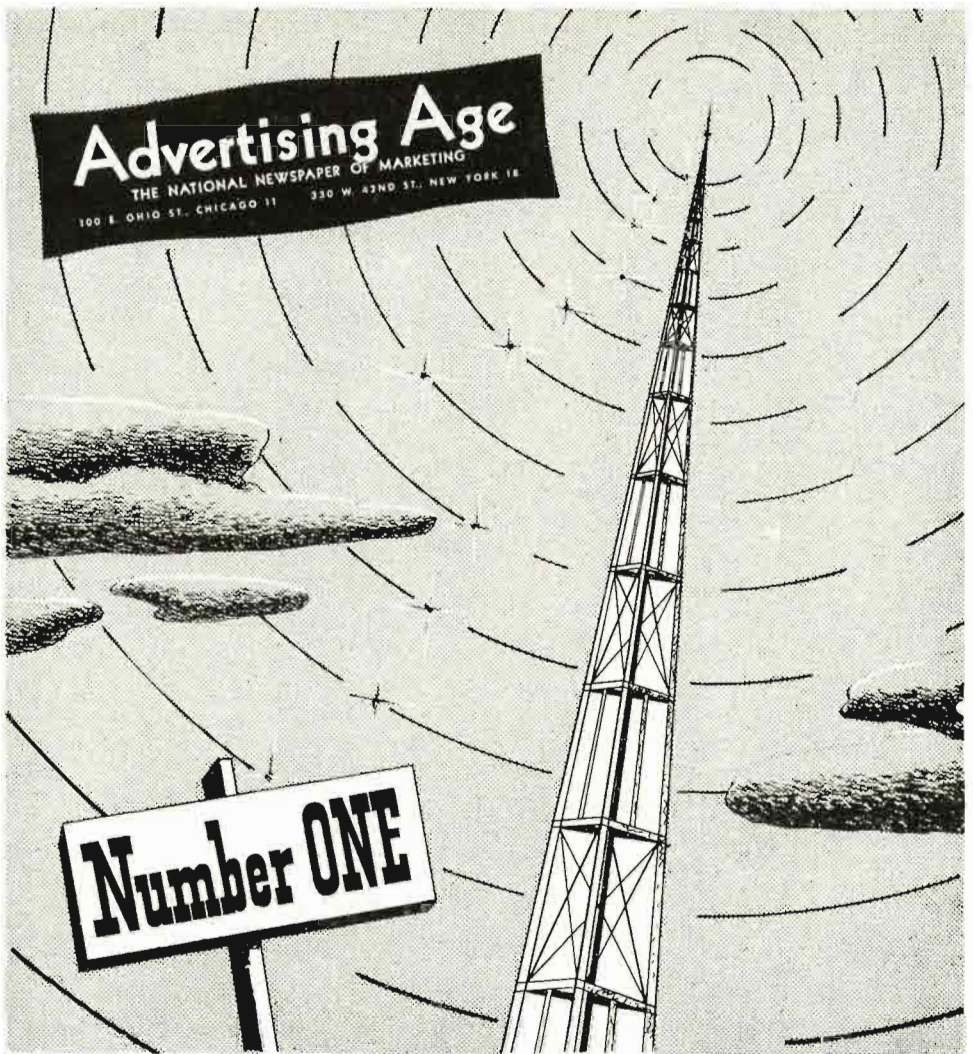
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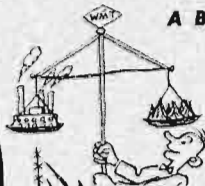
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A BLANKETED MARKET



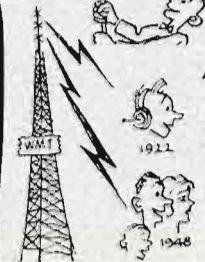
WMT reaches the largest primary area in the state at the lowest rate per radio family . . . 1,131,782 persons within the 2.5 MV line greater than any other Iowa station.

A BALANCED MARKET



Smokestacks are going cornstalks better than 50-50 in Iowa. Income is almost evenly divided between city and farm.

A LOYAL MARKET

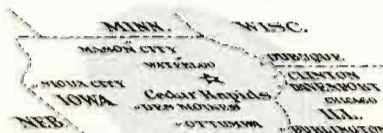


Eastern Iowans on city and farm have been listening to WMT for more than a quarter of a century. Because WMT brings them programs they like!

THE UNIQUE MARKET



Only WMT delivers CBS Network shows to Eastern Iowa. And only these shows, plus WMT's fine local programs, deliver the prosperous twin market audience to you.



WMT
CEDAR RAPIDS
5000 Watts 600 K. C. Day and Night
BASIC COLUMBIA NETWORK



MARK WOODS
President

American Broadcasting Company

TO borrow an expression from the armed services, 1947 for the American Broadcasting Company was a most interesting "testing and proving ground."

During the year our network established and developed its theory of "planned programming"—of the presentation in prime listening time broadcasts intended to appeal to and hold the interest of a large, continuing audience and so to give the advertiser the benefit of a cumulative audience response. Exemplifying this theory was our rearrangement of the Tuesday night listening pattern to offer, in contiguous time periods, such programs as "Youth Asks the Government"; "America's Town Meeting"; the Boston Symphony; and "Labor USA" in which both labor and management can offer their views on current problems affecting the nation.

Similarly, we realigned our Wednesday night schedule to offer in the same way such outstanding programs as "Mayor of the Town"; "Vox Pop"; "Abbott and Costello"; "Groucho Marx"; the Bing Crosby and the Henry Morgan programs to make that night a top listening "must."

We intend, in 1948, to extend and amplify this system of programming; but we certainly do not feel that we or any other network has yet hit upon a formula which will answer all the demands of an ideally balanced program schedule. To my way of thinking, that ultimate will never be reached. From the standpoint of the listener, ideal programming would offer hour after hour of similar broadcasts—music, drama, variety. But we have also the problem of the advertiser, who naturally wants something different to attract an ever greater audience and thus attain a wider market for his product. I feel that there must always be a compromise point between the ideal of the advertiser and that of the listener and I feel that we have made an excellent approach to what might be termed an ideal compromise.

During the past five years, the net-

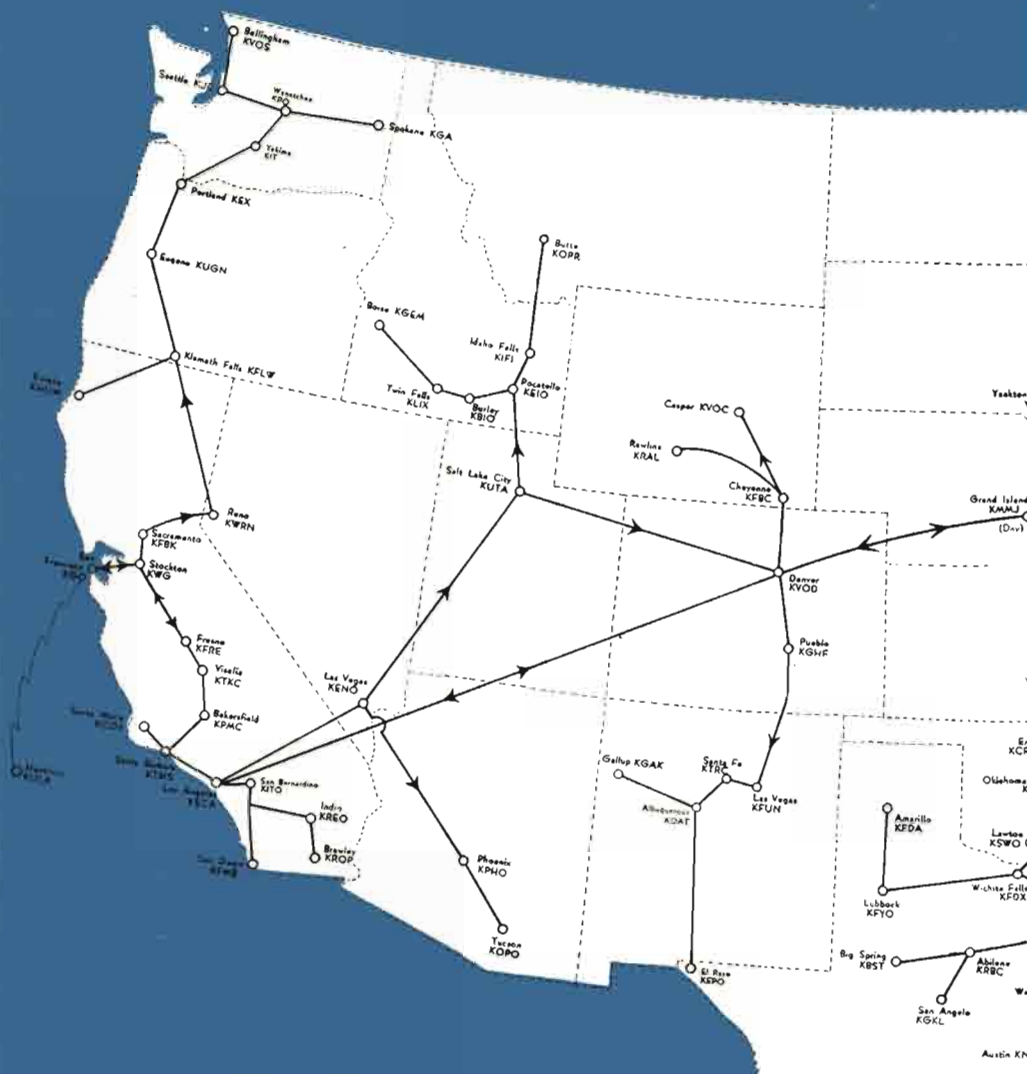
work has more than doubled its coverage in the leading markets of the nation. At the close of the year, our affiliates numbered 265, carefully selected to further the network policy of giving our advertisers coverage of listeners and not merely of territory. Among the leading developments in the station field during 1947 was the operation of our owned and managed outlet in San Francisco, KGO, as a fifty kilowatt station as of December 1, making it the most powerful outlet on the West Coast between the Canadian and Mexican borders.

During the year we also received television and FM grants in the five cities where we currently own and operate standard band stations—New York, Chicago, Detroit, Hollywood, and San Francisco. Television sites have been acquired in all cities and sometime in 1948 we expect to begin television operations, probably starting on the West Coast. It is probable that in the coming year we will also begin FM operation in connection with one or more of our owned and operated stations. In this connection, I should like to say that when we do begin FM operations, it will be through duplication of programs already being broadcast on our AM stations. We believe that only in this way can FM be developed to its full stature. It is not a separate industry and we think it cannot be developed as such.

To return to 1947 for a moment, the year saw a substantial number of new-to-radio advertisers using the facilities of our network, one result of which was that ABC was completely sold out during the 9 a.m. to 6 p.m. period, Wednesday and Friday nights completely sold and comparatively little prime time available elsewhere.

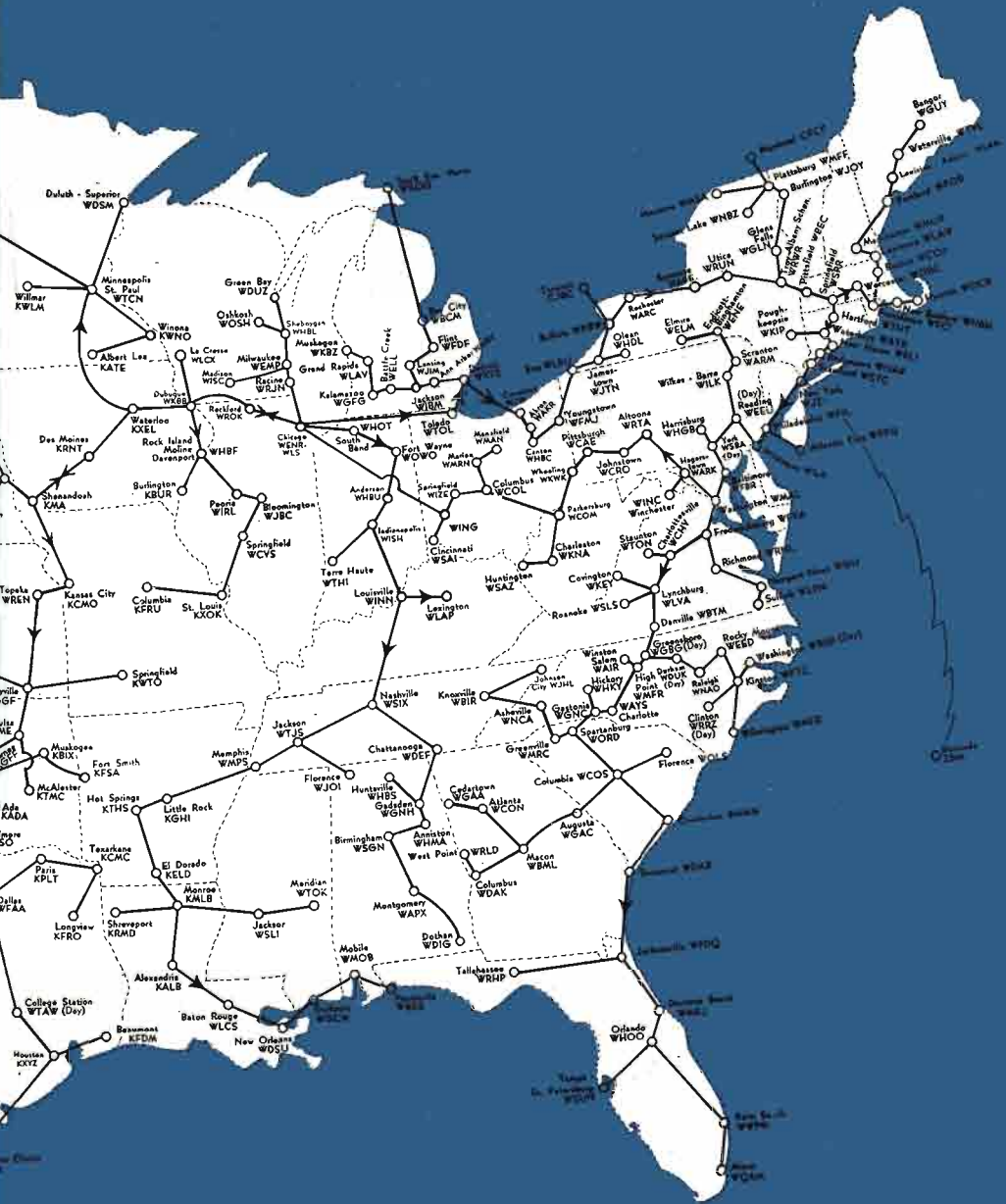
No sir, I think that the coming year will be a good one for all advertising media and that radio will have its equitable share of the advertising budget of the manufacturer intent on selling products. While operating costs are steadily rising, we at ABC feel that we have no reason to look toward 1948 with anything but an optimistic outlook for the progress of our company.

AMERICAN BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1948**

CASTING COMPANY



AMERICAN Broadcasting Company, Inc.

*R. C. A. Bldg., 30 Rockefeller Plaza New York 20, N. Y.
(Telephone Number Circle 7-5700)*

BOARD OF DIRECTORS

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Earl E. Anderson Robert H. Hinckley C. Nicholas Prialux Mark Woods

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Robert H. Hinckley, Vice President
Earl E. Anderson, Vice President
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C. Nicholas Prialux, Vice President & Treasurer
Charles E. Rynd, Vice President & Asst. Secretary
Charles C. Barry, Vice President

In Charge of Program & Television
Don Searle, Vice President—Western Division
Fred Thrower, Jr., V. P. in Charge of Sales
Joseph A. McDonald, V. P., Gen. Attorney & Sec.
Ivor Kenway, V. P. in Charge of Adv. & Promotion
Frank Marx, V. P. in Charge of General Engineering
Robert Saudek, V. P. in Charge of Public Affairs
Thomas Velotta, V. P. in Charge of News & Special Events
Anthony M. Hennig, Assistant Treasurer
Alexander D. Nicol, Controller

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Continuity Acceptance

Grace Johnson, Manager

Co-operative Program

Harold B. Day, Sales & Promotion Mgr.
Ludwig Simmel, Business Manager

Controller

Alexander D. Nicol, Controller

Engineering

George O. Milne, Dir. of Technical Operations

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Omar F. Elder, Jr., Attorney
Richard A. Moore, Attorney
Geraldine B. Zorabaugh, Attorney

Local and Spot Sales

John Brooke, Eastern Spot Sales Manager
Ralph Dennis, National Spot Sales Manager
Concetta Porreca, Sales Service Manager

News and Special Events

John Madigan, National News Editor
Michael Roshkind, Manager of Special Events
Paul Scheffels, Manager of New York Newsroom
Harry Wismer, Director of Sports

Office and Studio Services

D. B. Van Houten, Director
Albert Humbert, Supervisor of Building Maintenance

Ernest Theiss, Guest Relations Manager

Owned and Operated Stations

M. B. Grabhorn, Manager

Personnel

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Program

Richard Banner, Manager of Music Rights

James Bixler, Supervisor of Announcing & Night Operations

Maurice Brachhausen, Supervisor of Sound Effects

Henry Cox, Eastern Production Manager

Norah Donovan, Manager of Literary Rights

John Thompson Everitt, Eastern Program Dir.

Helen Guy, Business Manager

Helen Hedeman, Supervisor of Casting

Bertha Kurtzman, Supervisor of Studio Assignments

Florence Morris, Manager of Central Booking

Paul Mowrey, Director of Television

Richard Ritter, Supervisor of Auditions

John C. Turner, Script Manager

Frank Vagnoni, Manager of Music Division

Paul Whiteman, Director of Music

William Wylie, Manager of Program Promotion

Public Affairs

George Olenlager, Supervisor of Audience Information

Publicity

Earl Mullin, Manager

Arthur B. Donegan, Assistant Manager

John Pacey, Trade News Editor

Purchasing

Henry T. Hede, Purchasing Agent

Recording

Lawrence Ruddell, Director

Research

Edward F. Evans, Director

Ben Gedalecia, Associate Director

Sales

John Donohue, Mgr. of Detroit Network Sales

G. T. C. Fry, Manager of Eastern Network Sales

Humboldt Greig, Asst. to V. P. in Chg. of Sales

Ridgway Hughes, Director of Presentations

Sales Service

Thomas P. Robinson..... Manager

Stations

Raymond Diaz..... Traffic Manager

Ernest Jahncke..... Manager of Station Relations

Station WJZ

M. B. Grabhorn..... Manager

CENTRAL DIVISION—CHICAGO

E. R. Borroff..... Vice President in Charge

G. I. Berry..... Sales Manager

Kenneth Christiansen..... Traffic Supervisor

Francis J. Coveney..... Auditor

Fred J. Dickinson..... Office Manager

L. E. Douglass..... Program Business Manager

Walter L. Emerson..... Legal Counsel

Elliott Henry Jr..... Publicity Manager

E. C. Horstman..... Engineering Manager

F. E. Kasser..... Supervisor of Announcers

Donald Kilian..... Production Manager

WESTERN DIVISION—HOLLYWOOD

Don Searle..... Vice President in Charge

Clifford Anderson..... Program Business Manager

Dorothy L. Brown

Continuity Acceptance Manager

Francis Conrad..... Station Relations Manager

Dresser M. Dahlstead..... Chief Announcer

John I. Edwards..... Production Manager

Ernest Felix..... Auditor

Paul Gates..... Evening Program Manager

Robert Z. Hall..... Publicity Manager

Russell Hudson

Recording and Sales Service Manager

WESTERN DIVISION—SAN FRANCISCO

Gayle Grubb..... General Manager KGO

Byington Colvig..... Continuity Editor

A. E. Evans..... Engineering Manager

Eleanor Higby..... Traffic Manager

Robert Laws..... Promotion and Publicity Manager

Lyford Moore..... Berlin

Hugh Ralston..... Bermuda

Herbert M. Clark..... Buenos Aires

Robert Wadsworth..... Geneva

Daniel Schorr..... The Hague

Walter Graf..... Havana

Victor Eckland..... Honolulu

Mike Eskolsky..... Jerusalem

Frederick Opper..... London

Norman Paige..... Manila

James Wyatt..... Mexico City

Vincent dePascal..... Montevideo

Edmund Stevens..... Moscow

Blair Fraser..... Ottawa

Philip Payne..... Panama

Robert Sturdevant..... Paris

John Mecklin..... Rome

Harwood Hull..... San Juan

Charles Griffin..... Santiago

William Conine..... Shanghai

William Kadison..... Sydney

Ned Nordness..... Stockholm

Stuart Hannon..... Stuttgart

John Rich..... Tokyo

Stations Planning and Advisory Committee

Roger W. Clipp, WFIL, Philadelphia, Pa., Chairman, District 1

Jack Gross, KFMB, San Diego, Calif., Vice Chairman, District 7

Frank Carman, KUTA, Salt Lake City, Utah, District 6

Robert R. Feagin, WPDQ, Jacksonville, Fla., District 8

Clarence Doty..... Sales Manager

John J. Hade..... Program Director

Station WXYZ (Detroit)

James Riddell..... General Manager

Treasury

Anthony M. Hennig..... Assistant Treasurer

Budget

Harold L. Morgan..... Budget Officer

Anthony Koelker..... Manager Program Sales

Olive D. McCann..... Supervisor of Research

Roy McLaughlin

Mgr. Sta. WENR, Nat. Spot & Local Sales Mgr.

Cornelius O'Dea..... News Supervisor

James L. Stirtton

Assistant to Vice President in Charge

Harold Stokes..... Program Manager

Karl R. Sutphin..... Sales Promotion Supervisor

Floyd G. Van Etten..... Sales Coordinator

Robert White..... Public Service Supervisor

Francis LaTourette

Western Division News Editor

Walter W. Lonner..... Traffic Manager

John J. O'Mara..... Sales Promotion Manager

Norman Ostby

Assistant to Vice President in Charge

Thomas Palmer

Manager of Technical Operations

Frank Samuels..... Pacific Coast Sales Manager

J. Donald Wilson

Director of Program and Production

Clyde Scott..... General Manager KECA

Victor Reed..... News Editor

Kenneth Steedman..... Auditor

Kirkham Torney..... Sales Manager

Bloyce Wright..... Program Manager

Foreign Correspondents For American Broadcasting Company

AMERICAN BROADCASTING CO., INC.

WJZ, New York..... Owned, operated and represented by ABC

WXYZ, Detroit..... Owned and operated by ABC

WENR, Chicago..... Owned, operated and represented by ABC

KECA, Los Angeles..... Owned and operated by ABC

KGO, San Francisco..... Owned, operated and represented by ABC

WMAL, Washington..... Owned by Evening Star Publishing Co.

Represented by ABC



Look at the figures in that headline again

They reveal the tremendous impact of The Nation's Station within the WLW Merchandise-Able Area, as shown by the Nielsen Radio Index for February-March, 1947.

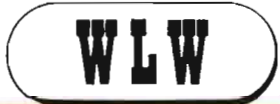
During the four measured weeks of listening, WLW reached more than four-fifths—81.2%—of the 3¼ million radio homes within the area, between 6 AM and midnight. *That's coverage!*

During the same four weeks, a total of 175 stations received listening within the area, yet WLW received one-fifth—19.3%—of *all* listening to *all* stations. *That's dominance!*

How much did these homes listen? Taking all 3¼ million radio homes within the area, WLW received an average of 375 minutes of listening per home per week between 6 AM and midnight. But, among that 81.2% of

the homes which were classified as WLW listeners, the average was 550 minutes of listening to WLW per home per week between 6 AM and midnight. *That's penetration!*

These are just a few of the vital facts revealed by this NRI study. For complete details—and for the figures on the 15 leading competitive stations—contact the WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, the Keenan & Eickelberg offices in Los Angeles, San Francisco, and Portland will be glad to serve you.



THE NATION'S MOST MERCHANDISE-ABLE STATION
 EDGEMO BROADCASTING CORPORATION



FRANK STANTON
President

Columbia Broadcasting System

UNLESS I miss my guess 1948 will go down in the books as the most significant year in the history of American radio to date.

Let's take a look at the problems that the radio industry faces during the next 12 months.

First, there is the problem of prompt acceptance of a strong code for the self-regulation of the industry. At CBS we have given full endorsement to the NAB code proposed last September in Atlantic City. And we will give our full endorsement and active support to any revised code that retains what we believe are adequate safeguards of the public interest. We are hopeful that the nation's broadcasters will work out such an agreement and have it in effect well before the end of 1948.

Second, there is the matter of new legislation to amend the Federal Communications Act of 1934. Hearings began in 1947 on the White Bill. Further legislative action is expected during the coming year. The industry should welcome this new opportunity to urge enactment of its fundamental belief that radio should be as free as the press and motion pictures.

At the same time, on another front there is the matter of freedom for editorial expression on the air. This Spring the Federal Communications Commission has scheduled hearings on the right of broadcast licensees to "editorialize." The resolution of this important issue may well have great impact on the whole future of broadcasting.

As this is being written, an urgent and immediate problem is the negotiating of a new contract between the American Federation of Musicians and the radio industry. There are many compelling reasons why this should be settled with dispatch. The immediate

future of FM is at stake here. The reappearance of live musicians on television programs is essential to the successful development of this newest medium of mass communication. The output of the recording and radio industries is now so closely interwoven that anything affecting the output of one is bound to have a direct effect on the other. A prompt settlement of these issues on a basis equitable to all, while not easy to encompass, is vital to broadcasting's growth in 1948.

Audience research should come in for hard examination this year. Today's product will not do for tomorrow. It's inadequate and too costly.

And, of course, the problem that overshadows all others is the constant need of improved programming. Here bold steps must be taken if we are to increase radio's position in the American community.

During the past year, at CBS we placed the greatest emphasis on our product. Our program operations, both in Hollywood and New York were significantly intensified. And the new year finds Columbia with the largest program department in the industry.

We plan to launch in 1949 a number of new and, we believe, exciting entertainment programs. Several new and richly talented personalities will be brought to CBS microphones. We plan that Columbia-built programs—CBS' own "package" shows—will continue to be the focus of attention.

A series of significant reports on today's problems and institutions are planned for Columbia's Documentary Unit, which recently rounded out its first full year of operation.

A new code, an amended radio act, the reappearance of live music on FM and television, improved listener research, new and fresh programs—these are now problems confronting us.

They can become achievements of 1948.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1948**

CASTING SYSTEM



C O L U M B I A

Broadcasting System, Inc.

Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: Wickersham 2-2000

BOARD OF DIRECTORS

John J. Burns	J. A. W. Iglehart, Jr.	Samuel Paley	Dorsey Richardson
Prescott S. Bush	Isaac D. Levy	William S. Paley	Frank Stanton
Ralph F. Colin	Leon Levy	Joseph H. Ream	Herbert Bayard Swope
		Frank K. White	
General Counsel Rosenman, Goldmark, Colin & Kaye.			

Officers

William S. Paley..... Chairman of the Board	Hubbell Robinson, Jr.
Frank Stanton..... President	Vice President and Director of Programs
Joseph H. Ream..... Executive Vice President	D. W. Thurnburgh
Adrian Murphy	Vice President in Charge of Western Division
Vice President and General Executive	Victor M. Ratner
Howard S. Meighan	V.P. & Director, Advertising & Sales Promotion
Vice President and General Executive	James M. Seward
H. V. Akerberg	Vice President in Charge of Operations
Vice President in Charge of Station Relations	S. R. Dean..... Treasurer and Comptroller
H. Leslie Atlas	Arthur Padgett..... General Auditor
Vice President in Charge of Central Division	Julius F. Brauner
Earl H. Gammons	Secretary & General Attorney
Vice President in Charge of Washington Office	Guy della-Cioppa
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Vice President in Charge of Sales	Nathan L. Halpern... Assistant to the President
L. W. Lowman..... Vice President	Edward Saxe..... Executive Assistant
Davidson Taylor	J. L. Van Volkenburg
Vice President and Director of Public Affairs	Director of Station Administration

DEPARTMENTS AND DIVISIONS

Accounting Department

S. R. Dean..... Treasurer and Comptroller
 William J. Flynn..... Assistant Comptroller
 L. C. Merrick..... Assistant Comptroller
 Sophie Hinze..... Cashier

Auditing and Tax Department

Arthur S. Padgett..... General Auditor
 Norman DuFrane..... Chief Auditor

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C. R. Jacobs
 Acting Director of Construction and Building Operations
 Kingdon S. Tyler..... Assistant to the Director

Editing Department

Gilson Gray..... Director of Editing

Musie Copyright Department

W. Clark Harrington..... Director

General Engineering Department

William B. Lodge
 Director of General Engineering
 John Christensen..... Chief Engineer
 J. W. Wright..... Chief Radio Engineer
 H. A. Chinn..... Chief Audio Engineer

Engineering Research and Development Department

Peter C. Goldmark
 Director of Engineering Research and Development
 Paul H. Reedy..... Chief Engineer
 John H. Martin..... Executive Assistant

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Julius F. Brauner
 Secretary and General Attorney
 Kenneth L. Yourd..... Senior Attorney

Mail, File and Mimeograph Department

Albert H. Bryant..... Manager

Network Sales Department

William C. Gittinger.... V.P. in Charge of Sales

John J. Karol..... 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

Chicago Office Network Sales,
410 North Michigan Avenue

W. Donald Roberts..... Western Manager

Detroit Office Network Sales
Fisher Building

Joseph Spadea..... Manager

Personnel Relations Department

Howard L. Hausman

Director of Personnel Relations

Joseph H. Jackson..... Personnel Manager

Willard J. Stevens... Assistant Personnel Manager

Robert Kalaidjian..... Employment Manager

Program Department

Hubbell Robinson, Jr.

Vice President and Director of Programs

Davidson Taylor

Vice President and Director of Public Affairs

William Fineshriber

Gen'l Mgr. of Program Dept.

Harry S. Ackerman

Executive Producer in N. Y.

Ernest Martin

Director of Network Programs, Hollywood

Werner Michel

Assistant to the Director of Programs

Gerald F. Maulsby

Assistant to the Director of Public Affairs

Robert J. Mann

Director of Commercial Program Development

General

Lyman Bryson..... Counselor on Public Affairs

Marjorie Morrow..... Casting Director

Talks Division

Helen Sioussat..... Director of Talks

News Division

Wells Church..... Director of News Broadcasts

Henry Wefing

Assistant Director of News Broadcasts

Lee Bland..... Director of Special Events

Theodore F. Koop... Director of News, Washington

News Editors

Edward Bliss

Robert Skedgell

George Herman

Dallas Townsend

Lee Otis

Joseph Wershba

Foreign Correspondents

Allan Jackson, Howard K. Smith..... London

David Schoenbrun..... Paris

Steven Laird..... Berlin

Bill Costello..... Tokyo

George Polk..... Cairo

Sports Division

Walter Barber..... Director of Sports Division

John Derr... Assistant Director of Sports Division

Judson Bailey..... Sports Writer & Researcher

Program Writing Division

Robert J. Landry

Director of Program Writing Division

Elwood Hoffman..... Script Editor

Mortimer Frankel..... Associate Script Editor

James Hart..... Associate Script Editor

Charles Monroe..... Associate Script Editor

Serious Music Division

James H. Fasseett

Supervisor of Serious Music Division

Lucile Singleton

Supervisor of Vocal Auditions and Manager

of Script and Record Library

Popular Music Division

Larry Puck

Director of Popular Music Division and

Talent Scout

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Robert Hudson..... Director of Education

Leon Levine... Assistant Director of Education

Elinor Inman... Director of Religious Broadcasts

John Pfeiffer..... Science Director

Program Operations Department

I. S. Becker..... Director Program Operations

R. R. Ray... Assistant to Director of Operations

Will Bratter... Assistant to Director of Operations

Music Library Division

Julius Mattfeld..... Director of Music Library

Network Operations Division

Horace Guillotte

Manager of Network Operations

Program Typing Division

Harriet Hess..... Supervisor of Program Typing

Sound Effects Division

Davidson Vorhes

Manager of Sound Effects Division

Technical Operations Division

Henry Grossman

Director of Technical and Building Operations

R. G. Thompson

Manager of Technical Operations, Eastern

Division

Building Operations Division

Walter Pierson..... Manager

Traffic Division

Hugh A. Cowham

Commercial Engineer in Charge of Traffic

A. H. Petersen..... Traffic Manager

Press Information

George Crandall..... Director

Arthur Perles..... Assistant Director

Michael Foster

Manager Trade and Feature Division

Michael Boscia... Manager of Operations
Walter Seigal... Manager of Photographic Division
Anne Harding... Manager of Service Division
Harry Feeney, Jr.... Trade News Editor
Dorothy Leffler... Manager of Magazine Division
Charles F. Pekor, Jr.... Asst. to the Director

Purchasing Department

John E. Forsander... Purchasing Agent

Radio Sales

Carl J. Burkland... General Sales Manager
H. A. Carlborg

Eastern Sales Manager, New York
Wilbur S. Edwards

Western Sales Manager, Chicago

H. H. Holtshouser

Southern Sales Manager, Atlanta

John Brumbach

Manager of San Francisco Office

L. D. Larimer

Manager of Los Angeles Office

William Ogden... Manager of Detroit Office

Richard Hess

Supervisor of Research for Radio Sales and
C-O Stations

Thomas B. Ellsworth

Director of Promotion for Radio Sales

Emmett Heerd... Manager of Sales Service

Research Department

Elmo C. Wilson... Director of Research

Oscar Katz... Associate Director of Research

Edward Reeve... Chief Statistician

Harper Carraine... Chief Quantitative Analyst

Tore Hallonquist

Chief of Program Analysis Division

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

Victor M. Ratner

V.P. and Director of Sales Promotion and
Advertising

Thomas D. Connolly

Director of Program Promotion

Louis Hausman

Manager of Presentation Division—Associate
Director

William Golden

Associate Director and Art Director

John Fox... Manager of Production

John P. Cowden

Director of Promotion Service for C-O
Stations

Shortwave Broadcasting and Latin American Affairs

Edmund Chester, Director of Shortwave Broad-
casts and Latin American Relations.

John Hundley, Assistant Director of Shortwave
Broadcasts.

Robert Unanue, Assistant Director of Latin
American Relations.

Tony Kraber, Executive Assistant in Charge of
Operations.

Lawrence S. Haas, Director of Shortwave News.
Margaret Kennedy, Supervisor of Press Informa-
tion and Listener Relations.

Russ Johns, Supervisor of Production

Tomas Perez, Chief of Spanish Division.

Luis Jatoba, Chief of Portuguese Division.

Robert DeHart, Engineer in Charge of Shortwave
Broadcasting.

Station Administration Department

J. L. Van Volkenburg

Director of Station Administration

William H. Hylan, Jr.... Assistant

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

Ralph Hatcher... Manager of CBS Co-op Division

LOS ANGELES OFFICE

STATION RELATIONS

Columbia Square

Edwin Buckalew... Western Division Manager

Television Department

Lawrence W. Lowman... Vice President

Worthington C. Miner... Director of Television

Leonard Hole... Director of Plans Division

George L. Moskovics... Commercial Manager

Benjamin F. Feiner, Jr.

Acting Director of Television Programs

Merritt H. Coleman... Director of Operations

Paul Wittlig... Manager of Technical Operations

Charles Holden... Manager of Production

James J. Kane... Manager of Press Information

James McNaughton... Art Director

Robert Bendick

Director of News and Special Events

Robert R. Edge... Director of Sports

Halsey V. Barrett... Promotion Manager

COLUMBIA BROADCASTING SYSTEM

Standard Stations

WCBS, New York

WBBM, Chicago

KNX, Los Angeles

FM Stations:

WCBS-FM, New York

WEEI, Boston

KMOX, St. Louis

WTOP, Washington

WCCO, Minneapolis-St. Paul

WBBM-FM, Chicago

Television Station:

CBS-TV, New York



EDGAR KOBAK
President

Mutual Broadcasting System

EACH year, when I am asked to prepare an article for **RADIO ANNUAL**, I like to take a look at what I said the previous year, just to see how I came out. This is pretty good mental discipline for anybody who is called upon to discuss a future outlook, whether it be in business, politics, or any other phase of living.

For 1947, I prophesied a year of "noses to the grindstone," of buckling down to competitive selling, the laying of secure foundations for postwar business, and the development of better programs as well as the careful study of facts. I also said something about our efforts to make the advertising dollar more productive. So far as Mutual is concerned, that is the sort of year we have put in during 1947—and from present indications, I feel confident that we shall be doing much the same in 1948. Perhaps, more so.

We have been busy building our network, facilities-wise, and now we are turning to the task of building up our audience, program-wise. For both tasks, we believe the right attitude is to start at the beginning, tackle first things first, build slowly, carefully, and methodically—and then start talking about it.

A couple of months ago we started to talk about the Mutual network's daytime coverage as it is today, following the many new improvements and additions which have been taking place during the past year or so. In doing this, we have been discussing our network in terms of the audience it serves—the millions of people who now can receive Mutual programs reliably, satisfactorily, and without the annoyance of static, man-made electrical noise, or the interference of other stations. This is **SERVICE** in terms of the listener's reception rather than in terms of the engineer's output. It is the first requisite of "radio circulation."

We have said that this new conception of "listenability" is something that you are going to hear a lot about from now on. In 1948, we think that "listenability" will be more and more studied, discussed, and used.

We believe that the use of "listenability" measurements—and naturally

the improvement and refining of the "listenability" technique—will keep a lot of people busy during the next year. We are going right ahead with the job at Mutual, and we expect to make "listenability" techniques available to our Mutual affiliates. If it proves out to be a valuable tool for time-buyers as well as for station managements, it seems certain that the use of this method of measurement will be extended to other stations and, perhaps to other networks.

Perhaps, "listenability" is a symbol of the progress which broadcasting is making in its search for bedrock measurements and standards to help advertisers buy time more efficiently and more economically. The BMB is an indication of this desire for better and more universal measurements to be applied to radio listening, but unfortunately during 1948, according to present plans, the BMB's activities will be restricted to an interim study and not to a complete, nation-wide job, which is being postponed until 1949.

Broadcasting is a fast-moving business and we have to find measurements which can be kept up to date, which can reflect changes and which can be used as a guide to the immediate future. Advertisers want facts, more facts, and up-to-date facts. They don't like to buy on hunches and in 1948, more than ever, we think that they are going to re-examine all of their advertising activities very closely.

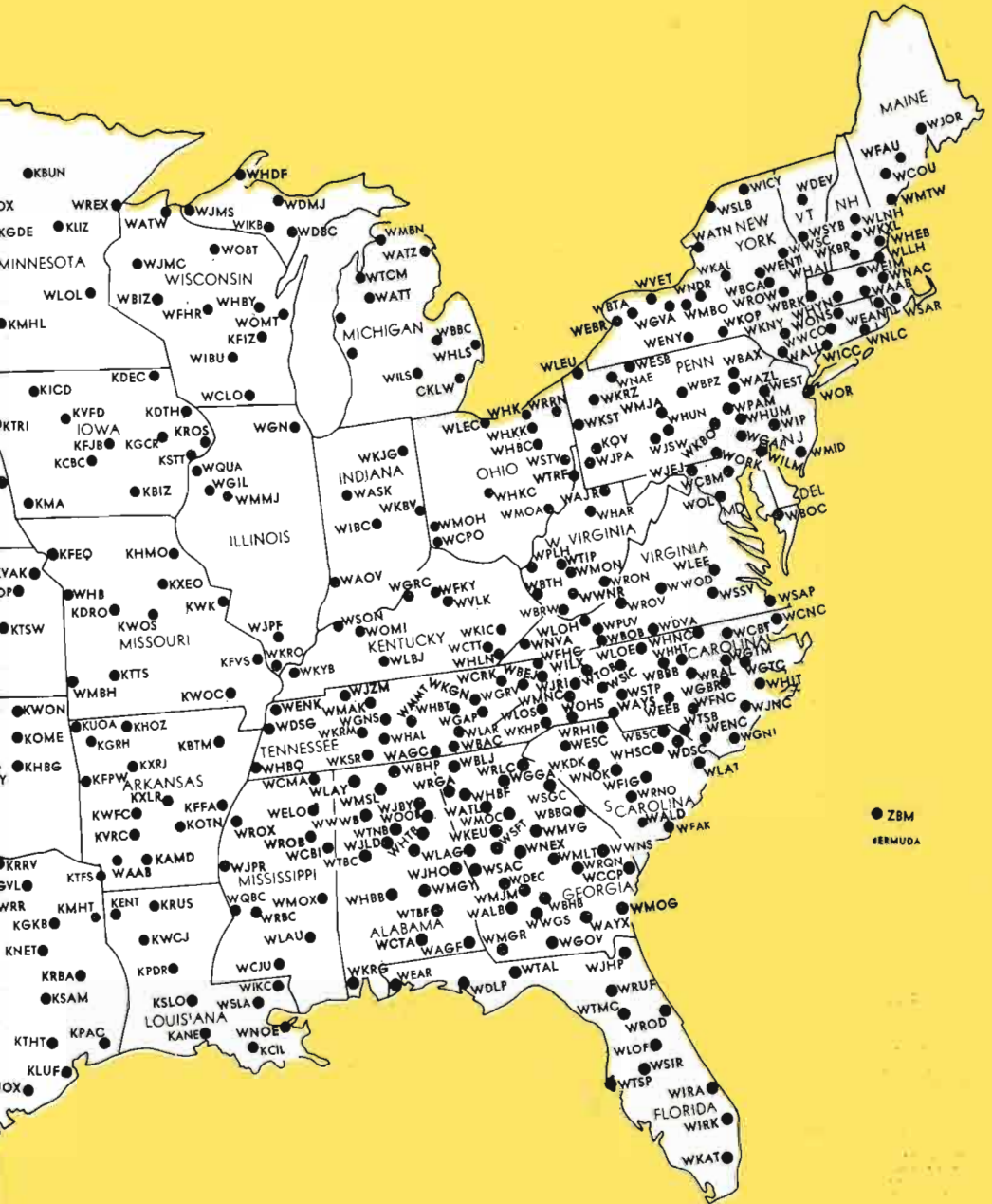
During 1947, we have seen a marked tendency on the part of big national advertisers to analyze the cost of their network broadcasting. We have seen excellent presentations of a competitive nature from the other mediums, and we know that competition between radio and the other mediums is increasing rather than abating.

Over at Mutual, we believe in advertising, and we believe in broadcasting. We believe that there is a real place for broadcasting in the over-all advertising picture, and we are not particularly worried by clean, healthy competition. We realize that competition is the lifeblood of free American enterprise and if we are to make any New Year's resolutions, one of them will be to reaffirm our constant belief that there is no need to get panicky, and to resolve that we will not fall into the mistaken notion that we have to lash out at the other guy or tear down our competitors.

MUTUAL BROAD



CASTING SYSTEM



MUTUAL Broadcasting System

Executives and Staff
1440 Broadway, New York 18, N. Y.
Phone, PENnsylvania 6-9600

Executive Personnel **Board of Directors**

Lewis Allen Weiss
Don Lee.Hollywood, Chairmen
Theodore C. Streibert
WOR, New York, Vice-Chairman
E. M. Antrim. WGN, Chicago
Willet H. Brown, Don Lee. . . . Hollywood
Chesser CampbellWGN, Chicago

J. E. Campeau.CKLW, Detroit
H. K. Carpenter. WHK, Cleveland
Benedict Gimbel, Jr. WIP Philadelphia
Edgar Kobak. MBS, New York
John Shepard, III Boston
Linus Travers.Yankee Network, Boston
J. R. Poppele.WOR New York

Officers

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Robert D. Swezey
New York, Vice President and General Manager
E. M. Antrim. Chicago, Secretary
James E. Wallen
New York, Treasurer, Controller and As-
sistant Secretary
Phillips Carlin
New York, Vice President in Charge of Pro-
grams
Z. C. Barnes
New York, Vice President in Charge of Sales
Robert A Schmid
New York, Vice President in Charge of Sta-
tion Relations
A. A. Schechter
Vice President in Charge of News, Special
Events and Publicity
E. P. H. James
New York, Vice President in Charge of Adver-
tising, Promotion and Research
A. N. Hult
Chicago, Vice President in Charge of Mid-
west operations

Departments and Divisions

EXECUTIVE OFFICERS

Edgar Kobak. President
Robert D. Swezey. V.P. and General Manager

Accounting Department

James E. Wallen. Controller
George Ruppel. Asst. Controller
Richard Groome. Auditor
George Westby. Budget Director

Office Management

James E. Wallen. Office Manager
Beatrice M. Marschner Personnel Director
Ruth Hender. Purchasing Agent
Margaret Maloney. Telephone Supervisor

Engineering Department

E. M. Johnson
Chief Plans and Allocations Engineer
Leslie Learned. Manager of Engineering Traffic
James Chapman. Supervisor of Engineering Traffic
Lewis R. Tower. Chief Facilities Engineer

Program Department

Phillips Carlin.....Vice President in Charge
Adolph Opfinger....Assistant to Vice President
Hendrik Booram....National Program Manager
Ned Tollinger.....West Coast Supervisor
B. J. Hauser.....Director of Cooperative Programs
Walter Lurie

Director of New Program Development
Herbert Rice.....Director of Production
Edwin Otis.....Supervisor of Commercial Programs
Idella Grindlay.....Studio Assignments
Ada Lusardi.....Program Traffic Manager
Finis Farr.....Script Editor
Hal Wagner.....Manager of Operations
John Newhouse, Hugo Seiler..Night Supervisors
Floyd Mack.....Supervisor, Special Operations
Elsie Dick

Director of Women's and Religious Activities
Dorothy Ann Kemble
Director of Continuity Acceptance

News, Special Events and Publicity

A. A. Schechter.....Vice President in Charge
Milton Burgh.....Director of News
Jack Paige.....Director of Special Events
Paul Jonas.....Director of Sports
James E. O'Bryon.....Director of Publicity

Francis X. Zuzolo
Assistant Director of Publicity and Trade
News Editor

Robert Wilson.....Exploitation Manager
Hal Gold.....Press Editor
Maria Caterine.....Photo and Fashion Editor
Jack Skinner.....Special Service Editor
Harriet Crause.....West Coast Publicity Rep.

Sales Department

Z. C. Barnes.....Vice President in Charge
Harold Coulter....Assistant to the Vice President
George Benson.....Eastern Sales Manager
T. E. Danley.....Manager of Sales Traffic
Alma Graef.....Manager of Sales Service

Foreign Correspondents for Mutual Broadcasting System

Harrel F. Beck.....Cairo
Erling Boggild.....Copenhagen
Burton Crane.....Tokyo
Gerald Dougherty.....Buenos Aires
Jules Dubois.....Panama
Roy Dunlap.....Chungking
Richard Dyer.....Rio de Janeiro
Webley Edwards.....Honolulu
Robert Gary.....Berlin-Frankfort
Randall Gould.....Shanghai
Joseph Israels 2nd.....Vienna

Advertising, Sales Promotion and Research

E. P. H. James.....Vice President in Charge
Jesse Thompson

Director of Advertising & Promotion
Richard Puff.....Director of Research
F. Carleton McVarish

Manager of Audience Promotion
Winifred Hall.....Promotion Supervisor.

Station Relations

Robert A. Schmid.....Vice President in Charge
Charles Godwin....Director of Station Relations
Robert Carpenter.....Field Representative
Don Ioset.....Field Representative
Norman Knight
Roy Danish.....Manager Station Information

Washington Staff

Charter Heslep.....Washington Representative
Alexandra Roundybus..Administrative Assistant

Chicago Staff

Adolf N. Hult
Vice President in Charge of Mid-west
operations

Carroll Marts..Assistant to the Vice President
DeWitt Mower....Midwestern Sales Manager
Myrte Goulet.....Supervisor of Station Traffic
Dorothy Reynolds.....Office Manager
Gibert McClelland...Director of Sales Promotion
James Mahoney

Manager of Western Division (Station Rela-
tions)
George Herro.....Publicity Director

Detroit Staff

Herbert Faust.....General Division Manager

Philadelphia and Pittsburgh Staff

Howard Cann.....Sales Representative

Birger Jacobsen.....Stockholm
Richard Johnson.....Seoul
Arthur Mann.....London
David Perlman.....Paris
Quentin Pope.....Southwest Pacific
Clive B. Smith.....Mexico City
Fred Sparkes.....Athens
Anne Stadler.....Madrid
Robert Stewart.....Manila
Frank Viner.....Prague
James Wellard.....Rome



MAKES GOOD ADVERTISING BETTER

It's Planalyzed Promotion. This exclusive KSTP merchandising service adds the pay-off punch to your radio campaign in the important Minneapolis—St. Paul market. In all likelihood you have already received KSTP Planalyzed Promotion reports in the familiar red folders... most advertisers and agencies in the country have. If you haven't, learn how KSTP Planalyzed Promotion can hasten and increase the effectiveness of your radio advertising. Any Edward Petry and Co. man will be glad to tell you how Planalyzed Promotion works and how it will work for you.

50,000 WATTS—CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK
Represented Nationally by Edward Petry & Co.

KSTP
MINNEAPOLIS ... ST. PAUL

National Broadcasting Company



NILES TRAMMELL
President

THE year 1948 will have great meaning for both radio and television. Broadcasters, without further equivocation, must decide in the next year whether to adopt a new and revised code of standards which they will all follow, or whether different elements of broadcasting are to go different ways in their broadcasting practices, probably to the detriment of all.

It is still the view of the National Broadcasting Company that an industry-wide code is the best means of improving our service to the public. We were keenly disappointed that final action on a firm code was not taken in 1947. We will continue to urge adoption of such a code in 1948. But if a code for all broadcasters is not forthcoming in 1948, it may be that NBC will find it expedient to establish its own new set of standards, so urgently do we feel the need of one.

However, a code for only the networks would not materially correct the conditions which are annoying some listeners. The listener condemns all radio for the offenses of a few operators. He concludes that if one station broadcasts offensive material or devotes too much time to commercial matter, then all must do the same.

That's why NBC feels that in 1948 standards of practice must be raised by all operators originating programs and not by a scattered few.

And what of public service?

The National Broadcasting Company expects great things in the coming year of its new Public Affairs and Education Department. The six-man Public Affairs Board headed by Ken R. Dyke is exploring anew the question of programming in the public service area. We expect their forward planning to

reach full fruition in 1948 with new and provocative programs concerning subjects of world and national import. It is too early to report exactly what these programs will be or what form they will take. However, one period of prime time has been set aside for the presentation of a documentary type program which will treat with important world problems.

It seems to us at NBC, vitally important that we develop programs that will get more persons interested in the issues of the day, inform them about all sides of those issues, and arouse them to thoughtful, intelligent action.

That is what we plan to do more diligently and, we are sure, more effectively in 1948.

In television, 1948 will find this new medium for entertainment and advertising moving from its adolescent stage of the past few years into full-fledged maturity. In the next year, video will become an exciting commonplace in hundreds of communities. It will begin to spread its diverting and real life presentations in all directions as networks expand further and further over the United States and independent stations mushroom in cities not yet connected by coaxial cable or relay systems. Television's big push in 1948 will be materially assisted, too, by the set manufacturers whose production will reach all-time highs in the coming weeks.

The economics of television also will "look up" in 1948. Advertisers, attracted by the greater message-impact on the consumer which video provides, are expected to use this medium in increasing numbers in the new year.

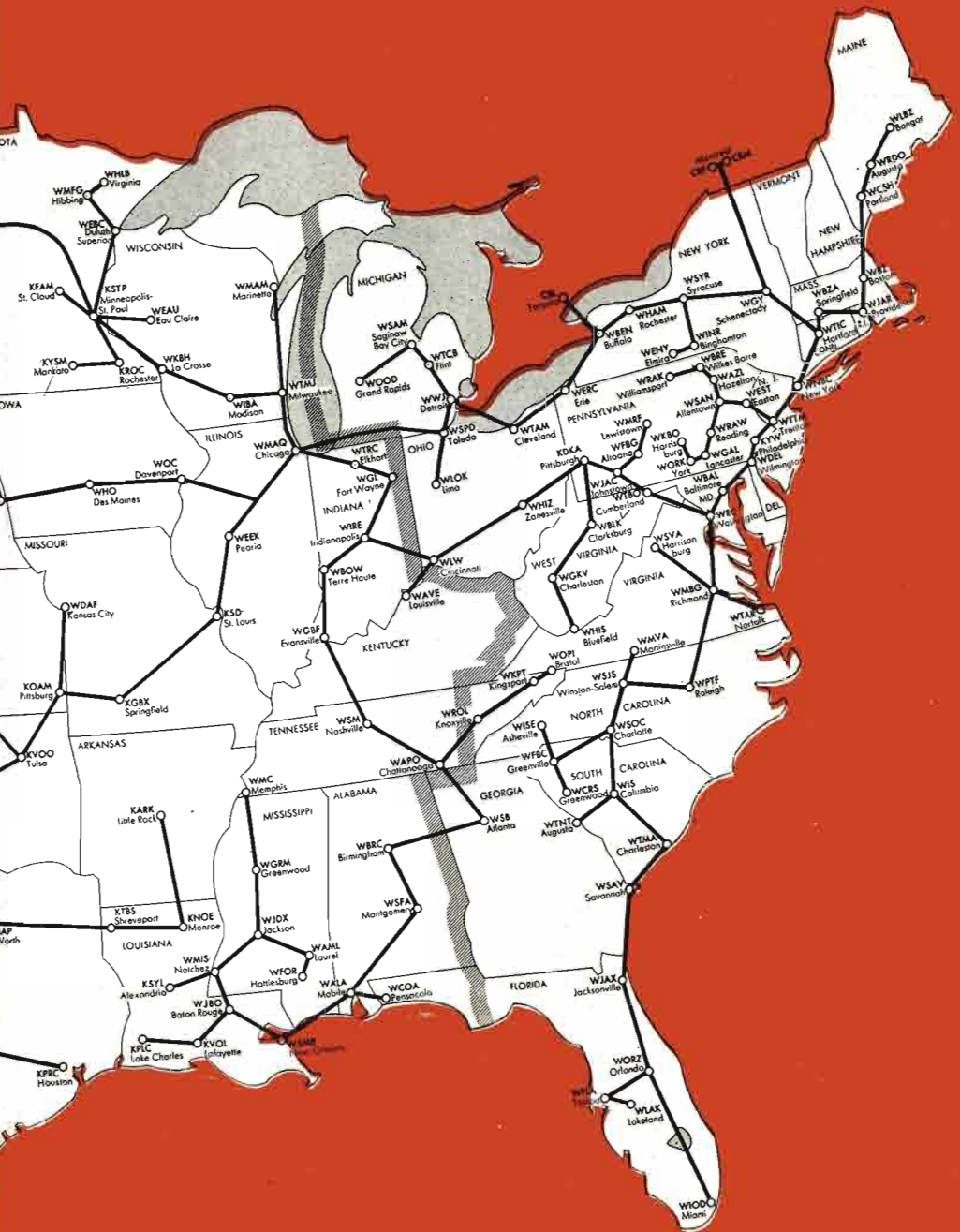
NBC has always led in television. And it intends to maintain that leadership in 1948 through the development of new network facilities, through refinement of production techniques and through development of new and finer programs in all fields of entertainment and education.

NATIONAL BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1948**

CASTING COMPANY



NATIONAL Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

James Rowland Angell	Bertram Cutler	Harry C. Ingles	Frank E. Mullen
Arthur E. Braun	Gano Dunn	Charles B. Jolliffe	Edward J. Nally
John T. Cahill	Frank M. Folsom	Edward F. McGrady	David Sarnoff
	Niles Trammell		

Officers

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William Brooks.	Vice President	Frank H. Russell.	Vice President
Charles R. Denny	Vice President & General Counsel	I. E. Showerman.	Vice President
Ken R. Dyke.	Administrative Vice President	Sidney N. Strotz.	Vice President
C. Lloyd Egner	Vice President	Roy C. Witmer.	Vice President
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Charles P. Hammond.	Vice President	H. F. McKeon.	Controller
O. B. Hanson.	Vice President	Lewis MacConnach.	Secretary
William S. Hedges.	Vice President	Wayne Mason.	Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Officers

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 Frank E. Mullen Executive Vice President
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 Administrative Vice President in charge of Programs, Public Service and Continuity Acceptance Departments and Director of Broadcast Standards and Practices.
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 Vice President & Assistant to the Executive Vice President
 William S. Hedges
 Vice President in Charge of Planning & Development
 Harry C. Kopf
 Administrative Vice President in Charge of Network Sales, National Spot Sales, Stations Department and Owned and Operated Stations.
 Clay Morgan
 Assistant to the President and Director of Special Services and Guest Relations
 John H. MacDonald
 Administrative Vice President in Charge of

Controllers, Treasurers, Budget, General Service, Personnel and Guest Relations Departments
 John Royal
 Vice President & Assistant to the Executive Vice President
 Albert E. Walker Executive Assistant
 Roy C. Witmer
 Staff Vice President and Assistant to the President

Advertising and Promotion Department

James Nelson Director
 Roy C. Porteous Manager
 Allen Hurlburt Art Director
 George W. Wallace
 Network Sales Promotion Manager

Budget

J. Robert Myers
 Assistant to the Administrative Vice President in Charge

Continuity Acceptance Department

Stockton Helffrich Manager

Controllers 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

Director of Engineering Operations
William A. Clarke..... Administrative Assistant
E. R. Cullen... Operations Assistant to the Director
J. D'Agostino..... Liaison Engineer
Raymond F. Guy

Mgr. of Radio & Allocation Engineering
George M. Nixon

Manager of Technical Development
C. A. Rackey

Mgr. of Audio & Video Engineering
R. E. Shelby

Director of Television Engineering Operations
George E. Stewart... National Recording Supervisor
F. A. Wankel..... Eastern Division Engineer
J. Wood, Jr.... Manager of Technical Development

General Service Department

Edward M. Lowell..... Director
W. R. Thompson

Manager of Building Maintenance Division

Guest Relations Department

Paul Rittenhouse..... Manager
William Ervin..... Executive Assistant Manager

John Mills

Assistant Manager in Charge of Reception
Peter Tintle

Assistant Manager in Charge of Tours

Information Department

Horton Heath..... Director
Irene Kuhn..... Assistant Director
Anita Barnard

Manager of Correspondence Division

Legal Department

Charles R. Denny

Vice President & General Counsel
Henry Ladner..... Assistant General Counsel

Robert P. Myers..... Assistant General Counsel
Edmund Souhami..... Attorney

John P. King..... Attorney
Paul B. Lynch..... Attorney

Richard H. Graham..... Attorney (Hollywood)
Thomas H. Compere..... Attorney (Chicago)

Willson I. Hurt..... Attorney (Denver)
A. L. Ashby..... Counsel

Cahill, Gordon, Zachry & Reindel
Counsel (New York & Washington)

National Spot Sales

Department

James V. McConnell..... Director
John de Russy..... Manager

William Seth... Promotion Advertising Manager

Network Sales Department

George H. Frey..... Director
Edward R. Hitz..... Assistant Director

News and Special Events and International Relations Department

William F. Brooks... Vice President in Charge
Joseph O. Meyers... Assistant to the Vice President
Frederick B. Bate... Assistant to the Vice President

News and Special Events Department

Francis C. McCall..... Manager of Operations
Adolph J. Schneider

Assistant Manager of Operations
Jeanette Kriendler..... Office Manager

International Division

Stanley P. Richardson

Assistant to the Vice President
Cal Abraham..... Manager of Station Relations
Helen Davis..... Office Manager

Personnel Department

Ernest de la Ossa..... Director
Theodore Thompson..... Manager

Helen Korday..... Employment Manager
Corinne Pearson... Employee Services Counselor

Press Department

Sydney Eiges... Vice President in Charge
Thomas E. Knode..... Director

Jo Dine..... Trade Press Editor
Allan Kalmus..... Television Editor

Leo Hershendorfer... Feature and Copy Editor
James McLean..... Magazine Editor

Alton Kastner..... Column Editor
Sam Kaufman..... Exploitation Editor

Leonard Meyers..... Music Editor
Sidney Desfor..... Photo Editor

Dorothy Collins..... Fashion Editor

Program Department

Thomas McCray... National Program Manager
Robert K. Adams..... Production Manager

Thomas H. Belviso... Manager of the Music Library
Frank Black..... General Music Director

Samuel Chotzinoff... Manager, Music Division
Patrick J. Kelly... Supervisor of Announcing

Allin Robinson... Night Program Manager
Frederick Knopfke... Sound Effects Manager

William Stern..... Director of Sports
Richard P. McDonagh... Manager, Script Division

Fred Shawn..... Administrative Assistant
Grace H. Sniffin... Supervisor Business Office

Public Affairs and Education Department

Dwight B. Herrick..... Operations Manager
Doris Corwith..... Manager, Talks Division

Margaret Cuthbert

Manager, Organizations Division
Sterling Fisher..... Advisor

Jane T. Wagner

Assistant Manager, Organizations Division

Radio Recording Department

C. Lloyd Egner... Vice President in Charge
Robert W. Freidheim... Manager

Henry P. Hayes
 Assistant to the Vice President & Business
 Manager
 Norman Cloutier, Manager of Thesaurus Programs
 Charles G. Hicks, Jr., Recording Sales Manager
 Willis B. Parsons
 Thesaurus & Syndicate Sales Manager
 George C. Stevens, Office Manager
 H. H. Wood, Program Manager

Research Department

Hugh M. Beville, Director
 Barry T. Rumble, Manager

Stations Departments

Easton C. Woolley, Director
 Burton Adams
 Manager—Cooperative Programs Division

Stations Relations Department

Sheldon B. Hickox, Jr., Manager

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC	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
KNBC	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC
WNBC-FM	New York	Owned and operated by NBC
WNBT	New York (Television)	Owned and operated by NBC
WNBW	Washington (Television)	Owned and operated by NBC

Operated Stations

WNBC—New York
 James M. Gaines
 Director of Owned and Operated Stations
 and Manager of WNBC
 Thomas B. McFadden, Assistant Manager
 Murray Harris, Press Manager
 Fred S. Heywood
 Manager, News & Special Events Division
 Donald A. Norman, Sales Manager
 Thomas Page, Farm Director
 de Lancy Provost, Program Manager
 Charles B. H. Vaill
 Advertising and Promotion Manager
 WTAM—Cleveland
 Vernon Pribble, Station Manager
 Howard Barton
 Promotion and Public Relations Manager
 Michael Flanagan, Press Manager
 Howard Gallagher, Sales Manager
 Samuel Leonard, Engineer in Charge
 Harold Metzger
 Program Manager and Asst. Station Mgr.
 Edward Wallace, Dir. of News & Special Events
 KOA—Denver
 Lloyd Yoder, General Manager
 James MacPherson
 Asst. General Mgr. and Commercial Mgr.
 Clarence Moore, Program Manager
 Dale Newbold, Auditor and Personnel Dir.
 Robert Owen, Engineer in Charge
 Randolph Smith, Promotion Manager

Traffic Department

Harry A. Woodman, Manager

Television Department

Noran Kersta, Director of Television Operations
 Carleton D. Smith, Manager Television Dept.
 Warren Wade
 Executive Producer Program Division
 Reynold R. Kraft, Eastern Sales Manager
 C. G. Alexander
 Business Manager Program Division
 Allan Kalmus, Press Editor
 R. E. Shelby
 Director of Television Engineering Operations
 William Webb, Promotion Manager

Transportation Department

Marie F. Dolan, Manager

Treasurers Department

Rudolph J. Teichner, Treasurer
 William D. Bloxham, Purchasing Agent
 William A. Williams, Assistant to the Treasurer

KNBC—San Francisco

John Elwood, General Manager
 George Greaves, Asst. General Manager
 W. J. Andrews, Radio Recording Manager
 Harry Bucke, Program Manager
 A. Crapney, Local Sales Manager
 James Day, Public Service Director
 Alphonse Diedrichs, Auditor & Office Manager
 Ethel Gilchrist, Manager Sales Promotion
 Byron Mills, Continuity Acceptance Manager
 Curtis Peck, Engineer in Charge
 John Thompson, Mgr., News & Public Service

Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.

Tel.—Superior 8300

I. E. Showerman, Vice President in Charge
 Thomas H. Compere, Attorney
 William Drips, Director of Agriculture
 Robert Guilbert, Continuity Acceptance Editor
 Jules Herbuveaux, Program Manager
 A. W. Kaney, Station Relations Manager
 John S. Keck, Radio Recording Manager
 David Lasley, Promotion Manager
 Howard C. Luttgens, Chief Engineer
 Paul McCluer, Network Sales Manager
 Oliver Morton, National Spot Sales Manager
 William B. Ray, News & Special Events Manager
 Jack Ryan, Press Manager
 Judith Waller, Public Service Director
 John Whalley, Business Manager

Western Division— Hollywood

Sunset Blvd. and Vine St., Hollywood, Calif.
Tel.—Hollywood 6161

Sidney N. Strotz.....Vice President in Charge
Lewis S. Frost.....Assistant to the Vice President
Frank Berend

Western Division, Network Sales Manager
Harold Bock

Manager of Public Relations and Television
Operations

Robert V. Brown.....Network Program Manager
Frank Dellett.....Auditor
Paul Gale.....Traffic Manager
Donald Honrath.....Continuity Acceptance Manager
Lathrop Mack

Western Division National Spot Sales Manager
Henry Maas.....Sales and Program Traffic Manager
Robert McAndrews

Promotion and Advertising Manager
Jennings Pierce

Public Service and Station Relations Manager
Leslie Raddatz

Network Press Manager—Western Division
Alfred Saxton

Network Engineer—Western Division
Oscar Turner.....Radio Recording Manager

Roger Sprague
Network News Manager—Western Division

Washington, D. C.

724 14th Street N. W., Washington, D. C.
Tel.—Republic 4000

Frank M. Russell.....Vice President in Charge
R. G. Coldenstroth.....Auditor
Mahlon Glascock.....Sales Manager
Albert E. Johnson.....Engineer in Charge

William McAndrew

Assistant to the Vice President & Director
of News and Special Events

Robert Morrison.....Manager of Radio Recording
Walter Royen.....Press Manager
James Seiler.....Assistant to the Manager
George Wheeler.....Program Manager
Lorin Myers.....Promotion Manager

NBC STATIONS PLANNING & ADVISORY
COMMITTEE

Paul W. Morency.....WTIC Hartford, Conn.
Richard Mason.....WPTF Raleigh, N. C.
Milton Greenebaum.....WSAM Saginaw, Mich.
H. W. Slavick.....WMC Memphis, Tenn.
Walter E. Wagstaff.....KIDO Boise, Idaho
H. Quenton Cox.....KGW Portland, Oregon
John J. Gillin, Jr.....WOW Omaha, Nebraska
William B. Way.....KVOO Tulsa, Okla.

Foreign Representatives

FRANCE

Henry Cassidy, 52 Avenue des Champs Elysees

ENGLAND

Merrill Mueller, National Broadcasting Company,
43 Berkeley Square, London West 1, England

SWITZERLAND

Max Jordan, Aeschengraben 31, Basle, Switzer-
land

RUSSIA

Robert Magidoff, United States Military Mission,
c/o United States Embassy, Moscow, Russia

JAPAN (Tokyo)

George Thomas Folster, GHQ PRO, AFPAC,
APO 500 c/o Postmaster, San Francisco

GERMANY

Edwin Haaker, American Press Center, APO
742A c/o Postmaster, New York, N. Y.

FOR COMPLETE LIST OF
ALL COMMERCIAL PROGRAMS
ON MAJOR NETWORKS
PLEASE TURN TO PAGE 961



KEYSTONE



Broadcasting System

Headquarters

580 Fifth Avenue, New York 19, N. Y.
Phone, LOnacre 3-2221

Officers & Directors

President Michael M. Sillerman
Vice-President Naylor Rogers
Vice-President Arthur Wolf
Vice-President Joseph Bayer
Secretary-Treasurer Sidney J. Wolf
Assistant Secretary William Bayer

Offices

New York

580 Fifth Avenue
Phone, LOnacre 3-2221

General Manager Michael M. Sillerman
Director of Station Relations

Arthur H. Clement
Research Director Melvin G. Marden
Office Manager Selma Andrews
Account Executive Noel A. Rhys

Accountant & Office Manager
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

Chicago

134 North La Salle St., Chicago 2, Ill.
Phone, State 4590

Secretary-Treasurer Sidney J. Wolf

Cleveland

310 Citizens Bldg. Cleveland 14, Ohio
Phone, Cherry 4050
Mid-Western Sales Louis M. Bloch, Jr.

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 transcription, eliminating wire charges. At time of going to press, the network includes 325 affiliated stations. The network supplies its stations with 24 fully scripted sustaining shows per week filling 1 hour per day, seven days each week, to a total of 7 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 exclusively, in a single transaction, by means of electrical transcription. The system offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length.

REGIONAL NETWORKS

Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

Manager Richard O. Lewis
 Commercial Manager Bill Harvey
 Promotion Manager Fred Gerletti

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company, Inc.

★

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 Carlton W. Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Lowell.

NATIONAL REPRESENTATIVE

John Blair & Company

★

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

Phone, Melrose 2873

PERSONNEL

General Manager W. C. Bridges
 Director of Operations H. E. Westmoreland
 Promotion Manager L. G. Anderson
 WEBC Resident Manager Earl Henton
 WMFG Resident Manager Harry Hyett
 WHLB Resident Manager Oscar Peterson
 WEAU Resident Manager Clyde Riddle
 WJMC Resident Manager Greg Rouleau

STATIONS

WEBC, Duluth, Minn.-Superior, Wis.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis. (Under Construction) WISC, Madison, Wis.; WDUL-FM, Duluth, Minn.-Superior, Wis.; WEAU-FM, Eau Claire, Wis.; WJMC-FM, Rice Lake, Wis.

REPRESENTATIVE

George P. Hollingsbery Co.

Connecticut State Network

WTHT, 555 Asylum St., Hartford 4, Conn.

Phone: Stamford 2-0237

PERSONNEL

President Glover De Laney

STATIONS

WNAB, Bridgeport; WATR, Waterbury; WNLC, New London; WNHC, New Haven; WTHT, Hartford; WSTC, Stamford.

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

Dir. of Station Relations Patrick Campbell

General Sales Manager Sydney Gaynor

Asst. Gen. Sales Manager Henry Gerstenkorn

Program Director Charles Bulotti, Jr.

Production Director Bob Forward

Continuity Acceptance Dir. William Williams

News & Special Features Dir. Les Mawhinney

Chief Supervisor Tony La Frano

Public Relations Director Mark Finley

Publicity Director Art Sawyer

Program Promotion Dir. Robert Stock

STATIONS

CALIFORNIA: KHJ, Los Angeles; KFRC, San Francisco; KAFY, Bakersfield; KHSL, Chico; KXO, El Centro; KIEM, Eureka; KYNO, Fresno; KMYC, Marysville; KYOS, Merced; KPRL, Paso Robles; KVCV, Redding; KXOA, Sacramento; KSBW, Salinas; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara; KXOB, Stockton; KCOK, Tulare.

OREGON: KALE, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJI, Klamath Falls; KRNR, Roseburg; KSLM, Salem.

WASHINGTON: KVI, Seattle; KNEW, Spokane; KXRO, Aberdeen; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KUJ, Walla Walla; KYAK, Yakima.

IDAHO: KVNI, Coeur d'Alene; KRLC, Lewiston; KWAL, Wallace.

AVAILABLE NOW

CHALLENGE OF THE YUKON



RE-CREATES the stirring era of ambition, adventure and excitement of the Klondike Gold Rush days. Sgt. Preston of the Northwest Mounted Police and his dog, King, fight for law and order in the gold-mad Klondike.

Each half-hour program combines the excitement and drama of "The Lone Ranger" with the suspense, mystery and intrigue of the Frozen North. "Challenge of the Yukon" appeals to every age group. It's a "natural" for alert advertisers. Hear it *now* on ABC (sustaining) each Saturday, 7:30-8:00 P.M.

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ARIZONA: KOOL, Phoenix; KCNA, Tucson.

HAWAII: KHON, Honolulu; KIPA, Hilo;
KTOH, Lihue; KMVI, Wailuku.

NATIONAL REPRESENTATIVES

John Blair & Co.



Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

General Manager (WGST).....John Fulton

General Manager (WTOC).....W. T. Knight

General Manager (WMAZ).....Wilton E. Cobb

STATIONS

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Savannah.

REPRESENTATIVE

The Katz Agency



Intercollegiate Broadcasting System, Inc.

(Subsidiaries: Ivy Network, Middle Atlantic Network, Capitol Network)

507 Fifth Avenue, New York 17, N. Y.

Phone: MUrray Hill 2-8288

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Vice-President.....Roger W. Clipp

Secretary.....Judith Waller

Treasurer.....Guy della Cioppa

Executive Chairman.....George Abraham

Program Manager.....David Linton

Business Manager.....Paul F. Yergin

Station Relations Mgr.....Sonia-Jane Brown

Technical Manager.....David W. Borst

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Research Director.....Harriet Linton

Dir. International Broadcasts.....Kurt L. Shell

Operations Director.....Ulrich Caro

Production Director.....Takashi Kako

Asst. Bus. Mgr.....Victor E. Rosenblum

Division Engineer, Washington.....Herbert Barlow

Director, The Capitol Network.....Fred C. Collins

BRANCH OFFICES

2808 Erie St., S.E., Washington 20, D. C.,

Phone: Victor 7210, George Abraham, Exec.

Chairman; 706 Sanders Ave., Schenectady 2,

N. Y., Phone: Schenectady 3-6028, David Borst,

Technical Manager.

STATIONS

(A network of college and university campus stations comprising:

WHCN, Harvard, Cambridge 38, Mass.;

WBRU, Brown U., Providence, R. I.; WHUS,

U. of Conn., Storrs, Conn.; WKCR, Columbia,

New York 27, N. Y.; WPRU, Princeton, Prince-

ton, N. J.; WXPB, Pennsylvania, Phila. 4, Pa.;

WRAD, Radcliffe, Cambridge 38, Mass.; WBS,

Wellesley, Wellesley 81, Mass.; WRTC, Trinity,

Hartford 6, Conn.; WES, Wesleyan, Middletown,

Conn.; WHRC, Haverford, Haverford, Pa.;

WSRN, Swarthmore, Swarthmore, Pa.; WRSU,

Rutgers, New Brunswick, N. J.; WJRH, Lafay-

ette, Easton, Pa.; WLRN, Lehigh, Bethlehem,

Pa.; WGTB, Georgetown, Washington 7, D. C.;

WAMC, American U., Washington, D. C.;

WMWC, Mary Washington, Fredricksburg, Va.;

WUVA, U. of Virginia, Charlottesville, Va.;

WHOE, Rhode Island State, Kingston, R. I.;

WBVD, Fort Trumbull (U. of Conn.), New Lon-

don, Conn.; WWGC, Gettysburg, Gettysburg,

Pa.; WCIT, Carnegie Tech, Pittsburgh 13, Pa.;

WVBU, Bucknell, Lewisburg, Pa.; WVBR,

Cornell, Ithaca, N. Y.; WHC, Hamilton, Clinton,

N. Y.; WRUC, Union, Schenectady 8, N. Y.;

KSLU, St. Lawrence, Canton, N. Y.; WXBC,

Bard, Annandale-on-Hudson, N. Y.; WMS, Wil-

liams, Williamstown, Mass.; WABP, Alabama,

University, Ala.; WNCB, No. Carolina State,

Raleigh, N. C.; WUSC, U. of So. Carolina, Col-

umbia, S. C.; WRFL, U. of Illinois, Urbana, Ill.;

WMMC, MacMurray, Jacksonville, Ill.; WMUB,

Miami U., Oxford, Ohio; WONG, Olivet Nazare-

ne, Kankakee, Ill.; KWWC, Stephens, Colum-

bia, Mo.; WMIB, Manchester, No. Manchester,

Ind.; KBYU, Brigham Young, Provo, Utah;

Montana State, Bozeman, Montana; KUVY,

Oklahoma, Norman, Okla.; KIYS, Baylor U.,

Waco, Texas; KAEO, Pacific, Stockton 27,

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Southern Methodist, Dallas, Tex.; KVOF, Texas

Mines, El Paso, Tex.; KUOI, Idaho, Moscow,

Idaho; KXLU, Loyola, Los Angeles, Calif.;

KVDU, Denver, Denver, Colo.; WBBN, Bethany,

Bethany, W. Va.; WNTC, Clarkson & Potsdam

Colleges, Potsdam, N. Y.; WRTI, Temple U.,

Philadelphia, Pa. and 30 additional stations

under construction.



Intermountain Network

248 S. Main St., Salt Lake City 1, Utah

Phone: 4-1843, 4-6491

PERSONNEL

President.....George C. Hatch

Executive Vice-President.....Alvin G. Pack

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Technical Director.....W. D'Orr Cozzens

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Sports-Special Events Dir.....Mal Wyman

News Director.....Jack Goodman

Promotion Director.....John Hinkley

Continuity Director.....Nat Berlin

STATIONS

UTAH: KALL (Key Station), Salt Lake City;

KLO, Ogden; KOVO, Provo; KOAL, Price;

KVNU, Logan.

IDAHO: KEYY, Pocatello; KVMV, Twin Falls;

KFXD, Boise-Nampa; KFXD-FM, Boise-Nampa

and KID, Idaho Falls.

WYOMING: KVRB, Rock Springs; KDFN,

Casper; KPOW, Powell; KWYO, Sheridan;

KODI, Cody.

MONTANA: KBMY, Billings; KRJF, Miles

City; *Butte; *Great Falls; *Lewiston.

*Under Construction.

REPRESENTATIVE

Lewis H. Avery, Inc.

Iowa Tall Corn Network

401 Shops Building, Des Moines, Iowa

Phone: 2-0225

PERSONNEL

General Manager..... George W. Webber
 President Edward Breen
 Vice-Pres. in Charge of Station Relations
 Morgan Sexton
 Vice-Pres. in Charge of Programming
 Ben Sanders
 Vice-Pres. in Charge of Engineering
 Ken Gordon
 Secretary-Treasurer George Volger

STATIONS

KBUR, Burlington; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KTRI, Sioux City; KICD, Spencer; KAYX, Waterloo.



McClatchy Beeline

708 Eye Street, Sacramento 4, Cal.

Phone: Sacramento 2-5011

PERSONNEL

President..... Eleanor McClatchy
 National Sales Mgr..... Robert A. Street
 Program Director..... Emil Martin
 Promotion Director..... Evert S. Peterson
 Agricultural Director..... 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



Michigan Radio Network

1700 Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

PERSONNEL

General Manager..... James G. Riddell
 Sales Manager..... Harold Christian
 Dir. Adv. & Sales Prom..... William J. Hendricks

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie (Supplementary Station).

REPRESENTATIVE

WXYZ, Detroit, Mich.



New England Regional Network

26 Grove St., Hartford 15, Conn.

Phone: Hartford 2-3181

PERSONNEL

Chair. Bd. of Dir. & Opr. Dir... Paul W. Morency
 Directors: J. B. Conley, John J. Boyle, Wm. E. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.;

WJAR, Providence, R. I.; WLBZ, Bangor, Me.;
 WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company



North Carolina State Network, Inc.

324½ So. Tryon, Charlotte, N. C.

Phone: Concord 2154

PERSONNEL

President E. C. Qualls
 Secretary Mrs. Doris Broun
 Treasurer J. R. Marlowe
 Vice-Pres. and Gen. Mgr..... H. A. Seville

BRANCH OFFICES

165 W. 45th St., New York, N. Y., Phone LOngacre 3-4474, Harry Friedenber, Eastern Sales Mgr.; 333 No. Michigan Ave., Suite 528, Chicago, Ill., Phone Andover 6686, Peterson Kutger, Western Sales Mgr.

STATIONS

WGTL, Kannapolis-Charlotte; WADE, Wadesboro; WEWO, Laurinburg; WWGP, Sanford; WGWR, Asheboro; WFNS, Burlington; WKBC, North Wilkesboro; WBBO, Forest City; WDUK, Durham; WCEC, Rocky Mt.; WRRF, Washington; WKNS, Kinston; WRRZ, Clinton.



Northern Broadcasting & Publishing, Ltd.

25 King St. W., Ont., Canada

Phone: Adelaide 8895

PERSONNEL

President..... R. H. Thomson
 General Manager..... Jack M. Davidson
 Secretary-Treasurer..... S. F. Chapman

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; Associated Stations: CHEX, Peterborough, Ont.; CKWS, Kingston, Ont.

BRANCH OFFICES

Medical Arts Bldg., Montreal, Quebec, Phone Flitzroy 6388, R. A. Leslie, Manager; Thomson Bldg., Timmins, Ontario, Phone 1500, S. F. Chapman, Sec-Treas.



Northwest Network

9th and LaSalle, Minneapolis 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 station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

The Oklahoma Network

2004 Apco Tower, Oklahoma City 2, Okla.
Phone 3-8352

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee;
KBIX, Muskogee; KCRC, Enid; KADA, Ada;
KOME, Tulsa; KVSO, Ardmore; KTMK, Mc-
Alester; KSWO, Lawton.

NATIONAL REPRESENTATIVE

Taylor-Howe-Snowden Radio Sales



The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.
Phone Locust 7700

PERSONNEL

General Manager.....Dr. Leon Levy
Asst. Manager.....J. L. Tinney
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; WRAK, Williamsport; (Harris-
burg, Scranton, Wilkes-Barre, Pittsburgh and
Erie stations optional).



Quaker Network

WFIL, Widener Bldg., Philadelphia, Pa.
Phone: Rittenhouse 6-6900

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; WRAK, Wil-
liamsport; WFBG, Altoona; WJAC, Johnstown;
WLEU, Erie; WSAN, Allentown; WWSW,
Pittsburgh; WSNJ, Bridgeton, N. J.



Steinman Stations

8 W. King St., Lancaster, Pa.
Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Program Manager.....J. Gorman Walsh
Promotion Manager.....Paul C. Rodenhauer
Chief Engineer.....J. E. Mathiot

STATIONS

WDEL, Wilmington, Del.; WORK, York, Pa.;
WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.;
WEST, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE
Radio Advertising Company



Tennessee Valley Regional Network

531 S. Gay St., Knoxville 2, Tenn.
Phone: 2-7111

PERSONNEL

Business Manager (WROL).....C. H. Frazier

STATIONS

WOPI, Bristol, Tenn.-Va.; WROL, Knoxville,
Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Harry E. Cummings (Jacksonville, Fla.)
Burn-Smith Co. (New York-Chicago)



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 (WBAP).....George Cranston
Manager (WFAA).....Martin Campbell
Manager (WOAI).....Hugh A. L. Half
Manager (KPRC).....Jack Harris
Manager (KGNC).....Aubrey Jackson
Manager (KRIS).....T. Frank Smith
Manager (KRGV).....Byron W. Ogle
WBAP, Fort Worth; WFAA, Dallas; WOAI,
San Antonio; KPRC, Houston; KGNC, Amarillo;
KRIS, Corpus Christi; KRGV, Weslaco.

NATIONAL REPRESENTATIVES

WBAP, KRIS—Free and Peters, Inc.
WFAA, KPRC, WOAI—Edward Petry and
Co., Inc.
KGNC, KRGV—Taylor-Howe-Snowden
Radio Sales, Inc.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.



Texas State Network, Inc.

1201 West Lancaster Ave., Fort Worth 1, Texas
Phone 3-3473

PERSONNEL

President and General Manager. Gene L. Cagle
Assistant Gen. Manager. Frances Williamson
Program Director.....Walton K. Blanton
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Forrest W. Clough
Chief Engineer.....Truett Kimzey
Sales & Promotion Mgr.....Harry W. Mambert

REGIONAL NETWORKS

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; KTEM, Temple; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOV, Austin; KXYZ, Houston; KGVV, Greenville; KMHT, Marshall.

NATIONAL REPRESENTATIVE
Weed & Co.



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806 Odd Fellows Bldg., P. O. Box 1988, Raleigh, North Carolina
Phone 8885-6

PERSONNEL

President... B. S. Hodges, Jr. WGTC
Secy and Treas... Fred Fletcher, WRAL
Program Director... Howard Meschmier, WRAL
Sales Manager... R. K. Scott, Raleigh
Vice-President... Leland B. Nelson, WGBR

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.; WTIK, Durham, N. C.

NATIONAL REPRESENTATIVES
The Walker Company



The Wolverine Network

740 Keeler Building, Grand Rapids 2, Mich.
Phone: Glendale 4-5062

PERSONNEL

President... Roy C. Kelley
Secty-Treas... Ray M. Veenstra
Asst. Secty-Treas... J. S. Foster
Traffic Manager... Marie Groskopf

STATIONS

WFUR, Grand Rapids, Michigan; WMUS, Muskegon, Michigan; WKLA, Ludington, Michigan; WATT, Cadillac, Michigan; WTCM, Traverse City, Michigan; WDBC, Escanaba, Michigan; WDMJ, Marquette, Michigan; WIKB, Iron Mountain, Michigan; WMAM, Marinette, Wisconsin; WJMS, Ironwood, Michigan; WHDF, Calumet, Michigan; WELL, Battle Creek, Michigan; WIBM, Jackson, Michigan; WILS, Lansing, Michigan; WKNX, Saginaw, Michigan; WWOK, Flint, Michigan; WJBK, Detroit, Michigan; WIJD, Chicago, Illinois.



The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 8-0800

PERSONNEL

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Executive Vice-President and Gen. Mgr.
Linus Travers
Vice-President... George W. Steffy
Controller... Robert F. Ide
Assistant Controller... Howard F. Wright
Editor, Yankee Network News Service.
Leland Bickford
Director of Promotion... David F. Shurtleff

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BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.
Phone: Worcester 2-5611
WAAB Supervisor... H. Wm. Koster
Crown Hotel, Providence 2, R. I.
Phone: DEXter 1500
WEAN Supervisor... Malcolm S. Parker
54 Pratt Street, Hartford 4, Conn.
Phone: Hartford 7-9131
WONS Supervisor... Ralph Kanna
Falmouth Hotel, 212 Middle St., Portland 3, Me.
Phone: Portland 4-2649
WMTW Supervisor... Charles W. Curtin
Hotel Stratfield, Bridgeport 1, Conn.
Phone: Bridgeport 6-1121
WICC Supervisor... Joseph Lopez

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.



Z Net

P. O. Box 1956, Butte, Montana
Phone: 2-2344

PERSONNEL

Managing Director... E. B. Craney
Manager... Arne E. Anzjon
Sales Manager... S. J. Schile

STATIONS

KXLF, Butte; KXLK, Great Falls; KXLJ, Helena; KXLQ, Bozeman; KXLL, Missoula.

NATIONAL REPRESENTATIVE
The Walker Company

STATIONS

Alphabetical Listing

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*U. S. Standard Stations
Indexed by Call Letters—
Location*

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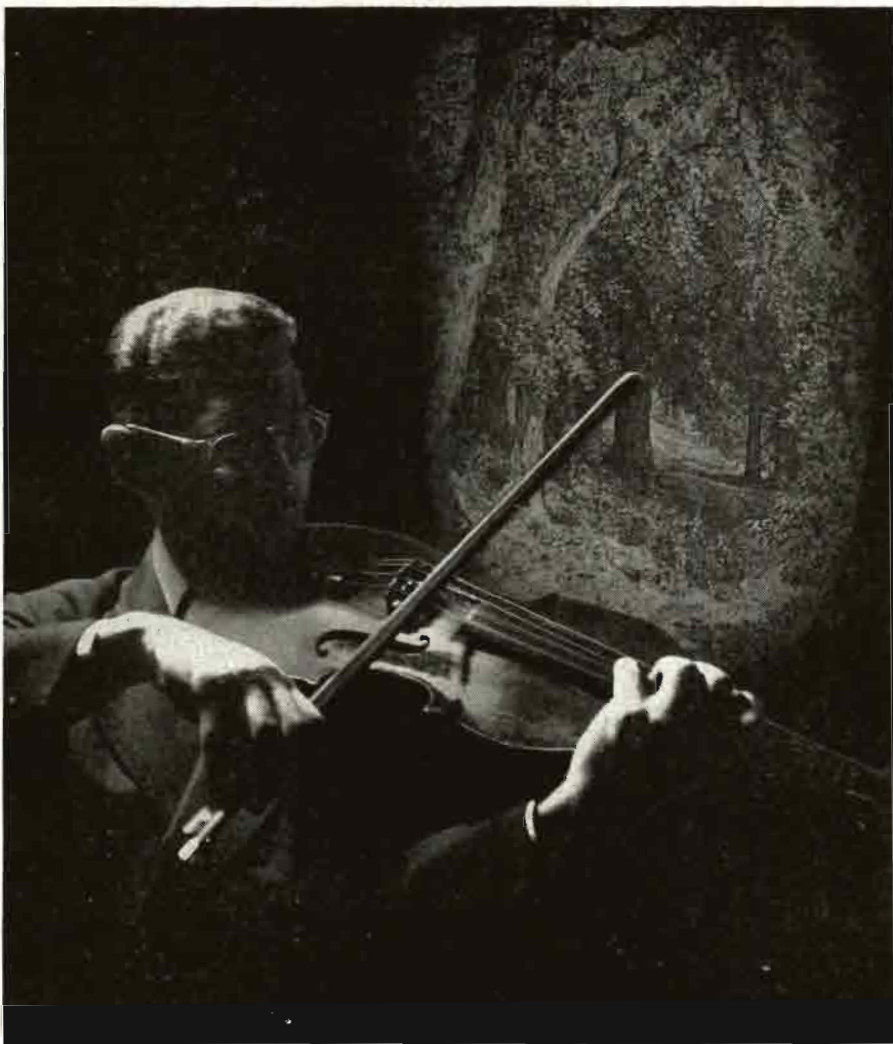
*Stations Alphabetically
Listed by States—Cities*

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Personnel

•

Other Detailed Information



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WQXR

and FM Station WQXQ

Radio Stations of The New York Times

Index Of The Standard Stations Of The United States

Call Letters—City—State—Page Number Providing Complete Information

Call Letters	City—State	See Page	Call Letters	City—State	See Page
KABC	San Antonio, Tex.	658	KBKR	Baker, Ore.	585
KABR	Aberdeen, S. Dak.	624	KBLF	Red Bluff, Cal.	340
KADA	Ada, Okla.	577	KBLH	Pauls Valley, Okla.	582
KADP	Pueblo, Colo.	354	KBMY	Billings, Mont.	495
KAFY	Bakersfield, Cal.	327	KBND	Bend, Ore.	585
KAGH	Pasadena, Cal.	339	KBNE	Boulder City, Nev.	502
KAKC	Tulsa, Okla.	582	KBOA	Kennett, Mo.	491
KAKE	Wichita, Kans.	430	KBOL	Boulder, Colo.	351
KALB	Alexandria, La.	437	KBON	Omaha, Neb.	501
KALE	Portland, Ore.	588	KBOW	Butte, Mont.	496
KALL	Salt Lake City, Utah	665	KBRC	Mt. Vernon, Wash.	676
KAMD	Camden, Ark.	321	KBRL	McCook, Neb.	500
KAMQ	Amarillo, Tex.	637	KBRO	Bremerton, Wash.	675
KANA	Anaconda, Mont.	495	KBST	Big Springs, Tex.	640
KAND	Corsicana, Tex.	643	KBTM	Jonesboro, Ark.	323
KANE	New Iberia, La.	441	KBUC	Corona, Cal.	328
KANS	Wichita, Kans.	430	KBUD	Athens, Tex.	638
KARK	Little Rock, Ark.	323	KBUH	Brigham, Utah	662
KARM	Fresno, Cal.	329	KBUN	Bemidji, Minn.	477
KARV	Mesa, Ariz.	318	KBUR	Burlington, Ia.	418
KASA	Elk City, Okla.	578	KBWD	Brownwood, Tex.	640
KASH	Eugene, Ore.	586	KBYE	Oklahoma City, Okla.	579
KAST	Astoria, Ore.	585	KBYR	Anchorage, Alaska	695
KATE	Albert Lea, Minn.	477	KBZY	Grand Rapids, Minn.	478
XATL	Houston, Tex.	650	KCBC	Des Moines, Ia.	419
KATO	Reno, Nev.	503	KCBD	Lubbock, Texas	654
KAUS	Austin, Minn.	477	KCHS	Hot Springs, N. Mex.	512
KAVE	Carlsbad, N. Mex.	512	KCID	Caldwell, Ida.	392
KAVR	Havre, Mont.	497	KCIL	Houma, La.	428
KAWT	Douglas, Ariz.	317	KCKN	Kansas City, Kans.	429
KAYS	Hays, Kans.	428	KCLA	Pine Bluff, Ark.	324
KAYX	Waterloo, Ia.	425	KCLE	Cleburne, Tex.	641
KBGS	St. Louis, Mo.	493	KCMC	Texarkana, Tex.	660
KBIO	Burley, Ida.	392	KCMJ	Palm Springs, Calif.	339
KBIX	Muskogee, Okla.	579	KCMO	Kansas City, Mo.	489
KBIZ	Ottumwa, Ia.	423	KCNA	Tucson, Ariz.	320
KBKI	Alice, Tex.	637	KCNC	Fort Worth, Tex.	649

Call Letters	City—State	See Page
KCOK	Tulare, Cal.	349
KCOL	Fort Collins, Colo.	353
KCOM	Sioux City, Ia.	425
KCOR	San Antonio, Tex.	658
KCOY	Santa Maria, Cal.	347
KCRA	Sacramento, Cal.	340
KCRC	Enid, Okla.	578
KCRG	Cedar Rapids, Ia.	418
KCRS	Midland, Tex.	655
KCRT	Trinidad, Colo.	355
KCSB	San Bernadino, Cal.	341
KCSJ	Pueblo, Colo.	354
KCSM	Colorado Springs, Colo.	351
KCSU	Provo, Utah	663
KCTI	Gonzales, Tex.	650
KCTX	Childress, Tex.	641
KCVR	Lodi, Cal.	332
KDAL	Duluth, Minn.	477
KDAN	Oroville, Cal.	339
KDB	Santa Barbara, Cal.	347
KDEC	Decorah, Ia.	419
KDFN	Casper, Wyo.	692
KDHL	Fairbault, Minn.	478
KDIX	Dickinson, N. Dak.	560
KDKA	Pittsburgh, Penn.	607
KDLK	Del Rio, Tex.	645
KDLR	Devils Lake, N. Dak.	560
KDMO	Carthage, Mo.	486
KDNT	Denton, Tex.	645
KDON	Monterey, Cal.	335
KDRO	Sedalia, Mo.	494
KDRS	Paragould, Ark.	324
KDSH	Boise, Ida.	392
KDSJ	Deadwood, S. Dak.	624
KDTH	Dubuque, Ia.	422
KDUR	Durant, Okla.	578
KDWT	Stamford, Tex.	659
KDYL	Salt Lake City, Utah	665
KDZA	Pueblo, Colo.	355
KEBE	Jacksonville, Tex.	653
KECA	Los Angeles, Cal.	333
KECK	Odessa, Tex.	655
KEEN	San Jose, Cal.	345
KEIO	Pocatello, Ida.	394
KELA	Centralia and Chehalis, Wash.	675
KELD	El Dorado, Ark.	321
KELN	Ely, Nev.	502
KELO	Sioux Falls, S. Dak.	625
KELP	El Paso, Tex.	647
KENI	Anchorage, Alaska	695
KENT	Shreveport, La.	443
KENO	Las Vegas, Nev.	502

Call Letters	City—State	See Page
KEPO	El Paso, Tex.	647
KERN	Bakersfield, Cal.	327
KERO	Bakersfield, Cal.	327
KERS	Elko, Nev.	502
KEX	Portland, Ore.	588
KEXO	Grand Junction, Colo.	354
KEYS	Corpus Christi, Tex.	641
KEYY	Pocatello, Ida.	394
KFAB	Omaha, Neb.	501
KFAC	Los Angeles, Cal.	333
KFAK	Flagstaff, Ariz.	317
KFAM	St. Cloud, Minn.	480
KFAR	Fairbanks, Alaska	695
KFBB	Great Falls, Mont.	496
KFBC	Cheyenne, Wyo.	693
KFBI	Wichita, Kans.	430
KFBK	Sacramento, Cal.	340
KFDA	Amarillo, Tex.	637
KFDM	Beaumont, Tex.	639
KFDX	Wichita Falls, Tex.	662
KFEL	Denver, Colo.	352
KFEQ	St. Joseph, Mo.	491
KFFA	Helena, Ark.	322
KFGO	Fargo, N. Dak.	561
KFH	Wichita, Kans.	430
KFI	Los Angeles, Cal.	333
KFIO	Spokane, Wash.	677
KFIZ	Fond du Lac, Wisc.	686
KFJB	Marshalltown, Ia.	422
KFJI	Klamath Falls, Ore.	587
KFJZ	Fort Worth, Tex.	647
KFKA	Greeley, Colo.	354
KFLW	Klamath Falls, Ore.	587
KFMB	San Diego, Cal.	342
KFMJ	Tulsa, Okla.	582
KFMO	Flat River, Mo.	488
KFNF	Shenandoah, Ia.	423
KFOR	Lincoln, Neb.	500
KFOX	Long Beach, Cal.	332
KFPW	Ft. Smith, Ark.	322
KFQD	Anchorage, Alaska	695
KFRB	Fairbanks, Alaska	695
KFRC	San Francisco, Cal.	343
KFRE	Fresno, Cal.	331
KFRM	Kansas City, Kans.	489
KFRO	Longview, Tex.	653
KFRU	Columbia, Mo.	488
KFSA	Fort Smith, Ark.	322
KFSB	Joplin, Mo.	488
KFSD	San Diego, Cal.	342
KFUN	Las Vegas, N. Mex.	513
KFVD	Los Angeles, Cal.	333
KFVS	Cape Girardeau, Mo.	486

Call Letters	City—State	See Page
KFWB	Hollywood, Cal.	331
KFXD	Nampa, Ida.	394
KFXJ	Grand Junction, Colo.	354
KFXM	San Bernardino, Cal.	341
KFYN	Bonham, Tex.	640
KFYO	Lubbock, Tex.	654
KFYR	Bismarck, N. Dak.	560
KGA	Spokane, Wash.	678
KGAF	Gainesville, Tex.	649
KGAK	Gallup, N. Mex.	512
KGAR	Garden City, Kans.	428
KGB	San Diego, Cal.	342
KGBC	Galveston, Tex.	650
KGBS	Harlingen, Tex.	650
KGBX	Springfield, Mo.	494
KGCU	Mandan, N. Dak.	561
KG CX	Sidney, Mont.	499
KGDE	Fergus Falls	478
KGDM	Stockton, Cal.	348
KG EK	Sterling, Colo.	355
KGEM	Boise, Ida.	392
KG ER	Long Beach, Cal.	333
KG EW	Oroville, Cal.	339
KG EZ	Kalispell, Mont.	497
KG FF	Shawnee, Okla.	582
KG FJ	Hollywood, Cal.	332
KG FL	Roswell, N. Mex.	513
KG FM	Great Falls, Mont.	496
KG FN	Grass Valley, Cal.	331
KG FW	Kearney, Neb.	499
KG FX	Pierre, S. Dak.	624
KG GF	Coffeyville, Kans.	427
KG GM	Albuquerque, N. Mex.	511
KG HF	Pueblo, Colo.	355
KG HI	Little Rock, Ark.	323
KG HL	Billings, Mont.	495
KG IL	Sherman Oaks, Cal.	348
KG IW	Alamosa, Colo.	351
KG KB	Tyler, Tex.	660
KG KL	San Angelo, Tex.	657
KG LO	Mason City, Ia.	423
KG LU	Safford, Ariz.	319
KG MB	Honolulu, Hawaii	696
KG NC	Amarillo, Tex.	637
KG NO	Dodge City, Kans.	427
KG O	San Francisco, Cal.	343
KG ON	Oregon City, Ore.	588
KG RH	Fayetteville, Ark.	322
KG RI	Henderson, Tex.	650
KG U	Honolulu, Hawaii	696
KG VL	Greenville, Tex.	650
KG VO	Missoula, Mont.	498
KG W	Portland, Ore.	589

Call Letters	City—State	See Page
KG Y	Olympia, Wash.	676
KG YW	Vallejo, Cal.	349
KHAS	Hastings, Neb.	499
KHBC	Hilo, Hawaii	696
KHBG	Okmulgee, Okla.	581
KHJ	Los Angeles, Cal.	334
KHMO	Hannibal, Mo.	488
KHON	Honolulu, Hawaii	697
KHOZ	Harrison, Ark.	322
KHQ	Spokane, Wash.	678
KHSL	Chico, Cal.	328
KHUB	Watsonville, Cal.	350
KHUM	Eureka, Cal.	329
KHUZ	Borger, Tex.	640
KIBH	Seward, Alaska	696
KICA	Clovis, N. Mex.	512
KICD	Spencer, Ia.	425
KICN	Mason City, Ia.	423
KICO	Calexico, Cal.	328
KID	Idaho Falls, Ida.	393
KIDO	Boise, Ida.	392
KIEM	Eureka, Cal.	329
KIEV	Glendale, Cal.	331
KIFI	Idaho Falls, Ida.	393
KIJV	Huron, S. Dak.	624
KILM	Lincoln, Neb.	500
KILO	Grand Forks, N. Dak.	561
KIMA	Yakima, Wash.	680
KIMO	Independence, Mo.	488
KIND	Independence, Kans.	429
KING	Seattle, Wash.	676
KINY	Juneau, Alaska	695
KIOA	Des Moines, Ia.	421
KIOX	Bay City, Tex.	638
KIPA	Hilo, Hawaii	696
KIRO	Seattle, Wash.	676
KIRX	Kirksville, Mo.	491
KISD	Sioux Falls, S. D.	625
KIST	Santa Barbara, Cal.	347
KIT	Yakima, Wash.	680
KITE	San Antonio, Tex.	658
KITO	San Bernadino, Cal.	341
KIUL	Garden City, Kans.	428
KIUN	Pecos, Tex.	657
KIUP	Durango, Colo.	353
KIXL	Dallas, Tex.	643
KIYI	Shelby, Mont.	498
KJAM	Vernal, Utah	666
KJAN	Opelousas, La.	442
KJAY	Topeka, Kans.	429
KJBS	San Francisco, Cal.	343
KJR	Seattle, Wash.	677
KJSK	Columbus, Neb.	499
KKIN	Visalia, Cal.	350

Call Letters	City—State	See Page
KLAC	Los Angeles, Cal.	334
KLAS	Las Vegas, Nev.	502
KLBM	La Grande, Ore.	587
KLCN	Blytheville, Ark.	321
KLEE	Houston, Tex.	651
KLIF	Dallas, Tex.	643
KLIK	San Diego, Cal.	342
KLIX	Twin Falls, Ida.	394
KLIZ	Brainerd, Minn.	477
KLMR	Lamar, Colo.	354
KLO	Ogden, Utah	662
KLOK	San Jose, Cal.	345
KLOU	Lake Charles, La.	439
KLPM	Minot, N. Dak.	562
KLPR	Oklahoma City, Okla.	579
KLRA	Little Rock, Ark.	324
KLUF	Galveston, Tex.	650
KLWT	Lebanon, Mo.	491
KLX	Oakland, Calif.	338
KLZ	Denver, Colo.	352
KMA	Shenandoah, Ia.	423
KMAC	San Antonio, Tex.	658
KMAE	McKinney, Tex.	654
KMBC	Kansas City, Mo.	489
KMED	Medford, Ore.	587
KMFR	Great Falls, Mont.	496
KMHK	Mitchell, S. Dak.	624
KMHL	Marshall, Minn.	479
KMHT	Marshall, Tex.	655
KMHU	Muskogee, Okla.	579
KMJ	Fresno, Cal.	331
KMLB	Monroe, La.	439
KMNJ	Grand Island, Neb.	499
KMO	Tacoma, Wash.	678
KMON	Great Falls, Mont.	497
KMOX	St. Louis, Mo.	493
KMPC	Los Angeles, Cal.	334
KMSU	Missoula, Mont.	498
KMVI	Wailuku, Hawaii	697
KMYC	Marysville, Cal.	335
KMYR	Denver, Colo.	353
KNAF	Fredericksburg, Tex.	649
KNAK	Salt Lake City, Utah	665
KNBC	San Francisco, Cal.	344
KNEB	Scottsbluff, Neb.	502
KNEL	Brady, Tex.	640
KNET	Palestine, Tex.	656
KNEU	Provo, Utah	663
KNEV	Fallon, Nev.	502
KNEW	Spokane, Wash.	678
KNGS	Hanford, Cal.	332
KNOE	Monroe, La.	439
KNOG	Nogales, Arizona	318

Call Letters	City—State	See Page
KNOW	Austin, Tex.	638
KNOX	Grand Forks, N. Dak.	561
KNPT	Newport, Ore.	588
KNX	Los Angeles, Cal.	334
KOA	Denver, Colo.	353
KOAL	Price, Utah	663
KOAM	Pittsburgh, Kans.	429
KOAT	Albuquerque, N. Mex.	511
KOB	Albuquerque, N. Mex.	512
KOBE	Las Cruces, N. Mex.	513
KOCA	Kilgore, Tex.	653
KOCO	Salem, Ore.	590
KOCS	Ontario, Cal.	338
KOCY	Oklahoma City, Okla.	581
KODI	Cody, Wyo.	693
KODL	The Dalles, Ore.	586
KODY	N. Platte, Nebraska	500
KOGT	Orange, Tex.	656
KOH	Reno, Nev.	503
KOIL	Omaha, Neb.	501
KOIN	Portland, Ore.	589
KOJM	Havre, Mont.	497
KOKO	La Junta, Colo.	354
KOKX	Keokuk, Ia.	422
KOL	Seattle, Wash.	677
KOLE	Port Arthur, Tex.	657
KOLN	Lincoln, Neb.	500
KOLO	Reno, Nev.	503
KOLT	Scottsbluff, Neb.	502
KOMA	Oklahoma City, Okla.	581
KOME	Tulsa, Okla.	583
KOMO	Seattle, Wash.	677
KOMW	Omak, Wash.	676
KONO	San Antonio, Tex.	658
KONP	Port Angeles, Wash.	676
KOOL	Phoenix, Ariz.	318
KOOS	Coos Bay, Ore.	585
KOPO	Tucson, Ariz.	320
KOPP	Ogden, Utah	663
KOPR	Butte, Mont.	496
KORA	Bryan, Tex.	641
KORC	Mineral Wells, Tex.	655
KORE	Eugene, Ore.	586
KORN	Fremont, Neb.	499
KOSA	Odessa, Tex.	656
KOSF	Nacogdoches, Tex.	655
KOTA	Rapid City, S. Dak.	625
KOTN	Pine Bluff, Ark.	324
KOVC	Valley City, N. Dak.	562
KOVE	Miami, Okla.	579
KOVO	Provo, Utah	663
KOWH	Omaha, Neb.	501
KOWL	Santa Monica, Cal.	348

Call Letters	City—State	See Page
KOY	Phoenix, Ariz.	319
KPAB	Laredo, Tex.	653
KPAC	Port Arthur, Tex.	657
KPAS	Banning, Cal.	327
KPBX	Beaumont, Tex.	639
KPDN	Pampa, Tex.	656
KPDQ	Portland, Ore.	589
KPDR	Alexandria, La.	437
KPET	Lamesa, Tex.	653
KPHC	Walsenburg, Colo.	355
KPHO	Phoenix, Ariz.	319
KPIK	San Luis Obispo, Cal.	345
KPKW	Pasco, Wash.	676
KPLC	Lake Charles, La.	439
KPLT	Paris, Tex.	656
KPMC	Bakersfield, Cal.	327
KPMO	Pomona, Cal.	339
KPOA	Honolulu, Hawaii	697
KPOW	Powell, Wyo.	693
KPQ	Wenatchee, Wash.	679
KPRC	Houston, Tex.	651
KPRK	Livingston, Mont.	498
KPRL	Paso Robles, Cal.	339
KPRO	Riverside, Cal.	340
KPSC	Phoenix, Ariz.	319
KQV	Pittsburgh, Penn.	607
KQW	San Jose, Cal.	345
KRAI	Craig, Colo.	351
KRAL	Rawlins, Wyo.	693
KRAM	Las Vegas, Nev.	502
KRBA	Lufkin, Tex.	654
KRBC	Abilene, Tex.	637
KRCT	Goose Creek, Tex.	650
KRDO	Colorado Springs, Colo.	351
KRDU	Dinuba, Cal.	329
KRE	Berkeley, Cal.	328
KREI	Farmington, Mo.	488
KREL	Goose Creek, Tex.	650
KREM	Spokane, Wash.	678
KREO	Indio, Cal.	332
KRES	St. Joseph, Mo.	493
KRGV	Weslaco, Tex.	661
KRHD	Duncan, Okla.	578
KRIC	Beaumont, Tex.	639
KRIG	Odessa, Tex.	656
KRIO	McAllen, Tex.	654
KRIS	Corpus Christi, Tex.	641
KRJF	Miles City, Mont.	498
KRKD	Los Angeles, Cal.	334
KRKN	Ft. Smith, Ark.	322
KRKO	Everett, Wash.	675
KRLC	Lewiston, Ida.	393
KRLD	Dallas, Tex.	643

Call Letters	City—State	See Page
KRLN	Canon City, Colo.	351
KRND	Shreveport, La.	443
KRNO	San Bernardino, Cal.	342
KRNR	Roseburg, Ore.	590
KRNT	Des Moines, Ia.	421
KROC	Rochester, Minn.	480
KROD	El Paso, Tex.	647
KROF	Abbeville, La.	437
KROM	Pueblo, Colo.	355
KROP	Erawley, Calif.	328
KROS	Clinton, Ia.	418
KROW	Oakland, Cal.	338
KROX	Crookston, Minn.	477
KROY	Sacramento, Cal.	341
KRPL	Moscow, Ida.	393
KRRV	Sherman, Tex.	659
KRSC	Seattle, Wash.	677
KRST	Tyler, Tex.	660
KRTN	Raton, N. Mex.	513
KRUL	Corvallis, Ore.	586
KRUN	Ballinger, Tex.	638
KRUS	Ruston, La.	443
KRUX	Glendale, Phoenix, Ariz.	318
KRUZ	Santa Cruz, Calif.	347
KSAL	Salina, Kans.	429
KSAM	Huntsville, Tex.	651
KSAN	San Francisco, Cal.	344
KSBW	Salinas, Cal.	341
KSCJ	Sioux City, Ia.	425
KSCO	Santa Cruz, Calif.	347
KSD	St. Louis, Mo.	493
KSDJ	San Diego, Cal.	342
KSDN	Aberdeen, S. Dak.	624
KSEI	Pocatello, Ida.	394
KSEK	Pittsburgh, Kans.	429
KSEL	Lubbock, Tex.	653
KSEM	Moses Lake, Wash.	675
KSEO	Durant, Okla.	578
KSET	El Paso, Tex.	647
KSFA	Nacogdoches, Tex.	655
KSFE	Needles, Cal.	338
KSFO	San Francisco, Cal.	344
KSFT	Trinidad, Colo.	355
KSGM	Ste. Genevieve, Mo.	491
KSGN	Sanger, Cal.	345
KSIB	Creston, Ia.	419
KSIG	Crowley, La.	438
KSIL	Silver City, N. Mex.	513
KSIM	Sikeston, Mo.	494
KSIW	Woodward, Okla.	583
KSIX	Corpus Christi, Tex.	643
KSJB	Jamestown, N. Dak.	561
KSJO	San Jose, Cal.	345

Call Letters	City—State	See Page
KSKY	Dallas, Tex.	645
KSL	Salt Lake City, Utah	665
KSLM	Salem, Ore.	590
KSLO	Opelousas, La.	443
KSMA	Santa Maria, Cal.	347
KSMI	Seminole, Okla.	582
KSMN	Mason City, Ia.	423
KSMO	San Mateo, Cal.	346
KSMR	Douglas, Ariz.	317
KSO	Des Moines, Ia.	421
KSOK	Arkansas City, Kans.	427
KSOL	Yuma, Ariz.	321
KSON	San Diego, Cal.	343
KSOO	Sioux Falls, S. Dak.	625
KSPA	Santa Paula, Cal.	348
KSPI	Stillwater, Okla.	582
KSRO	Santa Rosa, Cal.	348
KSRV	Ontario, Ore.	588
KSST	Sulphur Springs, Tex.	659
KSTA	Coleman, Tex.	641
KSTB	Breckenridge, Tex.	640
KSTN	Stockton, Cal.	348
KSTP	St. Paul-Minneapolis, Minn.	480
KSTT	Davenport, Ia.	419
KSTV	Stephenville, Tex.	659
KSUB	Cedar City, Utah	662
KSUH	Susanville, Cal.	349
KSUN	Bisbee, Ariz.	317
KSVC	Richfield, Utah	663
KSVP	Artesia, N. Mex.	512
KSWI	Council Bluffs, Ia.	418
KSWM	Joplin, Mo.	488
KSWO	Lawton, Okla.	579
KSWS	Roswell, N. Mex.	513
KSYG	Yreka, Cal.	350
KSYL	Alexandria, La.	437
KTAN	Sherman, Tex.	659
KTAR	Phoenix, Ariz.	319
KTBB	Tyler, Tex.	660
KTBC	Austin, Tex.	638
KTBI	Tacoma, Wash.	679
KTBS	Shreveport, La.	443
KTCS	Tucson, Ariz.	320
KTEM	Temple, Tex.	660
KTFI	Twin Falls, Ida.	395
KTFS	Texarkana, Tex.	660
KTHS	Hot Springs, Ark.	323
KTHT	Houston, Tex.	651
KTIL	Tillamook, Ore.	590
KTIM	San Rafael, Cal.	346
KTIP	Porterville, Cal.	340
KTJS	Hobart, Okla.	578
KTKC	Visalia, Cal.	350

Call Letters	City—State	See Page
KTKN	Ketchikan, Alaska	696
KTKR	Taft, Cal.	349
KTMC	McAlester, Okla.	579
KTMP	El Dorado, Kans.	427
KTMS	Santa Barbara, Cal.	347
KTNM	Tucumcari, N. Mex.	513
KTOH	Lihue, Kauai, Hawaii	697
KTOK	Oklahoma City, Okla.	581
KTOP	Topeka, Kans.	429
KTOR	Coolidge, Ariz.	317
KTOW	Oklahoma City, Okla.	581
KTRB	Modesto, Cal.	335
KTRC	Santa Fe, N. Mex.	513
KTRF	Lufkin, Tex.	654
KTRH	Thief River Falls, Minn.	481
KTRH	Houston, Tex.	651
KTRI	Sioux City, Ia.	425
KTRM	Beaumont, Tex.	639
KTRY	Bastrop, La.	437
KTSA	San Antonio, Tex.	659
KTCS	Tucson, Ariz.	320
KTSM	El Paso, Tex.	647
KTSW	Emporia, Kans.	427
KTTR	Rolla, Mo.	491
KTTS	Springfield, Mo.	494
KTUC	Tucson, Ariz.	320
KTUL	Tulsa, Okla.	583
KTW	Seattle, Wash.	677
KTXL	San Angelo, Tex.	658
KTXN	Austin, Tex.	638
KTYL	Mesa, Ariz.	318
KUBA	Yuba City, Cal.	350
KUBC	Montrose, Colo.	354
KUCB	Blythe, Cal.	328
KUGN	Eugene, Ore.	586
KUIN	Grants Pass, Oregon	587
KUKH	Ukiah, Cal.	349
KUJ	Walla Walla, Wash.	679
KULA	Honolulu, Hawaii	697
KUMB	Des Moines, Ia.	421
KUOA	Siloam Springs, Ark.	325
KURV	Edinburg, Tex.	645
KUSN	San Diego, Cal.	343
KUTA	Salt Lake City, Utah	665
KVAI	Amarillo, Tex.	638
KVAK	Atchinson, Kans.	427
KVAL	Brownsville, Tex.	640
KVAN	Vancouver, Wash.	679
KVCV	Redding, Cal.	340
KVEC	San Luis Obispo, Cal.	346
KVEN	Ventura, Cal.	349
KVER	Albuquerque, N. Mex.	511
KVET	Austin, Tex.	638

Call Letters	City—State	See Page
KVFD	Ft. Dodge, Ia.	422
KVGB	Great Bend, Kans.	428
KVI	Tacoma, Wash.	679
KVIC	Victoria, Tex.	661
KVKM	Monahans, Tex.	655
KVLC	Little Rock, Ark.	324
KVLF	Alpine, Tex.	637
KBLH	Pauls Valley, Okla.	582
KVMA	Magnolia, Ark.	324
KVMV	Twin Falls, Ida.	395
KVNC	Carson City, Nev.	502
KVNI	Coeur d'Alene, Ida.	393
KVNU	Logan, Utah	662
KVOA	Tucson, Ariz.	320
KVOC	Casper, Wyo.	692
KVOD	Denver, Colo.	353
KVOE	Santa Ana, Cal.	346
KVOG	Ogden, Utah	663
KVOL	Lafayette, La.	438
KVON	Napa, Cal.	335
KVOO	Tulsa, Okla.	583
KVOP	Plainview, Tex.	657
KVOR	Colorado Springs, Colo.	351
KVOS	Bellingham, Wash.	674
KVOU	Uvalde, Tex.	661
KVOW	Littlefield, Tex.	653
KVOX	Moorhead, Minn.	480
KVRC	Arkadelphia, Ark.	321
KVRS	Rock Springs, Wyo.	693
KVSF	Santa Fe, N. Mex.	513
KVSM	San Mateo, Cal.	346
KVSO	Ardmore, Okla.	577
KVVC	Ventura, Cal.	349
KVWC	Vernon, Tex.	661
KWAK	Stuttgart, Ark.	325
KWAL	Wallace, Ida.	395
KWAT	Watertown, S. Dak.	625
KWBC	Ft. Worth, Tex.	649
KWBR	Oakland, Cal.	338
KWBU	Corpus Christi, Tex.	643
KWBW	Hutchinson, Kans.	428
KWCJ	Natchitoches, La.	439
KWCO	Chickasha, Okla.	578
KWDM	Des Moines, Ia.	421
KWEI	Weiser, Ida.	395
KWEM	West Memphis, Ark.	325
KWEW	Hobbs, N. Mex.	512
KWFC	Hot Springs, Ark.	323
KWFT	Wichita Falls, Tex.	662
KWKG	Stockton, Cal.	349
KWGB	Goodland, Kans.	428
KWHI	Brenham, Tex.	640
KWHK	Hutchinson, Kans.	428

Call Letters	City—State	See Page
KWHN	Ft. Smith, Ark.	322
KWHW	Altus, Okla.	577
KWIK	Burbank, Cal.	328
KWIL	Albany, Ore.	585
KWIN	Ashland, Ore.	585
KWJB	Globe, Ariz.	318
KWJJ	Portland, Ore.	589
KWK	St. Louis, Mo.	493
KWKH	Shreveport, La.	443
KWKW	Pasadena, Cal.	339
KWLK	Longview, Wash.	675
KWLM	Willmar, Minn.	481
KWMR	Wadena, Minn.	481
KWNO	Winona, Minn.	481
KWOA	Worthington, Minn.	481
KWOC	Poplar Bluff, Mo.	491
KWON	Bartlesville, Okla.	577
KWOR	Worland, Wla.	693
KWOS	Jefferson City, Mo.	488
KWPC	Muscatine, Ia.	423
KWPM	West Plains, Mo.	495
KWRC	Pendleton, Ore.	588
KWRN	Reno, Nev.	503
KWRO	Coquille, Ore.	586
KWRZ	Flagstaff, Ariz.	318
KWSD	Mt. Shasta, Cal.	335
KWSL	Lake Charles, La.	439
KWTC	Barstow, Cal.	327
KWTO	Springfield, Mo.	495
KWTX	Waco, Tex.	661
KWWB	Walla Walla, Wash.	679
KWWL	Waterloo, Ia.	425
KWYO	Sheridan, Wyo.	693
KXA	Seattle, Wash.	677
KXAR	Hope, Ark.	323
KXEL	Waterloo, Ia.	425
KXEO	Mexico, Mo.	491
KXGI	Fort Madison, Ia.	422
KXIC	Iowa City, Ia.	422
KXL	Portland, Ore.	589
KXLA	Pasadena, Cal.	339
KXLE	Ellensburg, Wash.	675
KXLF	Butte, Mont.	496
KXLJ	Helena, Mont.	497
KXLK	Great Falls, Mont.	497
KXLL	Missoula, Mont.	498
KXLO	Lewistown, Mont.	497
KXLQ	Bozeman, Mont.	496
KXLR	N. Little Rock, Ark.	324
KXLW	St. Louis, Mo.	493
KXLY	Spokane, Wash.	678
KXO	El Centro, Cal.	329
KXOA	Sacramento, Cal.	341

Call Letters	City—State	See Page
KXOB	Stockton, Cal.	349
KXOK	St. Louis, Mo.	494
KXOL	Fort Worth, Tex.	649
KXOX	Sweetwater, Tex.	660
KXRJ	Russellville, Ark.	325
KXRN	Renton, Wash.	676
KXRO	Aberdeen, Wash.	674
KXRX	San Jose, Cal.	345
KXXL	Reno, Nev.	503
KXXX	Colby, Kans.	427
KXYZ	Houston, Tex.	651
KYA	San Francisco, Cal.	344
KYAK	Yakima, Wash.	680
KYCA	Prescott, Ariz.	319
KYDS	St. Paul, Minn.	481
KYES	Butte, Mont.	486
KYJC	Medford, Ore.	587
KYLE	Alamogordo, N. Mex.	511
KYNG	Idaho Falls, Ida.	393
KYNO	Fresno, Cal.	331
KYOR	San Diego, Cal.	343
KYOS	Merced, Cal.	335
KYSC	Yuma, Ariz.	321
KYSM	Mankato, Minn.	478
KYUM	Yuma, Ariz.	321
KYW	Philadelphia, Penn.	601
WAAB	Worcester, Mass.	462
WAAP	Chicago, Ill.	399
WAAT	Newark, N. J.	599
WABB	Mobile, Ala.	314
WABI	Bangor, Me.	444
WABJ	Adrian, Mich.	465
WABY	Albany, N. Y.	515
WABZ	Albemarle, N. Car.	546
WACE	Chicopee, Mass.	457
WACO	Waco, Tex.	661
WADC	Akron, O.	565
WADE	Wadesboro, N. C.	558
WAFB	Baton Rouge, La.	437
WAGA	Atlanta, Ga.	379
WAGC	Chattanooga, Tenn.	626
WAGE	Syracuse, N. Y.	542
WAGF	Dothan, Ala.	311
WAGM	Picque Isle, Me.	446
WAIM	Anderson, S. C.	617
WAIR	Winston-Salem, N. C.	560
WAIT	Chicago, Ill.	399
WAJR	Morgantown, W. Va.	683
WAKR	Akron, O.	565
WALA	Mobile, Ala.	314
WALB	Albany, Ga.	379
WALD	Waterboro, S. C.	623
WALL	Middletown, N. Y.	523
WALT	Tampa, Fla.	375
WAML	Laurel, Miss.	484
WAND	Canton, O.	566
WANE	Ft. Wayne, Ind.	411
WANN	Annapolis, Md.	449
WAOV	Vincennes, Ind.	417

Call Letters	City—State	See Page
WAPA	San Juan, P. R.	703
WAPP	McComb, Miss.	484
WAPI	Birmingham, Ala.	310
WAPO	Chattanooga, Tenn.	626
WAPX	Montgomery, Ala.	314
WARC	Rochester, N. Y.	537
WARD	Johnstown, Penn.	597
WARK	Hagerstown, Md.	452
WARL	Arlington, Va.	667
WARM	Scranton, Penn.	610
WARS	Wilmington, Del.	362
WASA	Favre De Grace, Md.	452
WASX	Lafayette, Ind.	415
WASL	Annapolis, Md.	449
WATL	Atlanta, Ga.	381
WATN	Watertown, N. Y.	544
WATO	Oak Ridge, Tenn.	634
WATR	Waterbury, Conn.	360
WATT	Cadillac, Mich.	467
WATW	Ashland, Wisc.	685
WATZ	Alpena, Mich.	465
WAUD	Auburn, Ala.	309
WAUX	Waukesha, Wis.	692
WAVE	Louisville, Ky.	433
WAVL	Apollo, Penn.	592
WAVU	Alberville, Ala.	309
WAVZ	New Haven, Conn.	358
WAYB	Waynesboro, Va.	674
WAYN	Rockingham, N. C.	556
WAYS	Charlotte, N. C.	547
WAYX	Waycross, Ga.	391
WAZF	Yazoo City, Miss.	486
WAZL	Hozelton, Penn.	596
WBAA	Lafayette, Ind.	415
WBAB	Atlantic City, N. J.	509
WBAC	Cleveland, Tenn.	627
WBAL	Baltimore, Md.	449
WBAP	Ft. Worth, Tex.	649
WBAT	Marion, Ind.	415
WBAX	Wilkes-Barre, Penn.	612
WBAY	Coral Gables, Fla.	365
WBBB	Burlington, N. C.	547
WBBC	Flint, Mich.	469
WBEL	Richmond, Va.	672
WBBM	Chicago, Ill.	399
WBBO	Forest City, N. C.	550
WBBQ	Augusta, Ga.	382
WBBW	Indianapolis, Ind.	412
WBBZ	Ponca City, Okla.	582
WBCC	Bethesda, Md.	450
WBCK	Battle Creek, Mich.	465
WBCM	Bay City, Mich.	465
WBEC	Pittsfield, Mass.	460
WBEJ	Elizabethton-Johnson City Tenn.	627
WBEN	Buffalo, N. Y.	517
WBET	Breckton, Mass.	457
WBEX	Chillicothe, O.	566
WBGE	Atlanta, Ga.	381
WBHB	Fitzgerald, Ga.	386

Call Letters	City—State	See Page
WBHF	Cartersville, Ga.	383
WBHP	Huntsville, Ala.	313
WBIG	Greensboro, N. C.	551
WBIR	Knoxville, Tenn.	629
WBIZ	Eau Claire, Wisc.	686
WBKA	Brockton, Mass.	457
WBLJ	Dalton, Ga.	385
WBLK	Clarksburg, W. Va.	682
WBMD	Baltimore, Md.	449
WBML	Macon, Ga.	387
WBMS	Boston, Mass.	453
WBNS	Columbus, O.	571
WBNX	New York, N. Y.	523
WBNY	Buifalo, N. Y.	518
WBOB	Galax, Va.	669
WBOC	Salisbury, Md.	452
WBOW	Terre Haute, Ind.	417
WBPZ	Lock Haven, Penn.	599
WBRC	Birmingham, Ala.	310
WBRE	Wilkes-Barre, Penn.	612
WBRK	Pittsfield, Mass.	461
WBRW	Welch, W. Va.	684
WBRV	Waterbury, Conn.	360
WBSC	Bennettsville, S. C.	617
WBSR	Pensacola, Fla.	373
WBT	Charlotte, N. C.	548
WBTA	Batavia, N. Y.	515
WBTH	Williamson, W. Va.	685
WBTM	Danville, Va.	669
WBUD	Morrisville, Penn.	599
WBUX	Doylestown, Penn.	593
WBUY	Lexington, N. C.	554
WBYS	Canton, Ill.	397
WBZ	Boston, Mass.	453
WBZA	Springfield, Mass.	453
WCAE	Pittsburgh, Penn.	607
WCAAM	Camden, N. J.	509
WCAO	Baltimore, Md.	449
WCAP	Asbury Park, N. J.	506
WCAR	Pontiac, Mich.	475
WCAT	Rapid City, S. Dak.	625
WCAU	Philadelphia, Penn.	603
WCAV	Norfolk, Va.	671
WCAW	Charleston, W. Va.	681
WCAX	Burlington, Vt.	666
WCAZ	Cathage, Ill.	399
WCBC	Anderson, Ind.	409
WCBD	Chicago, Ill.	400
WCBI	Columbus, Miss.	482
WCBM	Baltimore, Md.	450
WCBS	New York, N. Y.	525
WCBT	Roanoke Rapids, N. C.	556
WCCC	Hartford, Conn.	356
WCCM	Lawrence-Lowell, Mass.	460
WCCO	Minneapolis, Minn.	479
WCCP	Savannah, Ga.	389
WCDT	Winchester, Tenn.	635
WCEC	Rocky Mount, N. C.	556
WCED	DuBois, Penn.	594
WCFL	Chicago, Ill.	400
WCHA	Chambersburg, Penn.	593
WCHS	Charleston, W. Va.	681
WCHV	Charlottesville, Va.	668
WCIF	Madisonville, Ky.	434
WCIL	Carbondale, Ill.	399
WCJU	Columbia, Miss.	482

Call Letters	City—State	See Page
WCKB	Dunn, N. C.	548
WCKY	Cincinnati, O.	566
WCLA	Baton Rouge, La.	437
WCLE	Clearwater, Fla.	365
WCLO	Janesville, Wisc.	687
WCMA	Corinth, Miss.	482
WCMB	Lemoyne, Penn.	599
WCMD	Cambridge, Md.	451
WCMI	Ashland, Ky.	431
WCMN	Arecibo, P. R.	699
WCMW	Canton, O.	566
WCNB	Connersville, Ind.	409
WCNC	Elizabeth City, N. C.	549
WCNH	Quincy, Fla.	374
WCNR	Bloomsburg, Penn.	592
WCNT	Centralia, Ill.	399
WCNU	Crestview, Fla.	365
WCOA	Pensacola, Fla.	373
WCOC	Meridan, Miss.	485
WCOG	Greensboro, N. C.	552
WCOH	Newnan, Ga.	388
WCOL	Columbus, O.	571
WCOM	Parkersburg, W. Va.	684
WCON	Atlanta, Ga.	381
WCOP	Boston, Mass.	453
WCOS	Columbia, S. C.	619
WCOU	Lewiston, Me.	445
WCOV	Montgomery, Ala.	315
WCPO	Cincinnati, O.	566
WCPS	Tarboro, N. C.	558
WCRA	Effingham, Ill.	403
WCRB	Waltham, Mass.	461
WCRK	Morrisstown, Tenn.	633
WCRO	Johnstown, Penn.	597
WCRS	Greenwood, S. C.	622
WCRW	Chicago, Ill.	400
WCSC	Charleston, S. C.	618
WCSH	Portland, Me.	445
WCSR	Cobleskill, N. Y.	518
WCSS	Amsterdam, N. Y.	515
WCTA	Andalusia, Ala.	309
WCTC	New Brunswick, N. J.	510
WCTT	Corbin, Ky.	431
WCUM	Cumberland, Md.	451
WCVI	Connellsville, Penn.	593
WCVS	Springfield, Ill.	407
WCYB	Bristol, Va.	668
WDAD	Indiana, Penn.	597
WDAE	Tampa, Fla.	375
WDAF	Kansas City, Mo.	489
WDAK	Columbus, Ga.	384
WDAN	Danville, Ill.	402
WDAR	Savannah, Ga.	389
WDAS	Philadelphia, Penn.	601
WDAY	Fargo, N. D.	561
WDBC	Escanaba, Mich.	468
WDBJ	Roanoke, Va.	673
WDBO	Orlando, Fla.	372
WDEC	Americus, Ga.	379
WDEF	Chattanooga, Tenn.	626
WDEL	Wilmington, Del.	361
WDEV	Waterbury, Vt.	667
WDGY	Minneapolis, Minn.	479
WDHL	Bradenton, Fla.	365
WDIA	Memphis, Tenn.	631
WDIG	Dothan, Ala.	311

Call Letters	City—State	See Page
WDLB	Marshfield, Wisc.	689
WDLP	Panama City, Fla.	373
WDMG	Douglas, Ga.	385
WDMJ	Marquette, Mich.	474
WDNC	Durham, N. C.	549
WDNE	Elkins, W. Va.	682
WDOD	Chattanooga, Tenn.	626
WDOS	Oneonta, N. Y.	537
WDOV	Dover, Del.	361
WDRG	Hartford, Conn.	357
WDSC	Dillon, S. C.	621
WDSG	Dyersburg, Tenn.	627
WDSM	Superior, Wisc.	691
WDSR	Lake City, Fla.	369
WDSU	New Orleans, La.	441
WDUK	Durham, N. C.	549
WDUN	Gainesville, Ga.	386
WDUZ	Green Bay, Wisc.	686
WDVA	Danville, Va.	669
WDWD	Dawson, Ga.	385
WDWS	Champaign, Ill.	399
WDZ	Tuscola, Ill.	408
WEAM	Arlington, Va.	667
WEAN	Providence, R. I.	615
WEAR	Pensacola, Fla.	374
WEAS	Decatur, Ga.	385
WEAT	Lake Worth, Fla.	369
WEAU	Eau Claire, Wisc.	686
WEBC	Duluth, Minn.	477
WEBJ	Brewton, Ala.	311
WEBQ	Harrisburg, Ill.	403
WEBR	Buffalo, N. Y.	518
WECW	Mayaguez, P. R.	699
WEDC	Chicago, Ill.	400
WEDO	McKeesport, Penn.	599
WEEB	Southern Pines, N. C.	557
WEED	Rocky Mount, N. C.	556
WEEL	Boston, Mass.	453
WEEK	Peoria, Ill.	405
WEEU	Reading, Penn.	609
WEGO	Concord, N. C.	548
WEIM	Fitchburg, Mass.	458
WEKR	Fayetteville, Tenn.	628
WELI	New Haven, Conn.	358
WELL	Battle Creek, Mich.	465
WELM	Elmira, N. Y.	518
WELO	Tupelo, Miss.	486
WEMP	Milwaukee, Wisc.	689
WENC	Whiteville, N. C.	558
WENE	Endicott, N. Y.	519
WENK	Union City, Tenn.	635
WENR	Chicago, Ill.	400
WENT	Groversville, N. Y.	520
WENY	Elmira, N. Y.	518
WEOA	Evansville, Ind.	411
WEOL	Elyria, O.	572
WEPM	Martinsburg, W. Va.	683
WERC	Eire, Penn.	594
WERD	Atlanta, Ga.	381
WESA	Charleroi, Penn.	593
WESB	Bradford, Pen.	593
WESC	Greenville, S. C.	621
WESL	Preston, Md.	452
WEST	Easton, Penn.	594
WESX	Salem, Mass.	461

Call Letters	City—State	See Page
WETB	Johnson City, Tenn.	628
WEUS	Eustis, Fla.	367
WEVD	New York, N. Y.	525
WEVE	Eveleth, Minn.	478
WEW	St. Louis, Mo.	494
WEWO	Laurinburg, N. C.	553
WEXL	Royal Oak, Mich.	475
WEXT	Milwaukee, Wisc.	689
WFAA	Dallas, Tex.	645
WFAK	Charleston, S. C.	617
WFAS	White Plains, N. Y.	545
WFAU	Augusta, Me.	444
WFBC	Greenville, S. C.	621
WFBG	Altoona, Penn.	592
WFBL	Syracuse, N. Y.	541
WFBM	Indianapolis, Ind.	413
WFBR	Baltimore, Md.	450
WFCl	Pawtucket, R. I.	615
WFDF	Flint, Mich.	469
WFEA	Manchester, N. H.	505
WFEB	Sylacauga, Ala.	316
WFEC	Miami, Fla.	370
WFGN	Gaffney, S. C.	621
WFHG	Bristol, Va.	668
WFHR	Wisconsin Rapids, Wisc.	692
WFIG	Sunter, S. C.	623
WFIL	Philadelphia, Penn.	603
WFIN	Findlay, O.	573
WFKY	Frankfort, Ky.	431
WFLA	Tampa, Fla.	375
WFLB	Fayetteville, N. C.	550
WFLO	Farmville, Va.	669
WFMD	Frederick, Md.	452
WFMJ	Youngstown, O.	576
WFNC	Fayetteville, N. C.	550
WFNS	Burlington, N. C.	547
WFOM	Marietta, Ga.	387
WFOR	Hattiesburg, Miss.	483
WFOY	Milwaukee, Wisc.	689
WFOY	St. Augustine, Fla.	374
WFPG	Atlantic City, N. J.	509
WFRB	Utica, N. Y.	543
WFRG	Reidsville, N. C.	556
WFRl	Freeport, Ill.	403
WFRN	Orangeburg, S. C.	622
WFRP	Savannah, Ga.	389
WFTE	Kingston, N. C.	553
WFTL	Ft. Lauderdale, Fla.	367
WFTM	Maysville, Ky.	434
WFTR	Front Royal, Va.	669
WFTW	Fort Wayne, Ind.	411
WFUN	Huntsville, Ala.	313
WFUR	Grand Rapids, Mich.	468
WFVA	Fredericksburg, Va.	669
WGAA	Cedartown, Ga.	384
WGAC	Augusta, Ga.	382
WGAD	Gadsden, Alabama	312
WGAI	Elizabeth City, N. C.	550
WGAL	Lancaster, Penn.	598
WGAN	Portland, Me.	445
WGAP	Maryville, Tenn.	631
WGAR	Cleveland, O.	567
WGAT	Utica, N. Y.	544
WGAU	Athens, Ga.	379
WGAY	Silver Spring, Md.	452

Call Letters	City—State	See Page
WGBA	Columbus, Ga.	384
WGBB	Freeport, N. Y.	519
WGBF	Evansville, Ind.	411
WGBG	Greensboro, N. C.	552
WGBI	Scranton, Penn.	610
WGBR	Goldston, N. C.	551
WGBS	Miami, Fla.	370
WGCM	Gulfport, Miss.	483
WGEM	Quincy, Ill.	406
WGES	Chicago, Ill.	400
WGFG	Kalamazoo, Mich.	473
WGGA	Gainesville, Ga.	386
WGGG	Gainesville, Fla.	367
WGH	Newport News, Va.	670
WGIL	Galesburg, Ill.	403
WGIW	Charlotte, N. C.	548
WGKV	Charleston, W. Va.	681
WGL	Ft. Wayne, Ind.	411
WGLN	Glens Falls, N. Y.	519
WGN	Chicago, Ill.	401
WGNC	Gastonia, N. C.	550
WGNH	Gadsden, Ala.	312
WGNI	Wilmington, N. C.	559
WGNS	Murfreesboro, Tenn.	633
WGNV	Newburgh, N. Y.	523
WGOV	Valdosta, Ga.	391
WGPA	Bethlehem, Penn.	592
WGPC	Albany, Ga.	379
WGR	Buffalo, N. Y.	518
WGRC	Louisville, Ky.	433
WGRD	Grand Rapids, Mich.	469
WGRM	Greenwood, Miss.	483
WGRV	Greenville, Tenn.	628
WGST	Atlanta, Ga.	381
WGTC	Greenville, N. C.	552
WGTL	Kannapolis, N. C.	553
WGTM	Wilson, N. C.	559
WGUY	Bangor, Me.	444
WGVA	Geneva, N. Y.	519
WGWC	Selma, Ala.	316
WGWD	Gadsden, Ala.	312
WGWR	Asheboro, N. C.	546
WGY	Schenectady, N. Y.	541
WGYV	Greenville, Ala.	313
WHAB	Stroudsburg, Penn.	611
WHAI	Greenfield, Mass.	458
WHAL	Shelbyville, Tenn.	635
WHAM	Rochester, N. Y.	537
WHAN	Charleston, S. C.	618
WHAR	Clarksburg, W. Va.	682
WHAS	Louisville, Ky.	433
WHAT	Philadelphia, Pa.	603
WHAV	Haverhill, Mass.	458
WHAW	Weston, W. Va.	684
WHAZ	Troy, N. Y.	543
WHB	Kansas City, Mo.	489
WHBB	Selma, Ala.	316
WHBC	Canton, O.	566
WHBF	Rock Island, Ill.	407
WHBI	Newark, N. J.	510
WHBL	Sheboygan, Wisc.	691
WHBO	Sulphur Springs, Fla.	375
WHBQ	Memphis, Tenn.	631
WHBS	Huntsville, Ala.	313
WHBT	Harrison, Tenn.	628
WHBU	Anderson, Ind.	409

Call Letters	City—State	See Page
WHBY	Appleton, Wis.	685
WHCC	Waynesville, N. C.	558
WHCU	Ithaca, N. Y.	521
WHDF	Houghton, Mich.	471
WHDH	Boston, Mass.	453
WHDL	Olean, N. Y.	535
WHEB	Frcrtsmouth, N. H.	506
WHEC	Rochester, N. Y.	539
WHED	Washington, N. C.	558
WHFC	Benton Harbor, Mich.	467
WHFB	Cicero, Ill.	402
WHGB	Harrisburg, Penn.	596
WHHM	Memphis, Tenn.	633
WHHT	Durham, N. C.	549
WHIM	Providence, R. I.	615
WHIN	Gallatin, Tenn.	628
WHIO	Dayton, O.	572
WHIR	Danville, Ky.	431
WHIS	Bluefield, W. Va.	681
WHIT	New Bern, N. C.	555
WHIZ	Zanesville, O.	577
WHJB	Greensburg, Penn.	595
WHK	Cleveland, O.	569
WHKC	Columbus, O.	571
WHKK	Akron, O.	565
WHKP	Hendersonville, N. C.	552
WHKY	Hickory, N. C.	552
WHLB	Virginia, Minn.	481
WHLD	Niagara Falls, N. Y.	535
WHLI	Hempstead, N. Y.	520
WHLN	Harlan, Ky.	432
WHLS	Port Huron, Mich.	475
WHLW	Rutland, Vt.	666
WHMA	Anniston, Ala.	309
WHN	New York, N. Y.	525
WHNC	Henderson, N. C.	552
WHO	Des Moines, Ia.	421
WHOB	Gardner, Mass.	458
WHOC	Philadelphia, Penn.	485
WHOD	Homestead, Penn.	597
WHOM	New York, N. Y.	527
WHOL	Allentown, Penn.	590
WHOO	Orlando, Fla.	372
WHOP	Hopkinsville, Ky.	432
WHOS	Decatur, Ala.	311
WHOT	South Bend, Ind.	416
WHOW	Clinton, Ill.	402
WHP	Harrisburg, Penn.	596
WHPE	High Point, N. C.	552
WHRV	Ann Arbor, Mich.	465
WHSC	Hartsville, S. C.	622
WHTB	Talladega, Ala.	316
WHTC	Holland, Mich.	471
WHTN	Huntington, W. Va.	682
WHUB	Cookeville, Tenn.	627
WHUC	Hudson, N. Y.	520
WHUM	Reading, Penn.	609
WHUN	Huntingdon, Penn.	597
WHWL	Nanticoke, Penn.	600
WHYN	Holyoke, Mass.	459
WHYU	Newport News, Va.	670
WIAC	San Juan, P. R.	703
WIBA	Madison, Wis.	687
WIBB	Macon, Ga.	387

Call Letters	City—State	See Page
WIBC	Indianapolis, Ind.	413
WIBG	Philadelphia, Penn.	603
WIBK	Knoxville, Tenn.	629
WIBM	Jackson, Mich.	473
WIBS	Santurce, P. R.	703
WIBU	Poynette, Wis.	691
WIBV	Beileville, Ill.	397
WIBW	Topska, Kans.	430
WIBX	Utica, N. Y.	543
WICA	Ashtabula, O.	565
WICC	Bridgeport, Conn.	356
WICY	Malone, N. Y.	523
WIGM	Medford, Wis.	689
WIHL	Hammond, La.	438
WIKB	Iron Mountain, Mich.	471
WIKC	Bogalusa, La.	438
WIKY	Evansville, Ind.	411
WIL	St. Louis, Mo.	494
WILE	Cambridge, O.	566
WILK	Wilkes-Barre, Penn.	612
WILL	Urbana, Ill.	408
WILM	Wilmington, Del.	361
WILS	Lansing, Mich.	474
WILX	N. Wilkesboro, N. C.	555
WIMS	Michigan City, Ind.	416
WINC	Winchester, Va.	674
WIND	Chicago, Ill.	401
WING	Dayton, O.	571
WINK	Ft. Myers, Fla.	367
WINN	Louisville, Ky.	434
WINR	Binghamton, N. Y.	517
WINS	New York, N. Y.	527
WINX	Washington, D. C.	363
WINZ	Hollywood, Fla.	368
WIOD	Miami, Fla.	370
WIP	Philadelphia, Penn.	605
WIRA	Fort Pierce, Fla.	367
WIPB	Enterprise, Ala.	312
WIRE	Indianapolis, Ind.	415
WIRK	West Palm Beach, Fla.	376
WIRL	Pecora, Ill.	406
WIS	Columbia, S. C.	619
WISE	Ashville, N. C.	546
WISH	Indianapolis, Ind.	415
WISL	Shamokin, Penn.	610
WISN	Milwaukee, Wis.	689
WISR	Butler, Penn.	593
WITA	San Juan, P. R.	703
WITB	Baltimore, Md.	450
WIVY	Jacksonville, Fla.	368
WIZE	Springfield, O.	575
WIAC	Johnstown, Penn.	597
WIAG	Norfolk, Neb.	500
WIAR	Providence, R. I.	615
WIAS	Pittsburgh, Penn.	607
WIAX	Jacksonville, Fla.	368
WIBC	Decatur, Ill.	397
WIBK	Detroit, Mich.	467
WJBO	Paton Rouge, La.	437
WJBW	New Orleans, La.	441
WIBY	Gadsden, Ala.	313
WIDA	Quincy, Mass.	461
WIDX	Tackson, Miss.	483
WIEF	Grand Rapids, Mich.	469
WIEJ	Hagerstown, Md.	452

Call Letters	City—State	See Page
WJEL	Springfield, O.	575
WJHL	Johnson City, Tenn.	628
WJHO	Opelika, Ala.	315
WJHP	Jacksonville, Fla.	368
WJIG	Tullahoma, Tenn.	635
WJIM	Lansing, Mich.	474
WJJD	Chicago, Ill.	401
WJJI	Montgomery, Ala.	315
WJLL	Niagara Falls, N. Y.	535
WJIM	Lewisburg, Tenn.	631
WJLB	Detroit, Mich.	467
WJLD	Bessemer, Ala.	309
WJLS	Beckley, W. Va.	680
WJMC	Rice Lake, Wis.	691
WJMJ	Philadelphia, Penn.	605
WJMO	Cleveland, O.	569
WJMR	New Orleans, La.	442
WJMS	Ironwood, Mich.	473
WJMX	Florence, S. C.	621
WJNC	Jacksonville, N. C.	553
WJNO	West Palm Beach, Fla.	376
WJOB	Hammond, Ind.	412
WJOC	Jamestown, N. Y.	521
WJOI	Florence, Ala.	312
WJOL	Joliet, Ill.	404
WJOR	Bangor, Me.	444
WJOY	Burlington, Vt.	666
WJPA	Washington, Penn.	611
WJPD	Ishpeming, Mich.	473
WJPF	Herrin, Ill.	404
WJPG	Green Bay, Wis.	686
WJPR	Greenville, Miss.	433
WJPS	Evansville, Ind.	411
WJQS	Jackson, Miss.	483
WJR	Detroit, Mich.	468
WJRD	Tuscaloosa, Ala.	317
WJRI	Jenoir, N. C.	554
WJSW	Altoona, Penn.	592
WJTN	Jamestown, N. Y.	521
WJVA	South Bend, Ind.	416
WJVB	Jacksonville Beach, Fla.	369
WJVW	Chattanooga, Tenn.	627
WJW	Cleveland, O.	569
WJXN	Jackson, Miss.	483
WJZ	New York, N. Y.	529
WJZM	Clarksville Tenn.	627
WKAB	Mobile, Ala.	314
WKAI	Macomb, Ill.	404
WKAL	Rome, N. Y.	539
WKAN	Kankakee, Ill.	404
WKAP	Allentown, Penn.	590
WKAQ	San Juan, P. R.	703
WKAT	Miami Beach, Fla.	371
WKAX	Birmingham, Ala.	310
WKAY	Glasgow, Ky.	432
WKBB	Dubuque, Ia.	422
WKBC	N. Wilkesboro, N. C.	555
WKBB	VaCrosse, Wis.	687
WKBN	Yonastown, O.	577
WKBO	Harrisburg, Penn.	595
WKBR	Manchester, N. H.	505
WKBS	Oyster Bay, N. Y.	537
WKBV	Richmond, Ind.	416
WKBW	Puffalo, N. Y.	517
WKBZ	Muskegon, Mich.	474

Call Letters	City—State	See Page
WKCT	Bowling Green, Ky.	431
WKDA	Nashville, Tenn.	634
WKDK	Newberry, S. C.	622
WKEU	Griffin, Ga.	386
WKEY	Covington, Va.	668
WKGK	Knoxville, Tenn.	629
WKIC	Hazard, Ky.	432
WKIP	Poughkeepsie, N. Y.	537
WKIX	Columbia, S. C.	619
WKJB	Mayaguez, P. R.	699
WKJG	Fort Wayne, Ind.	412
WKLA	Ludington, Mich.	474
WKLK	Clanton, Ala.	311
WKLK	Blackstone, Va.	668
WKLX	Lexington, Ky.	432
WKLY	Hartwell, Ga.	386
WKMA	Quitman, Ga.	388
WKMH	Dearborn, Mich.	467
WKMO	Kokomo, Ind.	415
WKNA	Charleston, W. Va.	681
WKNB	New Britain, Conn.	358
WKNE	Kesene, New Hampshire	505
WKNS	Kinston, N. C.	553
WKNX	Saginaw, Mich.	476
WKNY	Kingston, N. Y.	521
WKOB	North Adams, Mass.	460
WKOK	Sunbury, Penn.	611
WKOP	Englewood, N. Y.	517
WKOW	Madison, Wis.	688
WKOX	Framingham, Mass.	458
WKOZ	Kosciusko, Miss.	484
WKPA	New Kensington, Penn.	600
WKPT	Kingsport, Tenn.	629
WKRC	Cincinnati, O.	567
WKRG	Mobile, Ala.	314
WKRM	Columbia, Tenn.	627
WKRO	Cairo, Ill.	397
WKRT	Cortland, N. Y.	518
WKRZ	Oil City, Penn.	600
WKSR	Pulaski, Tenn.	635
WKST	New Castle, Penn.	600
WKTG	Thomasville, Ga.	390
WKTM	Mayfield, Ky.	434
WKTY	La Crosse, Wis.	687
WKUL	Cullman, Ala.	311
WKVM	Arecibo, P. R.	699
WKWF	Key West, Fla.	369
WKWK	Wheeling, W. Va.	685
WKXL	Concord, N. H.	505
WKY	Oklahoma City, Okla.	581
WKYB	Paducah, Ky.	435
WKYW	Louisville, Ky.	434
WKZO	Kalamazoo, Mich.	473
WLAC	Nashville, Tenn.	634
WLAD	Danbury, Conn.	356
WLAG	LaGrange, Ga.	387
WLAK	Lakeland, Fla.	369
WLAM	Lewiston, Me.	445
WLAN	Lancaster, Penn.	598
WLAP	Lexington, Ky.	433
WLAQ	Rome, Ga.	388
WLAR	Athens, Tenn.	625
WLAT	Conway, S. C.	619
WLAU	Laurel, Miss.	484
WLAU	Grand Rapids, Mich.	469

Call Letters	City—State	See Page
WLAW	Lawrence, Mass.	459
WLAY	Muscle Shoals City, Ala.	315
WLBB	Carrollton, Ga.	383
WLBC	Muncie, Ind.	416
WLBF	Leesburg, Fla.	370
WLBG	Laurens, S. C.	622
WLBI	Mattoon, Ill.	405
WLBJ	Bowling Green, Ky.	431
WLBK	De Kalb, Ill.	402
WLBR	Lebanon, Penn.	598
WLBS	Bangor, Me.	444
WLCS	Torrington, Conn.	360
WLCS	Baton Rouge, La.	438
WLCS	La Crosse, Wis.	687
WLDS	Jacksonville, Ill.	434
WLDY	Ladysmith, Wis.	687
WLEC	Sandusky, O.	575
WLEE	Richmond, Va.	672
WLEU	Erie, Penn.	595
WLEX	Lexington, Ky.	433
WLIB	New York, N. Y.	529
WLIO	East Liverpool, O.	572
WLIP	Kenosha, Wis.	687
WLIZ	Bridgeport, Conn.	356
WLH	Lowell-Lawrence, Mass.	460
WLNH	Laconia, N. H.	505
WLOE	Leaksville, N. C.	554
WLOF	Orlando, Fla.	372
WLOG	Logan, W. Va.	683
WLOH	Princeton, W. Va.	684
WLOI	La Porte, Ind.	415
WLOK	Lima, O.	573
WLOL	Minneapolis, Minn.	479
WLOS	Asheville, N. C.	546
WLOU	Louisville, Ky.	434
WLOW	Norfolk, Va.	671
WLOX	Biloxi, Miss.	482
WLPM	Suffolk, Va.	674
WLPO	La Salle, Ill.	404
WLS	Chicago, Ill.	401
WLTR	Pleomsburg, Penn.	592
WLVA	Lynchburg, Va.	670
WLW	Cincinnati, O.	567
WLYN	Lynn, Mass.	460
WLMAC	Pottstown, Penn.	608
WMAJ	State College, Penn.	610
WMAK	Nashville, Tenn.	634
WMAL	Washington, D. C.	363
WMAM	Marinette, Wis.	688
WMAN	Mansfield, O.	573
WMAP	Monroe, N. C.	554
WMAQ	Chicago, Ill.	401
WMAR	Baltimore, Md.	450
WMAS	Springfield, Mass.	461
WMAW	Milwaukee, Wis.	690
WMAZ	Macon, Ga.	387
WMBC	Macon, Miss.	485
WMBD	Peoria, Ill.	406
WMBG	Richmond, Va.	672
WMBH	Joplin, Mo.	489
WMBI	Chicago, Ill.	402
WMBL	Morehead City, N. C.	554
WMBM	Miami Beach, Fla.	372
WMBN	Petoskey, Mich.	475
WMBO	Auburn, N. Y.	515

Call Letters	City—State	See Page
WMBR	Jacksonville, Fla.	368
WMBS	Uniontown, Penn.	611
WMC	Memphis, Tenn.	633
WMCA	New York, N. Y.	531
WMCK	McKeesport, Penn.	599
WMDD	Fajardo, P. R.	699
WMEX	Boston, Mass.	457
WMFD	Wilmington, N. C.	559
WMFF	Plattsburg, N. Y.	537
WMFG	Hibbing, Minn.	478
WMFJ	Daytona Beach, Fla.	365
WMFR	High Point, N. C.	553
WMFT	Florence, Ala.	312
WMGA	Moultrie, Ga.	388
WMGR	Bainbridge, Ga.	383
WMGW	Meadville, Penn.	600
WMGY	Montgomery, Ala.	315
WMID	Atlantic City, N. J.	506
WMIE	Miami, Fla.	370
WMIK	Middlesboro, Ky.	434
WMIN	St. Paul, Minn.	481
WMIQ	Iron Mountain, Mich.	471
WMIS	Natchez, Miss.	485
WMIX	Mt. Vernon, Ill.	405
WMJM	Cordele, Ga.	385
WMLO	Milwaukee, Wis.	690
WMLT	Dublin, Ga.	385
WMMB	Melbourne, Fla.	370
WMMI	Marquette, Mich.	474
WMMJ	Peoria, Ill.	406
WMMN	Fairmont, W. Va.	682
WMMR	Louisville, Ky.	631
WMMT	McMinnville, Tenn.	358
WMMW	Meriden, Conn.	460
WMNB	North Adams, Mass.	555
WMNC	Morgantown, N. C.	573
WMOA	Marietta, O.	314
WMOB	Mobile, Ala.	385
WMOC	Covington, Ga.	383
WMOG	Brunswick, Ga.	573
WMOH	Hamilton, O.	683
WMON	Montgomery, W. Va.	505
WMOU	Berlin, N. H.	485
WMOX	Meridian, Miss.	474
WMPC	Lapeer, Mich.	633
WMPS	Memphis, Tenn.	622
WMRC	Greenville, S. C.	599
WMRF	Lewiston, Penn.	574
WMRN	Marion, O.	397
WMRO	Aurora, Ill.	469
WMRP	Flint, Mich.	523
WMSA	Massena, N. Y.	311
WMSL	Decatur, Ala.	418
WMT	Cedar Rapids, Ia.	432
WMTA	Lawson, Ky.	445
WMTW	Portland, Me.	506
WMUR	Manchester, N. H.	474
WMUS	Muskegon, Mich.	670
WMVA	Martinsville, Va.	388
WMVG	Milledgeville, Ga.	356
WNAB	Bridgeport, Conn.	457
WNAC	Boston, Mass.	611
WNAE	Warren, Penn.	615
WNAF	Providence, R. I.	690
WNAM	Neenah, Wis.	

Call Letters	City—State	See Page
WNAO	Raleigh, N. C.	555
WNAR	Norristown, Penn.	600
WNAX	Yankton, S. D.	625
WNBC	New York, N. Y.	531
WNBF	Binghamton, N. Y.	517
WNBH	New Bedford, Mass.	460
WNBZ	Saranac Lake, N. Y.	541
WNCA	Asheville, N. C.	546
WNDB	Daytona Beach, Fla.	366
WNDR	Syracuse, N. Y.	542
WNEB	Worcester, Mass.	462
WNEL	San Juan, P. R.	703
WNEW	New York, N. Y.	533
WNEK	Macon, Ga.	387
WNGO	Mayfield, Ky.	434
WNHC	New Haven, Conn.	358
WNJR	Newark, N. J.	509
WNLC	New London, Conn.	359
WNLK	Norfolk, Conn.	359
WNMP	Evanston, Ill.	403
WNNC	Newton, N. C.	555
WNOC	Norwich, Conn.	359
WNOE	New Orleans, La.	442
WNOK	Columbia, S. C.	619
WNOW	York, Penn.	613
WNOX	Knoxville, Tenn.	629
WNVA	Norton, Va.	671
WNYB	Kenmore, N. Y.	521
WOAI	San Antonio, Tex.	659
WOAP	Cwosso, Mich.	475
WOAY	Oak Hill, W. Va.	684
WOBT	Pelican-Rhineland, Wis.	691
WOC	Davenport, Ia.	419
WOCB	West Yarmouth, Mass.	462
WOHS	Shelby, N. C.	557
WOKO	Albany, N. Y.	515
WOKZ	Alton, Ill.	397
WOL	Washington, D. C.	363
WOLF	Syracuse, N. Y.	543
WOLS	Florence, S. C.	621
WOMI	Owensboro, Ky.	435
WOMT	Manitowoc, Wis.	688
WOND	Oak Ridge, Tenn.	635
WONO	Oneonta, N. Y.	537
WONS	Hartford, Conn.	357
WOOB	Anniston, Ala.	309
WOOD	Grand Rapids, Mich.	469
WOOF	Dothan, Ala.	312
WOOK	Silver Spring, Md.	452
WOP1	Bristol, Tenn.	626
WOR	New York, N. Y.	533
WORA	Mayaguez, P. R.	699
WORC	Worcester, Mass.	462
WORD	Spartanburg, S. C.	623
WORK	York, Penn.	614
WORL	Boston, Mass.	457
WORZ	Orlando, Fla.	372
WOSH	Oshkosh, Wis.	690
WOTW	Nashua, N. H.	506
WOV	New York, N. Y.	535
WOVS	Jacksonville, Fla.	369
WOW	Omaha, Neb.	501
WOWO	Ft. Wayne, Ind.	412
WPAB	Ponce, P. R.	703
WPAD	Paducah, Ky.	435

Call Letters	City—State	See Page
WPAG	Ann Arbor, Mich.	465
WPAM	Pottsville, Penn.	608
WPAQ	Mount Airy, N. C.	555
WPAR	Parkersburg, W. Va.	684
WPAT	Paterson, N. J.	510
WPAX	Thomasville, Ga.	390
WPAY	Portsmouth, O.	574
WPBP	Mayaguez, P. R.	699
WPDQ	Jacksonville, Fla.	369
WPDX	Clarksburg, W. Va.	682
WPEN	Philadelphia, Penn.	607
WPFB	Middletown, O.	574
WPGH	Pittsburgh, Penn.	608
WPIC	Sharon, Penn.	610
WPIK	Alexandria, Va.	667
WPIT	Pittsburgh, Penn.	608
WPLH	Huntington, W. Va.	683
WPOR	Portland, Me.	446
WPPA	Pottsville, Penn.	608
WPPA	Mayaguez, P. R.	699
WPRO	Providence, R. I.	617
WPRP	Ponce, P. R.	703
WPTF	Raleigh, N. C.	555
WPTN	Paris, Tenn.	635
WPTR	Albany, N. Y.	515
WPTW	Piqua, O.	574
WPUV	Pulaski, Va.	672
WPWA	Chester, Penn.	593
WQAM	Miami, Fla.	371
WQAN	Scranton, Penn.	610
WQBC	Vicksburg, Miss.	486
WQQW	Washington, D. C.	363
WQUA	Moline, Ill.	405
WQXI	Buckhead, Ga.	383
WQXR	New York, N. Y.	535
WRAK	Williamsport, Penn.	613
WRAL	Raleigh, N. C.	556
WRAW	Reading, Pa.	609
WRBC	Jackson, Miss.	484
WRBL	Columbus, Ga.	384
WRC	Washington, D. C.	363
WRCS	Ahoskie, N. C.	546
WRDO	Augusta, Me.	444
WRDW	Augusta, Ga.	383
WREC	Memphis, Tenn.	633
WREN	Topeka, Kan.	430
WREX	Duluth, Minn.	478
WRFD	Worthington, O.	576
WRFS	Alexander City, Ala.	309
WRFW	Eau Claire, Wis.	686
WRGA	Rome, Ga.	388
WRHI	Rock Hill, S. C.	623
WRHP	Tallahassee, Fla.	375
WRIA	Caguas, P. R.	699
WRIB	Providence, R. I.	615
WRJN	Racine, Wis.	691
WRLC	Toccoa, Ga.	391
WRLD	West Point, Ga.	391
WRMN	Elgin, Ill.	433
WRMS	Ware, Mass.	462
WRNL	Richmond, Va.	672
WRNO	Orangeburg, S. C.	622
WRNY	Rochester, N. Y.	539
WROB	West Point, Miss.	486
WROD	Daytona Beach, Fla.	366

Call Letters	City—State	See Page
WROE	Mobile, Ala.	314
WROK	Rockford, Ill.	407
WROL	Knoxville, Tenn.	631
WROM	Rome, Ga.	389
WRON	Ronceverte, W. Va.	684
WROV	Roanoke, Va.	673
WROW	Albany, N. Y.	515
WROX	Clarksdale, Miss.	482
WRQN	Vidalia, Ga.	391
WRR	Dallas, Tex.	645
WRRF	Washington, N. C.	558
WRRN	Warren, O.	576
WRRZ	Clinton, N. C.	548
WRTA	Altoona, Penn.	592
WRUF	Gainesville, Fla.	367
WRUN	Utica, N. Y.	544
WRVA	Richmond, Va.	673
WRWR	Albany, N. Y.	515
WRXL	Grenada, Miss.	482
WSAC	Columbus, Ga.	384
WSAI	Cincinnati, O.	567
WSAM	Saginaw, Mich.	476
WSAN	Allentown, Penn.	590
WSAP	Portsmouth, Va.	671
WSAR	Fall River, Mass.	458
WSAT	Salisbury, N. C.	557
WSAU	Wausau, Wis.	692
WSAV	Savannah, Ga.	389
WSAY	Rochester, N. Y.	539
WSAZ	Huntington, W. Va.	683
WSB	Atlanta, Ga.	381
WSBA	York, Penn.	614
WSBC	Chicago, Ill.	402
WSBR	Superior, Wis.	692
WSBT	South Bend, Ind.	416
WSCR	Scranton, Penn.	610
WSFA	Montgomery, Ala.	315
WSFC	Somerset, Ky.	435
WSFT	Thomaston, Ga.	390
WSGC	Elberton, Ga.	386
WSGN	Birmingham, Ala.	310
WSIC	Statesville, N. C.	557
WSID	Baltimore, Md.	450
WSIR	Winter Haven, Fla.	376
WSIV	Pekin Ill.	405
WSIX	Nashville, Tenn.	634
WSJS	Winston-Salem, N. C.	560
WSKB	McComb, Miss.	485
WSKI	Montpelier-Barre, Vt.	666
WSKY	Asheville, N. C.	547
WSLA	Hammond, La.	438
WSLB	Ogdensburg, N. Y.	535
WSLI	Jackson, Miss.	484
WSLS	Roanoke, Va.	673
WSM	Nashville, Tenn.	634
WSMB	New Orleans, La.	442
WSNJ	Bridgeton, N. J.	509
WSNY	Schenectady, N. Y.	541
WSOC	Charlotte, N. C.	548
WSON	Henderson, Ky.	432
WSOO	Sault Ste. Marie, Mich.	476
WSOY	Decatur, Ill.	402
WSPA	Spartanburg, S. C.	623
WSPB	Sarasota, Fla.	374
WSPD	Toledo, O.	575

Call Letters	City—State	See Page
WSPR	Springfield, Mass.	461
WSRS	Cleveland Heights, O.	57L
WSSB	Durham, N. C.	549
WSSV	Petersburg, Va.	671
WSTC	Stamford, Conn.	359
WSTP	Salisbury, N. C.	557
WSTS	Southern Pines, N. C.	557
WSTV	Steubenville, O.	575
WSUA	Bloomington, Ind.	409
WSUN	St. Petersburg, Fla.	374
WSVA	Harrisonburg, Va.	670
WSVS	Crews, Va.	668
WSWN	Ella Glade, Fla.	365
WSYB	Rutland, Vt.	667
WSYR	Syracuse, N. Y.	543
WTAD	Quincy, Ill.	407
WTAG	Worcester, Mass.	482
WTAL	Tallahassee, Fla.	375
WTAM	Cleveland, O.	569
WTAQ	Green Bay, Wis.	686
WTAR	Norfolk, Va.	671
WTAW	College Station, Tex.	641
WTAX	Springfield, Ill.	408
WTBC	Tuscaloosa, Ala.	317
WTBF	Troy, Ala.	316
WTBO	Cumberland, Md.	451
WTCB	Flint, Mich.	471
WTCT	Tell City, Ind.	417
WTCTM	Traverse City, Mich.	476
WTCN	Minneapolis, Minn.	479
WTCO	Campbellsville, Ky.	431
WTEL	Philadelphia, Penn.	605
WTHI	Terre Haute, Ind.	417
WTHT	Hartford, Conn.	357
WTIC	Hartford, Conn.	357
WTIK	Durham, N. C.	549
WTIP	Charleston, W. Va.	681
WTJS	Jackson, Tenn.	628
WTMA	Charleston, S. C.	618
WTMC	Ocala, Fla.	372
WTMJ	Milwaukee, Wis.	690
WTMV	E. St. Louis, Ill.	403
WTMB	Birmingham, Ala.	310
WTNC	Thomasville, N. C.	558
WTNJ	Trenton, N. J.	510
WTNS	Coshocton, O.	571
WTNT	Augusta, Ga.	383
WTOB	Winston-Salem, N. C.	560
WTOC	Savannah, Ga.	390
WTOD	Toledo, O.	576
WTOK	Meridian, Miss.	485
WTOL	Toledo, O.	576
WTOM	Bloomington, Ind.	409
WTON	Staunton, Va.	673
WTOP	Washington, D. C.	364
WTOR	Torrington, Conn.	360
WTPR	Paris, Tenn.	635
WTPS	New Orleans, La.	442
WTRC	Eikhart, Ind.	403
WTRF	Bellaire, O.	565
WTRR	Sanford, Fla.	374
WTRY	Troy, N. Y.	543
WTSB	Lumberton, N. C.	554

Call Letters	City—State	See Page
WTSP	St. Petersburg, Fla.	374
WTTH	Port Huron, Mich.	475
WTTM	Trenton, N. J.	510
WTTS	Bloomington, Ind.	409
WTUX	Wilmington, Del.	362
WTVL	Waterville, Me.	446
WTVN	Johnson City, Tenn.	629
WTWA	Thomson, Ga.	390
WTYS	Marianna, Fla.	370
WUSN	Charleston, S. C.	619
WVAM	Altoona, Penn.	592
WVCG	Coral Gables, Fla.	365
WVCH	Chester, Pa.	593
WVET	Rochester, N. Y.	539
WVIM	Vicksburg, Miss.	486
WVIS	Owensboro, Ky.	435
WVLK	Versailles, Ky.	435
WVNL	Oney, Ill.	405
WVMI	Filox, Miss.	482
WVNI	Newark, N. J.	510
WVOK	Birmingham, Ala.	310
WVOM	Brockline, Mass.	457
WVOS	Liberty, N. Y.	523
WVPO	Stroudsburg, Penn.	611
WVRA	Orangesburg, S. C.	623
WVSC	Farmwell, S. C.	617
WVVW	Fairmont, W. Va.	682
WWBZ	Vineland, N. J.	510
WWCO	Waterbury, Conn.	360
WWDC	Washington, D. C.	364
WWEZ	New Orleans, La.	442
WWGP	Sanford, N. C.	557
WWGS	Tifton, Ga.	390
WWJ	Detroit, Mich.	468
WWL	New Orleans, La.	442
WWNC	Asheville, N. C.	547
WWNH	Rochester, N. H.	506
WWNL	Newport, Ky.	435
WWNR	Beckley, W. Va.	680
WWNS	Statesboro, Ga.	390
WWNY	Watertown, N. Y.	545
WWOD	Lynchburg, Va.	670
WWOK	Flint, Mich.	471
WWOL	Lackawanna, N. Y.	523
WWON	Woonsocket, R. I.	617
WWPB	Miami, Fla.	371
WWPF	Palatka, Fla.	373
WWPG	Palm Beach, Fla.	373
WWPN	Middlesboro, Ky.	435
WWRL	Woodside, N. Y.	545
WWSC	Glens Falls, N. Y.	519
WWSO	Springfield, O.	575
WWSR	St. Albans, Vt.	667
WWST	Waco, O.	576
WWSW	Pittsburgh, Penn.	608
WWVA	Wheeling, W. Va.	685
WWWB	Jasper, Ala.	313
WWXL	Peoria, Ill.	406
WXAL	Demopolis, Ala.	311
WXGI	Richmond, Va.	673
WXLT	Ely, Minn.	478
WXYZ	Detroit, Mich.	468
WZIP	Covington, Ky.	431

ALABAMA

Estimated Population 2,824,000—% Increase —0.3—Radio Homes 481,424
Farms with Radios 117,485—Stations in State 55

WAVU (CP) ALBERTVILLE

Frequency: 630 Kc. Power: 500 Watts, d.
Owned-Operated By: Pat Murphy Courington

WRFS ALEXANDER CITY—EST. 1947

Frequency: 1050 Kc. Power: 1,000 Watts
Owned-Operated By: Piedmont Service Corp.
Business Address: P. O. Box 72
Phone Number: 1050
Studio Address: 138 Main St.
Transmitter Location: U. S. 241 W. of
Alexander City 2½ mi.
Air Time: Local Sunrise—Local Sunset
Transcription Service: Thesaurus
Representative: Sears & Ayer
Membership: National Assn. of Broadcasters
President: James L. Coley
Gen.-Station-Com. Mgr.: Lem Coley
Program Director: Bob McKinnon
Chief Announcer: Tom Jones
Chief Engineer: James W. Whitley

WCTA ANDALUSIA—EST. 1946 MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Andalusia Bcstg. Co., Inc.
Business-Studio Address: Opp. Highway
Phone Number: 844
Transmitter: Opp. Highway
Air Time: 5:55 a.m.—11 p.m.
News Service: UP
Transcription Service: World
Membership: NAB
Gen.-Station-Sales Mgr.: James T. Ownby
Publicity Director: James T. Ownby
Program Chief Announcer: J. Dige Bishop
Musical Director: Charles Gilmore
Chief Engineer: J. Dige Bishop

WHMA ANNISTON—EST. 1938 ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Anniston Bcstg. Co.
Business-Studio Address: Radio Bldg.
Phone Number: 2380
Transmitter: 15th St. at Boyington Ave.
Air Time: 5:45 a.m.—11:05 p.m.
News Service: UP
Transcription Service: Thesaurus
Representative: Sears & Ayer
Membership: NAB-BMB
President-Owner: Harry M. Ayers

General Mgr.: Malcolm Street
Sales Mgr.: Robert A. Davidson
Program Dir.-Chief Announcer: Ross Charles
Publicity Dir.: Earl Rahrer
Chief Engineer: James A. Hudson
Farm Editor: A. S. Mathews

WOOB ANNISTON—EST. 1947 MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: W. S. Weatherly
Business-Studio Address: 10th & Noble St.
Phone Number: 3210-1
Transmitter Location: 16th & Boynton Ave.
Air Time: 18 hrs. daily
Transcription Service: World
Station Representative: Thos. F. Clark
President-Owner: W. S. Weatherly
Station Manager: R. E. Duffey
Program Director: H. Weaver
Chief Announcer: Keith Gordon
Chief Engineer: Raymond Watson

WAUD AUBURN—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Auburn Bcstg. Co.
Business Address: Box 350
Phone Number: 1240
Air Time: Unlimited
News Service: AP
Transcription Service: World
Partners: Wm. W. Hunt, C. I. Shelkowsky,
Elmer Salter
President-General Mgr.: Elmer G. Salter
Program Director: Neil Lovett
Chief Engineer: Charles Herman

WJLD BESSEMER—EST. 1942 MBS-KBS-ALA.

Frequency: 1400 Kc. Power: 250 Watts
Owned By: Johnston Bcstg. Co.
Business Address: Box 147
Phone Nos.: Bessemer 2300; Birmingham 6-6172
Transmitter: Birmingham Bessemer
Super Highway
Air Time: 18 hours daily
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Pres.-Owner-Gen. Mgr.: George Johnston, Jr.
Station Mgr.: James F. Connolly
Sales Mgr.: Clay Coe
Sales Promotion Mgr.: Mrs. Black
Publicity Dir.: Peggy Calder

W A P I

BIRMINGHAM—EST. 1922

CBS

Frequency: 1070 Kc. Power: 5000 Watts
Owned By... Univ. of Ala., Ala. Polytechnic
Inst., Ala. Coll.

Operated By... Voice of Ala., Inc.
Bus.-Studio Address... 701 Protective Life Bldg.
Phone Number... 3-8116
Transmitter... Sandusky, Ala.
Air Time... 5:30 a.m.-12 M, Mon.-Sat.:
8 a.m.-12 M, Sun.

Transcription Service... World, Lang-Worth
Representative... Radio Sales
Membership... NAB-BMB
Chairman of Bd... Ed Norton
President-General-Station Mgr... Thad Holt
Sales Mgr... Thad Holt
Sales Promotion Mgr.-Pub. Dir... Lionel Baxter
Program Dir... Jimmie Wilson
Production Mgr... Burt F. McKee, Jr.
Chief Announcer... Clint Blakely
Chief Engineer... James L. Evans
Farm Editor... John McCune

W B R C

BIRMINGHAM—EST. 1925

NBC

Frequency: 960 Kc. Power: 5000 Watts
Owned-Oper. By... Birmingham Bcstg. Co., Inc.
Address... WBRC Bldg.
Phone Number... 4-7741
Transmitter Location... 2400 Arkadelphia Rd.
Air Time... 6 a.m.-12 M.

News Service... INS
Transcription Service... Standard, Lang-Worth
Representative... Paul H. Raymer Co.
Membership... NAB, BMB
President-Gen. Mgr... Eloise Smith Hanna
Station Manager... Howell C. Cobb
Sales Managers... L. W. Connors,
Don D. Campbell
Pgm. Dir. Prod. Mgr... Ira Leslie
Publicity Director... John T. Orr
Chief Announcer... Davenport Smith
Musical Director... Herbert Grieb
Chief Engineer... G. P. Hamann

W K A X

BIRMINGHAM—EST. 1946

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By... Courier Bcstg.
Service, Inc.

Address... 1710 6th Ave. No., P.O. Box 2190
Phone Number... 54-2541
Transmitter Location... 231 2nd St., West
Air Time... Local sunrise-local sunset
News Service... AP
Transcription Service... Associated
Representative... Hal Holman Co.

President... Glenn V. Tingley
General-Commercial
Manager... Ganus C. Scarborough
Program Director... Dorothy Alexander
Prom. Manager... Maurice Jackson
Chief Engineer... Stanley L. Hawkins

W S G N

BIRMINGHAM—EST. 1927

ABC

Frequency: 610 Kc. Power: 5000d.; 1000 n.
Owned by News Co... The Birmingham
Business Studio Address... Dixie Carlton
Hotel, P. O. Box 2553
Phone Number... 4-3434
Transmitter Location... Fair Grounds
Air Time... 5 a. m.-12 m. weekdays:
6:30 a. m.-12 m. Sun.

News Service... AP
Transcription Service... Thesaurus
Representative... Headley-Reed Co.
Membership... NAB, BMB
Managing Director... Henry P. Johnston
Commercial Manager... Julian A. Flint
Prom. & Pub. Dir... Mrs. Mary F. Childers
Program Director... Eugene M. Plumstead
Musical Dir... Mrs. Sara Cook
Chief Engineer... J. V. Sanderson

W T N B

BIRMINGHAM—EST. 1946

MBS

Frequency: 1490 Kc. Power: 250 Watts
Operated By... Thomas N. Beach
Address... 117½ North 21st St.
Phone Number... 4-4511
Air Time... 6:00 a.m. to 11:30 p.m., Mon.-Fri.
News Service... AP
Transcription Service... ASCAP, SESAC, World
Representative... George P. Hollingberry
Membership... NAB
President... Thomas N. Beach
V.P.-Gen. Mgr... Mrs. Evelyn S. Hicks
Assistant Manager... David Loveman
National Sales... Mrs. Anna N. Brunker
Production Mgr... Mrs. E. P. Allen
Publicity Director... A. B. Petty
Chief Engineer... Frank J. Murphee

W V O K

BIRMINGHAM—EST. 1947

Frequency: 690 Kc. Power: 10,000 Watts d.
Owned-Operated By... Voice of Dixie Inc.
Business Address... Box 2407
Representative... Gene Grant
Membership... NAB, BMB
President... Iralee W. Benns
General Manager... J. E. Reynolds

WEBJ

BREWTON—EST. 1946

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By..... W. E. Brooks
 Operated By..... Brewton Bcstg. Co.
 Business Address..... Box 53
 Phone Number..... 557-8
 Studio-Transmitter..... East St.
 Air Time..... 6 a.m.-10:30 p.m.
 News Service..... AP
 Transcription Service..... Lang-Worth, Cole,
 Keystone
 Representative..... Cox & Tanz
 Membership..... NAB
 President-Owner..... W. E. Brooks
 Gen. Station Sales Mgr..... H. C. Gilreath, Jr.
 Sales Promotion Mgr..... Wesley Gardner
 Program Dir..... Catherine Gardner
 Prod. Mgr., Pub. Dir., Chief Announcer.....
 Charles Herman
 Musical Dir..... Sosa Strain
 Chief Engineer..... Charles Herman
 Farm Editor..... Howard Gilreath, Jr.

WKLF

CLANTON—EST. 1947

KBS

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Operated By..... Southeastern
 Bcstg Co., of Clanton
 Bus. Studio Add..... 703½ Second Ave. North
 Phone Number..... 449
 Transmitter Location..... Selma Highway
 Air Time..... Local Sunrise-Local Sunset
 News Service..... AP
 Transcription Service..... SESAC
 V.P.-Gen. Station Mgr..... Hugh Webb
 Commercial Manager..... Thomas Moore
 Sales Promotion Manager, Chief Announcer
 ..Buck Littleton
 Program Director..... Charolett Barney
 Production Manager..... Kelly Robinson
 Publicity Director..... John Robinson
 Musical Director..... Mrs. Carlisle Miller
 Chief Engineer..... Lester Carter
 Farm Editor..... E. C. Glascock

WKUL

CULLMAN—EST. 1946

KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Cullman Bcstg. Co.
 Address..... 109 6th Ave., East
 Transmitter Location..... Cullman, Ala.
 Air Time..... 5:30 a.m.-10:30 p.m.
 Owners..... H. H. Kinney, D. T. Kinney

WHOS (CP)

DECATUR

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By..... North Ala. Bcstg. Co.
 Business Address... 109 Sixth Ave., E. Cullman,
 Ala.
 Partners..... H. H. Kinney, D. T. Kinney

WMSL

DECATUR—EST. 1935

MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Tenn. Valley Bcstg. Co., Inc.
 Studio-Business Address..... 522 Bank St.
 Phone Number..... 802-3
 Transmitter..... Danville Rd. Decatur
 Air Time..... 6a.m.-10:30 p.m.
 News Service..... UP
 Transcription Service..... World, SESAC
 President..... Melvin Hutson
 Station-Commercial Mgr..... Kyle G. Frazier
 Program Director..... Lewis C. Blizzard
 Chief Engineer..... J. V. Roser

WXAL

DEMOPOLIS—EST. 1947

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Demopolis Bcstg. Co.
 Business Address..... Demopolis, Ala.
 News Service..... AP
 Transcription Service..... World
 General-Commercial-Production
 Manager..... W. M. Jordan
 Chief Engineer..... T. H. Gaillard, Jr.

WAGF

DOTHAN—EST. 1932

MBS

Frequency: 1400 Kc. CP-1320 Power: 250
 Watts CP-1000
 Owned-Operated By..... Dothan Bcstg. Co.
 Address..... 204½ E. Main Street
 Phone Number..... 1403-2002
 Transmitter Location..... Headland Highway
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... Standard
 Membership..... NAB
 Commercial Manager..... Fred C. Moseley

WDIG

DOTHAN—EST. 1947

ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned By..... Houston Bcsters
 Studio Business Address... 107 E. Adams St.
 Phone Number..... 2480

Transmitter.....Dothan, Ala.
 Air Time.....19 hrs. daily
 News Service.....U.P.
 Transcription Service.....Lang-Worth.
 ..Thesaurus, Cole
 Representative.....Harry Summing, South East
 Membership.....NAB
 Owner-Gen. Station Mgr.....Jess Swicegood
 Comm. Sales Prom. Ggr.....J. P. Burnett
 Pgm. Dir., Chief Ann.....J. P. Culver, Jr.
 Chief Engineer.....Jess Swicegood

W O O F (CP)

DOTHAN

Frequency: 560 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Dowlander Bcstg. Co.
 Business Address.....114½ Foster St.
 Patners.....R. A. Dowling, Jr., Owens F.
 Alexander

W I R B (CP)

ENTERPRISE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Wiregrass Bcstg. Co.
 Business Address.....200 N. Main St.
 Patners.....Franklin H. James, Robert Edward
 James, Ralph M. Stanford

W J O I

FLORENCE—EST. 1946

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Clyde W. Anderson, Joe T.
 Van Sandt
 Owned-Oper. By.....Florence Bcstg. Co.
 Address.....850 S. Court St.
 Air Time.....Unlimited
 Transcription Service.....World
 Owner, Gen. Station Commercial, Sales Pro-
 motion Manager.....Joe T. Van Sandt
 Pgm. Dir., Produ. Mgr., Pub. Dir., Chief An-
 nouncer, Musical Director.....David E. Bigley
 Chief Engineer.....Maurice E. McKinney
 Farm Editor.....Maurice E. McKinney

W M F T

FLORENCE—EST. 1945

N. ALA. NETWORK-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Tri-Cities Bcstg Co.
 Bus. Add., 800 Cypress Mill Rd., P. O. Box 477
 Phone Number.....42
 Studio-Transmitter.....800 Cypress Mill Rd.
 Air Time.....5:55a.m.-11:05 p.m., 5:55 a.m.-12:05
 a.m. Sat.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Tri-Cities Bcstg. Co.
 Membership.....NAB

President.....Milton S. Killen
 V.P.-Station Mgr.....James C. Miller, III
 Secty.-Treas.....Franklin L. Bush
 Musical Dir.....Evelyn Reeburgh
 Chief Engineer.....James C. Miller, III
 Farm Editor.....Jim Miller

W G A D

GADSDEN—EST. 1946

MBS

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....Coosa Valley Bcstg. Co.
 Bus., Studio Address(es).....817 Forrest Ave.
 Phone Number.....3880
 Transmitter Location.....Attalla, Ala.
 Air Time.....5:30 a.m.-12 M
 News Service.....U.P.
 Transcription Service.....Thesaurus
 Representative.....Donald Cooke
 Membership.....NAB, BMB
 Pres., Station, Comm. Mgr.....J. W. Buttram
 Sales Promotion Manager.....Marke Goode
 Production Manager.....Glenn Hunt
 Publicity Director.....Wanda Conner
 Chief Announcer.....Lee Blaine
 Chief Engineer.....H. D. Williams
 Farm Editor.....Bob Mayeld

W G N H

GADSDEN—EST. 1947

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....General Newspapers, Inc.
 Bus.-Studio Address.....Philpson Bldg.
 Phone Number.....4780
 Transmitter.....2000 Chestnut St.
 Air Time.....6 a.m.-12M.
 News Service.....INS
 Transcription Service.....Capital, World
 Rep.....Burke, Kuipers & Mahoney, Inc.
 Membership.....NAB, BMB
 Gen. Station Mgr.....Henry A. Jones
 Comm. Mgr.....Andrew B. Letson
 Pgm. Dir., Chief Announce.....Lynn Dawson
 Chief Engineer.....Andrew B. Letson

W G W D

GADSDEN—EST. 1947

ALABAMA NETWORK

Frequency: 570 Kc.....Power: 1000 Watts
 Owned By.....G. W. Covington, Jr.
 Operated By.....Edwin H. Estes
 Business Address.....P. O. Box 128
 Phone Number.....1029, 5001
 Studio Address.....Medical Bldg., So. Fifth St.
 Transmitter Location.....4 ml. N. W. of Gadsden
 Air Time.....Local Sunrise-Local Sunset
 News Service.....A.P.
 Transcription Service.....Associated
 Representative.....McGeehan & O'Mara
 Membership.....NAB, BMB

President-Owner.....G. W. Covington, Jr.
 Gen. Station, Comm. Mgr.....Edwin H. Estes
 Sales Promotion Mgr.....O. B. McAbee
 Pgm. Dir., Prod. Mgr., Chief Ann.....George
 Cardell
 Publicity Director.....Merle Murray
 Chief Engineer.....John Townsend

W J B Y

GADSDEN—EST. 1928

ALA. BCSTG. SYS.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By....Gadsden Bcstg. Co., Inc.
 Address.....108 Broad Street
 Phone Number.....62 & 88
 Transmitter Location.....108 Broad Street
 Time on the Air.....6 a.m.-11 p.m.
 News Service.....A.P.
 Transcription Service.....Lang-Worth
 Representative.....Sears & Ayer
 President.....Bascom H. Hopson
 Gen. Mgr., Pgm. Dir.....Beatrice Tate Benton
 Comm.-Sales Promotion Mgr.....Sam Benton
 Chief Engineer.....William Pigg

W G Y V (CP)

GREENVILLE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Greenville Bcstg. Co.
 Partners.....E. V. Stabler, Calvin Poole,
 S. W. Ferrell, Jr.

W B H P

HUNTSVILLE—EST. 1937

MBS—ALABAMA NETWORK—KBS

Frequency: 1233 Kc.....Power: 250 Watts
 Owned, Operated By.....W. H. Pollard
 Bus. Studio Address.....316 West Holmes St.
 Phone Number.....313
 Transmitter Location.....Athens Pike
 Air Time.....6 a.m.-11 p.m.
 News Service.....U.P.
 Transcription Service.....Keystone, Standard
 Membership.....NAB
 President.....W. H. Pollard
 Gen. Station Comm. Mgr.....W. J. Keown
 Sales Prom. Mgr., Pgm. Dir., Prod. Mgr....Bob
 Dunnivant
 Publicity Director.....Kathryn Moore
 Chief Announcer.....Mark Leon
 Musical Director.....Jimmy Blackburn
 Chief Engineer.....Bill Harris
 Farm Editor.....Dewey Webb

W F U N

HUNTSVILLE—EST. 1946

ALA. BCSTG. SYS.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Huntsville Bcstg. Co.

Address.....P. O. Box 523
 Phone Number.....2423-4
 Studio Transmitter Loc.....410 W. Holmes St.
 Time on the Air.....6 a.m. to 12 M.
 News Service.....AP
 Transcription Service.....Lang-Worth, World
 Representative.....Sears & Ayers
 Pres.-Owner-Sales Mgr.....John Garrison
 Commercial Manager.....John Garrison
 Program Director.....Eva Alverson
 Chief Announcer.....Al Tryon
 Chief Engineer.....F. L. Mickle
 Musical Director.....Malcom Tate
 Farm Editor.....Al Tryon

W H B S

HUNTSVILLE—EST. 1946

ABC-ALA. BCSTG. SYSTEM-ALA-TENN.
 NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By....The Huntsville Times Co.
 Business-Studio Address...207 W. Clinton St.
 Phone Number.....2345
 Transmitter.....N. Church St.
 Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Headley-Reed
 Membership.....NAB
 President.....Henry P. Johnston
 General Mgr.....M. C. Gregory
 Sales Dir.....Thomas C. Lawler, Jr.
 Program-Production Dir.....Richard Warner
 Chief Announcer.....Ralph Tanner
 Musical Librarian.....Earl Fisher
 Chief Engineer.....James V. Sanderson
 Farm Editor.....Paul R. Baumgardner

W W W B

JASPER—EST. 1946

MBS—ALA. BCSTG. SYS.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned, Operated By...Bankhead Bcstg. Co.
 James E. Reese
 Business Studio Address.....Bankhead-Long
 Building, 3rd Avenue
 Phone Number.....100
 Transmitter Location.....W. 20th St.
 Air Time.....5:30 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Friedenberg Agency
 Membership.....NAB
 President.....W. W. Bankhead
 General Station Manager....James E. Reese
 Comm. Mgr., Musical Dir. Joseph L. Sartain, Jr.
 Sales Promotion Manager.....Veneta Fike
 Pgm. Dir., Prod. Mgr., Chief Ann....Charles T.
 Metcalfe
 Publicity Director.....Mary O. Wilson
 Chief Engineer.....Jack Copeland
 Farm Editor.....Wiley W. White

W A B B (CP)

MOBILE
MBS—KBS

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By Mobile Daily News-
papers, Inc.
Business Address 304 Government St.
Phone Number 3-1551
News Service AP
Transcription Service Associated
Membership NAB, BMB
President R. B. Chandler
General Manager W. J. Hearin, Jr.
Program Director Anthony Leighton
Chief Engineer William H. Murphree

W A L A

MOBILE—EST. 1930
NBC

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By Pape Bcstg. Co.
Address 106 St. Joseph St. AT&N
Railroad Bldg.
Phone Number 3-3787
Transmitter Location Tensas Bridge Head,
Baldwin County
Air Time 5:30 a.m.-12 M; Sundays 7 a.m.-
12M.
Representative Headley-Reed Co.
Membership NAB
General Manager W. O. Pape

W K A B

MOBILE—EST. 1947

Frequency: 840 Kc. Power: 1000 Watts
Owned-Operated By Pursley Bcstg. Service
Business-Studio Address 354 St. Francis St.
Phone Number 2-5837
Transmitter 575 Donald St.
Air Time Local sunrise-local sunset
News Service INS
Transcription Service Lang-Worth
Membership NAB
Owners Claude & Louise Pursley
Gen. Station Manager Louise P. Pursley
Commercial Manager Claude L. Pursley
Sales Prom. Mgr., Pgm. Dir. Adrian K. Roberts
Publicity Director Vic Parr
Chief Announcer Tom Jackson
Chief Engineer Gene Miller
Farm Editor Bill FitzHugh

W K R G

MOBILE
MOBILE—EST. 1946
CBS

Frequency: 710 Kc. Power: 1000 d: 250 Watts
Owned-Operated By Giddens & Rester

Business Address 205 Government St.
Phone Number 2-8373
Studio-Transmitter Telegraph Rd.
Air Time 6 a.m.-12:05 a.m.
News Service AP
Transcription Service Lang-Worth, Standard
Representative Adam J. Young
Membership NAB, BMB
Partners T. J. Rester, Kenneth R. Giddens
Gen. Station Mgr. F. E. Busby
Commercial Manager John Waller
Pgm. Dir., Chief Announcer Carl Haug
Chief Engineer Richard M. Cole
Farm Editor Harry McDonnell

W M O B

MOBILE—EST. 1939
ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Nunn Bcstg. Corp.
Business-Studio Address 458 Government St.
Phone Number 2-4566
Transmitter Loc. Stanton Rd. & Jackson Ave.
Air Time 18 Hrs. Daily
News Service UP
Transcription Ser. Thesaurus, Capitol, World
National Sales Office P. O. Box 1360,
Lexington, Ky
Representative Branham Co.
Membership NAB, BMB
President Gilmore N. Nunn
Gen. Station Manager D. H. Long
Comm. Sales Promotion Mgr. R. H. Moore
Pgm. Pub. Director Adele Hull
Production Mgr. Don Lewis
Chief Engineer Sanford Helt

W R O E (CP)

MOBILE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Burton Bcstg. Co.
Business Address Merchants National
Bank Bldg.
Partners Gillette & Jesse Gilbert Burton, Jr.

W A P X

MONTGOMERY—EST. 1947
ABC

Frequency: 1600 Kc. Power: 1000 Watts
Owned Operated By United Bcstg. Co., Inc.
Business, Studio Address 116 Catoma St.
Phone Number 3-7560-9
Transmitter Location North Ripley St.
Air Time 5 a.m.-12 M.
News Service UP
Transcription Service Lang-Worth
Representative Walker Co.
President Thomas E. Martin
V.P.-Gen Station Mgr. John S. Allen

Comm. Sales Prom. Mgr. Hoke Williford
 Pgm. Dir., Prod. Mgr. Stan Gordoni
 Musical Director Ollie Cain
 Chief Engineer Paul Ussery

WCOV

MONTGOMERY—EST. 1939

CBS-CAPITAL BCSTG. SYSTEM

Frequency: 1240Kc. Power: 250 Watts
 Owned-Operated By . . . C. W. Covington, Jr.
 Business Address Box 1029
 Phone Number 5781-2
 Studio Address Exchange Hotel
 Transmitter Woodley Rd.
 Air Time 6:30 a.m.-11:05 p.m.
 News Service INS
 Transcription Service Standard
 Representative McGeehan & O'Mara
 Membership NAB, BMB
 President-Owner, Gen. Station Manager . . . G.
 W. Covington, Jr.
 Commercial Manager E. J. Duke
 Sales Promotion Manager R. B. Raney
 Pgm. Dir., Prod. Mgr., Farm Editor . . . Weston
 Britt
 Publicity Director Dorothea Askins
 Chief Announcer W. L. Steadman
 Musical Director Hollis Carlton
 Chief Engineer W. D. Weatherly

WJ JJ (CP)

MONTGOMERY

Frequency: 1170 Kc. . . Power: 10,000 Watts d.,
 1000 n.
 Owned-Operated By Southern Bcstg. Co.
 Business Address 115½ Commerce St.
 General Manager Joseph G. Matthews
 Station Manager John C. Hughes

WMGY

MONTGOMERY—EST. 1946

MBS

Frequency: 800 Kc. Power: 100 Watts
 Owned-Operated By . . . Dixie Bcstg. Co., Inc.
 Business-Studio Address . . . Dexter & Perry Sts.
 Phone Number 5425
 Transmitter Greenwood Cemetery
 Air Time Local sunrise-local sunset
 Transcription Service World
 Representative Radio Adv. Co.
 Membership NAB, BMB
 President-Owner Dr. S. D. Suggs
 General Station Mgr. Thomas W. Sewell
 Commercial Manager Clyde C. Sellers
 Program, Musical Dir. E. Caldwell Stewart
 Publicity Director Frank Monteleone
 Chief Announcer Edward F. Mohr
 Chief Engineer John D. Lamar

WSFA

MONTGOMERY—EST. 1930

NBC

Frequency: 1440Kc. Power: 1000 Watts
 Owned-Oper. By Montgomery Bcstg. Co., Inc.
 Business Address P. O. Box 1031
 Phone Number 8361
 Studio Address Jefferson Davis Hotel
 Transmitter Narrow Lane Rd.
 Air Time 5:45 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative Headley-Reed
 Membership BMB
 Pres.-Nat'l. Adv. Sales Mgr. Howard E. Pill
 General Manager David E. Dunn
 Local Sales Mgr. Wm. W. Hunt
 Ass't Nat'l. Adv. Sales Mgr. Julia Looney
 Pgm. Dir., Prod. Mgr. John Allen Wolf
 Musical Director James Reed
 Chief Engineer Cliff Shelkotsky

WLAY

MUSCLE SHOALS CITY—EST. 1933

MBS—NORTH ALABAMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned Oper. By Muscle Shoals Bcstg. Corp.
 Business Address P. O. Box 230
 Phone Number 1450-1
 Transmitter Studio Location East Second St.,
 Sheffield, Ala.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative The Branham Co.
 Membership NAB, BMB
 President Frank M. Farris, Jr.
 General Station Mgr. Richard B. Biddle
 Commercial Manager Billy Wiggins
 Sales Promotion Manager Eulus Whitehead
 Program Director Charlie Welsh
 Production Manager Larry Rohling
 Publicity Director Doryce Levi
 Chief Announcer Tom York
 Musical Director Jimmy Lynn
 Chief Engineer Lynn McMoran

WJHO

OPELIKA—EST. 1940

MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts d
 100 Watts n
 Owned Oper. By Opelika-Auburn Bcstg. Co.
 Business Studio Address 1400 Auburn Rd.
 Phone Number 712
 Transmitter Location 1400 Auburn Rd.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard

Membership NAB
 Gen. Station Mgr., Pub. Dir. . . . F. Marion Hyatt
 Comm. Sales Prom. Mgr. Kenneth Vance
 Pgm. Dir., Farm Editor. Lowell Takles
 Musical Director. Gene Randall
 Chief Engineer. James S. Farrior Jr.

WGWC

SELMA—EST. 1946
 CBS-ALA. NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By G. W. Covington, Jr.
 Business Address. P. O. Box 686
 Phone Number. 1739
 Studio-Transmitter. N. Broad St.
 Air Time. 6:30 a. m.-11:05 p. m.
 News Service. INS
 Transcription Service. Thesaurus
 Representative. McGeehan & O'Mara, Inc.
 Membership. NAB, BMB
 President-Owner. G. W. Covington, Jr.
 General Station Manager. . . . Eugene P. Weil
 Comm. Sales Prom. Mgr. . . . W. L. Rowland, Sr.
 Program Director. Miss Frances Acker
 Prod. Mgr. Chief Announcer. . John Townshend
 Publicity Director. W. L. Rowland, Sr.
 Chief Engineer. John Townshend
 Farm Editor. Red Bamberg

WHBB

SELMA—EST. 1935
 MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. . . . Selma Bcstg. Co., Inc.
 Business-Studio Address. 209 Washington St.
 Phone Number. 1233
 Transmitter Location. . . Edgewood, Selma, Ala.
 Air Time. . . 16 hrs. daily; 15 hrs. Sat., 14 hrs.
 Sun
 President. B. H. Hopson
 General-Station Manager. Julien Smith, Jr.
 Sales Promotion. Erin Reynolds
 Program Director. Eleanor Falkenberry
 Publicity Director. Julia Craig Miller
 Chief Announcer. Evans Bruce
 Chief Engineer. T. F. Kelly, Jr.
 President. B. H. Hopson
 Gen. Sta. Comm. Manager. Julien Smith, Jr.
 Program Director. Miss Jule Donald
 Chief Announcer. Crawford Rice
 Chief Engineer. T. F. Kelly, Jr.

WFEB

SYLACAUGA—EST. 1935
 MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Alabama Bcstg. Co.,
 Inc.

Business-Studio Address. 527 North Broadway
 Phone Number 160
 Transmitter Location. . . . 527 North Broadway
 Air Time. 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Donald Cooke
 Membership NAB
 President. E. E. Forbes, Sr.
 General Manager. R. B. Taber

CALL LETTERS TO BE ASSIGNED
 (C.P.)
SYLACAUGA

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By. . . Marble City Bcstg. Co.
 President. James S. Stowers, Jr.

WHTB

TALLADEGA
 MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned Operated By. . . Voice of Talladega, Inc.
 Business Address. Court Square
 Phone Number. 3733, 2360
 Studio Address So. Court Square
 Transmitter Location. Isbell Springs
 Air Time. 6 a.m.-11 p.m.
 News Service. AP
 Transcription Service. Standard, SESAC
 Representative Homer Griffith
 Membership. NAB, BMB
 President. Melvin Hutson
 Sta. Comm. Sales Prom. Mgr. . . Jimmy Trippe
 Pgm. Dir., Prod. Mgr. Otis Dodge
 Publicity Director. Geo. Shadoin
 Musical Director. Sarah Martin
 Chief Engineer. Franklin Norris
 Farm Editor. Buddy Murray

WTBF

TROY—EST. 1947
 MBS ALA. BCSTG. SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Troy Bcstg. Corp.
 Business Address. Troy, Ala.
 Phone Number. 980-1
 Transmitter. Troy, Ala.
 Air Time. 6:30 a.m.-11 p.m.
 News Service. AP
 Transcription Service. World, Keystone
 Membership NAB
 President. J. Roy Crow
 Actg. General Manager. D. H. Motes
 Station Mgr., Exec. Dir., Comm. Mgr. . . William
 C. Needham
 Pgm. Dir., Chief Announcer. . . . Jesse Jordan
 Chief Engineer. Joe W. Gilchrist

W J R D

TUSCALOOSA—EST. 1936

ALABAMA—KBS

Frequency: 1150 Kc.....Power: 5000 Watts d;
1000 Watts n
Owned Operated By.....Jamse R. Doss, Jr.
Bus. Studio Add.....First National Bank Bldg.
Phone Number.....4464-2540
Transmitter Location.....Fayette Highway,
Northport, Ala.
Air Time.....6 a.m.-10:30 p.m.
News Service.....INS
Transcription Service.....World, MacGregor,
Capitol
Representative:.....Gene Grant
Membership.....NAB
Owner, Gen. Mgr.....James R. Doss, Jr.
Pgm., Musical Director.....Mrs. J. R. Doss, Jr.
Publicity Director.....George Bell
Chief Announcer.....Paul Raymon
Chief Engineer.....J. G. Cobble

W T B C

TUSCALOOSA—EST. 1946

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Operated By.....Bet Bank, T. H. Todd, Jeff
Colenan, Lamar Branscomb
Business-Studio Address.....City Hall Bldg.
Phone Number.....5523
Transmitter Location.....15th St., across from
Forest Lake
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative:.....Sears & Ayer
Membership.....NAB
General Station Manager.....Bet Bank
Commercial Manager.....W. T. Forrester
Program Director.....Rhea Yearbrough
Chief Announcer.....Otis Henley
Chief Engineer.....T. H. Todd

ARIZONA

*Estimated Population 657,000—% Increase +31.6—Radio Homes 144,091
Farms with Radios 10,216—Stations in State 26*

K S U N

BISBEE—EST. 1933

CBS—ARIZ. NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carlton W. Morris
Business Address.....P. O. Drawer C, Lowell
Station
Phone Number.....9
Studio-Transmitter.....Naco Rd.
Air Time.....6:30 a.m.-11:15 p.m.
News Service.....UP
Transcription Service.....World
Representative.....John Blair
Membership.....NAB, BMB
Pres.-Owner, Gen. Sta. Mgr.....Carleton W.
Morris
Commercial Manager.....Hilda Nielsen
Program Director.....Russell Savery
Publicity Director.....F. Jean Frazier
Chief Engineer.....David C. Karbach
Farm Editor.....J. Earl Hickman

K T O R (CP)

COLLIDGE

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.
Business Address.....1218 6th Ave., Safford

K A W T

DOUGLAS

NBC-ARIZ. BCSTG. SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Business Address.....Box 1118
Phone Number.....173
Studio-Transmitter.....Douglas, Ariz.
Air Time.....16½ hrs daily
News Service.....AP, INS., UP
Transcription Service.....Associated
Representative.....Paul Raymer
Membership.....NAB, BMB
President-Owner.....Carleton W. Morris
Gen. Comm. Sales Promotion Mgr... John King
Program Director.....Justin S. Kilness
Chief Announcer.....Leon Bonar
Chief Engineer.....Justin S. Kilness

K S M R (CP)

DOUGLASS

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Operated By.....Douglas Bcstg. Co.
Business Address.....455 N. Rodeo Dr.,
Beverly Hills, Cal.
Partners.....Wm. N. Goodwin, Jos. P. Wrenn

K F A K (CP)

FLAGSTAFF

Frequency: 1240 Kc.....Power 250 Watts
Owned-Operated By.....Gene Bprke Brophy

KWRZ

FLAGSTAFF—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned By... Grand Canyon Bcstg. Co.
 Operated By... James L. Stapleton, Jesse M. Neil, Jr., Duard K. Nowlin
 Business Address... P. O. Box 519
 Phone Number... 899
 Studio Address... 220 E. Birch Ave.
 Transmitter... Half Mi. S. Flagstaff, Highway 89
 Air Time... 7 a.m.-10 p.m.
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... Ariz. Bcstg. System
 President-Owner... James L. Stapleton
 General Manager... John C. Parker
 Sales or Commercial Manager... L. E. Peterman
 Program Director... Katherine L. Turner
 Chief Announcer... Mark A. Sapp
 Chief Engineer... Martin F. Turner, Jr.

KRUX

GLENDALE-PHOENIX—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Gene Burke Brophy
 Business Address... 615 N. Central Ave.
 Phone Number... 2-2371
 Studio Transmitter Address... Glendale, Ariz.
 Air Time... 18 hrs. Mon.; 24 hrs. Tues.-Sun.
 News Service... UP
 Transcription Service... Standard, Cole
 Representative... William G. Rambeau
 Membership... NAB
 President-Owner... Gene Burke Brophy
 Program Director... Frank Redfield
 Chief Engineer... Charles Breeding

KWJB

GLOBE—EST. 1938

NBC—ARIZONA BROADCASTING SYSTEM
 Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Gila Bcstg. Co., Inc.
 Business Address... Box 2343
 Phone Number... 41
 Transmitter-Studio Location... S. Globe, Ariz.
 Air Time... 6:30 a.m.-11 p.m.
 Transcription Service... Standard-Capitol
 Representative... Paul H. Raymer
 President... Louis F. Long
 General Manager... Paul Merrill
 Station Mgr., Pgm. Director... Willard Shoecraft
 Commercial Manager... John D. Seater, Jr.
 Chief Announcer... Leo Barnard
 Chief Engineer... Frank Toomey

KARV

MESA—EST. 1946

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By... Arizona Radio & Television, Inc.

Address... Radio Center, 44 Pepper Lane, Mesa, Ariz.

Phone Number... 678

Transmitter Location... Radio Center, 44 Pepper Lane, Mesa, Ariz.

Air Time... 6 a.m.-12 M.

Transcription Service... Lang-Worth, Cole

Representative... Forjoe & Co.

Membership... NAB

General Manager... John C. McPhee

KTYL

MESA—EST. 1947

KBS

Frequency: 1490 Kc. Power: 250 Watts

Owned Oper. By... Sun Valley Bcstg. Co., Inc.

Business Studio Address... Box 885

Phone Number... Mesa 903

Transmitter Location... 1/2 mile of Mesa on Highway 89

Air Time... 6 a.m.-11 p.m.

News Service... UP

Transcription Service... Associated, Standard

Membership... NAB

President... Howard Roberts

Gen. Station Manager... E. W. Malone

Comm. Sales Prom. Mgr... Henry Riddick

Pgm. Dir., Prod. Mgr., Chief Announcer... Ken Hooker

Chief Engineer... Bill Harrison

KNOG (CP)

NOGALES

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By... Border Bcstg. Co., Inc.

Business Address... 126 Morley Ave.

KOOL

PHOENIX—EST. 1947

MBS-DON LEE

Frequency: 960 Kc. Power: 5000 Watts

Owned-Operated By... Maricopa Bcsters., Inc.

Business-Studio Address... Adams Hotel Bldg.

Phone Number... 2-1748

Transmitter... Chicago Ave.

Air Time... 6 a.m.-12 M.

News Service... UP

Transcription Service... Lang-Worth

Representative... George P. Hollingbery

Membership... NAB

President-General Manager... Carl D. Haymond

Station Manager Manager... Robert E. Bausman

Commercial Manager... Agnes McGillvra

Sales Promotion Manager... Joseph M. Miller

Program Director... Verne E. Sawyer

Production Manager... Gilbert Alzua

Publicity Director... Graham H. Moore

Chief Announcer... Lew Lowry

Chief Engineer... Owen J. Ford

K O Y

PHOENIX—EST. 1922
CBS—ARIZ. NETWORK

Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. by. Salt River Valley Bcstg. Co.
Business Studio Address. 836-838 N. Central
Ave., P. O. Box 2671
Phone Number 4-4144
Transmitter. 12th St. & Camelback Rd.
Air Time. 18 hrs. daily
News Service. Transradio; UP
Transcription Service. Associated, World
Representative John Blair
Membership NAB, BMB
Chief Executive. Burrige D. Butler
Station Manager. Albert D. Johnson
Sales or Commercial Manager. John L. Hogg
Sales Promotion Manager. Leroy E. Struble, Jr.
Program Director. John R. Williams
Production Mgr.-Chief Announcer. Bill Lester
Publicity Director. Leroy E. Struble, Jr.
Musical Director. Alfred Becker
Chief Engineer. Clifford Miller
Farm Editor. Ernest Douglas

K P H O

PHOENIX
ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Phoenix Bcstg., Inc.
Business-Studio Address. Adams Hotel Bldg.
Phone Number 4-7367
Transmitter Location. 2400 W. Buckeye Rd.
Air Time. 5:45 a.m.-12 M.
News Service INS
Transcription Service. Lang-Worth, McGregor
Membership NAB
President, General Manager. Rex Schepp
Commercial Manager. Arnold J. Gregory
Program-Musical
Director Dwight Greenwood
Chief Announcer. Bill Reddick
Chief Engineer. Selwyn Kirby

K P S C (CP)

PHOENIX

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By. Sun Country Bcstg. Co.
Business Address. Security Bldg.
Phone Number 2-3471
President-Owner. J. R. Heath
General Manager. J. R. Heath
Business Manager. Dallas G. Hall
Commercial Manager. J. Theodore Kennedy
Program Director. D. Paul Gribben
Production Manager. Frank L. Orth
Chief Engineer. Walter M. Kidwell

K T A R

PHOENIX—EST. 1922

NBC—ARIZONA BCSTG. SYSTEM

Frequency: 620 Kc. Power: 5000 Watts
Owned By. KTAR Bcstg. Co.
Business Studio Address. 711 Heard Building
Phone Number 4-4161
Transmitter Location. 36th St. & East
Thomas Road
Time on the Air. 18 hrs., 5 min. Sun-Fri;
19 hrs. Sat.
News Service AP
Transcription Service. Thesaurus, Standard,
Capitol
Representative. Paul H. Raymer
Membership NAB, BMB
Ch. of Bd. John J. Louis
President-General Station
Manager. Richard O. Louis
Commercial Manager. E. W. Harvey
Sales Promotion Manager. John Edwin Miller
Program Director. J. Howard Pyle
Production Manager. Paul Hughes
Publicity Director. Myron Drake
Musical Director. Pierson Bancroft
Chief Engineer. A. C. Anderson
Farm Editor. Rol Laughner

K Y C A

PRESCOTT—EST. 1940

NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Radio Station KTAR
Business-Studio Address. E. Gurley St.
Phone Number 244
Transmitter. E. Gurley St.
Air Time. 6:30 a.m.-11 p.m.
News Service. AP, INS
Transcription Service. Standard, Thesaurus
Representative. Paul H. Raymer
Membership NAB, BMB
President. John J. Louis
General Station Manager. Harold Ritter
Program Director. Roberta M. Pfister
Publicity Director. Marcia Gates
Chief Announcer. Byron McCall
Musical Director. John Nagley
Chief Engineer. George Eitel

K G L U

SAFFORD—EST. 1938

NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By. Gila Bcstg. Co.
Business-Studio Address. 1218 Sixth Ave.
Phone Number 15
Transmitter. 2½ mi. E. of Safford, Lone Star,
on Highway 70
Air Time. 5:30 a.m.-12 M.
News Service. AP, INS, UP

Transcription Service World
 Representative Paul H. Raymer
 Membership BMB
 President Louis F. Long
 General Station Manager Paul Merrill
 Commercial Sales Promotion
 Manager Edward E. Furman
 Program Director- Production Manager-
 Publicity Director William F. Parady
 Chief Announcer Lester McBride
 Musical Director Marjorie Bowen
 Chief Engineer Herbert Hartman
 Farm Editor Pete C. Dillman

KCNA

TUCSON—EST. 1947

MBS—DON LEE—RADIO NET OF ARIZ.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Catalina Bcstg. Co.
 Business-Studio Address 1511 E. 16th St.,
 Box 2348
 Phone Number 4396
 Transmitter 1511 E. 16th St.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative George P. Hollingbery
 Membership NAB
 President Erskine Caldwell
 Station Manager Wayne Sanders
 Commercial Manager Bart Hazlett
 Sales Promotion Manager Harry Chambers
 Program Director Lou Eaton
 Production Manager Ray Helgesen
 Publicity Director Jeanne Richey
 Chief Announcer Jim Officer
 Chief Engineer W. J. Karpisek

KOPO

TUCSON—EST. 1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Old Pueblo Bcstg. Co.
 Business-Studio Address 115 W. Drachman
 St.
 Phone Number 1752-3
 Transmitter 115 W. Drachman St.
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service MacGregor
 Representative Homer-Griffith
 President H. C. Tovrea
 Vice-President Charles H. Garland
 General-Station Manager E. S. Mittendorf
 Commercial Manager S. J. Kossack
 Sales Promotion-Production Manager-
 Publicity Director Allan S. Brown
 Program Director Matt Lemen
 Chief Announcer-Farm Editor R. A. Williams
 Musical Director Matt Lemen
 Chief Engineer Louis Halpern

KTSC (CP)

TUCSON

Frequency: 580 Kc. Power: 1000 Watts
 Owned-Operated By Sun Country Bcstg. Co.
 Business Address 628 N. Stone Ave.
 Phone Number 1-337
 President-Owner J. R. Heath
 Station Manager Park G. Parker

KTUC

TUCSON—EST. 1929

CBS—ARIZ. NETWORK

Frequency: 140J Kc. Power: 250 Watts
 Owned By Tucson Bcstg. Co.
 Operated By Burrigge D. Butler
 Business-Studio Address 900 E. Broadway,
 P. O. Box 390
 Phone Number 1400
 Transmitter 900 E. Broadway
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World. Associated.
 SESAC
 Representative John Blair
 Membership NAB, BMB
 President Burrigge D. Butler
 General-Station Manager Lee Little
 Commercial-Sales Promotion
 Manager George Bradley
 Business Mgr. John Crowley
 Program-Musical Director Gerry O'Brien
 Production-Chief Announcer Scott Henderson
 Publicity Director Warren Middleton
 Chief Engineer Cliff Livingston

KVOA

TUCSON—EST. 1929

NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By Arizona Bcstg. Co., Inc.
 Business-Studio Address 48 E. Broadway,
 P. O. Box 2911
 Phone Number 3703
 Transmitter Location 10th and Lee Streets
 Time on the Air 3:55 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus, Standard.
 Capitol
 Representative Paul H. Raymer
 Membership NAB, BMB
 General-Sales Commercial
 Mgr. R. W. Williams
 Business Mgr. Harper M. Phillips
 Sales Promotion Mgr. Fred J. Gerletti
 Program Director Ben L. Slack, Jr.
 Production Manager Jean T. Lely
 Chief Engineer Ray H. Holsclaw

K S O L (CP)

YUMA

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Gene Burke Brophy
Address: 2214 N. Central Ave., Phoenix

K Y S C

YUMA—EST. 1948

Frequency: 1190 Kc. Power: 1000 Watts
Owned-Operated By: Yumesa Bcstg. Co.
Business Address: 601 Orange Ave.
President: N. S. McCallum
V.P. & Mgr. Director: J. R. Heath

K Y U M

YUMA—EST. 1940

NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: Yuma Bcstg. Co.
Business Address: P. O. Box 351, 1901 1st St.
Phone Number: 88
Transmitter-Studio Location: 1901 1st St.
Air Time: 6 a.m.—12 M.
News Service: AP
Transcription Service: Capitol, Thesaurus
Representative: Paul Raymer
Membership: NAB, BMB
President: Richard Lewis
General-Station Manager: Ray C. Smucker
Commercial Manager: Roy L. Jorgensen
Sales Promotion Manager: George A. Chavez
Program Director: Paul W. Dawson
Production Manager: Carl Duncan
Publicity Director: William Doane
Chief Announcer: Samuel Siegel
Musical Director: George L. Hathaway
Chief Engineer: Leavenworth Wheeler
Farm Editor: Maurice Higgins

ARKANSAS

Estimated Population 1,903,000—% Increase —2.4—Radio Homes 427,144
Farms with Radios 133,416—Stations in State 28

K V R C (CP)

ARKADELPHIA

MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Cecil W. Cupp
Business Address: 506 Main St.
Phone Number: 789
News Service: AP
Transcription Service: World
President-Owner: Cecil W. Cupp
General & Coml. Mgr.: J. M. Moore
Program Director: Bill Deaton
Chief Engineer: Robert G. King

K L C N

BLYTHEVILLE—EST. 1922

ARKANSAS NETWORK

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By: Harold L. Sudbury
Address: 2nd & Walnut Sts.
Phone Number: 2093
Transmitter Location: Armoral, Ark.
Air Time: Daytime only
News Service: UP
Transcription Service: World, Cole
Representative: The John E. Pearson Co.
General Manager: Harold L. Sudbury

K A M D

CAMDEN—EST 1946

KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Camden Radio, Inc.
Business-Studio Address: South Carolina St.
Phone Number: 791-2
Transmitter Location: South Carolina St.
Air Time: 6:30 a.m.—11 p.m.; 7 a.m.—11 p.m., Sun.
News Service: AP
Transcription Service: Keystone, SESAC
Membership: NAB, BMB
President: C. E. Palmer
General Manager: Frank O. Myers
Station Manager: David Crockett
Commercial-Sales Promotion Manager: James Waggoner
Program Director, Production Manager:
Publicity Director: Paul Crawford
Chief Announcer, Musical Director: Cal Carter
Chief Engineer: E. L. Smith
Farm Editor: Cal Carter

K E L D

EL DORADO—EST. 1935

ABC—ARK., RAZORBACK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Radio Enterprises, Inc.
Business-Studio Address: Home Finance Bldg.
Phone Number: 1313

Transmitter Location . . . Country Club Colony
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Representative Cox & Tanz
 Membership NAB, BMB
 President W. N. McKinney
 Vice President, General-Station
 Manager Leon M. Sipes
 Sales Promotion Manager, Publicity
 Director J. R. Duerson
 Program Director, Production
 Manager W. N. McKinney
 Musical Director Martha Craig
 Chief Engineer S. E. Eckhardt
 Farm Editor Paul Norton

KGRH

FAYETTEVILLE—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By . . . Fayetteville Bcstg. Co.
 Business Address 922 Leverett St.
 Phone Number 862
 Transmitter Location 922 Leverett St.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard
 Membership NAB
 Representative Burke, Kuipers & Mahoney,
 Inc.
 General Manager Russell Bennett
 Commercial Manager Royce A. Collier

KFPW

FORT SMITH—EST. 1930

MBS—RAZORBACK ARKANSAS STATE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Southwestern
 Hotel Co.
 Address Goldman Hotel
 Phone Number 4106-4107-7069-5554
 Transmitter Location Albert Pike
 & Kelley Highway
 Air Time 6 a.m.-11 p.m.,
 Sundays, 8 a.m.-10 p.m.
 News Service UP, PA
 Transcription Service Cole, World
 Representative The Walker Co.
 Membership NAB, BMB
 President John A. England
 General Manager R. E. Rives

KFSA

FORT SMITH—EST. 1947

ABC

Frequency: 950 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Donald W. Reynolds
 Business Address Southwestern House

Phone Number 3126
 News Service INS
 Transcription Service Lang-Worth
 Representative Taylor-Howe-Snowden
 President Donald W. Reynolds
 Promotion Manager J. A. D. McKim
 Program Director John Trotter
 Chief Engineer Robert Platt

KRKN

FORT SMITH—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Arkansas-Oklahoma
 Bcstg. Corp.
 Business Address 100 N. 6th St.

KWHN

FORT SMITH—EST. 1947

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By KWHN Bcstg. Co. Inc.
 Business-Studio Address 421-423 Garrison
 Ave.
 Phone Number 8967-8
 Transmitter Location End of Plum St.
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service Capitol, Associated
 Membership NAB
 Sec. & Treas. H. S. Nakdimen
 General Manager Walter S. Kline
 Program Director Edward Harvey
 Chief Engineer Bruce Dennis
 Farm Editor Jack Clark

KHOZ

HARRISON—EST. 1946

MBS—RAZORBACK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Harrison Bcstg. Corp.
 Business-Studio Address Box 382
 Phone Number 840
 Transmitter Location Box 382
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Standard Radio
 Membership NAB
 President Beloit Taylor
 General Manager Loren C. Watkins, Jr.
 Commercial Manager Lewis C. Fielden
 Program Director James N. Jobs
 Chief Engineer Loren C. Watkins, Jr.

KFFA

HELENA—EST. 1941

MBS-KBS

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By Helena Bcstg. Co.

A R K A N S A S

Business-Studio Address.....215 York St.
 Phone Number.....Main 59
 Transmitter Location.....215 York St.
 Air Time.....5 a.m.-11 p.m.
 Transcription Service.....Lang-Worth
 Membership.....NAB, BMB
 President-General Mgr.....Sam Anderson
 Commercial-Sales Promotion Mgr.....Ted Woods
 Program Director.....Harry J. Webb
 Publicity Director.....Hugh Smith
 Chief Announcer.....Bob Ruckle
 Musical Director.....Elizabeth Wellborn
 Chief Engineer.....A. P. Decker
 Farm Editor.....Harry Webb

K X A R

HOPE—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hope Bcstg. Co.
 Business Address.....P. O. Box 398
 Phone Number.....508
 News Service.....AP
 Transcription Service.....Lang-Worth
 President.....A. H. Washburn
 General Manager.....Robert L. Mitchell
 Program Director.....Marshall Hendrix
 Chief Engineer.....Luther B. Tooley

K T H S

HOT SPRINGS—EST. 1924

ABC

Frequency: 1090 Kc...Power: 10,000 D, 1,000 N
 Owned By...Times Publishing Company, Ltd.
 Operated By.....Radio Broadcasting, Inc.
 Business-Studio Address...130 Benton Street
 Phone Number.....1160-1
 Transmitter Location.....Malvern Rd.
 Air Time.....6:00 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....The Branham Co.
 Membership.....NAB, BMB
 President-Owner.....John D. Ewing
 General Manager.....John J. Wolever, Jr.
 Commercial Manager.....Ed. C. Appller
 Program Director.....Jon F. Karber
 Chief Announcer.....Wm. S. Bailey
 Musical Director.....Harry Lockhart
 Chief Engineer.....Cecil L. Sultt

K W F C

HOT SPRINGS—EST. 1940

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Clyde E. Wilson
 Business-Studio Address.....Malco Building
 Phone Number.....412-3
 Transmitter Location.....Malco Bldg.
 Air Time.....6:30 a.m.-11 p.m.

News Service.....AP
 Transcription Service.....Standard
 Representative.....Sears & Ayers
 Membership.....NAB, BMB
 President-Owner.....Clyde E. Wilson
 General-Station Manager.....Bob Choate
 Program Director.....Sidney Ducole
 Chief Engineer.....Tom Wilson

K B T M

JONESBORO—EST. 1930

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Regional Bcstg. Co.
 Business-Studio Address...KBTM Bldg., 630
 Madison St.
 Phone Number.....5597
 Transmitter Location.....Route No. 4
 Air Time.....6:00 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 Owners.....Jay P. & Veda Beard
 General-Station Manager.....Jay P. Beard
 Commercial Manager.....Richard Crane
 Program Director.....Ted Harding
 Chief Engineer.....J. E. Hitt

K A R K

LITTLE ROCK—EST. 1928

NBC-SOUTHCENTRAL QUALITY NETWORK
 ARKANSAS NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By...Arkansas Radio and
 Equipment Co.
 Business-Studio Address...Radio Center, 114
 East Capitol Ave.
 Phone Number.....LD 99
 Transmitter Location...Jackson Blvd., North
 Little Rock, Ark.
 Air Time...5:30 a.m.-12 M., 6:45-12 M., Sun
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Edward Petry
 Owner.....T. H. Barton
 Vice President-General-Station
 Manager.....G. E. Zimmerman
 Commercial-Sales Promotion
 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

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KGHI Bcstg. Service

Address... Union Life Insurance Bldg., 306 W.
3rd St.
Phone Number 9166
Transmitter Location..... Cantrell Rd.
Air Time..... 6 a.m.-12 M.
Transcription Service..... Associated, Cole
Representative..... Walker Co.
General Manager..... S. C. Vinsonhalar
Commercial Manager..... D. R. Corbett

K L R A
LITTLE ROCK—EST. 1928
CBS

Frequency: 1010 Kc. Power: 10,000 Watts D.
5,000 Watts N
Owned By..... Gazette Publishing Co.
Operated By..... Arkansas Bcstg. Co.
Business-Studio Address..... Gazette Bldg.
Phone Number 2-5427
Transmitter Location.. On Highway 70, 7 Mi.
E. of Little Rock
Air Time..... 5:30 a.m.-12 M.
News Service..... AP, UP
Transcription Service..... Lang-Worth
Representative..... Tawlor-Howe-Snowden
Membership..... NAB, BMB
President..... J. N. Heiskell
General Manager, Sec.-Treas., W. C. Allsopp
Managing Supervisor, Commercial
Manager..... Ed. V. Murphy
Program Director, Production
Manager..... Harris Owen
Chief Engineer..... Kermit F. Tracy

K V L C (CP)
LITTLE ROCK

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By.. Southwestern Bcstg. Co.
Business Address..... 527 Pyramid Bldg.

K V M A (CP)
MAGNOLIA

Frequency: 630 Kc. Power: 1000 Watts d.
Owned-Operated By..... Magnolia Bcstg. Co.
Business Address..... McKay Bldg.

K X L R

NORTH LITTLE ROCK—EST. 1946
MBS—ARK., RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts
Owned By..... Ark. Airwaves Co.
Operated By..... Radio Station KXLR
Business Address.. 209½ West Second Street.
Little Rock, Arkansas
Phone Number 2 2155
Studio-Transmitter Address.. Cotton Belt Bldg.,
W. Washington Ave., North Little Rock, Ark.

Air Time..... 6 a.m.-12 M., Mon.-Fri.; 6 a.m.-
1:30 a.m. Sat.; 6 a.m.-12 M. Sun.
News Service..... UP
Transcription Service..... Capitol, Standard
Representative..... Homer Griffith
Membership..... NAB
President..... John F. Wells
General-Station Manager..... Melvin P. Spann
Commercial Manager..... George W. Dickinson
Sales Promotion Manager, Publicity
Director..... Jack Rathbun
Program Director, Production Manager.
Musical Director..... William H. Hadley, Jr.
Chief Announcer, Farm
Editor..... William B. Foreman
Chief Engineer..... Earl H. Butler

K D R S
PARAGOULD—EST. 1947
KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..... Progressive Bcstg. Co.
Address..... Box 491
Transmitter Location..... ½ mile East of
Paragould, Highway 25
Air Time..... 6 a.m.-10 p.m.; Sunday, 7 a.m.-
10 p.m.
News Service..... AP
Transcription Service..... Standard
Membership..... NAB
General Manager..... Ted Rand
Business Manager..... T. M. Self
Chief Engineer..... J. E. Douglas

K C L A
PINE BLUFF—EST. 1947
ARIZ., RAZORBACK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... Radio Engineering
Service
Business Address..... Box 752
Phone Number..... 1900
Studio-Transmitter Address..... 2900 West 28th
Air Time..... Unlimited
News Service..... AP
Transcription Service..... World
Membership..... NAB
Co-Owners, Kenneth Kesterson & Charles Penix
General Manager..... Kenneth Kesterson
Commercial Manager..... Clyde Martin
Chief Announcer..... A. B. Finch, Jr.
Chief Engineer..... Charles Penix

K O T N
PINE BLUFF—EST. 1934
MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..... Universal Bcstg. Corp.
Business-Studio Address..... 505½ Main St.

Phone Number 721
 Transmitter Location 501½ Main St.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Thesaurus
 Membership NAB, BMB
 President, General-Station
 Manager B. J. Parrish
 Commercial Manager R. W. Etter
 Program Director Lois Sloan
 Publicity Director R. W. Etter
 Chief Engineer J. J. Benonis

K X R J

RUSSELLVILLE—EST. 1946

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By The Valley Bcstrs.
 Business Address Russellville, Ark.
 Phone Number 299-786
 Studio Transmitter Address North El Paso
 Air Time 5:30 a.m.-11 p.m.
 Transcription Service Capitol
 Membership NAB, BMB
 Owners & Operating
 Mgrs. Jerrell A. Shepherd & C. R. Horne
 Commercial Manager, Program
 Director R. L. McCarrell
 Chief Announcer James Lipsey
 Chief Engineer John Riley

K U O A

SILOAM SPRINGS—EST. 1943

MBS—KBS

Frequency: 1290 Kc. Power: 5,000 Watts
 Owned-Operated By KUOA, Inc.
 Business-Studio Address Siloam Springs, Ark.
 Phone Number 77
 Transmitter Location Siloam Springs, Ark.

Air Time 6 a.m.-Local Sunset
 News Service UP
 Transcription Service World, Standard
 Representative Homer Griffith
 Membership NAB, BMB
 President John E. Brown
 Commercial Manager Storm Whaley
 Program Director Ralph Kennedy
 Production Manager, Chief
 Announcer Clinton Fowler
 Chief Engineer Kenneth Maxwell
 Farm Editor Charles E. Hoke

KWAK (CP)

STUTT GART

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Stuttgart Bcstg. Corp.
 Business Address 1818 S. Buerkle St.

K W E M

WEST MEMPHIS—EST. 1947

ARIZ., RAZORBACK

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned By West Memphis Bcstg. Corp.
 Operated By George P. Mooney
 Business-Studio Address 229 Broadway
 Phone Number Memphis 80518,
 W. Memphis 463
 Transmitter Location Highway 70, West
 Memphis
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Lang-Worth, Capitol
 President J. C. Johnson
 General Station Manager George P. Mooney
 Commercial Manager Bill Trotter
 Program Director Frank Page
 Chief Announcer Douglas Clark
 Chief Engineer Vernon Dillaplain

For the best in news quality . . .

AP

Membership!



KLAC

KYA

*2 Great Stations
serving
two great markets*



KLAC

LOS ANGELES



KYA

SAN FRANCISCO

National Representative: ADAM J. YOUNG Jr., Inc., New York—Chicago

CALIFORNIA

Estimated Population 9,876,000—% Increase +43—Radio Homes 2,679,935
Farms with Radios 119,188—Stations in State 128

KAFY

BAKERSFIELD—EST. 1946

MBS—DON LEE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . . Bakersfield Bcstg. Co.
Business-Studio Address . . . 2015 Chester Ave.
Phone Number 88700-77800
Transmitter Location . . Poplar Lane at Rosedale
Highway

Air Time (Unlimited) 5 a.m.-12 M.
Transcription Service Lang-Worth; Cole
Representative Adam Young, Jr., New York;
Western Radio Advertising, Hollywood
Membership NAB, BMB
President George Crome
Sec.-Treas. Fisk Harolow
General Manager Sheldon Anderson
Station Manager Frank Wilbur
Sales Promotion Manager Dwight Johnston
Program Director, Production

Manager Art Brock
Publicity Director Bob Turnbull
Chief Announcer Fred White
Musical Director Ben Cain
Chief Engineer John Boles

KERN

BAKERSFIELD—EST. 1932

CBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By . . . McClatchy Bdcstg. Co.
Business-Studio Address . . . Elk's Club Building
Phone Number 8-8431
Transmitter Location . . . Oak and Ming Streets
Air Time . . . 18-hours Mon.-Sat.; 17-hours Sun.
News Service AP, INS, UP
Transcription Service World, MacGregor,
SESAC

Representative Paul H. Raymer
Membership NAB, BMB
President Eleanor McClatchy
Station Manager Hal Brown
Sales Manager Walter L. Baziuk
Chief Engineer Luverne Shatto
Farm Editor Edward Sturgeon

KERO

BAKERSFIELD—EST. 1946

NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By J. E. Rodman
Address 1420 Truxton Ave.
Phone Number 44549
Transmitter Location 19th & "I" Streets
Air Time 5 a.m.-1 a.m.

News Service UP
Transcription Service Capitol, Associated,
Standard

Representative Avery Knodel, Inc.
Membership NAB
Owner J. E. Rodman
General Manager Paul R. Bartlett
Station Manager Gene DeYoung

KPMC

BAKERSFIELD—EST. 1924

ABC

Frequency: 1560 Kc. Power: 1000 Watts
Owned-Operated By . . . Pioneer Mercantile Co.
Address 307½ E. 21st St.
Phone Number 8-8157
Transmitter Location 307½ East 21st St.
Air Time Full time
News Service UP, AP
Representative W. S. Grant
Membership NAB
Manager L. A. Schamblin

KPAS

BANNING—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Pass Bctsg. Co.
Business Address 4425 W. Ramsey St.
Phone Number 515
News Service AP
Transcription Service World
Representative Gene Grant
Partners Carl Robert, John Phillips
General Manager Carl Phillips
Commercial Manager George Grayson
Program Director Marvin L. Bryan
Adv. Counselor Charles A. Poteet, Jr.
Chief Engineer Francis Dunn

KWTC

BARSTOW—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By . . . Mojave Valley Bcstg. Co.
Business Address . . . Radio Center, P. O. Box 1230
Phone Number 4001
Studio Address Radio Center
Transmitter Location . . . 1.2 Miles NW Barstow
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service World
Station Representative Gene Grant
Membership NAB
Pres.-Owner W. T. Brown
General-Station Manager, Chief
Engineer Burton C. Boatright
Commercial Manager Maynard M. Marquardt

Sales Promotion Manager.....W. T. Brown
 F.a.m Editor.....Robert E. Reno
 Production Manager.....Worcester Bowen

KRE

BERKELEY—EST. 1922

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Central California
 Broadcasters, Inc.
 Address.....601 Ashby Avenue
 Phone Number.....Ashberry 7715
 Air Time.....Full time
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB
 President-Station Manager.....Arthur Westlund

KUCB (CP)

BLYTHE

CALIF. RURAL—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Bcstg Corp. of
 America
 Business Address.....P. O. Box 578
 Phone Number.....4341
 News Service.....AP
 Transcription Service.....World, Associated
 Representative.....Pearson
 President, General Mgr.....W. L. Gleeson
 Station-Commercial Mgr.....Bob Wareham
 Promotion Mgr.....Wm. Simpson
 Chief Engineer.....Stan Reynolds

KWIK

BURBANK—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Burbank Bcstrs., Inc.
 Business-Studio Address.....20 W. Burbank Blvd.
 Phone Number.....CHarleston 0-2111
 Transmitter Location.....Glenoaks Park, 239 E.
 Amherst Dr.
 Air Time.....6 a.m.-3 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth, Standard
 Member.....NAB, FMA, SCBA
 P.resident, Commercial-Sales Promotion
 Manager.....Sam Kerner
 General-Station Manager.....Don Forbes
 Program Director.....Robert Campbell
 Publicity Director.....Albert Gail
 Chief Engineer.....Eugene L. Mleczo

KROP

BRAWLEY—EST. 1946

ABC—KBS

Frequency: 1300 Kc.....Power: 1000 Watts d.;
 500 Watts n.

Owned-Operated By.....Bcstg. Corp. of America
 Business-Studio Address.....P. O. Box 238;
 Studios in Del Rio Country Club

Phone Number.....980
 Transmitter Location.....Del Rio Country Club
 Air Time.....5:30 a.m.-12:30 a.m.; 6 a.m.-10 p.m.,
 Sun.

News Service.....AP
 Transcription Service.....Associated, World,
 Keystone

Representative.....John E. Pearson
 Membership.....NAB
 President, General Manager.....W. L. Gleeson
 Station Commercial Mgr.....Glenn Dunham
 Program Director, Production Manager, Chief
 Announcer, Farm Editor.....Chap Rollins
 Chief Engineer.....Bill A. Geddes

KICO

CALEXICO—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Charles R. Love
 Business Address.....P. O. Box 786
 Phone Number.....918
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Griffith
 Owner, General Mgr.....Charles R. Love
 Program Director.....Bob Reel
 Chief Engineer.....James P. Hutton

KHSL

CHICO—EST. 1935

MBS—DON LEE

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By.....Golden Empire
 Bcstg. Co., Inc.

Address.....4th & Broadway Sts.
 Phone Number.....237-8
 Transmitter Location.....Hooker Oak &
 Madrone Aves.

Air Time.....7 a.m.-11 p.m.; 8 a.m.-11 p.m.,
 Sun.

News Service.....UP
 Transcription Service.....Standard
 Representative.....Gene Grant
 General Manager.....Hugh McClung

KBUC (CP)

CORONA

Frequency: 1370 Kc.....Power: 500 Watts
 Owned-Operated By.....American Pacific Radio
 Bcstg. Co.

Business Address.....4629 Encinas Dr., La
 Canada, Calif.

Partners.....John G. Buckrum, Elmer J. Buckrum

K R D U

DINUBA—EST. 1946

UNITED PACIFIC

Frequency: 1130 Kc. Power: 250 Watts d.
 Owned-Operated By Radio Dinuba Co.
 Business-Studio Address 110 N. "L" St.
 Phone Number 500
 Transmitter Location Engleheart & Nebraska
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Lang-Worth, MacGreggor
 President Egan A. Hafer
 General-Station Manager Gray L. Banks
 Commercial Manager John C. Cohan
 Sales Promotion Manager Harold Sparks
 Program Director, Production Manager,
 Farm Editor Dave L. Hofer, Jr.
 Publicity Director Ruby Thiesen
 Chief Announcer Don Plumb
 Chief Engineer John M. Banks

K X O

EL CENTRO—EST. 1927

MBS—DON LEE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Valradio Inc.
 Business Address Box 140
 Phone Number 1100
 Transmitter-Studio Location South 4th St.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative Paul H. Raymer
 Membership NAB, BMB
 President Paul A. Jenkins
 General-Station Manager Doyle Osman
 Commercial Manager Belle Hovey
 Sales Promotion Manager Richard Berry
 Program Director, Production
 Manager Keith Gordon
 Chief Engineer James Coin

K H U M

EUREKA—EST. 1947

ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Carroll R. Hauser
 Business Address 431 F St.
 Phone Number 3831
 Studio Address Vance Hotel
 Transmitter Location 1025 W. Murray St.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol
 Representative W. S. Grant
 Membership NAB
 President-Owner, General
 Manager Carroll R. Hauser

Sales Promotion Manager, Program Director,
 Production Manager Frank Robinson Brown
 Chief Engineer Edward P. Stropole

K I E M

EUREKA—EST. 1933

MBS—DLBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By Redwood Bdcstg. Co., Inc.
 Business-Studio Address Radio Center E. at
 Sixth Sts.
 Phone Number 4000
 Transmitter Location Eureka Inlet, Humboldt
 Bay
 Air Time 5:55 a.m.-12 M.
 News Service UP
 Transcription Service MacGreggor, World,
 Standard, Cole
 Representative John Blair
 Membership NAB, BMB
 President, General Manager Wm. B. Smullin
 Dir. Sales & Programs Chas. Paul Corbin
 Sales Promotion Manager Robert Stach
 Technical Director John G. Bauriedel
 Office Manager George Thomson
 Chief Engineer Alvor E. Olson

CALL LETTERS TO BE ASSIGNED

(C.P.)

FORT BRAGG

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Mendocino Coast Bcstg.
 Co.
 Business Address 314 Main St.
 Partners Tony R. Amarante, J. A. Brush,
 Mathew Thompson, Edward Mertle

K A R M

FRESNO—EST. 1938

CBS

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By KARM, The George
 Harm Station
 Business-Studio Address 1333 Van Ness Ave.
 Phone Number 4-2966
 Transmitter Location Van Ness and Alluvial
 Avenues
 Air Time 6 a.m.-12 M. Mon-Sat.; 8 a.m.-12 M.
 Sun.
 News Service AP, INS
 Transcription Service Standard
 Representative Edward Petry
 Membership NAB
 President-Owner Hattie Harm
 General-Station Manager Clyde F. Coombs
 Sales Promotion Manager Eldora Roth
 Program Director John Garrick
 Chief Engineer R. M. Dorothy
 Farm-News Editor Ed Clough

THE HOLLYWOOD BANDSTAND



6 hours of music

10 A.M. - 4 P.M. DAILY

with



BILL ANSON



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invites you to join this distinguished roster of sponsors:

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RED HEART DOG FOOD
RKO PICTURES, INC.
SQUIBB'S TOOTHPASTE
SAFEWAY STORES
TWENTIETH CENTURY-FOX
STUDIOS



Hollywood's First Independent Station

REPRESENTED NATIONALLY BY WILLIAM G. RAMBEAU CO.

K F R E

FRESNO—EST. 1942

ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: J. E. Rodman
 Business-Studio Address: T. W. Patterson Bldg.
 Phone Number: 4-5001
 Transmitter Location: First & Clinton Sts.
 Air Time: 5 a.m.-12 M.; 6 a.m.-12 M., Sun.
 News Service: UP
 Transcription Service: Associated, World, Capitol
 Representative: Avery-Knodel
 Membership: NAB
 Owner: J. E. Rodman
 General-Station Manager: Paul R. Bartlett
 Commercial Manager: Sidney H. Halls
 Program Director: Ed I. Frech
 Chief Announcer: Jack Grady
 Chief Engineer: Harold R. Brown

K M J

FRESNO—EST. 1922

NBC

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By: McClatchy Bdcstg. Co.
 Business-Studio Address: 1559 Van Ness Ave.
 Phone Number: 3-6277
 Transmitter Location: Kerman, Calif.
 Air Time: 24 hrs. daily, 12:01-6 a.m. Mon.
 News Service: AP, UP
 Transcription Service: Thesaurus, McGregor, SESAC
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 President: Eleanor McClatchy
 Station Manager: Keith B. Collins
 Commercial Manager: Coyle Chambers
 Program-Musical Director: Andrew Patterson
 Traffic Manager: David Roberts
 Publicity Director: Jack Griffith
 Chief Engineer: William Wallace
 Farm Editor: Norman Katen

K Y N O (CP)

FRESNO

MBS—DON LEE

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By: The Voice of Fresno
 Business Address: Hotel Fresno
 Phone Number: 2-6141
 News Service: UP
 Transcription Service: Western, Lang-Worth
 Representative: Young
 President: Robert Schuler
 General Manager: L. E. Chenault
 Program Dir.: Warren Tufts
 Chief Engineer: Bert Williamson

K I E V

GLENDALE—EST. 1932

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Operated By: Cannon System, Ltd.
 Address: Glendale Hotel
 Phone Number: Chapman 5-2388
 Transmitter Location: Glendale Hotel
 Air Time: 6 a.m. to local sunset
 News Service: UP
 Transcription Service: Standard
 Membership: NAB
 President: David H. Cannon
 General Mgr.: Cal Cannon
 Chief Engineer: Vern Schumann

K G F N

GRASS VALLEY—EST. 1947

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Forty-Niner Bdcstg. Co.
 Business Address: P. O. Box No. 924
 Phone Number: 1100
 Transmitter-Studio Location: Grass Valley-
 Nevada City Highway
 Air Time: 7 a.m.-12 M.; 8 a.m.-10:30 Sun.
 News Service: AP
 Transcription Service: Standard, Keystone
 Representative: Tracy Moore & Associates;
 W. S. Grant
 Membership: NAB
 General-Station Manager: Ed Kihn
 Sales Promotion Manager: Victor Tamietti
 Program Director, Production Manager,
 Publicity Director: Jim Fisk
 Chief Announcer: Garnett Marks
 Chief Engineer: Ed Peters

K F W B

HOLLYWOOD—EST. 1925

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By: Warner Bros. Bcstg.
 Corp.
 Business-Studio Address: 5833 Fernwood Ave.
 Phone Number: HE 5151
 Transmitter Location: 5775 W. Jefferson,
 Los Angeles, Calif.
 Air Time: 5 a.m.-2 a.m.
 News Service: AP, INS, UP
 Representative: Wm. G. Rambeau
 Membership: NAB
 General Manager: Harry Maizlish
 Asst. Manager: Wm. V. Ray
 Commercial Manager: Berne W. Wilkins
 Program Director, Production
 Manager: Thomas Freebairn-Smith
 Musical Director: Dion Romandy
 Chief Engineer: Harry Myers

KNGS

HANFORD—EST. 1947

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By: Hanford Publishing Co.
 Business Address: 223 W. 7th St.
 Phone Number: 620
 News Service: INS, UP
 Transcription Service: Associated, Thesaurus
 Representative: Grant
 Partners: Stanley S. Beaubaire, W. Keith
 Topping
 General Mgr.: Don C. Reeves
 Commercial Mgr.: Don C. Robbins
 Program Dir.: Bob Claire
 Assoc. Mgr. & Chief Engineer: Jack H. Sole

KGFJ

HOLLYWOOD—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Ben S. McGlashan
 Business Studio Address: 6314 Sunset Blvd.
 Phone Number: Hillside 0201
 Transmitter Location: Washington & Oak Sts.



HOLLYWOOD'S FASTEST
 GROWING STATION

SUNSET AND VINE • HOLLYWOOD
 THELMA KIRCHNER, Manager

Air Time: 24 hrs. daily
 News Service: INS, UP
 Transcription Service: Associated
 Membership: NAB
 Owner: Ben S. McGlashan
 General-Station Manager, Commercial
 Manager: Thelma Kirchner
 Program Director, Production Manager
 Musical Director: Elmitt Eastcott
 Chief Engineer: Homer Obuchon

KREO

INDIO—EST. 1946

ABC—CALIF. RURAL NETWORK—KBS
 Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Bcstg. Corp. of America
 Business Studio Address: Calhoun Dr.,
 P. O. Box 707
 Phone Number: 7403
 Transmitter Location: Calhoun Dr.
 Air Time: 5:30 a.m.-1 a.m.
 News Service: AP
 Transcription Service: World, Associated, Key-
 stone, Standard
 Representative: John E. Pearson
 Membership: NAB, BMB
 President & General Mgr.: William L. Gleason
 Station Manager: Riley Gibson
 Sales or Commercial Manager: Bill Sinor
 Sales Promotion Manager: Bill Simpson
 Program Director, Chief
 Announcer: Doug Caplette
 Chief Engineer: Stanley G. Reynolds

KCVR

LODI—EST. 1946

KBS

Frequency: 1570 Kc. Power: 250 Watts
 Owned-Operated By: Central Valley Radio
 Business Address: P. O. Box 600
 Phone Number: Lodi 1700
 Studio Address: Lodi, Calif.
 Transmitter Location: 1.8 mi. N.W. of Lodi
 Air Time: Day time only
 News Service: UP
 Transcription Service: Standard
 Membership: NAB
 President, General Mgr.: Herbert W. Brown
 Station Manager, Program
 Director: Harold C. O'Donnell
 Commercial Manager: Joe Sturgess
 Chief Engineer: Clare Starkey

KFOX

LONG BEACH—EST. 1924

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
 Air Time..... 5 a.m.-12 midnight
 News Service UP
 Transcription Service.. Standard, Lang-Worth,
 SESAC, Cole
 Representative Burns-Smith
 Membership NAB, BMB
 President, Gen. Mgr..... Hal G. Nichols
 Commercial Mgr., Chief
 Engineer..... Lawrence W. McDowell

KGER

LONG BEACH—EST. 1926

Frequency: 1390 Kc..... Power: 5,000 Watts
 Owned-Operated By..... Consolidated Bcstg.
 Corp., Ltd.
 Business Address..... 435 Pine Ave.
 Phone Number..... Long Beach 727-85
 Studio Address.. 435 Pine Ave., Long Beach 2;
 643 South Olive St., Los Angeles 14
 Transmitter Location.... 6417 E. Olive Ave.,
 Hynes, Calif.
 Air Time..... 6 a.m.-12 M.
 News Service AP
 Transcription Service.... World, Lang-Worth,
 Associated
 Representative..... J. H. McGillvra
 Membership NAB
 General Manager..... Lee Wynn
 Sales Manager..... Earl Rutledge
 Program Director..... Felix Adams
 Musical Director..... Helene Smith
 Chief Engineer..... Luther Crumbaugh

KECA

LOS ANGELES—EST. 1929

ABC

Frequency: 790 Kc..... Power: 5000 Watts
 Owned-Operated By.. American Bcstg. Co., Inc.
 Business-Studio Address.. 1440 No. Highland
 Ave.
 Phone Number..... HUDSON 2-3141
 Transmitter Location... 2951 S. Fairfax Ave.
 Air Time.. 5:30 a.m.-12 M. Mon-Sat; 7 a.m.-
 12 M. Sun.
 News Service..... AP, INS, UP
 Transcription Service.. Lang-Worth, Thesaurus
 Representative..... ABC Spot Sales
 Membership NAB, BMB
 President..... Mark Woods
 General Manager..... Clyde P. Scott
 Sales Manager..... Leo O. Ricketts
 Program Director..... J. Donald Wilson
 Production Manager..... Rollo Hunter
 Publicity Director..... Virginia West
 Chief Announcer..... Dresser Dahlstead
 Western Div. Mgr. of Technical
 Operations..... T. B. Palmer

KFAC

LOS ANGELES—EST. 1931

Frequency: 1330 Kc..... Power: 5000 Watts
 Owned-Operated By... Los Angeles Bcstg. Co.
 Business-Studio Address. 645 S. Mariposa Ave.
 Phone Number..... Fitzroy 1231
 Transmitter Location... 3725 Chesapeake Ave.
 Air Time..... 24 hrs. daily
 News Service AP
 Transcription Service Associated
 Membership NAB, BMB
 President, General-Station-Commercial-
 Sales Promotion Manager... Calvin J. Smith
 Program Director, Production
 Manager Carlyle Stevens
 Chief Announcer..... Carlyle Stevens
 Musical Librarian..... Barbara Capell
 Chief Engineer..... Ron Oakley

KFI

LOS ANGELES—EST. 1922

NBC

Frequency: 640 Kc..... Power: 50,000 Watts
 Owned-Operated By.. Earle C. Anthony, Inc.
 Business-Studio Address.. 141 N. Vermont Ave.
 Phone Number..... FAirtax 2121
 Transmitter Location..... Buena Pk.
 Air Time..... 24 hrs. daily
 News Service..... AP, UP
 Transcription Service.... Capitol, Associated
 Representative Edward Petry
 Membership NAB, BMB
 President-Owner..... Earle C. Anthony
 General-Station Manager... William B. Ryan
 Commercial Manager..... Haan J. Tyler
 Sales Promotion Manager, Publicity
 Director Dean Moxley
 Program Director..... Charles Brown
 Production Manager..... Bob Heistand
 Chief Engineer.. Curtis Mason, H. L. Blatterman
 P.a.m Editor..... Nelson McIninch

KFVD

LOS ANGELES—EST. 1936

Frequency: 1020 Kc.... Power: 5,000 Watts d.
 Owned-Operated By..... Standard Bcstg. Co.
 Business-Studio Address.. 338 South Western
 Ave.
 Phone Number..... FAirtax 6361
 Transmitter Location.. 5526 East Cortland—Lyn-
 wood, Calif.
 Air Time Limited
 News Service UP
 Transcription Service.... Cole; Lang-Worth;
 McGregor
 Representative Donald Cooke
 Membership NAB
 President J. Frank Burke
 General-Sales Manager..... Frank Burke

Commercial-Sales Promotion-Production
 Manager.....Harry Patterson
 Program-Publicity Director.....Carl Brewster
 Chief Announcer.....Hunter Hancock
 Chief Engineer.....Leonard Reeves
 Farm Editor.....George Milne

K H J

LOS ANGELES—EST. 1922

MBS—DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts
 Owned-Operated By..Don Lee Bcstg. System
 Business-Studio Address....5515 Melrose Ave.
 Phone Number.....HUDson 2-2133
 Transmitter Location.....Venice Blvd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, INS
 Representative.....John Blair
 Membership.....NAB
 President.....Thomas S. Lee
 Vice, Pres. General Station

Manager.....Lewis Allen Weiss
 Sales Manager.....Sydney Gaynor
 Asst. Sales Manager.....Henry Gerstenkorn
 Program Director.....Charles Bulotti
 Production Manager.....Robert Forward
 Publicity Director.....Mark Finley
 Chief Announcer.....Tony La Frano
 Musical Director.....Harry Zimmerman
 Chief Engineer.....Frank Kennedy
 Farm Editor.....Les Mawhinney

K L A C

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power: 5000 d.:
 1000 n.

Owned-Operated By.....KMTR Radio Corp.
 Address.....1000 Cahuenga Blvd.
 Phone Number.....Hillside 1161
 Transmitter Location.....1000 Cahuenga Blvd.
 Air Time...6 a.m.-1 a.m.; Sun: 7 a.m.-1 a.m.
 News Service.....AP, UP, INS
 Transcription Service.....Standard, Capitol,
 SESAC

Representative.....Adam J. Young, Jr.
 Membership.....NAB
 President.....Dorothy S. Thackrey
 General Manager.....Don J. Fedderson
 Commercial Manager.....D. E. Lundy
 Prog. Dir.....Fred Henry
 Chief Engineer.....Paul C. Schulz

(See Page 326)

K M P C

LOS ANGELES—EST. 1927

Frequency: 710 Kc.....Power: 50,000 Watts
 Owned-Operated By..KMPC, The Station of
 the Stars, Inc.
 Business-Studio Address...5939 Sunset Blvd.
 Phone Number.....Hollywood 5341

Transmitter Location...12755 Burbank Blvd.,
 N. Hollywood, Calif.

Air Time.....6 a.m.-12 M.
 News Service.....AP, INS, UP
 Transcription Service.....Associated, World,
 Lang-Worth

Representative.....Paul H. Raymer
 President-Owner.....G. A. Richards
 Asst. to President.....Harry Wismer
 Vice President- General

Manager.....Robert O. Reynolds
 Asst. Manager and Sales

Manager.....Herbert H. Wixson
 Publicity and Promotion

Manager.....Betty Ann Hudson
 Program Director.....C. G. Renier
 Director of Public Affairs.....Clete Roberts
 Chief Announcer.....John Baird
 Chief Engineer.....Lloyd Sigmon

K N X

LOS ANGELES—EST. 1937

CBS—COLUMBIA PACIFIC NETWORK

Frequency: 1070 Kc.....Power: 50,000 Watts
 Owned-Operated By..Columbia Bcstg. System,
 Inc.

Business-Studio Address...6121 Sunset Blvd.
 Phone Number.....HOLLYWOOD 1212
 Transmitter Location.....Torrance, Calif.
 Air Time.....5:45 a.m.-1:30 a.m.
 News Service.....AP, INS, UP
 Transcription Service..Associated; Lang-Worth
 Representative.....Radio Sales
 Membership.....NAB, BMB
 President (CBS).....Frank Stanton
 Vice-President Western Div.; General

Manager KNX.....D. W. Thornburgh
 Assistant General Manager.....Harry Witt
 Sales Manager.....Wayne Steffner
 Sales Promotion Manager.....Ralph Taylor
 Program Director.....Hal Hudson
 Production Manager.....Ben Paley
 Publicity Director.....Lloyd Brownfield
 Chief Engineer.....Les Bowman

K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc.....Power: 2500 d.; 1000 n.
 Owned-Operated By...Radio Broadcasters,
 Inc.

Business Address.....541 So. Spring St.
 Phone Number.....Tucker 7111
 Studio Address.....312 Spring Arcade Bldg.
 Transmitter Location.....Glendale Blvd.
 Air Time.....5:30 a.m.-7:45 p.m.
 News Service.....INS
 Transcription Service.....Associated
 Membership.....NAB
 General-Commercial Manager.....Ned Connor
 Program Director.....Venna Taylor
 Chief Engineer.....Willis O. Freitag

KMYC

MARYSVILLE—EST. 1940

MBS—DON LEE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Marysville-Yuba City
 Bcstrs., Inc.
 Business Address... P. O. Box 631
 Phone Number... 2080
 Studio Address... 519 E. St.
 Transmitter Location... Laurellan Rd., District 10
 Air Time... 6 a.m.-12 M.
 News Service... UP
 Transcription Service... World
 Representative... W. S. Grant
 Membership... NAB
 President... H. E. Thomas
 General-Station Manager... Joe D. Carroll
 Sales Manager... Hedley Hall
 Sales Promotion Manager... A. J. Powell, Jr.
 Program Director, Production
 Manager... William R. Cleveland
 Publicity Director... Kenny Alford
 Chief Announcer... William R. Cleveland
 Chief Engineer... Loyd McQueary

KYOS

MERCED—EST. 1936

MBS—DON LEE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Merced Bcstg. Co.
 Business Address... P. O. Box 717
 Phone Number... Merced 1430
 Transmitted-Studio Location... 1¼ mi. N. by E.
 of Merced
 Air Time... 5:30 a.m.-12 M.
 Transcription Service... Standard, Thesaurus
 Representative... W. S. Grant
 Membership... NAB
 President-Gen. Mgr... Hugh McClung
 Station Manager... Charles H. Kinsley, Jr.
 Com.-Sales Promotion Mgr... A. J. Krisik
 Program Dir.-Production Mgr... Rebecca Krisik
 Chief Announcer... Malcolm Beavers
 Chief Engineer... Russell B. Pope
 Farm Editor... Joel Buffington

KTRB

MODESTO—EST. 1933

Frequency: 860 Kc. Power: 1000 Watts
 Owned By... KTRB Bcstg. Co., Inc.
 Operated By... William Bates, Jr.
 Business Address... P. O. Box 593
 Phone Number... 744 Modesto
 Transmitter-Studio Location... Norwiegen Ave.
 Air Time... 5 a.m.-1 a.m.
 Transcription Service... World, Lang-Worth,
 Cole, MacGregor
 Representative... W. S. Grant
 Membership... NAB, BMB

Pres.-Gen.-Station Mgr... William H. Bates, Jr.
 Com.-Sales Promotion Mgr... James Van Parks
 Program-Production Mgr... Gene D'Accardo
 Publicity Director... Milton Hibdon
 Chief Announcer... Charles McEwen
 Musical Director... Harold Hinman
 Chief Engineer... William H. Bates, Jr.
 Farm Editor... Charles McEwen

KDON

MONTEREY—EST. 1935

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Monterey Peninsula
 Broadcasting Co.
 Business Address... 468 Calle Principal
 Phone Number... 8501
 Studio Address... 275 Pearl St.; 137 Monterey
 St., Salinas
 Transmitter Location... Monterey Municipal
 Wharf
 Air Time... 18 hours daily
 News Service... UP
 Transcription Service... Associated, Cole
 Membership... NAB
 President... Paul H. Caswell
 General-Promotion Mgr... Reed Pollock
 Commercial Manager... George Ross
 Program Director... Bob Sabin
 Chief Engineer... Omer N. Wright

KWSD

MOUNT SHASTA—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Shasta Cascade Bcstg.
 Corp.
 Business Address... Alma St.
 Phone Number... 101
 News Service... AP
 Transcription Service... Standard
 Representative... Griffith
 General-Commercial Mgr... Arthur Adler
 Station Manager... David H. Rees
 Promotion Manager... David H. Rees
 Program Director... John Pennington
 Chief Engineer... David H. Rees

KVON

NAPA—EST. 1947

Frequency: 1440 Kc. Power: 500 Watts
 Owned-Operated By... Napa Bcstg. Co.
 Business Address... P. O. Box 427
 Phone Number... 2606
 News Service... AP
 Transcription Service... World
 Representative... Forjoe
 President-General Mgr... Elwyn F. Quinn
 Commercial-Promotion Mgr... Julien J. Nielsen
 Program Director... Albert C. Priddy
 Chief Engineer... Earl H. Holtman



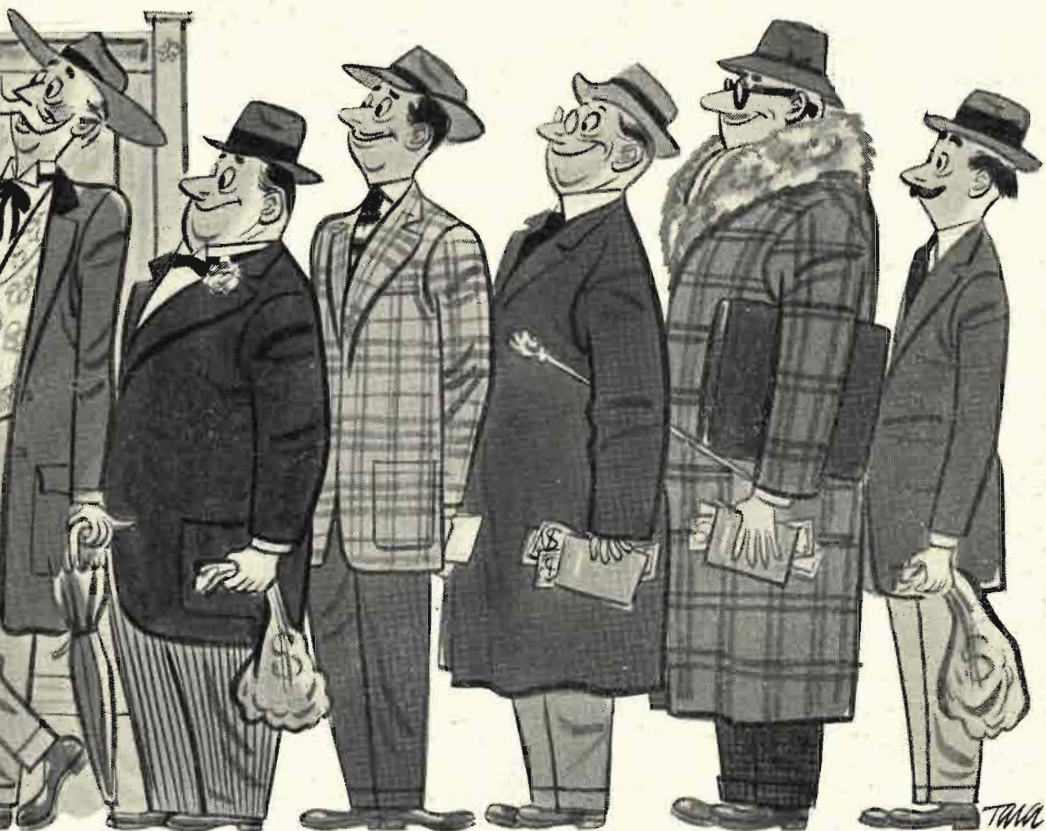
**THE OUTSIDE AUDIENCE
HAS PLENTY OF MONEY ON
THE PACIFIC COAST, TOO!**

TRUST DON LEE to line up the wealthy customers! Over 5½ billion dollars of yearly buying income circulate in the *exclusive Don Lee outside market*, the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane. Only Don Lee completely covers this outside market—a C. E. Hooper 276,019 coincidental telephone-call survey proves

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The Nation's Greatest Regional Network





it. 44 local Don Lee stations, two and three times as many stations as any of the other networks, bring your sales messages to every one of the 44 important Pacific Coast markets... markets not influenced by long-range broadcasting because of the thousands of high mountains on the Pacific Coast. For results you can bank on, buy Don Lee. Don Lee delivers the *inside* market plus the *exclusive Don Lee outside market* at a lower cost per thousand radio families.

5515 MELROSE AVE., HOLLYWOOD 38, CAL. • Represented Nationally by John Blair & Company

Mutual
DON LEE
BROADCASTING SYSTEM



K S F E (CP)

NEEDLES

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..Shelley Radio Electric Co.
 Owner.....Oscar D. Shelley

K L X

OAKLAND—EST. 1922

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By...Tribune Building Co.
 Business Studio Address.....Tribune Tower
 Phone Number.....Glencourt 1-0660
 Transmitter Location.....Tribune Tower
 Air Time.....6-12 M.
 News Service.....AP
 Transcription Service.....Capitol World
 Representative.....Homer Griffith
 Membership.....BMB
 President.....J. R. Knowland, Jr.
 Gen. Station Manager.....Glenn Shaw
 Commercial Manager....Harold R. Gaisford
 Sales Promotion Mgr.-Pub. Dir..Howard Luck Gossage
 Pgm. Dir.-Prod. Mgr.....Jerry Morton
 Chief Announcer.....Deane Banta
 Musical Director.....Lou Dean Grow

Chief Engineer.....Roswell S. Smith
 Farm Editor.....Milton Blake

K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By.....Krow, Inc.
 Business Studio Address.....464-19th St.
 Phone Number.....TWINOCKS 3-9600
 Transmitter Location.....1520-8th Ave.
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service...Standard, Associated
 Membership.....NAB
 President.....Sheldon F. Sackett
 Gen. Mgr.-Sales Mgr.....Wilton Gunzendorfer
 Asst. to Gen. Mgr.....Richard C. D. Bell
 Program Director.....Russ Coughlan
 Publicity Director.....Mercedes Prosser
 Musical Director.....Louise Stevens
 Chief Engineer.....C. E. Downey

K W B R

OAKLAND—EST. 1920

UNITED PACIFIC NETWORK

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By...S. W. & E. N. Warner
 Business Studio Address.....327-21st St.
 Phone Number.....Higate 4-1212
 Transmitter Location.....327-21st St.
 Air Time.....20 hrs. daily
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 President-Owner-Gen. Mgr....S. W. Warner
 Station Mgr.....F. Wellington Morse
 Sales Manager.....Edward B. Smith
 Program Director.....Evelyn Dewsnup
 Publicity Director.....Shirley Ryman
 Chief Announcer.....George Oxford
 Musical Director.....Sam Watts
 Chief Engineer.....Paul Gregg

**23 YEARS OF
 COMMUNITY
 LEADERSHIP**



OAKLAND, CALIFORNIA

*The Key to the
 Oakland Market*

SHELDON F. SACKETT
 PRESIDENT

WILT GUNZENDORFER
 GENERAL MANAGER

K O C S

ONTARIO—EST. 1947

Frequency: 1510Kc. Power: 250 Watts
 Owned-Operated By...The Daily Report Co.
 Business Address.....222 E. "B" St.
 Phone Number.....Ontario 627-54
 Studio Address.....Radio Center Bldg.
 Transmitter Location...4th and San Antonio
 Air Time.....Local sunrise—Local sunset
 Transcription Service...Thesaurus, Associated
 Membership.....NAB
 President.....Mrs. Jerene Appleby Harnish
 Advising Manager.....Ernest L. Spencer
 Commercial Manager.....J. A. Downey
 Program Director.....R. W. Hergonson
 Pub. Dir. & Office Mgr..Helen Faye Burington
 Chief Engineer.....Floyd Hall

K D A N (CP)
OROVILLE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oroville Mercury
Bcstg. Co.
News ServiceUP
President Dan L. Beebe
General-Commercial Mgr..... Arden Booth
Chief Engineer..... Ted R. Peixotto

K G E W (CP)
OROVILLE

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By....Stanley S. Beaubaire
Business Address.....117 Broadway, Chico

K C M J

PALM SPRINGS—EST. 1946
CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Palm Springs Bcstg Co.
Business Studio Address.....Box KK
Phone Number.....2911; 2253-4
Transmitter Location.....RadiOasis
Air Time.....6:30 a.m.-12 M.
Air Time . 6:30 a.m.-12 M.; 8 a.m.-11 p.m., Sun.
News Service.....UP
Transcription Service.....Standard
Representative.....W. S. Grant
MembershipNAB
Co-Owners.....Dick Joy and Don McBain
Gen. Station-Commercial-Sales Promotion Mgr.
Publicity Director.....Dick Joy
Los Angeles Sales Mgr.....George Irwin
Pgm. Dir.-Prod. Mgr.....Roland Vaile
Chief Engineer.....J. Donald Clay

K A G H

PASADENA—EST. 1948

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Rose Bowl Bcstrs.
Address.....800 Sierra Madre Villa
Phone Number.....RYan 1-7641
Transmitter Location . 800 Sierra Madre Villa
Air Time.....Local sunrise-local sunset
Transcription Service.....Standard, Associated
General Manager.....John R. Rider
Program Director.....Don Doolittle

K W K W

PASADENA—EST. 1924

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By...Southern Calif. Bcstg. Co.
Business Studio Address..425 E. Green St.
Phone Number.....Ryan 1-6744
Transmitter Loc...924 Vista, San Gabriel, Calif.

Air Time.....5:30 a.m.-Local Sunset
News Service.....UP
Transcription Service.....Capitol
RepresentativeForJoe
MembershipNAB
President.....Marshall S. Neal
Gen. Station-Comm. Mgr.-Pub. Dir.....Claire
Hughes
Sales Promotion Mgr.....Claire Hughes
Pgm. Dir.-Chief Announcer-Farm Editor...Ken
Barton
Production Manager.....Sam Rowland
Chief Engineer.....Paul W. Spargo

K X L A

PASADENA—EST. 1942

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By...Pacific Coast Bcstg. Co.
Business Address...1401 So. Oak Knoll Ave.
Phone Number.....Ryan 1-6991
Transmitter Location...N. Lexington-Gallatin
Rd.-El Monti
Air Time.....24 hrs. daily
News ServiceAP
Transcription Service...Langworth, Associated
World
President-Gen. Mgr.....Loyal K. King
Chief Announcer.....Carl Saunders
Chief Engineer.....Jack Reader

K P R L

PASO ROBLES—EST. 1946

MBS—DON LEE—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Leslie Henry Hacker
Business Studio Address...32nd & Oak Sts.
Phone Number2-0-4
Transmitter Location.....32nd & Oak Sts.
Air Time.....17½ hrs. daily; 17 hrs. Sun.
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
Pres.-Owner-Gen. Mgr...Leslie Henry Hacker
Station Mgr. Pgm. Dir.....Arthur J. Haggood
Comm.-Sales Prom. Mgr....Jos. Shuttleworth
Prod. Mgr.-Musical Dir.....John Hamilton
Chief Announcer.....Jack Clifton
Chief Engineer.....Robert Otto
Farm Editor.....Dick Maphet

K P M O

POMONA—EST. 1947

Frequency: 1600 Kc.....Power: 250 Watts
Owned-Operated By...Valley Broadcasting Co.
Business Address.....1240 E. Holt St.
Transmitter Location.....1240 E. Holt St.
Air Time.....6 a.m.-12 mid.
News ServiceUP
Transcription Service.Standard, World, Capitol

Partners.. Myron E. Kluge, Dean H. Wickstrom
 General Manager..... Dean Wickstrom
 Commercial Manager..... Stanley Davis
 Program Director..... Al Kiersey
 Chief Engineer..... Granville Each

KTIP

PORTERVILLE—EST. 1946

KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... J. F. Tighe
 Business Address..... 207 Mill St.
 Phone Number..... 1265
 Studio Address..... Newcomb & Grand
 Transmitter Location... 3 Mi. N. W. of Porterville
 Air Time..... 6 a.m.-12 M.
 News Service..... UP
 Transcription Service..... Capital, Associated
 Representative..... Gene Grant
 Membership..... NAB
 President-Owner..... J. F. Tighe
 Gen. Station Sales Mgr.... Robert B. McGinnis
 Program Director..... Peter Tewksbury
 Musical Director..... Bob Clare
 Chief Engineer..... Jim Tennyson

KBLF

RED BLUFF—EST. 1946

Frequency: 1490 Kc..... Power: 250 Watts
 Owned By..... KBLF Bcstrs.
 Business Address..... P. O. Box 431
 Phone Number..... 354
 Studio Address..... Oak and Main Sts.
 Transmitter Location..... Red Bluff
 Air Time..... 6:30 a.m.-10 p.m.
 News Service..... AP
 Transcription Service..... World
 Representative... Donald Cooke, Gene Grant
 Membership..... NAB
 Station Mgr.-Pgm. Dir.-Prod. Mgr.- Pub-Dir.-
 Farm Editor..... Wm. B. Murphy
 Chief Announcer..... Harold Houston
 Chief Engineer..... Howard L. Parsons

KVCV

REDDING—EST. 1938

MBS—DON LEE

Frequency: 600 Kc..... Power: 1000 Watts
 Owned-Operated By... Golden Empire Broad-
 casting Co.
 Business Address..... Highway 99, South
 Phone Number..... 1646-7
 Transmitter Location... Highway No. 99 South
 Air Time..... 6 a.m.-12 p.m.
 News Service..... UP
 Transcription Service..... Standard, Cole
 Representative..... W. S. Grant
 President-General Mgr..... Hugh McClung
 Station Manager..... Fred M. Stuelpnagel
 Commercial Manager..... H. E. McCarty

Prog. Dir..... Lyle Mathis
 Prom. Mgr..... Robert Hoskins
 Chief Engineer..... Russell Pope

KPRO

RIVERSIDE—EST. 1941

KBS

Frequency: 1440 Kc..... Power: 1000 Watts
 Owned-Operated By... Broadcasting Corpora-
 tion of America
 Business Address..... 3401 Russell St.
 Phone Number... Riverside 6290, San Bernar-
 dino 5157
 Studio Address... 3401 Russell St., Riverside
 483th 5th St., San Bernardino
 Transmitter Location..... 3401 Russell St.
 Air Time..... 5:30 a.m.-12:30 a.m.
 News Service..... AP
 Transcription Service..... Associated, World,
 MacGregor
 Representative..... John E. Pearson Co.
 Membership..... NAB, BMB
 President-General Manager... W. L. Gleeson
 Commercial Manager..... Richard Williams
 Program Director..... Doris Mann
 Publicity Director..... William Simpson
 Chief Engineer..... Stan Reynolds

KCRA

SACRAMENTO—EST. 1944

NBC

Frequency: 1320 Kc..... Power: 1000 Watts
 Owned-Oper. By... Central Valleys Bcstg Co.
 Business Studio Address..... 604 Calif. State
 Life Bldg.
 Phone Number..... 2-0758
 Transmitter Location..... 3 mi. NW of town
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... World, Capitol
 Station Representative..... Weed
 Membership..... NAB, BMB
 Gen. Station Sales Mgr..... Ewing C. Kelly
 Program Director..... Robert R. Alexander
 Chief Enigneer..... Marvin D. Myers

KFBK

SACRAMENTO—EST. 1923

ABC

Frequency: 1530 Kc..... Power: 10,000 Watts
 Owned-Operated By... McClatchy Bcstg. Co.
 Business Studio Address..... 708 I St.
 Phone Number..... 3-1745
 Transmitter Location... 5 mi. W. of studio in
 Yolo County
 Air Time..... 6 a.m.-12 M.
 News Service..... UP
 Transcription Service..... Thesaurus
 Representative..... Paul H. Raymer
 Membe-ship..... NAB, BMB

President.....Eleanor McClatchy
 Station Manager.....Leo O. Ricketts
 Sales Manager.....Dick Brothers
 Program Manager.....James Eakins
 Traffic Manager.....Howard Evanson
 Publicity Director.....Austin B. Chaney, Jr.
 Chief Engineer.....Stam Sronce
 Farm Editor.....Charley Marshall
 Chief, Bureau Special Events & News...Tony
 Koester

K R O Y
SACRAMENTO—EST. 1937
 CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Harmco, Inc.
 Business-Studio Address...Hotel Sacramento
 Phone Number.....3-2525
 Transmitter Location.....3402 65th St.
 Air Time.....6 a.m.-12 M.
 News Service.....INS
 News Service.....INS, UP
 Transcription Service.....Associated
 Representative.....Avery-Knodel
 Membership.....NAB
 V.P.-Mgr.....Clyde F. Coombs
 Commercial Manager.....Benton Paschall
 Program Director.....William J. Ratcliff
 Chief Engineer.....Howard Martineau
 Farm Editor.....Scotty Mortland

K X O A
SACRAMENTO—EST. 1945
 MUTUAL—MBS—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Sacramento Broad-
 casters, Inc.
 Business Studio Address:.....1617—30th St.
 Phone Number.....6-4728
 Transmitter Location.....1617—30th St.
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service...Associated, Langworth
 Representative...Adam J. Young, Jr., West-
 ern Radio Adv.
 Membership.....NAB
 President-Gen. Station Mgr.....Lincoln Dellar
 Commercial Sales Promotion Mgr.....Morton
 Sidley
 Program Dir.-Prod. Mgr.....Lincoln W. Miller
 Chief Engineer.....Lincoln W. Miller

K S B W
SALINAS—1947
 MBS-DON LEE

Frequency: 1380 Kc.....Power: 1,000 Watts
 Owned-Operated By.....Salinas Bcstg Corp.
 Business Address.....Glikbarg Bldg.
 Phone Number.....21635
 Transmitter Studio Location.....Airport Rd.
 Air Time.....6 a.m.-12 M., 7 a.m.-12 M. Sun.

News Service.....AP
 Transcription Service.....Standard
 Representative.....Western Radio Inc.
 Membership.....NAB
 President-Gen. Station Mgr.- Chief
 Engineer.....J. M. Hall
 Commercial Manager.....James W. Tressel
 Sales Promotion Mgr.-Pub. Dir.....William
 M. Oates
 Pgm. Dir.-Farm Editor.....Don Wells
 Musical Director.....Vern Marcoe

K C S B
SAN BERNARDINO—EST. 1948

Frequency: 1350 Kc.....Power: 500 Watts
 Owned-Operated By...San Bernardino Valley
 Ectrs.
 Studio Address...770 Mill St., P. O. Box 486
 Business Address.....200 Fleming Bldg.
 4th and E Sts.
 Transmitter location.....770 Mill St.
 Phone Number.....6808
 Air Time.....7 a.m.-6 p.m.
 News Service.....AP
 Owner.....Woodrow Miller
 General Manager-Program
 Director.....Richard T. Sampson
 News and Sports Director.....Ernie Peeler
 Chief Engineer.....Hal Elzig

K F X M
SAN BERNARDINO—EST. 1929
 MBS—DON LEE

Frequency: 590 Kc.....Power: 1000 Watts
 Owned By.....Lee Bros. Bcstg. Co.
 Operated By.....J. C. Lee and E. W. Lee
 Business Studio Address.....512 Fifth St.
 Phone Number.....4761
 Transmitter Location.....S. 'E' St.
 Air Time.....5:45 a.m.-12 M. Mon.-Fri.; 5:45
 a.m.-1 a.m., Sat., 6:45 a.m.-12 M. Sun.
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair
 Co-Partners.....J. C. Lee and E. W. Lee
 Station Manager.....Gene W. Lee
 Sales Manager.....Don Cummings
 Program Director.....Larry Shields
 Publicity Director.....E. W. Lee
 Chief Announcer.....Ernest J. Ford
 Chief Engineer.....George W. Ewing
 Farm Editor.....Howard Baichly

K I T O
SAN BERNARDINO—EST. 1947
 ABC

Frequency: 1290 Kc.....Power: 1000 Watts
 (C. P. 5000)
 Owned-Oper. By...San Bernardino Bcstg. Co.
 Inc.
 Business Studio Address.....569 Fourth St.

Phone Number.....7807
 Transmitter Location.....¼ Mi. E. of Stirling Ave., 1-4 Mi. north of Base Line
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....George P. Hollingsbery
 President.....Carl E. Haymond
 Station-Sales-Mgr.....Maury A. Vroman
 Pgm. Director-Prod. Mgr.....Charles B. Foll
 Chief Engineer.....Owen Ford

KRNO

SAN BERNARDINO—EST. 1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Empire Bctrs., Inc.
 Address.....990 Colton Ave
 Phone Number.....2-4282
 Transmitter Location.....990 Colton Ave.
 Air Time.....24 hrs. daily
 News Service.....AP
 Transcription Service.....Standard
 President.....James W. Gerrard
 V.P. & Gen. Mgr.....Norman H. Rogers
 V.P. & Chief Engineer.....George W. Brock
 Program Director.....Dave Shaw
 Chief Announcer.....Wyn Stewart
 News Editor.....Jim Young
 Traffic Director.....Marie Davis

KFMB

SAN DIEGO—EST. 1941

ABC

Frequency: 1450 Kc. (C. P. 550 Kc.).....Power 250 Watts (C. P. 1000 Watts)
 Owned-Operated By.....Jack Gross Bcstg. Co.
 Business Address-Studio Address.....1375 Pacific Blvd.
 Phone Number.....Main 2114
 Transmitter Location.....Spreckels Bldg.
 Air Time.....6 a.m.-12 M., 8 a.m.-12 M. Sun.
 News Service.....AP
 Transcription Service.....Standard. SESAC
 Representative.....The Branham Co.
 President-Gen. Commercial Mgr.....Jack Gross
 Pam. Director-Prod. Manager.....John Harrison
 Publicity Director.....Philomene Hempen
 Chief Engineer.....Robert E. Lee, Jr.

KFSD

SAN DIEGO—EST. 1926

NBC

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Airtran Radio Corp.
 Business Address.....326 Broadway
 Phone Number.....Franklin 6353
 Studio Address.....U. S. Grant Hotel
 Transmitter Location.....Emerald Hills
 Air Time.....6 a.m.-12 M.

News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Thomas E. Sharp
 Manager.....M. R. Harris
 Sales Manager.....Larry L. Scalf
 Program Director.....Alys Phreaner
 Chief Engineer.....John Merino

KGB

SAN DIEGO—EST. 1928

MBS—DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....Don Lee Holding Co.
 Address.....1017 First Ave.
 Phone Number.....Franklin 6151
 Transmitter Location.....Pickwick Hotel
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair & Co.
 President.....Thomas S. Lee
 General Manager.....F. D. Ide
 Commercial-Sales Promotion Manager.....Hobby Myers
 Production Manager.....Jerry Lee Pecht
 Program Director.....James Dillon
 Chief Engineer.....William G. Collins

KLIK (CP)

SAN DIEGO

Frequency: 750 Kc.....Power: 5000 Watts
 Owned-Operated By.....Balboa Radio Corp.

KSDJ

SAN DIEGO—EST. 1946

CBS

Frequency: 1170 Kc.....Power: 5000 Watts d. 1000 n.
 Owned-Operated By.....Clinton D. MacKinnon
 Business Studio Address.....5th & Ash Sts.
 Phone Number.....Franklin 1315
 Transmitter Location.....62nd & El Cajon Blvd.
 Air Time.....6 a.m.-12 M.; 8 a.m.-12 M. Sun.
 News Service.....UP
 Transcription.....Capitol, SESAC
 Representative.....Free & Peters
 Membership.....NAB
 President-Owner-Gen. Mgr.....Clinton D. MacKinnon
 Station Manager.....Edgar L. Tidwell
 Commercial Manager.....Amos D. Baron
 Sales Promotion Manager.....Fred T. Foster
 Production Manager.....Dean S. Long
 Publicity Director.....George Dawkins
 Chief Announcer.....Daniel Cubberly
 Musical Director.....Don Hatch
 Chief Engineer.....Charles Sherburne
 Farm Editor.....Howard Keddie

KSON

SAN DIEGO—EST. 1947

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Studebaker Bcstg. Co.
 Business Studio Address... Maryland Hotel
 Phone Number... Franklin 5175
 Transmitter Location... Main & Rigel St.
 Air Time... 24 hrs. daily
 News Service... AP
 Transcription Service... Lang-Worth, Capitol, Cole
 Representative... Homer Griffith
 Membership... NAB
 Executive Director... John Gordon Studebaker
 Gen.-Station-Commercial Mgr.... C. Frederic Rabell
 Sales Promotion Mgr.-Pub. Dir.... Dorothy Johnson
 Pgm. Dir.-Prod. Mgr.... Carl Green Jr.
 Chief Announcer... Van Voorhis
 Musical Director... Carl Greene
 Chief Engineer... Bill Tomberlin

KUSN

SAN DIEGO—EST. 1947

Frequency: 1510 Kc... Power: 5000 Watts d., 1000 n.

Owned-Operated By... San Diego Bcstg. Co.
 Business Studio Address... 1029 Second Ave.
 Phone Number... Main 2041
 Transmitter Location... 63rd & Montezuma
 Air Time... 18 hrs daily
 News Service... UP
 Transcription Service... Associated, Lang-Worth
 Representative... Forjoe
 Membership... NAB
 General Manager... Jack Heintz
 Station Mgr.-Commercial Mgr.... Paul Jones
 Pgm. Director... Wilson Edwards
 Publicity Director... Diana Matthews
 Chief Announcer... John Black
 Chief Engineer... Vern Milton

KYOR

SAN DIEGO—EST. 1947

Frequency: 1130 Kc... Power: 250 d.; CP-5000
 Owned-Operated By... Silver Gate Broadcast-
 ing Co.

Address... 399 W. Broadway
 Phone Number... Franklin 9-5121
 Transmitter Location... 399 W. Broadway
 Air Time... Sun-up to sun-down
 News Service... AP
 Transcription Service... MacGregor, Standard, SESAC
 Representative... Grant
 General Manager... John A. Bohn
 Comm.-Prom. Mgr.... Pete Watts
 Program Director... Wm. W. Phreaner
 Chief Engineer... Ben Left

KFRC

SAN FRANCISCO—EST. 1924

MBS—DON LEE

Frequency: 610 Kc... Power: 5000 Watts
 Owned-Operated By... Don Lee Bcstg. System
 Business-Studio Address... 1000 Van Ness Ave.
 Phone Number... Prospect 5-0107
 Transmitter Location... 1000 Van Ness Ave.
 Air Time... a.m.-12 M., Mon-Sat.; 7 a.m. to 12 M., Sun.
 News Service... AP, INS.
 Transcription Service... World
 Representative... John Blair
 Membership... NAB
 President... Thomas Lee
 General Manager... William D. Pabst
 Sales Manager... Merwyn L. McCabe
 Sales Promotion Mgr.-Pub. Dir.... Robert L. Templeton
 Program Dir.-Prod. Mgr.... Mel Venter
 Chief Announcer... Lewis Pfeifer
 Musical Director... Lyle Bardo
 Chief Engineer... E. G. Underwood

KGO

SAN FRANCISCO—EST. 1924

ABC

Frequency: 810 Kc Power: 50,000 Watts
 Owned-Operated By... American Bcstg. Co.
 Business Address... 155 Montgomery St.
 Phone Number... Exbrook 2-8544
 Studio Address... Taylor & O'Farrell Sts.
 Transmitter Location... Near Newark, Calif.
 Air Time... 18½ hrs. daily
 News Service... AP, INS, UP
 Transcription Service... Standard, Associated, Capitol
 Representative... ABC Spot Sales
 Membership... NAB, BMB
 President... Mark Woods
 V.P. Western Div... Don Searle
 General Manager... Gayle V. Grubb
 Sales or Commercial Mgr.... Kirkham Torney
 Sales Promotion-Prod. Mgr.-Pub. Dir.... Robert F. Laws
 Program Director... Bloyce Wright
 Chief Announcer... John Galbraith
 Musical Director... Phil Bovero
 Chief Engineer... A. E. Evans

KJBS

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc... Power: 1000 Watts
 Owned-Operated By... KJBS Bcstrs.
 Business Studio Address... 1470 Pine St.
 Phone Number... Ordway 3-4148
 Transmitter Location... 1470 Pine St.
 Air Time... 5 a.m.-Local Sunset
 News Service... AP, INS

Transcription Service... Standard, MacGregor,
Lang-Worth, Associated
Representative Headley-Reed
Membership NAB
General-Station Mgr..... Edwin P. Franklin
Commercial Mgr.-Sales Promotion Mgr... Stan-
ley G. Breyer
Pgm. Dir.-Prod. Mgr... Charles F. Pendleton
Musical Director..... Mildred Bowyer
Chief Engineer..... Wayne Berthold

K N B C

SAN FRANCISCO—EST. 1922
NBC

Frequency: 680 Kc... Power: 50,000 Watts
Owned-Operated By... National Bcstg. Co.
Bus. Studio Address... Taylor & O'Farrell Sts.
Phone Number..... GRaystone 4-8700
Transmitter Location..... Belmont, Calif.
Air Time..... 6 a.m.-1 a.m.
News Service..... AP, INS, UP,
Transcription Service... Thesaurus, Standard
Representative..... NBC Spot Sales
Membership NAB, BMB
President (NBC) Niles Trammell
General-Station Manager... John W. Elwood
Sales Manager..... Alfred W. Crapsey
Sales Promotion Manager, Miss Ethel Gilchrist
Program Director..... Harry Bubeck
Publicity Director..... John Thompson
Chief Announcer..... Hal Wolf
Musical Director..... Tony Freeman
Chief Engineer..... Curtis Peck
Farm Editor..... Henry Schacht

K Q W

SAN FRANCISCO—EST. 1912
CBS

Frequency: 740 Kc... Power: 5000 Watts
Owned-Operated By... Pacific Agricultural
Foundation Ltd.
Business Address..... 140 Jesse St.
Phone Number..... Exbrook 2-3233
News Service..... AP, UP
Transcription Service... MacGregor, Standard
Representative Pely
President..... Ralph R. Brunton
General Manager..... C. L. McCarthy
Sales Manager..... Richard E. Goebel
Program Director..... Fred Ruegg
Promotion Manager..... Walter S. Zahrt
Chief Engineer..... Allan N. Cormack

K S A N

SAN FRANCISCO—EST. 1925

Frequency: 1450 Kc... Power: 250 Watts
Owned-Operated By... Golden Gate Bcstg. Co.
Business Studio Address..... 1355 Market St.
Phone Number..... Market 1-8171

Transmitter Location..... 1355 Market St.
Air Time..... Mon. Thru Sat.: 6 a.m.-12 M.;
7 a.m.-11 p.m., Sun
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... William Rambeau
Membership..... NAB
President..... S. H. Patterson
Gen. Station Manager..... Lee Mikesell
Pgm. Dir.-Prod. Mgr..... Clint Sherwood
Chief Engineer..... Norwood Patterson

K S F O

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc... Power: 5000 Watts d.,
1000 n.
Owned-Operated By... The Associated Bcstrs.,
Inc.
Business Studio Address... Mark Hopkins Hotel
Phone Number..... EXbrook 2-4567
Transmitter Location... Islia Creek, Pier 92
Air Time..... 18½ hrs. daily
News Service..... INS, UP
Transcription Service... Standard; Associated
Representative..... Bolling
Membership NAB, BMB
President..... W. I. Dumm
V.P.-Gen.-Station Mgr..... Philip G. Lasky
Sales or Commercial Mgr... John G. Campbell
Sales Promotion Mgr.-Pub. Dir... Patricia Harris
Pgm. Dir.-Prod. Mgr..... Keith Kerby Lakin
Dir. of Engineering..... A. E. Towne
Farm Editor..... Herb Kennedy

K Y A

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc... Power: 5000 Watts d.,
1000 n.
Owned-Operated By... Palo Alto Radio Station,
Inc.
Business Studio Address... Hearst Bldg., Third
& Market Sts.
Phone Number..... DOuglas 2-2536
Transmitter Location... Candlestick Pt., Bay
View Park
Air Time... 5:30 a.m.-12 M., 7 a.m.-12 M. Sun.
News Service..... AP, INS, UP
Transcription Service..... World
Representative..... Adam J. Young, Jr.
Membership..... NAB
Owner..... Dorothy S. Thackrey
President..... Bartley C. Crum
Exec. V.P.-Gen. Station Mgr... Don Feddersen
Commercial-Sales Promotion Mgr... David E.
Lundy
Program Director..... Verne Wilson
Production Manager..... Lu Hurley
Chief Engineer..... Paul C. Schulz

(See Page 326)

KSGN

SANGER—EST. 1947

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By: Radio Sanger Co.
 Business Address: P. O. Box 338
 Phone Number: 490
 News Service: UP
 Transcription Service: World
 Representative: Universal
 General Manager: Edward L. Terry
 Commercial Manager: Albert Blain
 Program Director: Wilson Monroe
 Chief Engineer: Lyman Treaster

KEEN

SAN JOSE—EST. 1947

Frequency 1370 Kc. Power 1000 Watts
 Owned-Operated By: United Bcstg. Co., Inc.
 Business Studio Address: Hotel De Anza
 Phone Number: Columbia 1370
 Transmitter Location: Wayne Ave. & Oakland
 Highway
 Air Time: 6 a.m.-12 M.
 News Service: UP
 Transcription Service: Associated, McGregor
 Representative: Forjoe
 Membership: NAB
 President: George M. Mardikian
 Vice-Pres. & Genl. Mgr.: Floyd Farr
 Secy.-Treas. & Pgm. Mgr.: George Snell
 Publicity Director: Harold Woolley
 Chief Announcer: Tom Duggan
 Musical Director: Myrra Mosher
 Chief Engineer: John S. Stevens
 Farm Editor: Alan Armer

KLOK

SAN JOSE—EST. 1946

Frequency: 1170 Kc. Power: 5000 Watts
 Owned-Operated By: Valley Bcstg Co.
 Business Address: 40 W. San Antonio St.
 Phone Number: Columbia 1483
 Studio Address: Rt. 3, Box 323A
 Transmitter Location: King Rd. at Aborn
 Air Time: Local Sunrise-Local Sunset
 News Service: AP
 Transcription Service: Capitol
 Station Representative: Donald Cooke, Gene Grant
 Membership: NAB, BMB
 General Manager: E. L. Barker
 Sales Manager: R. E. Ryan
 Program Director: Ruth Poindexter
 Chief Engineer: J. T. Bindner
 Farm Editor: H. McKenzie

KQW

SAN JOSE—EST. 1912

CBS

Frequency: 740 Kc. Power: 5,000 Watts
 Owned-Operated By: Pacific Agricultural
 Foundation, Ltd.
 Business Studio Address: 140 Jessie St.,
 San Francisco, Calif.
 Phone Number: EXbrook 2-3233
 Transmitter Location: Alviso, Calif.
 Air Time: 6 a.m.-12 M., 6:45 a.m.-12 M. Sun.
 News Service: AP, UP
 Transcription Service: Standard, MacGregor
 Representative: Edward Petry
 Membership: NAB
 President: Ralph R. Brunton
 Gen. Station Manager: C. L. McCarthy
 Sales or Commercial Mgr.: Richard E. Goebel
 Sales Prom. Mgr.-Pub. Dir.: Walter S. Zahrt
 Program Director: Fred Ruegg
 Musical Director: Ray Hackett
 Chief Engineer: Alan N. Cormack
 Farm Editor: Bert Buzzini

KSJQ

SAN JOSE—EST. 1946

Frequency: 1590 Kc. Power: 1000 Watts d.
 500 n.
 Owned-Operated By: Santa Clara Bcstg. Co.
 Business Address: P. O. Box 995
 Phone Number: Ballard 3660
 Transmitter Studio Loc.: Story and Lucretia
 Avenues
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World, Standard
 Representative: W. S. Grant
 Membership: NAB
 Gen. Station Manager: Donald H. Telford
 Sales Promotion Manager: Frank Kilpatrick
 Pgm-Musical Dir.-Farm Editor: Norman Paul
 Production Manager: Ralph Rogers
 Publicity Director: Charles F. Mallory
 Chief Announcer: Ralph Rogers
 Chief Engineer: Larry King

KXRX (CP)

SAN JOSE

Frequency: 1500 Kc. Power: 1000 Watts
 Owned-Operated By: San Jose Bcstg. Co.
 Business Address: 266 S. First St.
 Phone Number: Columbia 1397
 President: Joe E. Levitt

KPIK

SAN LUIS OBISPO—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: San Luis Obispo Bcstg. Co.
 Business Studio Address: 1130 Garden St.
 Phone Number: 3171

Transmitter Location.....500 Price St.
 Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service.....UP
 Transcription Service.....World, Capitol
 Station Representative.....Tracy Moore
 Membership.....NAB
 Gen. Station Mgr.-Pgm. Dir....James L. Harris
 Commercial Sales Promotion Mgr....Aram S.
 Rejebian
 Production Manager.....William Schember
 Chief Engineer.....Charles C. Squires
 Farm Editor.....Albert Auf der Heide

K V E C

SAN LUIS OBISPO—EST. 1937

MBS-DON LEE—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.;
 500 n.

Owned-Operated By...The Valley Electric Co.
 Business Studio Address...Mt. View & Hill Sts.
 Phone Number.....1100-1
 Transmitter Location...1½ mi. N. of San Luis
 Obispo on Roosevelt Highway

Air Time.....6 a.m.-12M., 7 a.m.-12 M., Sun.
 News Service.....AP
 Transcription Service...Thesaurus, Standard
 Representative.....W. S. Grant
 Membership.....NAB
 President-Owner.....Christina M. Jacobson
 Gen. Station Mgr.....Les Hacker
 Commercial Promotion Mgr.-Pub. Dir.....Joe
 Shuttleworth

Program Director-Prod. Mgr....Robert Wilton
 Chief Announcer, Musical Dir....John Fern
 Chief Engineer.....Earle Travis
 Farm Editor.....Dick Maphet

K S M O

SAN MATEO—EST. 1947

Frequency: 1550 Kc.....Power: 1000 Watts

Owned-Operated By...Amphlett Printing Co.
 Address.....811 "B" St.
 Phone Number.....4-2594
 Studio Address...Arthur Bldg., 9th & "B" Sts.
 Transmitter Location...E. Bayshore Highway

Air Time.....18 hrs. daily
 News Service.....AP
 Transcription Service...Standard, Lang-Worth
 Representative.....George D. Close, Inc.
 President.....J. Hart Clinton
 General Manager.....John H. Schacht
 Program Director.....W. Bill DeMarco
 Chief Engineer.....H. Neil Black

K V S M

SAN MATEO—EST. 1946

Frequency: 1050 Kc.....Power: 250 Watts

Owned-Operated By...The San Mateo County
 Bcstrs.
 Business Studio Address...279 Baldwin Ave.

Phone Number.....4-4385, 4-2541
 Transmitter Location...Third Ave. at Seal Creek
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service...Capitol, Associated,
 SESAC

Representative...Donald Cooke, Gene Grant
 Membership.....NAB
 President.....Hugh H. Smith
 Gen. Station Manager...Gordon D. France
 Commercial Manager...Robert M. Bruce
 Sales Promotion Manager...W. H. Ellerman
 Pgm. Dir.-Prod. Manager...Clenton W. Price
 Publicity Director...Frank M. Campbell
 Chief Announcer...Aaron Edwards
 Musical Director...Ingeborg North
 Chief Engineer...Merwyn F. Planting

K T I M

SAN RAFAEL—EST. 1947

KBS

Frequency: 1510 Kc.....Power: 1000 Watts
 Owned-Operated By...Marin Bcstg. Co., Inc.
 Business Studio Address...1117 Fifth Ave.
 Phone Number.....1510
 Transmitter Location...College Ave., Kentfield,
 Calif.

Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service...Lang-Worth
 Membership.....NAB, BMB
 President.....Roy A. Brown
 V.P.-Gen. Station Mgr.....Ernest L. Smith
 Commercial Sales Promotion Mgr...Alan B.
 Johnstone
 Program-Pub. Dir.....Beth McVicar
 Prod. Mgr.-Farm Editor...Gordon Greb
 Chief Announcer...Robert L. Albertson
 Musical Director...Mary Ellen Shelton
 Chief Engineer...Melvin H. Murphy

K V O E

SANTA ANA—EST. 1926

MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By...The Voice of the Orange
 Empire, Inc., Ltd.

Business Address.....206-N. Main St.
 Phone Number.....4209, 4901-R
 Transmitter Studio Location...12531 East
 Willowick Drive—Santa Ana, Calif.

Air Time...7 a.m.-12 M.; 7 a.m.-11 p.m. Sun.
 Transcription Service...Standard, MacGregor,
 SESAC

Representative...W. S. Grant
 Membership.....NAB, BMB
 President-Gen. Station Mgr...Ernest L. Spencer
 Commercial Manager...L. S. Nicholson
 Sales Promotion Manager...Carol Jean Young
 Pgm. Dir.-Prod. Mgr.-Musical Dir...W. S.
 Wiggins

Publicity Director.....Ames Fischer
 Chief Announcer.....Lesley Chatfield
 Chief Engineer.....W. S. Wiggins
 Farm Editor.....Lynn Thomas

K D B

SANTA BARBARA—EST. 1921

MBS—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Don Lee Bcstg. System
 Business-Studio Address.....1309 State St.
 Phone Number4131
 Transmitter Location.....E. Haley St.
 Air Time.....6:30 a.m.-12:15 a.m.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....John Blair
 President.....Thomas S. Lee
 General Manager.....Lewis Allen Weiss
 Station Manager.....Edward K. Kemble
 Sales Manager.....James S. Blomfield
 Program Director.....Donald Roberts
 Chief Announcer.....George Humphrey
 Chief Engineer.....Forrest Choate

K I S T

SANTA BARBARA—EST. 1946

NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Harry C. Butcher
 Business-Studio Address.....Balboa Bldg.
 Phone Number3981-2-3
 Transmitter Location.....735 State St.
 Air Time.....6 a.m.-12 M.
 News ServiceUP
 Transcription Service...Associated, Capitol
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB, BMB
 President-Owner.....Harry C. Butcher
 General-Station Manager, Commercial
 Manager.....Fin Hollinger
 Sales Promotion Manager, Publicity
 Director.....Gordon Hittenmark
 Program Director.....Mary Ann Casey
 Production Manager.....James McBride
 Chief Announcer.....Stan Saueressig
 Chief Engineer.....Philip C. Little

K T M S

SANTA BARBARA—EST. 1937

ABC

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated By...Santa Barbara News-
 Press Publishing Co.
 Business-Studio Address..de la Guerra Plaza
 Phone Number6111
 Transmitter Location.....Goleta, Calif.
 Air Time.....17½ hrs. daily
 News ServiceAP
 Transcription ServiceLang-Worth

Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Thomas M. Storke
 General-Station Manager...Kenneth E. Peters
 Publicity.....John Willis
 Chief Announcer.....Ted Scott
 Musical Director.....Marion Keen
 Chief Engineer.....Albert Nicolay
 Farm Editor.....Don Russell

K R U Z (CP)

SANTA CRUZ

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By...Monterey Bay
 Broadcast Co.
 Business Address...133 Middlefield Rd., Palo
 Alto
 Partners.....L. John Miner, Taft R. Wrathall,
 Grant R. Wrathall

K S C O

SANTA CRUZ—EST. 1947

Frequency: 1080 Kc.....Power: 1000 watts
 Owned-Operated By.....Radio Santa Cruz
 Business Address.....21 Locust St.
 Partners.....Charles Vernon Berlin, Fred D.
 McPherson, Jr., Mahlon D. McPherson

K C O Y

SANTA MARIA—EST. 1947

ABC—TRI-COUNTY NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...News-Press Publishing
 Co.
 Business-Studio Address.....114 W. Cook St.
 Phone Number104
 Transmitter Location.....N. Blosser Rd.
 Air Time.....6:30 a.m.-11 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 Chief Executives.....Thomas M. Storke,
 Charles A. Storke
 General Manager.....Frank B. Weltmer
 Commercial Manager.....Kenneth Morton
 Program Director.....Duane F. Johnson
 Chief Announcer.....Rick Cuetara
 Chief Engineer.....Emmet Ferguson
 Farm Editor.....Don Russell

K S M A

SANTA MARIA—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Operated By.....Hugh G. Shurtliff
 Address.....Post Office Box 407
 Phone Number24

Transmitter Location . . . One Mile No. of Santa Maria
 Transcription Service Associated Representative Homer Griffith Co.

K O W L

SANTA MONICA—EST. 1947

Frequency: 1580 Kc. Power: 5000 Watts d.
 Owned-Operated By Arthur H. Croghan
 Business-Studio Address Ambassador Hotel
 Phone Number 5-1580
 Transmitter Location 11637 Charnock Rd.
 Los Angeles 25, Calif.
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Associated, Standard
 Representative The Walker Co.
 Membership NAB
 Owner, Commercial-Sales Promotion
 Manager Arthur H. Croghan
 General-Station Manager, Program Director,
 Production Manager Clay Osborne
 Chief Announcer Warren K. Deem
 Chief Engineer John Morecrott

K S P A

SANTA PAULA—EST. 1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Ventura County Radio Center, Inc.
 Business-Studio Address Box 112
 Phone Number 1400
 Transmitter Location W. Main St. & Middle Rd.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Associated, World, Cole
 Membership NAB, BMB
 General-Station-Sales Promotion
 Manager F. Clinton Jones
 Chief Engineer Maj. Claude Turner
 Agricultural Dir. Montague Eveitt

K S R O

SANTA ROSA—EST. 1937

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By Mrs. Ruth W. Finley
 Business-Studio Address P. O. Box 570,
 425 Mendocino Avenue
 Phone Number 110
 Transmitter Location Finley Ave.
 Air Time 6:30 a.m. 11 p.m.
 News Service AP, UP
 Transcription Service Lang-Worth, MacGregor,
 Cole
 Representative W. S. Grant Co.
 Membership NAB, BMB
 President-Owner Mrs. Ruth W. Finley
 General-Station Manager Eddie Handley
 Commercial-Sales Promotion
 Manager Lee Fleming

Program Director, Production Manager, Publicity Director, Chief Announcer, Musical Director, Farm Editor Jack Murphy
 Chief Engineer Vern Hassett

K G I L

SHERMAN OAKS—EST. 1947

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By San Fernando Valley Bcstg. Co.
 Business Address 4919 Van Nuys Blvd.
 Phone Number State 4-6291
 Studio Addresses 4919 Van Nuys Blvd., Sherman Oaks; 14808 Lassen St., San Fernando, Calif.
 Transmitter Location 14808 Lassen St., San Fernando, Calif.
 Air Time 6 a.m. 12 M.
 News Service UP
 Transcription Service Capitol, Standard
 Membership NAB
 President-General Manager J. G. Paltridge
 Program Director Bob Seal
 Chief Announcer Jim Powell

K G D M

STOCKTON—EST. 1926

CBS

Frequency: 1140 Kc. Power: 5000 Watts
 Owned-Operated By E. F. Peffer
 Business-Studio Address 519 E. Market St.
 Phone Number 4-4551
 Transmitter Location Highway 99, 3 mi. from Stockton
 Air Time 6 a.m.-12 M.
 News Service INS
 Transcription Service World
 Representative John Blair
 Membership NAB
 President-Owner, General
 Manager E. F. Peffer
 Station Manager E. Smith
 Commercial Manager, Chief
 Announcer Bill Hill
 Sales Promotion-Production
 Manager B. Lange
 Program Director Velma Swan
 Publicity Director E. Smith
 Musical Director Lillian Best
 Chief Engineer Bey Green
 Farm Editor Cliff Hagen

K S T N (CP)

STOCKTON

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Operated By San Joaquin Bcstg. Co.
 Business Address 311 California St., San Francisco
 Partners A. Dwight Newton, W. H. Wood, A. John Anton, Charles F. Green

K W G

STOCKTON—EST. 1921

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... McClatchy Bcstg. Co.
 Business Address... Hotel Wolf
 Phone Number... 5-5728
 Studio Addresses... Hotel Wolf, also Weber
 and E Sts.
 Transmitter Location... Weber and E Sts.
 Air Time... 6 a.m.-12 M., 7 a.m.-12 M. Sun.
 News Service... AP, UP
 Transcription Service... Capitol, MacGregor,
 SESAC
 Representative... Paul H. Raymer
 Membership... NAB, BMB
 President... Eleanor McClatchy
 Station Manager... Howard L. Bailey
 Program Director... James E. Longe
 Publicity Director... Gail K. Mayers
 Chief Engineer... Russell Bennett
 Farm Editor... John Mackenzie

K X O B

STOCKTON—EST. 1947

MBS—DON LEE

Frequency: 1280 Kc. Power: 1000 Watts
 Owned Operated By... Valley Bcstg. Co.
 Business-Studio Address... 2013 Pacific Ave.
 Phone Number... 5-5896
 Transmitter Location... Beyer Lane
 Air Time... 6 a.m.-12 M.
 News Service... UP
 Transcription Service... Associated
 Representative... Adam Young, Jr., Western
 Radio Adv., Inc.
 Membership... NAB
 President... Lincoln Dellar
 Station-Commercial Manager... Herb Ferguson
 Program Director... Earle Russell
 Chief Technician... Walt Berger

K S U H (CP)

SUSANVILLE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Hollowell & McKahan
 News Service... UP

K T K R (CP)

TAFT

Frequency: 1310 Kc. Power: 500 Watts d.
 Owned-Operated By... Taft Bcstg. Co.
 Business Address... Box 125 Rt. 2, Visalia
 Partners... Kenneth Aitken, Geo. J. Tschumy

K C O K

TULARE—EST. 1945

MBS—DON LEE—CALIFORNIA "A" GROUP
 Frequency: 1240 Kc. Power: 250 Watts
 Owned Operated By... Herman Anderson
 Business Address... P. O. Box 119
 Phone Number... 800-1
 Transmitter-Studio Location... Mooney Blvd.
 Air Time... 5 a.m.-12 M.
 News Service... UP
 Transcription Service... Associated, SESAC
 Representative... Adam J. Young, Jr., Western
 Radio Adv., Inc.
 Membership... NAB, BMB
 President-Owner... Herman Anderson
 General Manager... Sheldon Anderson
 Station-Commercial-Sales Promotion
 Manager... Richard A. Wegener
 Program Director, Production Manager,
 Farm Editor... Joe C. Drilling, Jr.
 Publicity Director... Wanda Woods
 Chief Announcer... Paul Freiman
 Musical Director... Paul Salvo
 Chief Engineer... James Morrison

K U K H (CP)

UKIAH

Frequency: 1400 Kc. Power: 250 Watts
 Owned Operated By... Wm. Edwin Richardson

K G Y W

VALLEJO—EST. 1947

Frequency: 1190 Kc. Power: 250 Watts d.
 Owned-Operated By... California-Nevada
 Bcstg. Co.
 Business-Studio Address... 141 Highway 29
 Phone Number... Vallejo 3-5667
 Transmitter Location... 141 Highway 29
 Air Time... Local sunrise-local sunset
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... Tracy Moore
 General-Station Manager... David McKay
 Program Director... Betty Barnum
 Chief Engineer... Kenneth Owen
 News Editor... Jack Borges

K V E N (CP)

VENTURA

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Coast Ventura Co.

K V V C (CP)

VENTURA

Frequency: 1590 Kc. Power 1000 Watts
 Owned-Operated By... Voice of Ventura Co.
 Business Address... Ventura Hotel

Phone Number 6185
 News Service AP
 Transcription Service..... Thesaurus, Standard,
 SESAC
 Representative Grant
 President..... William H. Haupt
 V. P. & General Mgr..... John W. Swallow
 V. P., Commercial Mgr., Promotion Mgr.
 Alan LaVine
 Program Director..... Aubrey Dson
 Chief Announcer..... Aubrey Dson
 Chief Engineer..... William Pickering

K K I N

VISALIA—EST. 1946

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... KKIN, Inc.
 Address..... 119 E. Acequia St.
 Phone Number 456
 Transcription Location.. One mile N. of Visalia
 Time on the Air..... 6:00 a.m. to 12 midnight
 News Service UP
 Transcription Service.. Capitol, C. P. McGregor,
 Standard
 Representative..... Forjoe & Co.
 President-Owner..... D. O. Kinnie
 Gen.-Commercial Mgr.... Stanley S. Simpson
 Program Director..... Lyman Patterson
 Program Manager..... George Flansburg
 Chief Engineer..... Kenneth Aitken

K T K C

VISALIA—EST. 1937

ABC

Frequency: 940 Kc..... Power: 5000 Watts
 Owned-Operated By..... Tulare-Kings Counties
 Radio Associates
 Business Address..... Box 511
 Phone Number 575-6
 Transmitter-Studio Location... 1¾ mi. SW of
 Visalia
 Air Time..... 5:45 a.m.-12 M.
 News Service AP
 Transcription Service..... Lang-World, World
 Representative..... Wm. Rambeau Co.
 Membership..... NAB, BMB
 General-Station Manager... Charles P. Scott
 Commercial Manager..... Millard Kibbe
 Sales Promotion Manager..... Jean Banks
 Program Director, Production
 Manager George Lindsay
 Publicity Director..... Chas. Niete
 Chief Announcer..... Ben Ott
 Chief Engineer..... Herbert Stratton
 Farm Editor..... John Daniels

K H U B

WATSONVILLE—EST. 1937

UNITED PACIFIC NET.

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Luther E. Gibson
 Business-Studio Address..... Atkinson Lane
 Phone Number 1700
 Transmitter Location..... Atkinson Lane
 Air Time..... 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service..... World, Capitol
 Representative..... W. S. Grant
 Membership..... NAB
 President-Owner..... Luther E. Gibson
 General Manager..... Roger R. Hunt
 Sales Manager..... Allan L. Berg
 Program Director..... Don DeWald
 Chief Engineer..... Rod Richards

CALL LETTERS TO BE ASSIGNED

(C.P.)

WOODLAND

Frequency: 930 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Yolo Bcstg. Co.
 Partners..... T. E. Brown, Neal Chalmer

K S Y C

YREKA—EST. 1947

KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Siskiyou County Bcstg.
 Co.
 Business Address..... P. O. 597
 Phone Number 624
 Transmitter-Studio Location.. Lawrence Lane &
 South Oregon St.
 Air Time..... 7 a.m.-10 p.m.
 News Service AP
 Transcription Service..... Keystone, World
 Membership..... NAB, BMB
 President..... E. G. Millbourn
 General Manager..... Holt Wardrip
 Station-Commercial-Sales Promotion Manager,
 Publicity Director, Chief
 Engineer..... Jack R. Wagner
 Program Director, Production
 Manager Jack Matranga
 Chief Announcer, Musical
 Director Jack Mitchell
 Chief Operator..... Carl Arndt

K U B A (CP)

YUBA CITY

Frequency: 1600 Kc..... Power: 500 Watts
 Owned-Operated By..... Peach Bowl Broadcasters
 Partners..... Beverly B. Ballard, Dewey
 Allread, Jr., Clyde L. Goodnight, Raymond F.
 Linn, Chester V. Ullom.

COLORADO

Estimated Population 1,159,000—% Increase +3.2—Radio Homes 298,501
Farms with Radios 390,956—Stations in State 30

KGIW

ALAMOSA—EST. 1929

KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By E. L. Allen
Address Alamosa
Phone Number 26
Air Time 7:00 a.m. to 9:30 p.m.
News Service UP
Pres.-General Mgr. E. L. Allen
Comm. Mgr., Program Dir. Lloyd Allen
Chief Engineer George H. Kettle

KBOL

BOULDER—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Boulder Radio KBOL, Inc.
Business-Studio Address 1617 Pearl
Phone Number 1490
Transmitter Location 29th & Pearl
Air Time 7 a.m.-11 p.m.
News Service AP
Transcription Service Standard, Lang-Worth
Membership NAB
P. resident-Owner or Chief
Executive Herb Hollister
General-Station Manager Jack Todd
Sales Manager Russel Shaffer
Program Director Ros Roulston
Chief Engineer Blair E. Dobbins

KRLN

CANON CITY—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Royal Gorge Bcstrs, Inc.
Business-Studio Address 1615 Central Ave.
Phone Number 1100
Transmitter Location 1615 Central Avenue, Canon City, Colorado
Air Time 7 a.m.-7 p.m.
News Service UP
Transcription Service Cole, BMI
Representative Homer Griffith
President, General-Station-Sales
Manager Raymond M. Beckner
Program Director, Production Manager,
Musical Director G. C. Underhill
Chief Engineer John L. Antic
Farm Editor R. M. Beckner

KCSM (CP)

COLORADO SPRINGS

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By James L. Frank
Business Address 155 E. 48th St., N. Y., N. Y.

KRDO

COLORADO SPRINGS—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Pikes Peak Bcstg. Co.
Business-Studio Address 118 N. Cascade Ave., Alta Vista Hotel
Phone Number Main 1125
Transmitter Location Cascade & Kiowa
Air Time 6 a.m.-12 M., 8 a.m.-12 M, Sun.
News Service AP
Transcription Service Standard, Lang-Worth, Cole
Representative Homer Griffith
Membership NAB
President, General-Station
Manager Joseph H. Rohrer
Commercial-Sales Promotion Manager,
Publicity Director Cecil Seavey
Program Director Beth Forcum
Production Manager Ed Lewis
Chief Announcer Ed Lewis
Musical Director Jean Gitz
Chief Engineer Joseph H. Rohrer
Farm Editor Bill Totten

KVOR

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Operated By Out West Bcstg. Co.
Business-Studio Address 800 Exchange National Bank Bldg.
Phone Number Main 278
Transmitter Location 2803 E. Platte Ave.
Air Time 6:30 a.m.-11:30 p.m., 6:30 a.m.-12 M., Sat.
News Service AP
Transcription Service World
Representative The Katz Agency
President E. K. Gaylord
Station Manager Everett Shupe
Program Director, Farm
Editor Conrad M. Brown
Chief Engineer H. Cozine Strang

KRAI (CP)

CRAIG

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Newel S. Cahoon

**CALL LETTERS TO BE ASSIGNED
(C.P.)
DENVER**

Frequency 990 Kc. Power: 1000 Watts d.
Owned-Operated By Landon Bestg. Co.
Owner Alf M. Landon

K F E L

DENVER—EST. 1923

MBS

Frequency: 950 Kc. Power: 5,000 Watts
Owned-Operated By Eugene P. O'Fallon, Inc.
Business-Studio Address Albany Hotel
Phone Number ALpine 4681
Transmitter Location 5350 W. 20th St.
Air Time 24 hrs. daily
News Service AP, INS
Transcription Service Standard, Associated,
Cole, SESAC
Representative John Blair
Membership NAB
President-Owner, General
Manager Gene O'Fallon
Station Director Frank Bishop
Commercial Manager Mark Crandall
Sales Promotion Manager, Publicity
Director Leo Fremont
Program Director, Production Manager,

Musical Director Paul Godt
Chief Announcer Norman Teska
Chief Engineer Tom G. Morrissey
Farm Editor Gus Swanson

KLZ

DENVER—EST. 1922

CBS

Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By KLZ Bcstg. Co.
Business-Studio Address Shirley Savoy Hotel
Phone Number Main 4271
Transmitter Location Englewood, Colo.
Air Time 6 a.m.-12:15 a.m.
News Service AP, INS
Transcription Service Standard, Capitol
Representative The Katz Agency
Membership NAB, BMB
President E. K. Gaylord
General Manager Edgar T. Bell
Station Manager Hugh B. Terry
Sales or Commercial Mgr. R. Main Morris
Promotion Manager Lee Fondren
Program Director, Production
Manager Charles Roberts
Musical Director Lester Weelans
Chief Engineer Harvey Wehrman
Farm Editor Lowell Watts

Ask A John Blair Man!

HE CAN OFFER YOU
SPOTS IN LOCALLY-
PRODUCED PROGRAMS
LIKE THESE ON **KFEL**
IN DENVER

Welcome Ladies
11:15 a.m. to 12 noon
MONDAY
THRU
FRIDAY

"The
RAY PERKINS
SHOW"
2:30 - 4:30 p.m.
MON. thru SAT.

Rush Hughes
"SONG AND
DANCE PARADE"
6:00 - 6:30 p.m.
MONDAY
THRU
FRIDAY

KFEL MUTUAL
DIAL **950**
Denver's Only All-Night Station

KMYR

DENVER—EST. 1941

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By KMYR Bcstg. Co.
 Business-Studio Address 1626 Stout St.
 Phone Number MAin 4161
 Transmitter Location 1626 Stout Street
 Air Time 6 a.m.-1:30 a.m.
 News Service AP, UP
 Transcription Service Lang-Worth, Capitol, Cole
 Representative Wm. G. Rambeau
 Membership NAB
 President-General Manager F. W. Meyer
 Secretary-Treasurer-Station Manager A. G. Meyer
 Station Director E. H. Meyer
 Program Director Dolores Pleased
 Production Manager Lowell Switzer
 Chief Announcer Bill Butterfield
 Musical Director Wilma Lundy
 Chief Engineer Glenn James
 News Editor William Glines

KOA

DENVER—EST. 1924

NBC

Frequency: 850 Kc. Power: 50,000 Watts
 Owned-Operated By National Bcstg. Co., Inc.
 Business-Studio Address 1625 California St.
 Phone Number MAin 6211
 Transmitter Location Aurora, Colo.
 Air Time 5:30 a.m.-12 M., 6:30 a.m.-12 M. Sun.
 News Service AP, INS, UP
 Transcription Service Thesaurus, Associated
 Representative NBC Spot Sales
 Membership NAB, BMB
 President Niles Trammell
 General-Station Manager Lloyd E. Yoder
 Commercial Manager James R. MacPherson
 Sales Promotion Manager Randolph Smith
 Program Director Clarence Moore
 Production Manager Earle C. Ferguson
 Publicity Director Donald E. Allen
 Musical Director Milton Shrednik
 Chief Engineer Robert H. Owen
 Farm Editor Harley Renollet

KVOD

DENVER—EST. 1925

ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By Colorado Radio Corp.
 Business-Studio Address Midland Savings Bldg.
 Phone Number TABor 2291

Transmitter Location 53rd & Pecos (North of Denver)
 Air Time 18½ hrs.
 News Service UP
 Transcription Service Lang-Worth, Cole, Associated
 Representative Free & Peters
 Membership NAB
 President Wm. D. Pyle
 Station Manager T. C. Ekrem
 Sales Promotion Manager Con Hecker
 Program Director V. W. Corbett
 Publicity Director Ben H. Stanton
 Chief Engineers W. D. Pyle, T. C. Ekrem
 Farm Editor Leslie Stark

KIUP

DURANGO—EST. 1935

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By San Juan Bcstg. Co., Inc.
 Business-Studio Address 2800 Main Ave.
 Phone Number 117
 Transmitter Location 2800 Main Ave.
 Air Time 15 hrs. daily, Mon.-Sat.
 News Service UP
 Transcription Service Capitol, Cole
 Representative Homer Griffith
 Membership BMB
 General-Station Manager John A. Griffin
 Program Director Ande Banner
 Production Manager Jim Laramore
 Chief Announcer Don Hoover
 Chief Engineer Russell A. Walz

KCOL

FT. COLLINS—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By The Northern Colorado Bcstg. Co.
 Business-Studio Address 1600 La. Porte Ave.
 Phone Number 2600
 Transmitter Location 1600 La Porte Ave.
 Air Time 6 a.m.-12 M., Mon.-Sat., 7:30 a.m.-12 M. Sun.
 News Service AP
 Transcription Service Standard
 Representative Homer Griffith
 Membership NAB, BMB
 President, General-Station Manager Douglas D. Kahle
 Commercial-Sales Promotion Manager Dave Schlothauer
 Program-Publicity Director Jack Hitchcock
 Production Manager, Musical Director Harry Parkinson
 Chief Engineer Harold Austin
 Farm Editor Max Brown

KEXO (CP)

GRAND JUNCTION

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Voice of Western Colo.
 Business Address... 2208 North Ave.
 News Service... UP
 Transcription Service... Capitol, Cole, Thesaurus
 President... D. Spencer Grow
 Gen. Mgr., Comm. Mgr.... Abbott Tessman
 Program Director... Bob Collins

KFXJ

GRAND JUNCTION—EST. 1926

MBS-KBS

Frequency: 920 Kc. Power: 1000 Watts d;
 500 Watts n.
 Owned-Operated By... Western Slope Bcstg.
 Co.
 Business-Studio Address... Hillcrest Manor
 Phone Number... Grand Junction 1300-1301
 Transmitter Location... Hillcrest Manor
 Air Time... 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
 News Service... UP
 Transcription Service... Standard, SESAC, Cole,
 Lang-Worth
 Representative... Hal Holman; Homer Griffith
 Membership... NAB, BMB
 President, General-Station
 Manager... Rex Howell
 Auditor... Chas. Howell
 Sales Promotion Manager... Helen Rose
 Traffic-Publicity Director... Rosa Lee Samuels
 Production Manager, Chief
 Announcer... Jack Lund
 Chief Engineer... Chas. Hay

KFKA

GREELEY—EST. 1921

Frequency: 910 Kc. Power: 1000 Watts
 Owned By... Mid-Western Radio Corp.
 Operated By... Radio Station KFKA
 Business-Studio Address... 620—8th Ave.
 Phone Number... 450
 Transmitter Location... Highway 85, N. of
 Greeley
 Air Time... Shares Time
 News Service... UP
 Transcription Service... Lang-Worth, Cole
 Representative... Thomas F. Clark
 President, General Manager... Francis Price
 Program Director... Robert W. Jones
 Chief Announcer... Keneth Perry
 Chief Engineer... Harry P. Brewer
 Fa.m Editor... Carl Jordan

KOKO

LA JUNTA—EST. 1937

KBS

SOUTHERN COLORADO NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... The Southwest Bcstg. Co.
 Business Address... P. O. Box 225
 Transmitter Location... 4 miles W. of La Junta
 on U. S. Highway No. 50
 Air Time... 7:15 a.m. to 3:00 p.m.;
 5:30 p.m. to 10:00 p.m.
 Phone Number... 42
 News Service... UP

KLMR (CP)

LAMAR

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... The Southeast Colorado
 Bcstg. Co.
 Business Address... North Santa Fe Trail
 Phone Number... 804
 President... Ralph E. Eaton
 Vice President... W. R. Henry
 Secy.-Treas.-Mgr... L. K. Christolear
 Program Director... Robert L. McGrath

KUBC

MONTROSE—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Uncompahgre Bcstg. Co.
 Business Address... P. O. Box 179
 Phone Number... 199
 News Service... UP
 Transcription Service... Thesaurus, Capitol, Cole
 General Manager... D. E. Towne
 Asst. Mgr... Douglas Gary
 Commercial Manager... M. A. Davey
 Program Director... Henry M. Long
 Chief Engineer... Craig M. Wills

KADP (CP)

PUEBLO

Frequency: 1490 Kc. Power 250 Watts
 Owned-Operated By... Alva B. Adams
 Business Address... 102 W. Orman Ave.

KCSJ

PUEBLO—EST. 1947

MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By... Star Bcstg. Co., Inc.

Business-Studio Address 211 West 5th St.
 Phone Number 8521
 Transmitter Location E. of Rountail River
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 President Frank S. Hoag, Jr.
 General Manager Dale W. Scott
 Commercial Manager James E. Cobb
 Continuity Director Roy Borden
 Chief Announcer Guss King Babb
 Musical Director Lee Wilson
 Chief Engineer Harry Mason

K D Z A (CP)
 PUEBLO

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Pueblo Radio Co.
 Business Address 522 N. Center St.,
 Colorado Spring

K G H F
 PUEBLO—EST. 1928
 ABC

Frequency: 1350 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By Colorado Bcstg. Co., Inc.
 Business-Studio Address 304 N. Main St.
 Phone Number 3877
 Transmitter Location Lake & Maryland Aves.
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service UP
 Transcription Service Thesaurus
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB
 President Gifford Phillips
 Station Manager Robert D. Ellis
 Commercial Manager Kenneth Russell
 Sales Promotion Manager, Publicity
 Director Howard Myers
 Program Director, Farm
 Editor Clifford Hendrix
 Chief Announcer William Bruce
 Chief Engineer Willis Shanks

K R O M (CP)
 PUEBLO

Frequency: 930 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By Rockey Mount Bcstg. Co.
 Business Address 429 Thatcher Bldg.

K G E K
 STERLING—EST. 1927
 KBS

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By Elmer G. Beehler
 Address 3rd & Beech Sts.
 Phone Number 679
 Transmitter Location Fleming Road
 Air Time 11:30 a.m. to 1:30 p.m.
 News Service Transradio
 Owner-Gen. Mgr.-Sta. Mgr. Elmer G. Beehler

K C R T
 TRINIDAD—EST. 1946
 KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By H. L. Corley
 Address South Country Club Drive
 Phone Number 772
 Transmitter Location South Country Club Drive
 Air Time 7:00 a.m.-10:00 p.m.
 News Service UP
 Transcription Service Standard, Lang-Worth
 President-Gen. Mgr. Chief Engr. H. L. Corley
 Program Director Marguerit Spurr

K S F T

TRINIDAD—EST. 1946

MBS—COLORADO RADIO NETWORK

Frequency: 1280 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By Trinidad Bcstg. Corp.
 Business-Studio Address 225 N. Commercial
 St.
 Phone Number 414
 Transmitter Location 1.9 mi. E. of Trinidad on
 Highway 350
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M. Sun.
 News Service AP
 Transcription Service Thesaurus
 Representative Forjeu
 Membership NAB, BMB
 General Manager George H. Bowles
 Station Manager John D. Reed
 Program Director Mae Dene Ellis
 Chief Announcer Ben Presser
 Chief Engineer Lloyd L. Wilson
 Farm Editor Harold G. Reed

K P H C (CP)
 WALSENBURG

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Walsenberg Bcstg. Corp.
 Business Address 10th St., 501 West Pueblo

CONNECTICUT

Estimated Population 2,020,000—% Increase +18.2—Radio Homes 502,375
Farms with Radios 20,436—Stations in State 24

W I C C

BRIDGEPORT—EST. 1926

MBS—YANKEE

Frequency: 600 Kc. Power: 1000 Watts d.
500 Watts n.

Owned By..... General Tire & Rubber Co.
Operated By..... The Yankee Network, Inc.
Business-Studio Address... 144 Golden Hill St.
Phone Number 6-1121
Transmitter Location..... Pleasure Beach
Air Time..... 6 a.m.-1 a.m.: 8 a.m.-1 a.m. Sun.
News Service. AP, INS, Yankee Network News
Transcription Service.... Standard, Associated
Representative Edward Pety
Membership NAB, BMB
Chairman of the Board... John Shepard, 3rd
President-Owner William O'Neil
Station Manager..... Joseph T. Lopez
Sales Manager..... Norman Whittaker
Program Director... Florence Ballou Robinson
Chief Announcer..... Louis La Haye
Musical Director..... Rita A. Ertle
Chief Engineer..... George P. Keich

W L I Z

BRIDGEPORT—EST. 1946

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By... The Bridgeport Bcstg Co.
Business Address..... 114 State St.
Phone Number 5-4144
Transmitter-Studio Location... Cilco Terminal
Air Time..... 6:45 a.m.-local sunset
News Service AP
Transcription Service Thesaurus
Representative Taylor-Howe-Snowden
Membership NAB
President William Elliott
Executive V.P. Emanuel Slotnick
Sales Mgr. Sol Robinson
Program Mgr. Wallace Dunlap
Music Librarian..... Robert E. Dreier
Chief Engineer..... Cayford Holt
Sports Editor..... Manning Slater

W N A B

BRIDGEPORT—EST. 1941

ABC—CONN. STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Harold Thomas
Business-Studio Address..... 991 Broad St.
Phone Number 3-3112
Transmitter Location... Locomobile Pt., Seaside
Pk.
Air Time..... 17 hrs. daily; 15 hrs. Sun.

News Service UP
Transcription Service Standard
Representative..... William G. Rambeau
Membership NAB
Owner Harold Thomas
General Manager..... Levon Thomas
Station Manager, Commercial
Manager Torrence McGough
Sales Promotion-Production Manager,
Publicity Director... Harry Osborne
Program Director, Chief
Announcer Jack Dahlby
Musical Director..... Marcia Robinson
Chief Engineer..... Harold Thomas

Call Letters To Be Assigned (C.P.)

BRISTOL

Owned-Operated By..... The Bristol Co.
President..... Dr. Benjamin Sachner

W L A D

DANBURY—EST. 1947

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By... Berkshire Bcstg. Corp.
Business Address..... 297 Main St.
Phone Number 8-0580
News Service UP
Transcription Service. SESAC, World
Representative..... McGeehan and O'Mara
President-General Mgr. John Deme
Commercial Manager..... J. Thomas Mathers
Program Director..... Jerry Arthur
Chief Engineer..... Robert V. Harris

W C C C

HARTFORD—EST. 1947

Frequency: 1290 Kc. Power: 500 Watts
Owned-Operated By... Greater Hartford Bcstg.,
Inc.
Business Address..... Bond Hotel
Phone Number 5-6648
Transmitter Location... South Quaker Lane,
W. Hartford
Air Time..... Local sunrise-local sunset
News Service UP
Transcription Service Associated
Representative..... Wm. G. Rambeau
President William Savitt
Secretary-Treasurer Max Savitt
General Manager..... Harry LeBrun
Program Director..... Walter Nielson
Traffic Manager..... Irene Dolin
Musical Director..... Barbara Nelson
Chief Engineer..... Howard Wessenberg

W D R C
HARTFORD—EST. 1922
 CBS

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By..The Connecticut Bcstg Co.
 Business-Studio Address.750 Main St.
 Phone Number7-1188
 Transmitter Location.869 Blue Hills Ave.,
 Bloomfield, Conn.
 Air Time.6:15 a.m.-12 M.; 8 a.m.-12 M. Sun.
 News ServiceUP
 RepresentativePaul H. Raymer
 MembershipNAB, BMB
 President.Franklin M. Doolittle
 Station Manager.Walter B. Haase
 Commercial Manager.William F. Malo
 Program Manager.Harvey H. Olson
 Publicity Director.Jack Zaiman
 Chief Engineer.Italo A. Martino

W O N S
HARTFORD—EST. 1935
 MBS—YANKEE NETWORK

Frequency: 1410 Kc. Power: 5,000 Watts
 Owned By.General Tire & Rubber Co.

WCCC

THE **MUSIC** STATION

WCCC

HARTFORD, CONN.

Hotel Bond

1290 DIAL 1290

Operated By.The Yankee Network
 Business-Studio Address.54 Pratt St.
 Phone Number7-9131
 Transmitter Location.Newington, Conn.
 Air Time.6 a.m.-1 a.m.; 7:45 a.m.-1 a.m. Sun.
 News Service.INS, UP, Yankee Network News
 Transcription Service.Standard, Associated
 RepresentativeEdward Peiry
 MembershipNAB, BMB
 Chairman of the Board.John Shepard, 3rd
 PresidentWilliam O'Neil
 Station Manager.Robert Manby
 Sales Manager.Linus Travers
 Program Director, Production
 ManagerRalph Klein
 Musical Director.Maurice Sechtman
 Chief Engineer.Rogers Holt

W T H T
HARTFORD—EST. 1936
 ABC—CONN. STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..The Hartford Times, Inc.
 Business-Studio Address.555 Asylum St.
 Phone Number2-0237
 Transmitter Location.555 Asylum St.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.Standard, Lang-Worth
 Representative.J. P. McKinney
 MembershipNAB, BMB
 General Manager.Glover De Laney
 Sales Manager.Leonard Schoenfeld
 Program Director.Elliott P. Miller
 Publicity Director.Serenio Gammell
 Musical Director.Charlotte Anderson
 Technical Director.Richard Blackburn

W T I C
HARTFORD—EST. 1925
 NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned By.Travelers Bcstg. Service Corp.
 Operated By.The Travelers Insurance Cos.
 Business-Studio Address.26 Grove St., Hart-
 ford, Conn.
 Phone Number2-3181
 Transmitter Location.Talcott Mt., Avon, Conn.
 Air Time.5:25 a.m.-1 a.m.; 7:30 a.m.-1 a.m.
 Sun.
 News Service.AP, INS, Transradio
 Transcription Service.Thesaurus, Lang-Worth
 RepresentativeWeed
 MembershipNAB, BMB
 President-Owner.Jesse W. Randall
 Vice President & General
 Manager.Paul W. Morency
 Asst. Genl. Mgr. & Sales
 ManagerWalter Johnson

• • • **CONNECTICUT** • • •

Asst. Sales Mgr. Irwin Cowper
Program Manager Leonard J. Patricelli
Asst. Program Mgr. Paul Lucas
Production Manager George Bowe
Director Public Relations Bernard Mullins
Chief Announcer Philip Becker
Musical Directors Moshe Paranov,
Rudy Martin
Plant Manager Herman Taylor
F.a.m. Program Director Frank Atwood

W M M W

MERIDEN—EST. 1947

Frequency: 1470 Kc. . . . Power: 1000 Watts d.
Owned-Operated By . . . Silver City Crystal Co.,
Inc.

Business Address Palace Bldg.
Phone Number 2600
News Service AP
Transcription Service Thesaurus
President Carl A. Schultz
General Manager Gustav A. Kruttschnitt
Commercial Manager Carl W. Scykytz
Program Director Bernard Morley
Technical Director James A. Iodice
Chief Engineer G. Langfelder

W K N B

NEW BRITAIN—EST. 1945

Frequency: 840 Kc. . . . Power: 1000 Watts d.
Owned-Operated By . . The New Britain Bcstg.
Co.

Business-Studio Address 213 Main St.
Phone Number 703
Transmitter Location Newington, Conn.
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Capitol, World
Representative Adam I. Young
Membership NAB
President, General Manager Julian Gross
Station Manager L. H. Martineau
Commercial Manager Peter B. Kenney
Program Director David Scott
Chief Engineer W. R. Atkinson

W A V Z

NEW HAVEN—EST. 1947

CONN. INDEPENDENT BCSTRS.

Frequency: 1260 Kc. . . . Power: 1000 Watts d.
Owned-Operated By . . New Haven Bcstg. Corp.
Business-Studio Address 152 Temple St.
Phone Number 7-0171
Transmitter Location Foot of Thill St.,
W. Haven, Conn.
Air Time Local sunrise-local sunset
News Service UP
Transcription Service World

Representative Donald Cooke
Membership NAB
President Edward S. Minor
General Manager, Treas., Station
Manager Lester C. Flood
Commercial Manager, Secty., Sales
Promotion Manager Murray L. Grossman
Program Director, Production Manager,
Publicity Director W. Richard Carlson, Jr.
Chief Announcer Peter Jamerson
Musical Director Bob Tyson
Chief Engineer Arthur M. Allen
Farm Editors Peter Jamerson, Roy Norcross

W E L I

NEW HAVEN—EST. 1935

ABC

Frequency: 960 Kc. . . . Power: 1000 Watts
Owned-Operated By . . . Conn. Radio Founda-
tion, Inc.

Business-Studio Address 221 Orange St.
Phone Number 8-1133
Transmitter Location Benham St., Hamden,
Conn.
Air Time 6:45 a.m.-12:05 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Headley-Reed
President H. C. Wilder
General Manager Richard W. Davis
Commercial Manager Edwin H. Schweitzer
Sales Promotion Manager, Publicity
Director Rudy Frank
Program Director Charles H. Wright
Chief Engineer Fred King

W N H C

NEW HAVEN—1944

CONN. STATE NETWORK

Frequency: 1340 Kc. . . . Power: 250 Watts
Owned-Operated By . . . Elm City Bcstg. Corp.
Business-Studio Address 1110 Chapel St.
Phone Number 8-0196
Transmitter Location Kimberly Ave.
Air Time 7:05 a.m.-12:05 a.m.
News Service AP
Transcription Service Standard
Representative Wm. G. Rambeau
Membership BMB
President Patrick J. Good
General-Station Manager James T. Milne
Commercial Manager, Sales Promotion
Manager Vince Callanan
Program Director, Production
Manager David K. Harris
Publicity Director Louis Doolittle
Musical Director James Morgan
Chief Engineer Vinnie DeLaurentis
Farm Editor Mary DiFant

WNL C

NEW LONDON—EST. 1936

MBS—YANKEE-CONN. STATE NETWORK
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... The Thames Bcstg. Corp.
 Business-Studio Address... 281 State St.
 Phone Number... 2-4365
 Transmitter Location... Winthrop Pt., E. New
 London, Conn.

Air Time... 17 hrs. daily
 News Service... AP
 Membership... BMB
 Chief Owner... Roderick L. Morey
 General Manager... Gerald J. Morey
 Natl. Sales... Edward F. Darrell
 Local Sales... Leo Keegan
 Program Director, Production Manager, Musical
 Director... Leslie Morson
 Publicity Director... Jane C. Cobb
 Chief Announcer... Leonard W. Stevens
 Chief Engineer... Walter J. Tucker, Jr.
 Farm Editor... Len Stevens

WNL K

NORWALK—EST. 1947

Frequency: 1350 Kc. Power: 500 Watts
 Owned-Operated By... Norwalk Bcstg. Co.
 Business-Studio Address... Main & Wall Sts.
 Phone Number... 6-2542
 Transmitter Location... Stuart Ave. & Benedict
 St.

Air Time... Local Sunrise-Local Sunset
 News Service... UP
 Transcription Service... Associated
 Membership... NAB
 President-General Mgr... Benjamin Ginzburg
 Comm.-Sales Promotion Mgr... Jeremy Marcus
 Program Director... Milton Warren
 News and Special Events Dir... Thomas J.
 McNeil
 Chief Engineer... Thomas Lemmo

WNO C

NORWICH—EST. 1946

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Norwich Bcstg. Co.
 Business-Studio Address... 91 Main St.
 Phone Number... 3325, 1679
 Transmitter Location... Lucas Pk. Rd.
 Air Time... 6:45 a.m.-11 p.m.
 News Service... AP
 Transcription... World, SESAC
 Representative... William G. Rambeau
 Membership... NAB

Owner, General-Station-Commercial
 Manager... H. Ross Perkins
 Sales Promotion Manager... Joseph Goodrow

Program Director, Production
 Manager... Paul Entress
 Publicity Director... Phil Reuben
 Chief Announcer, Musical
 Director... James Duncan
 Chief Engineer... John Benson

WST C

STAMFORD—EST. 1941

ABC—CONN. STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... The Western Conn.
 Bcstg. Co.

Business-Studio Address... 270 Atlantic St.
 Phone Number... 4-7575
 Transmitter Location... Lindstrom Rd.
 Air Time... 6:30 a.m.-12 M.; 9 a.m.-12 M., Sun.
 News Service... UP
 Transcription Service... World
 Representative... Bertha Bannan
 Membership... NAB
 President... Kingsley Gillespie
 General Manager... Julian Schwartz
 Sales Manager, Musical

Director... Wharton Ford
 Program Director... Fred Daiger
 Chief Announcer... Don Rustici
 Chief Engineer... Edward L. Markman

WSTC

STAMFORD, CONNECTICUT

*Ask
 Anyone!*

W L C R
TORRINGTON

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By...The Litchfield County
Radio Corp.
Business-Studio Address.....23 Main St.
Phone Number4173
Transmitter Location.....Highland Ave.
Air Time.....Local sunrise-local sunset
News ServiceUP
Transcription ServiceWorld
MembershipNAB
President.....J. Richard Dobbins
General-Station-Commercial-Sales
Promotion Manager...Frederick E. Bieber
Program Director, Production
ManagerHal Kosut
Chief Engineer.....Robert D. Corbett

W T O R
TORRINGTON

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Torrington Bcstg. Co.
Phone Number4181
News ServiceINS
Transcription ServiceCapitol
President.....Joseph R. Schifini
General Manager.....James Parker
Commercial Manager.....Joseph X. O'Hara
Promotion Manager.....Gerardo T. Schifini
Program Director.....Richard C. Kilbourn
Chief Engineer.....Theodore W. Hitchcock

W A T R

WATERBURY—EST. 1934

ABC—CONN. STATE NETWORK

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By.....Harold Thomas
Business-Studio Address.....71 Grand St.
Phone Number3-5161
Transmitter Location.....Baldwin Ave.
Air Time.....7 a.m.-12 M.
News ServiceUP
Representative.....Wm. G. Rambeau
MembershipNAB, BMB
Owner, General Manager...Harold Thomas
Station-Commercial Manager...S. R. Elman
Sales Promotion Manager, Publicity
Director.....Wallace F. Gordon
Program Director, Production Manager,
Chief Announcer.....Edmund Waller
Musical Director.....Edyth Sacco
Chief Engineer.....Harold Thomas

W B R Y

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Operated By...American-Republican,
Inc.
Business-Studio Address.....136 Grand St.
Phone Number3-1125
Transmitter Location.....Boyden St.
Air Time.....6:55 a.m.-12:05 a.m.
News ServiceAP
Transcription ServiceWorld
Representative.....Gilman, Nicoll & Ruthman
MembershipNAB, BMB
President-Owner.....W. J. Pape
General Manager.....James H. Darcey
ManagerEric Pape
Asst. Mgr.....Wilder J. Greeley
Commercial Manager...Harry A. DeVoken
Promotion Manager.....J. Maxim Ryder
Program Manager.....W. O. Howard
Publicity Director.....E. Christy Ek
Chief Announcer.....Jim Parker
Musical Director.....Louis Boisvert
Chief Engineer.....Frank B. Hales

W W C O

WATERBURY—EST. 1946

MBS—YANKEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Mattatuck Bcstg. Co.
Business-Studio Address...119 W. Main St.
Phone Number4-5141
Transmitter Location.....Thomaston Ave.
Air Time.....6 a.m.-12 M.
News ServiceAP
Transcription ServiceThesaurus
RepresentativeForjoe
MembershipNAB
President, General-Station
ManagerMilton H. Meyers
Sales or Commercial
ManagerMort Silverman
Sales Promotion Manager.....Herb Teller
Program Director, Production
ManagerGene Vallon
Publicity Director.....James Randolph
Chief Announcer.....Al Vestro
Musical Director.....Howard Robinson
Chief Engineer.....Richard Sanderson

DELAWARE

*Estimated Population 293,000—% Increase +9.9—Radio Homes 71,778
Farms with Radios 7,009—Stations in State 5*

W D O V (CP)

DOVER

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....William C. Evans
Owner.....William C. Evans

W D E L

WILMINGTON—EST. 1922

NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Business-Studio Address....10th & King Sts.
Phone Number.....7268
Transmitter Location...35th St. & Bellevue Ave.
Air Time.....6:30 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Thesaurus, World
Representative.....Robert Meeker Associates
Membership.....NAE
Station Executive.....Clair R. McCollough

Station Manager.....J. Gorman Walsh
National Sales Manager...J. Robert Gulick
Program Director.....Harvey C. Smith
Chief Engineer.....J. E. Mathiot

W I L M

WILMINGTON—EST. 1922

ABC—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Delaware Bcstg. Co.
Business-Studio Address.....920 King St.
Phone Number.....4-7771
Transmitter Location.....35th & Bellefont
Air Time.....6:30 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Adam J. Young, Jr.
Membership.....NAB, BMB
President.....Alfred G. Hill
Vice Pres. & General
Manager.....Francis H. Brinkley

WDEL

**WILMINGTON
DELAWARE**

**5000 WATTS
DAY & NIGHT**

SELLS
for you, consistently,
profitably

Represented by
ROBERT MEEKER ASSOC.
New York Chicago
San Francisco Los Angeles

NBC
Affiliate

Program Director.....Frank Gallagher
 Publicity Director.....William P. Frank
 Chief Engineer.....Ed Kennedy

WARS

WILMINGTON—EST. 1947

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Operated By.....Wilmington Tri-State
 Bcstg. Co., Inc.
 Business Address.....1225 Market Street
 Phone Number.....Wilmington 4-8881
 Studio Address.....To Come
 Transmitter Location..Mt. Cuba, Del.; Intersec-
 tion of Mt. Cuba and Owl's Nest Rds.
 Air Time.....6 a.m.-2 a.m.
 News Service.....AP
 Transcription Service..Lang-Worth, Standard
 Membership.....NAB
 President.....Frank S. Carrow
 Vice President, General-Station
 Manager.....George L. Sutherland
 Program Director.....Jack Gibbons
 Production Manager.....Ralph Morgan
 Publicity Director.....Bill O'Neil
 Chief Engineer.....H. S. Clark

WTUX

WILMINGTON—EST. 1947

Frequency: 1290 Kc.....Power: 5000 Watts d.
 Owned By.....Port Frere Bcstg. Co., Inc.
 Operated By.....Gordon MacIntosh; Howard
 Robinson
 Business-Studio Address.....1326 Market St.
 Phone Number.....Wilmington 5-8821
 Transmitter Location..Port Frere on Christiana
 River
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....World
 Representative.....Forjoe
 Membership.....NAB
 President.....Gordon K. MacIntosh
 General-Production Manager, Publicity
 Director.....Howard Robinson
 Station Manager, Program
 Director.....Robert L. Wilcox
 Commercial-Sales Promotion
 Manager.....Sidney Schulman
 Chief Announcer.....Fred Heckman
 Chief Engineer.....Wayne Neuhaus
 Farm Editor.....Don Ruggles

DELAWARE'S HOME OWNED AND OPERATED

1000 WATTS — DAY AND NIGHT

WARS

WILMINGTON, DELAWARE

★ 1380 K C ★

SERVING THE HIGHEST PER CAPITA
 INCOME AREA IN THE U. S. A.

WARS — FM
 METROPOLITAN
 CLASS B

GEORGE L. SUTHERLAND
 VICE-PRESIDENT
 GENERAL MANAGER

WILMINGTON TRI-STATE BROADCASTING CO., WILMINGTON 99, DEL.

AND NEW JERSEY

AND ADJACENT AREAS OF MARYLAND AND DELAWARE

STATION COVERING DELAWARE

DISTRICT OF COLUMBIA

Estimated Population 861,000—% Increase 29.8—Radio Homes 216,737
Farms with Radios 22—Stations in District 7

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....WINK Bcstg. Co.
Address.....8th & Eye Sts., N.W.
Phone Number.....Republic 8000
Transmitter Location.....8th & Eye Sts., N.W.
Air Time.....6:00 a.m.-1:00 a.m.;
7:00 a.m.-1:00 a.m. Sun.
News Service.....AP, UP
Transcription Service.....Standard, Lang-Worth,
Associated, World
Representative.....Headley-Reed Co.
Membership.....NAB, BMB
President.....Phillip L. Graham
Exec. V.P.-General Manager...John S. Hayes
Musical Director.....Geo. Creamer
Chief Engineer.....Ralph E. Cannon, Jr.

WMAL

WASHINGTON, D. C.—EST. 1925

ABC

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By.....The Evening Star
Bcstg. Co., Inc.
Business-Studio Address...724 14th St., N.W.
Phone Number.....National 5400
Transmitter Location.....Green Tree Rd.,
Bethesda 14, Md.
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....Associated, Standard
Representative.....ABC Spot Sales
Membership.....NAB, BMB
President.....S. H. Kauffmann
General Manager.....K. H. Berkeley
Sales Manager.....Ben B. Baylor, Jr.
Program Director.....Gordon Hubbel
Publicity Director.....Tom Dolan
Chief Announcer.....Harold Stepler
Chief Engineer.....Daniel Hunter

WOL

WASHINGTON, D. C.—EST. 1924

MBS

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. System
Business-Studio Address.....Heurich Bldg.,
1627 K St., N.W.
Phone Number.....Metropolitan 0010
Transmitter Location.....Brookville Rd.,
Silver Spring, Md.
Air Time.....18 hrs. daily; 17 hrs. Sun.
News Service.....AP, UP, Washington City
News Service

Transcription Service...Lang-Worth, Associated
Representative.....The Katz Agency
Membership.....NAB, BMB
President-Owner.....Gardner Cowles
V.P. Cowles, General Manager WOL, Station
Manager.....Commander T. A. M. Craven
Commercial Manager...William D. Murdock
Sales Promotion Manager...John F. Hardesty
Program Director.....Roy Passman
Production Manager.....Nollis Seavey
Publicity Director.....Lou Brotl
Chief Announcer.....Stephen McCormick
Musical Director.....Charles Keaton
Chief Engineer.....Harold Reed

WQQW

WASHINGTON, D. C.—EST. 1946

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By.....Metropolitan Bcstg.
Corp.
Business-Studio Address...2627 Conn. Ave.,
N.W.
Phone Number.....Columbia 6331
Transmitter Location...Lee & Wilson Blvd.,
Falls Church, Va.
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....World, Standard
Representative.....Wm. G. Rambeau
Membership.....NAB
President.....Morris Rodman
General-Station Manager...M. Robert Rogers
Sales Manager.....Perry Walders
Program-Musical Director...Pierson Underwood
Production Manager.....Richard Barr
Chief Engineer.....Robert Martin

WRC

WASHINGTON, D. C.—EST. 1923

NBC

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By.....National Bcstg. Co.
Business-Studio Address...724 14th St., N.W.
Phone Number.....Republic 4000
Transmitter Location.....Agers Rd.,
Hyattsville, Md.
Air Time...5:30 a.m.-1 a.m.; 7:30 a.m.-1 a.m.,
Sun.
News Service.....AP, INS, UP
Transcription Service...Thesaurus, Standard,
Associated
Representative.....NBC Spot Sales
Membership.....NAB
Vice President (NBC).....Frank M. Russell
General Manager.....Carleton D. Smith
Sales Manager.....Mahlon A. Glascock
Promotion Manager.....Lorin S. Myers

Program Director.....George Y. Wheeler
Publicity Director.....Walter J. Royen
Musical Director.....Ludwig F. Balzer
Chief Engineer.....A. E. Johnson

Publicity Director.....Rick LaFalce
Chief Engineer.....Ross H. Beville

W W D C

W T O P

WASHINGTON, D. C.—EST. 1928

CBS

WASHINGTON, D. C.—EST. 1941
Frequency: 1450 Kc.....Power: 250 Watts
(250 Watts Booster)
Owned Operated By.....Capital Bcstg. Co.
Business-Studio Address....1000 Conn. Ave.,
N.W.
Phone Number.....NATIONAL 7203
Main Transmitter.....61 Pierce St., N.E.;
Booster: Lanier Dr., Silver Spring, Md.
Air Time.....24 hrs. daily
News Service...AP, UP, Washington City News
Service
Transcription Service.....Capitol, Standard,
Thesaurus
Representative.....Forjoe
Membership.....NAB, FMA
President.....Joseph Katz
General Manager.....Ben Strouse
Sales Manager.....Helen K. Mobberley
Sales Promotion Manager.....Herman Paris
Program Director.....Norman Reed
Special Events Director.....Ira Walsh

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned-Operated By...Columbia Bcstg. System,
Inc.
Business Address.....485 Madison Avenue,
New York 22, N. Y.
Phone Numbers....(N. Y.) Wickersham 2-2000
(Wash.) Metropolitan 3200
Studio Address.....WTOP, Warner Bldg.,
Washington 4, D. C.
Transmitter Location.....Wheaton, Md.
Air Time.....5:30 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service....World, BMI, ASCAP
Representative.....Richard Linkrout
Membership.....NAB, BMB
President (CBS).....Dr. Frank Stanton
General Mgr.....Maurice B. Mitchell
Station Mgr.....Carl J. Burkland
Sales Promotion Manager....Cody Pfanstiehl
Sales Mgr.....Richard Linkrout
Chief Engineer.....Clyde Hunt
Farm Editor (CBS).....Don Lerch

WWDC

20,000 Watts FM

Yes, W-W-D-C was a pioneer in Washington AM programming. Now it's the powerful FM pioneer. To cover Washington, it's smart to use W-W-D-C 1450 on the regular dial . . . 101.1 on the FM dial.

For Prestige . . .

AP

Membership!

FLORIDA

Estimated Population 2,394,000—% Increase 26.2—Radio Homes 521,651
Farms with Radios 33,871—Stations in State 66

WSWN

BELLE GLADE—EST. 1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By Seminole Bcstg. Co.
Business Address P. O. Box 355
Phone Number 155
News Service UP
Transcription Service World
President-General Mgr. Tom Watson, Jr.
Commercial Manager Mary Foy
Program Director George Peters
Chief Engineer C. S. Clemans

WDHL

BRADENTON—EST. 1947

KBS

Frequency: 1480 Kc. Power: 250 Watts
Owned-Operated By Manatee Bcstg. Co., Inc.
Address Municipal Pier
Phone Number 35561
Transmitter Location Municipal Pier
Air Time 7:00 a.m.-10:30 p.m.
News Service AP
Transcription Service Cole, Standard
President-General Mgr. Lou Jacobson
Commercial Manager Jim Shilliday
Program Director Eileen Jackson
Chief Engineer Arthur Betts
Promotion Manager Dean Fleiszman

WCLE

CLEARWATER—EST. 1947

Frequency: 680 Kc. Power: 1000 Watts d.
Owned By Clearwater Bcstg. Co., Inc.
Operated By Houston Cox, Jr.
Business Address Box 1139
Phone Number 2573
Studio Address Whitcomb Building,
Cleveland St.
Transmitte: Location Taylor Ave., Largo, Fla.
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Standard
Representative Hal Holman
Membership NAB
P. esident, General-Station-Sales
Manager Houston Cox, Jr.
Sales Promotion Manager Drew Shankle
Program Director, Production Manager, Pub-
licity Director, Chief Announcer Bill Steis
Musical Director Saul Rosenzweig
Chief Engineer Harold Legg
Farm Editor Bob Weatherly

WBAY

CORAL GABLES—EST. 1947

ORANGE STATE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Atlantic Shores Bcstg.,
Ltd.
Business-Studio Address 322 Aragon
Phone Number 48-65-71
Transmitter Location 1505 S.W. 32nd Ave.,
Miami, Fla.
Air Time 24 hrs. daily (off for maintenance
11 p.m. Sun. to 7 a.m. Mon.)
News Service UP
Transcription Service Associated, Standard,
Cole
Representative Joseph Hershey McGillvra
Partnership James Brown, Ronald Johnson,
Bert Graulich, Elbert Griffis
General-Station Manager James Brown
Commercial-Sales Promotion Manager, Pub-
licity Director Robert Standart
Program Director, Production Manager, Chief
Announcer Bert Graulich
Musical Director Mary Jean Williams
Chief Engineer Walt E. Kinney

WVCG

CORAL GABLES—EST. 1947

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By Peninsular Bcstg. Corp.
Business Address 223 Aragon Ave.
News Service AP
Transcription Service Associated
Representative Forjoe
President-General Mgr. George W. Thorpe
Program Director Edward S. Gaylor
Chief Engineer Edward M. Vickers

WCNU (CP)

CRESTVIEW

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By Gulf Shore Bcstg. Co.
Partners Caryl Reddock,
L. Burson Whittington

WMFJ

DAYTONA BEACH—EST. 1935

ABC—FLA. AMERICAN GROUP

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By W. Wright Esch
Business-Studio Address 444 N. Beach St.
Phone Number 91
Transmitter Location 126½ Magnolia Ave.
Air Time Unlimited

News Service INS
 Transcription Service, Thesaurus, Lang-Worth
 Representative... Joseph Hershey McGillvra
 Membership NAB, BMB
 Owner W. Wright Esch
 General Manager..... A. B. Esch
 Station Manager..... Ray Clancy
 Commercial Manager..... John Pitts
 Traffic Manager..... Jackie Seymour
 News Editor..... Larry Roller
 Publicity Director..... Floyd Dillingham
 Chief Announcer..... Skeets Wolfe
 Musical Director..... Ed. Oversby
 Chief Engineer..... Webster Ellenwood

WNDB

DAYTONA BEACH—EST. 1947

Frequency: 1150 Kc. Power: 1,000 Watts d.
 Owned-Operated By.... News-Journal Corp.
 Business-Studio Address... 128 Orange Ave.
 Phone Number 3601
 Transmitter Location..... Holly Hill, Fla.
 Air Time..... Local sunrise-local sunset
 News Service AP
 Transcription Service..... Standard, World
 Membership NAB
 President Julius Davidson

Station Manager..... Jerry Stone
 Sales-Comm. Mgr..... John Cummings
 Program Director, Production
 Manager Carl Bensen
 Publicity Director..... Lillian R. Davidson
 Chief Announcer..... Ralph Montgomery
 Chief Engineer..... Fred F. Moore

W R O D

DAYTONA BEACH—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Daytona Beach Bcstg.
 Corp.
 Business Address..... Box 3777
 Studio-Transmitter Address... Wilder Blvd. &
 S. Beach St.
 Air Time..... 6:30 a.m.-12 M.
 News Service UP
 Transcription Service Associated
 Representative..... John E. Pearson
 Membership NAB
 President, General-Station
 Manager..... E. J. Sperry
 Commercial Manager..... R. Y. Huffman
 Program-Musical Director..... Earle Young
 Chief Engineer..... F. A. Scott

A Must for Florida

WNDB

1000 WATTS

AND

WNDB-FM

FLORIDA'S FIRST FULL-TIME FM STATION

THE NEWS-JOURNAL STATIONS

DAYTONA BEACH, FLA.

WEUS (CP)

EUSTIS

Frequency: 790 Kc. Power 1000 Watts
 Owned-Operated By Lake County Bcstgrs
 Business Address 32 Magnolia Ave.
 Phone Number 85
 News Service AP
 Transcription Service Standard
 President Frank W. Stebbins
 Gen. Mgr.-Comm. Mgr. J. L. Brownell Sr.
 Program Director J. L. Brownell Jr.
 Chief Engineer Martin C. Kirkland

Call Letters To Be Assigned (C.P.)

FT. LAUDERDALE

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Southland Bcstg. Corp.
 Business Address Box 777, Fort Pierce

WFTL

FORT LAUDERDALE—EST. 1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Fort Lauderdale
 Broadcasting Co.
 Address 305 S. Adams St.
 Phone Number 3890
 Transmitter Location S.E. 15th St. at
 Inland Waterway
 Air Time 6:45 a.m.-1:00 a.m.
 News Service UP
 Transcription Service Associated

WINK

FT. MYERS—EST. 1940

CBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Ft. Myers Bcstg. Co.,
 Inc.
 Business-Studio Address WINK Bldg.,
 54 E. First St.
 Phone Number 818
 Transmitter Location Wink Bldg.,
 54 E. First St.
 Air Time 6:30 a.m.-12 M.; 7 a.m.-12M., Sun.
 News Service AP
 Transcription Service Associated
 Membership BMB
 Owners Arthur McBride, Daniel Sherby
 General-Station-Commercial-Sales Promotion
 Manager George T. Case
 Program Director, Production Manager
 Publicity Director Marilu Case
 Chief Announcer Fred Alland
 Musical Director A. J. Bauer
 Chief Engineer A. J. Bauer
 Farm Editor Wm. Ferguson
 Traffic Director Betty Whitfield

WIRA

FORT PIERCE—EST. 1946

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Indian River Bcstg Co.
 Business Address Box 507
 Phone Number 870
 Transmitter-Studio Location Orchard Blvd.
 Air Time 16½ Hrs. Daily
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership NAB
 President-General-Station-
 Commercial Manager Douglas Silver
 Sales Promotion Manager-
 Publicity Director Marjorie B. Silver
 Program Director-Production Manager-
 Chief Announcer John Sadler, Jr.
 Musical Director Roger Wood
 Chief Engineer James Sowinski
 Farm Editor Douglas Silver

WGGG

GAINESVILLE—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Alachua County
 Broadcasting Co.
 Business Address 1230 Waldo Rd.
 Phone Number 1230
 News Service AP
 Transcription Service Associated, Capitol
 President-General Mgr. R. M. Chamberlin
 Commercial Manager Gordon K. Hemby
 Program Director Guy Hamilton
 Chief Engineer Clinton E. Wills

WRUF

GAINESVILLE—EST. 1928

MBS-FLA. ASSN. OF BRCTSTRS.

Frequency: 850 Kc. Power: 5000 Watts Day;
 100 Night
 Owned By State of Fla.
 Operated By Univ. of Fla.
 Business Address Campus, Univ. of Fla.
 Phone Number 2000, Ext. 267
 Studio Address Univ. of Fla.
 Transmitter Location Campus, Univ. of Fla.
 Air Time 18 hrs. daily; 17 hrs. Sun.
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Burn-Smith
 Membership NAB, BMB
 Station Manager-Director Maj. Garland Powell
 Commercial Manager Paul Acosta
 Production Manager John Sever
 Chief Announcer Toulmin Gaines
 Musical Director Helen Edwards
 Chief Operator Duane F. McConnell
 Farm Editor Clyde Beale

WINZ

HOLLYWOOD—EST. 1946

Frequency: 940 Kc. Power: 1000 Watts d.
Owned-Operated By: Hollywood Bcstg. Co., Inc.
Address: Gt. Southern Hotel, Hollywood
or Cadillac Hotel, Miami Beach, Fla.
Phone: Miami 5-3191
Transmitter Location: Sunny Isles, N. Miami
Beach, Fla.

Air Time: 6:00 a.m.-6:00 p.m.
News Service: AP
Transcription Service: Lang-Worth
Membership: NAB
President: Jonas Weiland
General Comm. Mgr.: Wells F. Bruen
Program Director: Joseph Kerns
Chief Engineer: Sy Schankman

WJAX

JACKSONVILLE—EST. 1925

NBC

Frequency: 930 Kc. Power: 5,000 Watts
Owned-Operated By: City of Jacksonville, Fla.
Business-Studio Address: 1 Broadcast Pl.
Phone Number: 4-1990
Transmitter Location: Hyde Park

WJAX

JACKSONVILLE, FLORIDA

THE
MUNICIPAL
BROADCASTING
STATION

NBC

930 Kc.—Maximum Power 5000 Watts
Phone Jacksonville 4-1681

Representatives

John Blair & Co., New York, Chicago
Detroit and West Coast

H. E. Cummings, Southeast

Barnett Bank Bldg.

Jacksonville, Fla.

Phone 30381

Air Time: 6 a.m. to 1 a.m.
News Service: AP
Transcription Service: Thesaurus, Associated
Representative: John Blair; Harry E. Cummings
Membership: BMB
Com. in Charge: Thomas C. Imerson
Station Mgr.-Chief Engr.: John T. Hopkins III
Program Director: Evelyn Boote
Production Manager: J. W. Douglass
Musical Director: Frank Morris

WIVY (CP)

JACKSONVILLE

Frequency: 1050 Kc. Power: 250 Watts
Owned-Operated By: Denton and Jones Bcstrs.
Business Address: 602 Grand Bldg., Macon
Partners: Frank L. Denton, L. Frank Jones

WJHP

JACKSONVILLE—EST. 1940

MBS

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: The Metropolis Co.
Business-Studio Address: 500 Laura St.
Phone Number: 4-7711
Transmitter Location: Lane Ave. Annex &
Lake Shore Blvd.

Air Time: 6 a.m.-12:30 a.m.
News Service: AP, UP
Transcription Service: Lang-Worth, Associated,
SESAC

Representative: John H. Perry
President-Owner: John H. Perry
General Station Manager: C. Speed Veal
Program Director: Howard Nelson
Chief Engineer: Beecher Hayford

WMBR

JACKSONVILLE—EST. 1927

CBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By: Florida Bcstg. Co.
Business-Studio Address: 605 Main St. S.,
P.O. Box 5187

Phone Number: 9-4477
Transmitter Location: Lane Rd. & Stewart Ave.
Air Time: 6 a.m.-1:05 a.m.

News Service: UP
Transcription Service: World

Representative: Avery-Knodel
Membership: NAB, BMB
President-General Manager: Frank King

Commercial Manager: G'enn Marshall, Jr.
Sales Promotion Manager: Carroll Gardner

Program Director: Charlie Stone
Production Manager: Roger Van Duzer
Publicity Director: Ted Chapeau

Chief Announcer: Stan Trout

Musical Director.....Roger Van Duzer
Chief Engineer.....E. B. Vordermark

W O V S (CP)

JACKSONVILLE

Frequency: 1360 Kc....Power: 1000 Watts d.
Owned-Operated By.....Southern Radio and
Equipment Co.
Business Address..Barnett National Bank Bldg.
President.....J. R. Sharp
Vice President.....K. H. Anderson

W P D Q

JACKSONVILLE—EST. 1942

ABC-FLA.-AMERICAN GROUP

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Brcstg. Corp.
Business-Studio Address.....Gulf Life Bldg.
Phone Number.....4-4421
Transmitter Location...7 Mi. W. on Lenox Ave.
Air Time.....6 a.m.-12 M., 7 a.m.-12 M., Sun.
News Service.....AP
Transcription Service.....Standard
Representative.....The Katz Agency
Membership.....NAB, BMB
President.....James R. Stockton
General Station Manager....Robert R. Feagin
Commercial Manager.....Frank Taylor, Jr.
Program Director.....Bernie Adams
Publicity Director.....Lillian Nunn
Musical Director.....Paul Clinton
Chief Engineer.....J. R. Donovan

W J V B

JACKSONVILLE BEACH—EST. 1947

KBS

Frequency: 1010 Kc.....Power: 250 Watts
Owned-Operated By.....Jacksonville Beach
Broadcasting Co.
Business Address...200 Block 1st Ave. North

W K W F

KEY WEST—EST. 1945

MBS-KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Business Address.....P.O. Box 891
Phone Number.....510
Transmitter-Studio Location.....Stock Island
Air Time.....7 a.m.-12:30 a.m.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....The Walker Co.
Membership.....NAB, BMB
President-Owner, General-Station-Commercial
Manager, Program Director

John M. Spottswood

Chief Engineer.....Homer M. Harris
News Editor.....Jimmy Calloway

W D S R

LAKE CITY—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Deep South Radioways
Business-Studio Address.....126 N. Marion St.
Phone Number.....525
Transmitter Location...1 Mi. S. of Lake City
on U.S. No. 41
Air Time.....5 a.m.-10:05 p.m.
News Service.....AP
Transcription Service.....World, Cole
Membership.....NAB
President-Gen. Station Mgr...Alfred H. Temple
Commercial-Sales Promotion Manager,
Program Director.....Thomas M. Colton
Chief Engineer.....H. B. Greene
Farm Editor.....Owen W. Pamacott

W L A K

LAKELAND—EST. 1936

NBC

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By...Lakeland Brcstg. Co.
Business-Studio Address.....P.O. Box 1211
1412 E. Lime St.
Phone Number.....2127
Transmitter Location.....1412 E. Lime St.
Air Time.....6 a.m.-12 m.
News Service.....UP
Transcription Service.....NBC
Representative.....John E. Pearson
Membership.....NAB, BMB
President-General-Sales Promotion Manager-
Publicity Director.....S. O. Ward
Station Manager-Program Director-Production
Manager.....William A. Reeves
Commercial Manager.....Powell Adams
Chief Announcer.....William P. Lee
Chief Engineer.....William P. Lee

W E A T

LAKE WORTH—EST. 1948

NBC

Frequency 1490 Kc.....Power: 250 Watts
Owned-Operated By..Lake Worth Bcstg. Corp.
Business Address.....P. O. Box 947
Phone Number.....1200-01
Studio Address. Municipal Casino, Ocean Blvd.
Transmitter Location.....19th Ave.
Air Time.....6 a.m.-1 a.m. Daily; 8 a.m.-
1 a.m. Sun.
News Service.....AP
Transcription Service.....Associated
Representative.....Lorenzen & Thompson
President-Owner.....Clarence L. Menser
Gen. Mgr.-Program Dir.....Frank R. Knutti
Commercial Manager.....Ben Decker
Chief Announcer.....Fred W. Duerk
Chief Engineer.....C. A. Campbell

W L B F

LEESBURG—EST. 1947

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Lake Brcstg. Co.
 Business-Studio Address 1240 Floradel Ave.
 Phone Number 552-3
 Transmitter Location 1240 Floradel Ave.
 Air Time 6 a.m.-12 m., 8 a.m.-12 m., Sun.
 News Service UP
 Transcription Service Capitol, Thesaurus, Cole
 Membership NAB
 President P. C. Gorman
 General-Station Manager W. E. Harkness
 Commercial Manager-Program
 Director Donn Ramon Colee
 Chief Announcer Jim Smith
 Chief Engineer Carl B. DeLay

**Call Letters To Be Assigned
(C.P.)**

LIVE OAK

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By Suwanee Bcstg. Co.
 President G. Warren Sanchez

W T Y S

MARIANNA—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By John H. Phipps
 Business-Studio Address Marianna, Fla.
 Transmitter Location Junction U.S. Route 90,
 State Route 1
 Air Time 16 hrs. daily
 News Service AP
 Transcription Service Standard
 Representative John H. Perry
 President-Owner John H. Phipps
 General-Station-Commercial
 Manager Fred U. Wamble
 Program Director Lucille W. Wamble
 Chief Engineer Fred U. Wamble
 Farm Editor Joe Malone

W M M B (CP)

MELBOURNE

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By Melbourne Bcstg. Corp.
 President William Shakespear Jr.
 Vice President Thomas R. Barr

W F E C (CP)

MIAMI

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By Florida East Coast
 Broadcasting Co.
 Business Address 627 N.W. 20th Ave.

W G B S

MIAMI—EST. 1939

CBS

Frequency: 710 Kc. Power: 50,000 Watts d.,
 10,000 Watts n.
 Owned-Operated By The Fort Industry Co.
 Business-Studio Address 1605 Biscayne Blvd.
 Phone Number 9-2401
 Transmitter Location Hialeah, Fla.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Thesaurus
 Representative The Katz Agency
 Membership NAB, BMB
 President George B. Storer
 General-Station Manager, Managing
 Director Stanton P. Kettler
 Commercial Manager M. N. Babcock
 Sales Promotion Manager Frank Jaffe
 Program Director Paul Kingsley
 Chief Announcer Jack Williams
 Chief Engineer A. W. Shropshire
 Farm Editor Jack McCormack

W I O D

MIAMI—EST. 1926

NBC

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By Isle of Dreams Brcstg.
 Corp.
 Business-Studio Address 600 Biscayne Blvd.
 Phone Number 3-6444
 Transmitter Location North Bay Causeway
 Air Time 18 hrs. daily; 16 hrs. Sun.
 News Service AP, INS, UP
 Transcription Service Associated, Standard
 Representative George P. Hollingbery,
 Harry E. Cummings
 Membership NAB, BMB
 President Daniel J. Mahoney
 General Manager James M. LeGate
 Commercial Manager Robert L. Fidler
 Sales Promotion Manager-Publicity
 Director Martha Henriquez
 Musical Director Earle Barr Hanson
 Chief Engineer Milton Scott
 Farm Editor William Bischoff

W M I E (CP)

MIAMI

Frequency: 1140 Kc. Power: 10,000 Watts d.,
 5000 Watts n.
 Owned-Operated By Lincoln Operating Co.
 Business Address 306 N. Miami Ave.

WQAM

MIAMI—EST. 1920

ABC

Frequency: 560 Kc. Power: 5000 Watts d.,
1000 Watts n.

Owned-Operated By... The Miami Bcstg. Co.
Address... 327 N.E. 1st Ave., Box 3741
Phone Number... 2-6121
Studio Address... Postal Pacific Bldg.
Transmitter Location... Biscayne Bay
Air Time... 6:30 a.m.-1:05 a.m.
News Service... AP
Transcription Service... World. Associated.
SESAC
Representative... John Blair & Co.
Membership... NAB, BMB
President-General Mgr... Fred W. Borton
General Mgr... Owen Uridge
Comm. Manager... Fred W. Mizer
Program Dir.-Publicity... Marjorie Christopher
Chief Engineer... Gene Rider

WWPB

MIAMI—EST. 1947

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Paul Brake

WKAT

MIAMI BEACH—EST. 1936

MBS

Frequency: 1360 Kc. Power: 5000 Watts d.,
1000 Watts n.

Owned-Operated By... WKAT, Inc.
Business-Studio Address... 1759 Bay Rd.
Phone Number... 5-5711
Transmitter Location... 1759 Bay Rd.
Air Time... 6 a.m.-12 m.
News Service... UP
Transcription Service... Standard
Representative... Weed & Co.
President... A. Frank Katzentine
General-Station-Commercial-Sales Promotion
Manager... John I. Prosser
Program Director-Production Manager
Gordon N. Wa'tz
Publicity Director-Chief Announcer-Farm
Editor... Robert Beutel
Musical Director... Betty Lee Taylor
Chief Engineers... Art Smith, Tom Magee



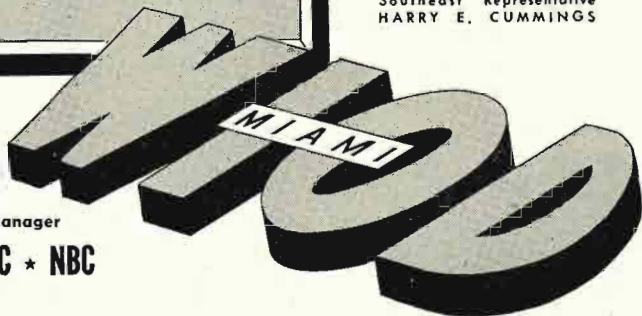
National Representatives
GEORGE P. HOLLINGBERY CO.

Southeast Representative
HARRY E. CUMMINGS



James M. LeGate, Gen. Manager

5,000 WATTS * 610 KC * NBC



WMBM

MIAMI BEACH—EST. 1947

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Operated By Biscayne Bcstg. Co., Inc.
 Business-Studio Address 120 MacArthur
 Causeway
 Phone Number 5-5586
 Transmitter Location 120 MacArthur Causeway
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Capitol, Standard
 Representative McGeehan & O'Mara
 Membership NAB
 President-General-Station-Commercial
 Manager T. O. McCullough
 Program Director Calvert A. Carter
 Production Manager Mary Lucille Carter
 Musical Director George Chamberlin
 Chief Engineer John D. Miller

WTMC

OCALA—EST. 1939

MBS-KBS

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By Ocala Bcstg. Co., Inc.
 Business-Studio Address 1 Broadcast Pl.,
 P.O. Box 831
 Phone Number 128-185
 Transmitter Location Williston Highway
 Air Time 6 a.m.-12 m.; 8 a.m.-12 m. Sun.
 News Service UP
 Transcription Service Lang-Worth
 Representative John H. Perry
 Membership NAB
 President John H. Perry
 General-Commercial Mgr. T. S. Gilchrist, Jr.
 Sales Promotion-Production Mgr. Don Franklin
 Publicity Director John Nicholson
 Chief Engineer R. M. Henley
 Farm Editor T. S. Gilchrist, Jr.

WDBO

ORLANDO—EST. 1924

CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By Orlando Bcsts. Co.,
 Inc.
 Business-Studio Address 30 S. Ivanhoe Blvd.,
 P.O. Box 3707
 Phone Number 6181
 Transmitter Location Dubsdread Country Club
 Area, No. 1 Hazard St., Orange Co., Fla.
 Air Time 4:55 a.m.-1:05 a.m.
 News Service AP, UP
 Transcription Service Thesaurus, World,
 Associated
 Representative John Blair, Harry E. Cummings
 Membership NAB, BMB
 President-Gen. Manager Col. Geo. C. Johnston

Vice-Pres.-Station Mgr. Harold P. Danforth
 Nat'l Sales Director Wm. G. McBride
 Local Sales Director J. M. Pedrick
 Sales Promotion Manager-Publicity
 Director Rosalind Boggs
 Program Director W. G. McBride
 Production Manager Robert L. Craig
 Chief Announcer-Farm Editor Carter Scofield
 Musical Director Walter D. Kimble
 Chief Engineer James E. Yarbrough

WHOO

ORLANDO—EST. 1947

ABC FLORIDA-AMERICAN GROUP

Frequency: 990 Kc. Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Operated By Orlando Daily News-
 papers, Inc.
 Business Address 234 S. Orange Ave.
 Phone Number 3-1681
 Studio Address Ft. Gatlin Hotel, Orlando, Fla.
 Transmitter Location Old Fairvilla Rd., 3 mi.
 w. of Orlando
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Transcription Service Capitol
 Representative George P. Hollingbery
 Membership NAB
 President Martin Andersen
 General Manager Walter P. Speight, Jr.
 Commercial Manager George Newhart
 Program Director Larry Scarborough
 Chief Announcer Charles Thomas
 Musical Director Joseph McLees
 Chief Engineer Stanley A. Beck

WLUF

ORLANDO—EST. 1940

MBS

Frequency: 1230 Kc. (CP 950 Kc.) Power:
 250 Watts (CP 5000 Watts)
 Owned-Operated By Hazelwood, Inc.
 Business Address Orlando, Fla.
 Phone Number 8163
 Studio Address Angebilt Hotel
 Transmitter Location near Orlo Vista
 Air Time 6 a.m.-12 m.
 News Service INS
 Transcription Service Lang-Worth
 Representative Paul H. Raymer
 General Manager Victor Buisset

WORZ

ORLANDO—EST. 1947

NBC

Frequency: 740 Kc. Power: 1000 Watts
 Owned-Operated By Central Fla. Bcstg. Co.
 Business-Studio Address WORZ Bldg., 740
 N. Orange Ave.
 Phone Number 2-2451

FLORIDA

Transmitter Location.....Winter Garden Rd.
Air Time.....6 a.m.-1:05 a.m.
News Service.....AP
Transcription Service.....Standard, Langworth
Representative.....Weed & Co.
Membership.....NAB, BMB
President.....James Dandelake
Gen.-Station-Commercial Mgr...Eugene D. Hill
Program Promotion Manager..William Penne!!
Production Manager-Chief Announcer
R. H. Marshall
Publicity Director.....D. Donaldson
Musical Director.....L. C. Kennedy
Chief Engineer.....W. Dodd Daniel
News Farm Editor.....Ned Brown

WWPF

PALATKA-EST. 1947

Frequency: 800 Kc.....Power: 250 Watts
Owned-Operated By.....Palatka Bcstg. Co.
Business-Studio Address...105 1/2 N. Second St.
Phone Number.....354
Transmitter Location.....900 Block of River St.
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Langworth, SESAC
Representative.....L. C. McCall
Owners.....J. E. Massey, L. C. McCall
General-Station-Sales Mgr.....L. C. McCall
Program Director.....Bruce Wilson
Production Manager, Publicity Director,
Farm Editor.....Dan Ross
Musical Director.....Betty Jo McCall
Chief Engineer.....L. C. McCall

WWPG

PALM BEACH-EST. 1941

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Palm Beach Bcstg. Co.
Business Address.....South Ocean Blvd.
Phone Number.....West Palm Beach 2-1515,
Lake Worth 500
Transmitter Location.....South Ocean Blvd.
Air Time.....7:00 a.m.-Midnight
News Service.....AP
Transcription Service..Lang-Worth, Thesaurus,
World
Representative.....Perry
President-Gen. Mgr.....Charles E. Davis
Station-Comm. Mgr.....Donald S. Greenlief
Program Director.....Mary E. Neely
Chief Engineer.....Clyde E. Walkden

WDLP

PANAMA CITY-EST. 1940

MBS-KBS-FLORIDA STATE

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By..Panama City Bcstg. Co.,
Inc.

Business-Studio Address.....W. Beach Dr.
Phone Number.....777
Transmitter Location.....N. Springfield, Fla.
Air Time..5:30 a.m.-12 m.; 7 a.m.-10:30 p.m.
Sun.
News Service.....AP
Transcription Service.....World
Representative.....John H. Perry Assoc.
Membership.....NAB
President.....John H. Perry
General-Commercial Manager, Program
Director.....Byron Hayford
Sales Promotion Manager.....John Thomas
Chief Announcer-Engineer.....Elmer Scott

WBSR

PENSACOLA-EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Escambia Bcstg. Co.
Business-Studio Address..San Carlos Hotel,
P.O. Box 1351
Phone Number.....6173-4
Transmitter Location.....O and Moreno Sts.
Air Time.....5:30 a.m.-12 m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Radio Adv. Co.
Membership.....NAB, BMB
President-General-Station Manager
Miss Ruth Braden
Commercial-Sales Promotion Manager
Robert O. Forsyth
Program Director.....John H. Cummins
Production Manager-Chief
Announcer.....Fred Schilling
Publicity Director.....George Henderickson
Musical Director.....Dick Bate
Chief Engineer.....G. E. Bert Mead

WCOA

PENSACOLA-EST. 1926

NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....Pensacola Bcstg. Co.
Business Address.....Box 1669
Phone Number.....4111-2
Studio Address.....San Carlos Hotel
Transmitter Location.....Corry Field Rd.
Air Time.....6 a.m.-12 m.; 8 a.m.-12 m. Sun.
News Service.....AP, UP
Transcription Service.....Associated, Capitol
Representative.....John H. Perry Assoc.
Membership.....NAB
President.....John H. Perry
General-Station Manager.....J. Holliday Veal
Commercial Manager.....W. G. Champlin
Program Director-Production Manager-
Chief Announcer.....Thomas A. Carswell
Musical Director.....Leroy Morris
Chief Engineer.....Harold Heath
Farm Editor.....Larry Wayne

WEAR

PENSACOLA—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Gulfport Bcstg. Co.
 Business Address: 5 East Gregory St.

WCNH (CP)

QUINCY

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Quincy Bcstg. Corp.
 News Service: AP
 President: Richard J. Gardner

WFOY

ST. AUGUSTINE—EST. 1934

CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Fountain of Youth Bcstg. Co.

Business Address: Box 588
 Phone Number: 1622
 Transmitter Studio Location: Magnolia Ave.
 Air Time: 6:30 a.m.-12:05 a.m.
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Avery-Knodel
 Membership: NAB
 President-Owner: J. C. Bell
 General Manager-Ex. Vice-Pres.-Commercial
 Manager: John E. Bernhard, Jr.
 Program Director-Secy.-Treas.-Production Mgr.,
 Musical Director:

Mrs. Frankye Collyer Walker
 Publicity Director: Patricia Cunning
 Chief Announcer: Bill Sommer
 Chief Engineer-V.P.: G. Russell Chambers
 Farm Editor: Ernest Raistrick

WSUN

ST. PETERSBURG—EST. 1927

ABC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By: City of St. Petersburg
 Business Address: P.O. Box 240
 Phone Number: 7-4747-8
 Studio Address: Municipal Pier
 Transmitter Location: Bayview, RFD No. 1,
 Box 196, Clearwater, Fla.

Air Time: 17 hrs. daily
 News Service: UP
 Transcription Service: Amp, SESAC
 Representative: Weed & Co.
 Membership: NAB, BMB
 General-Station-Sales Promotion Manager:
 Publicity Director: Norman E. Brown

Commercial Manager: Vera New
 Program Director-Chief Engineer: Louis J. Link
 Musical Director: Edith Saxton

WTSP

ST. PETERSBURG—EST. 1939

MBS

Frequency: 1380 Kc. Power: 1000 Watts d.,
 500 Watts n.

Owned-Operated By: Pinellas Bcstg. Co.
 Business Address: 470 First Ave. S.
 Phone Number: 7-8108
 Studio Address: Times Bldg.
 Transmitter Location: 35th Ave. & 4th St. N.
 Air Time: 6:30 a.m.-12 m.; 7:30 a.m.-12 m., Sun.
 News Service: UP
 Transcription Service: World
 Representative: John E. Pearson
 Membership: NAB
 President: Nelson Poynter
 Vice-President: Irwin A. Simpson
 General-Station Manager: Herbert T. Anderson
 Sales or Commercial Manager: Le Wildman
 Sales Promotion Manager-Program

Director: Jack Faulkner
 Chief Announcer: Richard C. Bingham
 Chief Engineer: William D. Mangold

WTRR

SANFORD—EST. 1947

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Southeastern Bcstg. System

Business Address: P.O. Box 1541
 Phone Number: 999-1200
 Studio Address: Located in the Mayfair Inn
 Transmitter Location: 1000 E. 1st St.
 Air Time: 18 hrs. daily
 News Service: UP
 Transcription Service: Lang-Worth
 President-General Manager: James S. Rivers
 Station-Commercial-Sales Promotion

Manager: Joseph W. Parris
 Program Director-Production Mgr.: Bruce Smith
 Publicity Director-Farm Editor: Paul Okun
 Chief Announcer: Richard Batchelor
 Chief Engineer: Emerson Browne

WSPB

SARASOTA—EST. 1939

CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WSPB, Inc.

Business-Studio Address: City Island
 Phone Number: 2564-5
 Transmitter Location: City Island
 Air Time: 6:30 a.m.-11:30 p.m.; 6:30 a.m.-
 12:05 a.m., Sat.

News Service.....UP
 Transcription Service..Thesaurus, Lang-Worth
 Representative.....John E. Pearson
 Membership.....BMB
 President.....Robert C. Jones, Jr.
 General-Station Manager.....John B. Browning
 Commercial Manager.....Robert H. Neff
 Program Director.....David C. Hale
 Chief Announcer.....Eric A. Provost
 Chief Engineer.....James E. Grant, Jr.

W H B O (CP)
SULPHUR SPRINGS

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Sulphur Springs Bcstrs.
 Business Address...8410 Florida Ave., Tampa
 Partners...Harold A. Dunlap, James D. Sinyard

W R H P
TALLAHASSEE—EST. 1946
 ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Tallahassee
 Appliance Corp.
 Address.....Hotel Floridan
 Phone Number.....2691
 Transmitter Location.....East Park Avenue
 Air Time.....Full Time License
 News Service.....UP
 Transcription Service.....World
 Representative.....Thomas F. Clark Co., Inc.
 Pres., General Mgr.....Frank W. Pepper
 Commercial Manager.....E. R. LaBarbera
 Program Director.....R. S. Meigs
 Promotion Manager.....F. W. Hazelton
 Chief Engineer.....C. L. Clifton

W T A L
TALLAHASSEE—EST. 1943
 MBS-SOUTHEASTERN CHURCH
 U. OF FLORIDA FOOTBALL

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By..John H. Phipps Radio Sta.
 Business-Studio Address.....Cherokee Hotel
 Phone Number.....2160
 Transmitter Location..Lake Bradford, Leon Co.,
 Fla.
 Air Time.....18 hrs. daily
 News Service.....AP
 Transcription Service.....Associated
 Membership.....NAB
 President-Owner.....John H. Phipps
 General-Station Manager.....Teresa M. Murch
 Sales or Commercial Mgr....Harriet B. Carson
 Sales Promotion Manager...Herschel Graves
 Program-Production Manager..Read W. Wynn
 Publicity Director.....Jack Madigan
 Musical Director.....Helen F. Todd
 Chief Engineer.....William A. Snowden
 Farm Editor.....H. B. Franklin

W A L T

TAMPA—EST. 1946

Frequency: 1110 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Tampa Bcstg. Co.
 Business-Studio Address.....401 W. Tyler St.
 Phone Number.....M 7921
 Transmitter Location.....411 W. Tyler St.
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service...Langworth, Capitol,
 Cole, SESAC
 Representative.....John H. Perry Asso.
 Membership.....NAB
 President-Owner-General-Station-Commercial
 Manager.....W. Walter Tison
 Sales Promotion Manager.....Coburn Gumm
 Program Director-Production Manager- Chief
 Announcer-Musical Director..Lynn Gearhart
 Publicity Director.....Wilma Drumm
 Chief Engineer.....J. B. Tison
 Farm Editor.....Hilton Crowe

W D A E

TAMPA—EST. 1922

CBS

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By...The Tampa Times Co.
 Business Address.....114 N. Franklin St.,
 P.O. Box 2409
 Phone Number.....M-1818
 Studio Address.....Tampa Times Bldg.
 Transmitter Location..Forest Hills Country Club
 Area
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service..Associated, MacGregor
 Representative.....The Katz Agency
 Membership.....NAB
 President.....David E. Smiley
 General-Station-Commercial Sales Promotion
 Manager.....L. Spencer Mitchell
 Program Director-Production Manager-
 Publicity Director.....Kenneth W. Skelton
 Chief Announcer.....Sol J. Fleischman
 Musical Director.....Edward C. Walker
 Chief Engineer.....Wm. Pharr Moore
 Farm Editor.....Mark E. Swingley

W F L A

TAMPA—EST. 1925

NBC

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Tribune Co.
 Business-Studio Address..Hyde Park & Lafay-
 ette
 Phone Number.....H-1828
 Transmitter Location...E. End Davis Causeway
 Air Time.....17 hrs. daily
 News Service.....UP

Transcription Service..Thesaurus, Lang-Worth
 Representative....John Blair, Harry Cummings
 MembershipNAB
 President-Owner.....J. S. Mims
 Gen.-Station Manager..Charles G. Baskerville
 Commercial Manager.....Bert A. Arnold
 Program Director.....Paul M. Jones
 Publicity Director.....Tom Matthews
 Chief Announcer-Farm Editor.....Mardi Liles
 Musical Director.....Frank Grasso
 Chief Engineer.....Joe H. Mitchell

WIRK

WEST PALM BEACH—EST. 1947

MBS

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By.....Ken-Sell, Inc.
 Business Address.....Box 2148
 Phone Number.....2-1744
 Studio Address.....Citizens Bldg.
 Transmitter Location...Military Trail, new
 W. Palm Beach

Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service..Associated, Lang-Worth
 Representative....Joseph Hershey McGillvra
 MembershipNAB
 President.....Joseph S. Field, Jr.
 General-Station-Commercial Manager

Joseph B. Matthews
 Sales Promotion Manager...Kenneth McClure
 Program Director-Production

Manager.....Charles T. Snowdon
 Publicity Director.....Milton E. Cummings
 Chief Announcer-Musical Director

Rome J. Hartman
 Chief Engineer.....William P. Heitzman

WJNO

WEST PALM BEACH—EST. 1936

CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WJNO, Inc.
 Business-Studio Address..1500 N. Flagler Dr.
 W. Palm Beach

Phone Number.....2-3538
 Transmitter Location.....1500 N. Flagler Dr.
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....UP

Transcription Service.....Standard, Capitol
 Representative.....Radio Adv. Co.
 MembershipNAB, BMB

President.....Marshall Heminway
 General-Station Manager...Stephen P. Willis
 Program Director-Farm Editor...Matt Gettings

Chief Announcer.....Davies Webster
 Musical Director.....Ruth Schockley
 Chief Engineer.....Otis C. Wright

WSIR

WINTER HAVEN—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Citrus Belt Bcstrs., Inc.
 Business Address.....P. O. Box 1466
 Phone Number.....3-1313
 Studio Address.....132 Third St., S.W.
 Transmitter Location.....Lake Howard Dr.
 Air Time.....18 hrs. daily
 News Service.....AP
 Transcription Service.....World, Cole
 Representative.....R. B. Harrington
 MembershipNAB
 President-Owner.....Frederick L. Allman
 General Manager.....Lawrence A. Rollins
 Commercial Manager, Sales Promotion
 Manager.....John W. Brandstetter
 Program Director.....Richard P. Eyrich
 Chief Engineer.....L. Orden Craig

For Prestige...

AP

Membership!

in ATLANTA

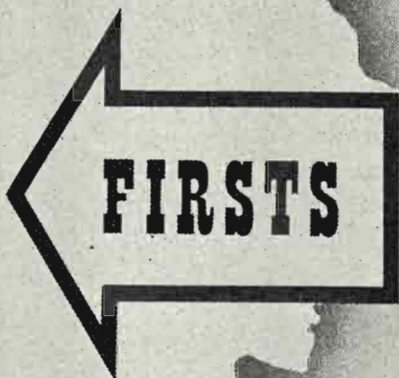
its



WBGE WBGE-FM

ATLANTA'S MOST MODERN AND PROGRESSIVE STATION

- ▶ Locally owned station
- ▶ Locally operated station
- ▶ Independent station



ONLY

24 hour station

Full Time FM Station

Mike Beaton, President

Maurice Coleman, Gen. Mgr.

Studios and General Offices

GEORGIAN TERRACE HOTEL, ATLANTA, GEORGIA

GENERAL BROADCASTING COMPANY

COLUMBUS GEORGIA

5000 Watts
DAY and NIGHT

WRBL is the key to low-cost selling in Columbus — a METROPOLITAN MARKET of 159,800 people. WRBL delivers a "tailored-to-listen" audience built up through 20 years of Community Leadership.

also WRBL — FM



ATLANTA GEORGIA



WATL represents a commanding coverage — in one of America's prime markets . . . comprised of 594,000 people . . . and 116,480 RADIO HOMES. WATL'S program leadership accounts for a loyal, ever-growing audience.

ALBANY GEORGIA

WGPC serves a growing, thriving section of Georgia. Federal Reserve statistics for September 1947 reveal . . . "The ALBANY Market showed a greater increase in bank debits than any city in the country"



Represented Nationally by:

GEORGE P. HOLLINGBERY CO.

ATLANTA
CHICAGO

NEW YORK
LOS ANGELES
SAN FRANCISCO

GEORGIA

Estimated Population 3,233,000—% Increase +3.5—Radio Homes 566,359
Farms with Radios 117,937—Stations in State 68

W A L B

ALBANY—EST. 1941

MBS

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By... Herald Publishing Co.
Business-Studio Address... Leesburg Rd.
Phone Number... 389, 1590
Transmitter Location... Leesburg Rd.
Air Time... 6:55 a.m.-11:30 p.m.
News Service... AP
Transcription Service... World
Representative... Burn Smith Co.,
Pierce W. Cook
Membership... NAB, BMB
President... James H. Gray
General-Station Manager, Publicity
Director... Abner M. Israel
Commercial Manager... C. A. McLaughlin
Program Director, Production Manager, Musical
Director... David K. Fulton
Chief Announcer... Bill Bowick
Chief Engineer... L. L. Walker

W G P C

ALBANY—EST. 1933

CBS—GEORGIA SPORTS NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Albany Bcstg. System
Business-Studio Address... New Albany Hotel
Phone Number... 1371-0
Transmitter Location... Gillionville Rd.
Air Time... 6:45 a.m.-12:05 a.m.
News Service... UP
Transcription Service... Thesaurus
Representative... George P. Hollingbery
Membership... NAB, BMB
Executive Manager... J. W. Woodruff, Jr.
Station-Commercial-Sales Promotion
Manager... Leonard M. George
Program-Musical Director... Gwen Walker
Chief Engineer... Wayne C. McClung
Farm Editor... Bill Fowler

W D E C

AMERICUS—EST. 1947

MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned By... The Americus Bcstg. Co.
Operated By... W. E. Johnson
Business-Studio Address... 110 Windsor Ave.
Phone Number... 3681
Transmitter Location... 110 McGarrah St.
Air Time... 6:30 a.m.-11:30 p.m.
News Service... AP
Transcription Service... Thesaurus
Representative... Cox & Tanz

President... James R. Blair
General-Station-Commercial-Sales Promotion
Manager, Program Director... W. E. Johnson
Traffic Manager... Margaret Johnson
Production Manager, Publicity-Musical
Director... Johnny Smolka
Chief Announcer, Farm Editor... Chuck Saunders
Chief Engineer... Charles Adams

W G A U

ATHENS—EST. 1938

CBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... J. K. Patrick & Co.
Business-Studio Address... Bobbin Mill Rd.
Phone Number... 1741-2
Transmitter Location... Bobbin Mill Rd.
Air Time... 17 hrs. daily
News Service... AP
Transcription Service... Standard, Keystone
Membership... BMB
General-Station-Commercial Manager,
Program Director... R. Lewis Doster
Chief Engineer... Bill Evans

Call Letters To Be Assigned
(C.P.)

ATLANTA

Frequency: 1550 Kc. Power: 50,000 Watts d.
10,000 Watts n.
Owned-Operated By... Fulton County Bcstg.
Corp.
Owner... Samuel Rothberg

W A G A

ATLANTA—EST. 1937

Frequency: 590 Kc. Power: 5000 Watts
Owned By... Fort Industry Co.
Operated By... Liberty Bcstg. Co.
Business-Studio Address... 56 Marietta St.
Phone Number... MAin 5101, & CYpress 1916
Transmitter Location... N. Druid Hills Rd.
Air Time... 18 hrs., 40 min. Daily; 17 hrs., 10
min. Sun.
News Service... AP, INS
Transcription Service... Lang-Worth, Thesaurus
Representative... Avery-Knodel, Inc.
Membership... NAB, BMB
President... George B. Storer
Gen.-Station Mgr... James E. Bailly
Sales Promotion Mgr.-Publicity Dir... Ken Gurley
Program Director... Ary Brown
Prod. Mgr.-Chief Announcer... Bill McCain
Musical Director... Marilyn Simpson
Chief Engineer... Paul Cram
Farm Editor... H. B. Henderson

One of America's Great Stations in One of America's Great Markets -

Licensed Mar. 15, 1922

WSB

Owned and Operated by
THE ATLANTA JOURNAL CO.

50,000 WATTS

750 KC

NBC for 21 Years

POWER

ATLANTA



The 50,000 Watts of "The Voice of the South" is greater than the total night-time wattage of *all other Georgia stations* combined. (*)

PLUS

Unquestioned dominance of the greater Atlanta market area(**) with a blanket coverage of the rich rural areas of Georgia and surrounding states.

PRESTIGE

25 years of broadcasting "in the public interest," with active support of one of the South's great newspapers. The homes in Georgia tune to WSB as a trusted medium of information and entertainment.

*S.R.D.S.—Nov. 1, 1947

**Any Hoopering.

NOTE TO TIME BUYERS: In 1948 (as in previous years) WSB can provide your clients with *audience* in Georgia at less cost per thousand listeners than any group or combination of stations. Ask any Petry man for the facts.

Represented Nationally by
EDW. PETRY & CO., Inc.

WATL

ATLANTA—EST. 1930

MBS—GEORGIA SPORTS NETWORK

Frequency: 1400 Kc. Power: 250 Watts
(CP 5000 Watts)

Owned-Operated By J. W. Woodruff
Business Address Henry Grady Bldg.,
26 Cain St.

Phone Number Walnut 4377
Transmitter Location . . Present 250 Watt Trans-
mitter: 26 Cain Street. (New 5 kw transmitt-
er: Loghaven Dr.)

Air Time 6 a.m.-12 M.
News Service UP
Transcription Service . . Lang-Worth, Standard
Representative George P. Hollingbery
Membership NAB
President-Owner, General

Manager J. W. Woodruff
Station Manager, Chief

Engineer R. W. Minton
Commercial Manager Sam W. Kane
Sales Promotion Manager . . J. A. Davenport
Program Director Ernest Guy
Chief Announcer Zenas Sears
Musical Director Cliff Cameron

(See Page 378)

WBGE

ATLANTA—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By General Bcstg. Co.
Business-Studio Address Georgia Terrace
Hotel

Phone Number Vernon 1194
Transmitter Location S. Pine St.
Air Time 24 hrs. daily
News Service AP
Transcription Service Lang-Worth, Capitol,
Cole

Representative Burn-Smith
President Mike Benton
General Manager Maurice C. Coleman
Traffic Mgr.-Asst. Program

Director Ann Hutcheson
Production Manager Peggy Case
Chief Engineer David J. Holt

(See Page 377)

WCON

ATLANTA—EST. 1947

ABC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By The Atlanta Constitu-
tion Publ. Co.

Business-Studio Address Constitution Bldg.,
Atlanta, Ga.

Phone Number LAmAr 4545
Transmitter Location Defoors Ferry Rd.,
Fulton County, Ga.

Air Time 5:30 a.m.-12 M.
News Service AP, UP
Transcription Service World
Representative Headley Reed
Membership NAB, BMB
President Clark Howell
General Manager David Carpenter
Commercial Manager Crenshaw Bonner
Sales Promotion Mgr. Frank Drake
Program Director Henry Allen
Production Manager Gene Eubanks
Publicity Director Rita Van Pelt
Musical Director Frances Adams
Chief Engineer Harvey Aderhold
Farm Editor Channing Cope

WERD (CP)

ATLANTA

Frequency: 860 Kc. Power, 1000 Watts d.
Owned-Operated By Radio Atlanta Inc.
Business Address 1425 C & S Bldg.

WSB

ATLANTA—EST. 1922

NBC

Frequency: 750 Kc. Power: 50,000 Watts
Owned-Operated By The Atlanta Journal
Co., Inc.

Business-Studio Address Atlanta Biltmore
Hotel

Phone Number Hemlock 1045
Transmitter Location Tucker, Ga.

Air Time Unlimited
News Service AP, UP
Transcription Service Standard, Associated
Representative Edward Petry

Membership NAB, BMB
Chief Executive J. Leonard Reinsch
General Manager John M. Outler, Jr.
Commercial Manager Frank Gauthier

Program Director Marcus Bartlett
Production Manager M. K. Toalson
Publicity Director Jean Hendrix
Chief Engineer C. F. Daugherty

Farm Editor Jim Romine

WGST

ATLANTA—EST. 1923

CBS—GA. MAJOR MARKET TRIO

Frequency: 920 Kc. Power: 5,000 Watts d.,
1,000 Watts n.

Owned By Bd. of Regents, State of Ga. on
behalf of Ga. Sch. of Technology
Operated By Bd. of Regents, Univ. System
of Ga.

Business-Studio Address Forsyth Bldg.
Phone Number Walnut 8441

Transmitter Location Cheshire Bridge Rd.
Air Time 6 a.m.-12:30 a.m.
News Service AP

Transcription Service.....Thesaurus, World
 Representative.....The Katz Agency

**FOR WGST LISTING
 SEE PAGE 381**

W B B Q

AUGUSTA—EST. 1946

MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Savannah Valley Bcstg.
 Co.
 Business-Studio Address...Sand Bar Ferry Rd.
 Phone Number2-0264
 Transmitter Location....Sand Bar Ferry Rd.
 Air Time.....5:55 a.m.-1 a.m.:
 7:30 a.m.-1 a.m., Sun.
 News Service.....AP, INS
 Transcription Service.....Cole, Standard
 Representative.....The Walker Co.
 MembershipNAB

President, General Station Manager, Publicity
 Director.....George G. Weiss
 Commercial-Sales Promotion
 Manager.....John W. Watkins
 Program Director, Production
 Manager.....George M. Scott
 Chief Announcer, Musical
 Director.....Robert S. Nelson
 Chief Engineer.....David Freeman

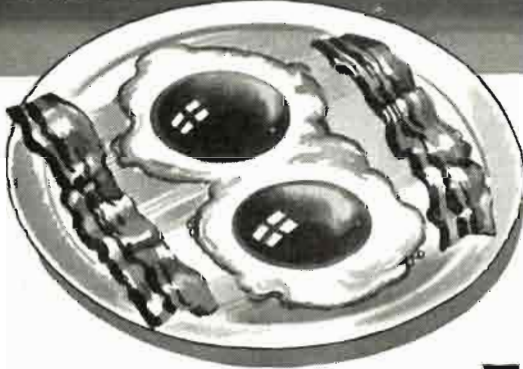
W G A C

AUGUSTA—EST. 1940

ABC

Frequency: 580 Kc.....Power: 5,000 Watts
 Owned-Operated By...The Twin States Bcstg.
 Co.
 Business-Studio Address.....WGAC Bldg.
 Phone Number2-2692
 Transmitter Location.....Martinez, Ga.
 Air Time.....5:30 a.m.-12 M.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeAvery-Knodel
 MembershipNAB, BMB
 Vice President-General-Station
 Manager.....J. B. Fuqua

Unbeatable Combination



CBS
WGST
ATLANTA

Georgia's 2nd Station in Family Coverage
 According to Broadcast Measurement Bureau

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Commercial Manager..... Donald M. Kelly, Jr.
 Sales Promotion Manager, Publicity
 Director Claire Himmel
 Program Director, Production
 Manager Warren Hites
 Chief Announcer..... Don Vest
 Musical Director..... John Vance
 Chief Engineer..... John P. Jopling
 Farm Editor..... J. W. Chambers

WRDW
AUGUSTA—EST. 1930

CBS

Frequency: 1480 Kc..... Power: 5000 Watts
 Owned-Operated By..... Augusta Bcstg. Co.
 Address..... 8th & Broad Streets
 Phone Numbers 2-8805-6-7
 Transmitter Location..... Berckmans Road
 Air Time..... 18 hrs.
 News Service UP
 Transcription Service..... World, Lang-Worth
 Representative..... George P. Hollingbery
 Membership..... NAB, BMB
 Station Manager..... R. W. Ringson

WTNT
AUGUSTA—EST. 1947

NBC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Georgia Carolina Bcstg.
 Co.
 Business-Studio Address..... Cotton Row
 Phone Number 2-1003
 Transmitter Location..... Cedar St. Extended
 Air Time..... 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Associated
 Representative Taylor-Howe-Snowden
 President Walter J. Brown
 General-Station Manager..... Edgar W. Teasley
 Commercial Manager..... A. Lee Parsons
 Program Director..... Fred J. Runde
 Publicity Director..... Ed. Pond
 Chief Announcer..... Sam Zurich
 Chief Engineer, Farm Editor..... Ted R. Woodard

WMGR

BAINBRIDGE—EST. 1946

MBS—GEORGIA SPORTS NETWORK—KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... S. Marvin Griffin
 Business Address..... P. O. Box 348
 Phone Number 776
 Transmitter-Studio Location..... Faceville Highway
 Air Time..... 6:30 a.m.-10:35 p.m.; 8 a.m.-
 10:05 p.m., Sun.
 News Service AP
 Transcription Service..... KBS, SESAC, Cole
 President-Owner..... S. Marvin Griffin

Station Manager..... Ben H. Dekle
 Program Director..... Barbara Ann Johnson
 Chief Engineer..... W. H. Moore

WMOG

BRUNSWICK—EST. 1940

MBS—KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Coastal Bcstg. Co., Inc.
 Address..... St. Simons Island Causeway
 Phone Number 1500
 Transmitter Location..... St. Simons Causeway
 Air Time..... 7 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus
 Representative Clark
 Membership BMB

WQXI (CP)

BUCKHEAD

Frequency: 790 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Robert W. Rounsaville
 News Service UP
 President..... Robert W. Rounsaville
 Technical Director..... William F. Lance

WLBB

CARROLLTON—EST. 1947

KBS

Frequency: 1100 Kc..... Power: 250 Watts
 Owned-Operated By..... Carroll Bcstg. Co., Inc.
 Business-Studio Address..... Peoples' Bank Bldg.
 Phone Number 980-1
 Transmitter Location..... Cedar St.
 Air Time..... Local sunrise-local sunset
 News Service UP
 Transcription Service..... Capitol, SESAC
 Representative..... Ga. Assn. of Local Stations
 Membership NAB
 President, General Manager..... James C. Vocalis
 Commercial-Sales Promotion
 Manager..... James C. Dunaway
 Program Director..... Edward Payne
 Production Manager..... James M. Matthews
 Publicity Director..... Elizabeth Mattox
 Chief Engineer..... Chessley F. Hooper
 Farm Editor..... James C. Vocalis

WBHF

CARTERSVILLE—EST. 1946

MBS—KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... W. Ryan Frier

Business-Studio Address Shackleford Bldg.
 Phone Number 686
 Transmitter Location West Ave., P. O. Box 71
 Air Time 6 a.m.-11:30 p.m., 7 a.m.-11:30 p.m.,
 Sun.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB
 Owner W. Ryan Frier
 General-Station-Commercial
 Manager James O. Hardin, Jr.
 Publicity Director George H. Boswell
 Chief Engineer Thomas W. Cowan, Jr.
 Farm Editor Bob Robertson

W G A A

CEDARTOWN—EST. 1941
 ABC—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By The Northwest Ga.
 Bcstg. Co.
 Business-Studio Address West Theatre Bldg.
 Phone Number 777 & 570
 Transmitter Location Cave Spring Rd.
 Air Time 17½ hrs. daily
 News Service AP
 Transcription Service World, Keystone
 Membership NAB, BMB
 President O. C. Lam
 Station-Commercial Manager William B. Estes
 Program Director Rowena Whitfield
 Production Manager R. Edward Reilly
 Publicity Director Hall Wray
 Musical Director Al Stevens
 Chief Engineer Gary C. Hunt

W D A K

COLUMBUS—EST. 1943
 ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbus, Inc.
 Business-Studio Address Martin Bldg.
 Phone Number 5447
 Transmitter Location Brickyard Rd., Phenix
 City, Ala.
 Air Time 5 a.m.-1:05 a.m.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NAB, BMB
 President, General Mgr. Allen M. Woodall
 Commercial-Sales Promotion
 Manager Miles Ferguson
 Program-Publicity Director Ed Wescott
 Chief Announcer Joe Byars
 Musical Director Mary Evelyn Coney
 Chief Engineer Randy Jones
 Farm Editor Ed Snyder

W G B A

COLUMBUS—EST. 1947

Frequency: 620 Kc. Power: 1000 Watts d.
 Owned-Operated By Georgia-Alabama
 Broadcasting Co.
 Business Address 1213½ Broadway
 Phone Number 3-3603
 News Service INS, UP
 Transcription Service Capitol, Associated
 Representative Branham
 President A. H. Chapman
 General Manager A. E. Mickel
 Commercial Manager W. S. Massie
 Promotion Manager James R. Cook
 Program Director Bill Rhodes, Jr.
 Chief Engineer Jack H. Wiseley

W R B L

COLUMBUS—EST. 1928

CBS—GEORGIA SPORTS NETWORK

Frequency: 1240 Kc. Power: 5,000 Watts
 Owned-Operated By Columbus Bcstg. Co.
 Business-Studio Address 1420 2nd Ave.
 Phone Number 2-0601
 Transmitter Location Phenix City, Alabama
 Air Time 19 hrs. daily
 News Service UP
 Transcription Service Thesaurus, SESAC
 Representative George P. Hollingbery
 Membership NAB, BMB
 President J. W. Woodruff
 General-Station-Commercial
 Manager J. W. Woodruff, Jr.
 Sales Promotion Manager, Program-Publicity
 Director Ed J. Hennessy
 Musical Librarian George D. Davis, Jr.
 Chief Engineer Joseph A. Gamble
(See Page 378)

W S A C

COLUMBUS—EST. 1947
 MBS

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By Chattahoochee Bcstg.
 Co., Inc.
 Business-Studio Address 1028½ Broadway
 Phone Number 2-4427
 Transmitter Location 1 mi. E. of Columbus
 on Morris Rd.
 Air Time 5 a.m.-1 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative The Walker Co.
 President William K. Jenkins
 General-Station Manager Edwin Mullinax
 Commercial Manager Francis G. Smith
 Sales Promotion Manager Benson C. Pressly
 Program Director James O'Donnell
 Chief Engineer Hudie M. Brown

W M J M

CORDELE—EST. 1940

MBS—KBS

Frequency: 1490 Kc. . . . Power: 250 Watts, d.,
100 Watts n.

Owned By . . . Cordele Dispatch Publishing Co.
Operated By . . . James S. Rivers
Address . . . P. O. Box 432
Phone Number . . . 666
Transmitter Location . . . 20th Ave. & B St.
Air Time . . . 6:30 a.m.-11:30 p.m.
News Service . . . UP
Transcription Service . . . World
Membership . . . NAB, BMB
President . . . John W. Greer
General Manager . . . James S. Rivers
Comm.-Prom. Mgr. . . William Blizzard
Program Director . . . Willard Belote
Chief Engineer . . . Jeff Donley

W M O C

COVINGTON—EST. 1946

MBS—KBS

Frequency: 1490 Kc. . . . Power: 250 Watts
Owned-Operated By . . . The Covington News, Inc.
Business Address . . . Covington News, 112-122
Pace St.

Phone Number . . . 2275
Transmitter-Studio Location . . . 702 Monticello St.
Air Time . . . 6 a.m.-11 p.m.
News Service . . . AP
Transcription Service . . . World
Membership . . . NAB
President, General Manager . . . Belmont Dennis
Station-Commercial Manager . . . Walt Gaines
Sales Promotion Manager . . . W. Thomas Hay
Program Director, Production Manager, Musical
Director . . . Tom Palmer
Publicity Director . . . Gordon Turner
Chief Announcer . . . Bill Chadburn
Chief Engineer . . . Paul Smay
Farm Editor . . . Leo Mallard

W B L J

DALTON—EST. 1940

MBS—GEORGIA SPORTS NET.—KBS

Frequency: 1230 Kc. . . . Power: 250 Watts
Owned-Operated By . . . Dalton Bcstg. Corp.
Business-Studio Address . . . 111 Pentz St.
Phone Number . . . 684
Transmitter Location . . . 5th Ave.
Air Time . . . 18½ hrs. daily
News Service . . . UP
Transcription Service . . . Capitol, SESAC
Representative . . . Cox & Tanz
Membership . . . NAB, BMB
President . . . H. C. Kenemer
General-Station Manager . . . William Armond

Commercial-Sales Promotion
Manager . . . Chester Wilson
Program Director, Production
Manager . . . Dave Achor
Publicity Director . . . Bill Ketchum
Chief Announcer . . . Paul Crandall
Musical Director . . . Marie Baker
Chief Engineer . . . Janub Andrews
Farm Editor . . . Ed Craig

W D W D (CP)

DAWSON

Frequency: 990 Kc. . . . Power: 1000 Watts d.
Owned-Operated By . . . Dawson Bcstg. Co.

W E A S

DECATUR—EST. 1947

Frequency: 1010 Kc. . . . Power: 1,000 Watts d.
Owned-Operated By . . . E. D. Rivers, Jr.
Business-Studio Address . . . 217 W. Ponce De Leon
Phone Number . . . Dearborn 2521
Transmitter Location . . . Lawrenceville Highway
Air Time . . . Local sunrise-local sunset
News Service . . . AP
Transcription Service . . . World, Cole
President-Owner . . . E. D. Rivers, Jr.
General-Station-Commercial Manager, Program
Director . . . Ewald Kockritz
Production Manager . . . Ned Lukens
Chief Engineer . . . William Keller

W D M G

DOUGLAS—EST. 1947

Frequency: 860 Kc. . . . Power: 1,000 Watts d.
Owned-Operated By . . . Downing Musgrove
Business-Studio Address . . . 118 S. Madison Ave.
Phone Number . . . 564
Transmitter Location . . . 1.8 mi. E. of Douglas,
Ga., Highway 32
Air Time . . . Local sunrise-local sunset
News Service . . . UP
Transcription Service . . . Thesaurus, SESAC
Membership . . . NAB
Owner-General Manager . . . Downing Musgrove
Commercial Manager . . . Al H. Evans
Program Manager . . . James W. Hayes
Chief Announcer, Farm
Editor . . . Sammy Middleton
Musical Director . . . Miss Sal Evans
Chief Engineer . . . Clinton Vaughan

W M L T

DUBLIN—EST. 1945

MBS—GEORGIA SPORTS NETWORK—KBS
Frequency: 1340 Kc. . . . Power: 250 Watts
Owned-Operated By . . . Dublin Bcstg. Co.

Business-Studio Address... Franklin & Moore
 Sts., P. O. Box 659
 Phone Number 871-2-3
 Transmitter Location... Franklin & Moore Sts.
 Air Time..... 7 a.m.-11:05 p.m.
 News Service AP
 Transcription Service Thesaurus
 Representative..... Cox & Tanz
 Membership NAB, BMB
 President..... George T. Morris
 General-Station Manager..... Tom Vassy
 Commercial Manager..... George P. McIntyre
 Program Director..... Dennis Brown
 Chief Announcer, Musical Director.. Bob Smith
 Chief Engineer..... Charlie R. Lord

W S G C

ELBERTON—EST. 1946

MBS—GA. SPORTS NETWORK—KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Elberton Bcstg. Co.
 Business-Studio Address..... Elberton, Georgia
 Phone Number 525
 Transmitter Location..... Jones Street
 Air Time.. 6 a.m.-11:15 p.m.; 7:30 a.m.-11 p.m.,
 Sun.
 News Service AP
 Membership NAB, BMB
 General-Station Manager..... M. C. Gorman
 Program Director..... John R. Morris
 Chief Engineer..... Charles T. Mewborn

W B H B

FITZGERALD—EST. 1946

MBS—GEORGIA SPORTS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned By.... J. Paul Stone & R. M. Ware, Jr.
 Operated By..... R. M. Ware, Jr.
 Business-Studio Address..... 600 Block W.
 Roanoke Dr.
 Phone Number 740
 Transmitter Location... 600 Block W. Roanoke
 Dr.
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 President-Part Owner, General-Station-Com-
 mercial Manager, Program
 Director..... R. M. Ware, Jr.
 Chief Announcer..... Jack Owens
 Chief Engineer..... R. M. Ware, Jr.

W D U N (CP)

GAINESVILLE

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Northeast Georgia
 Broadcasting Co.

W G G A

GAINESVILLE—EST. 1941

MBS—GA. SPORTS NETWORK—KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By... Blue Ridge Bcstg. Co.
 Business Address..... Box 654
 Phone Number 1600-1
 Studio Address..... Athens Rd.
 Transmitter Location..... Athens Rd.
 Air Time.. 6 a.m.-11:15 p.m.; 8 a.m.-11:15 p.m.,
 Sun.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President..... Charles A. Smithgall
 Commercial Manager..... E. F. MacLeod
 Program Director..... Mildred Thompson
 Musical Director..... James A. Hartley
 Chief Engineer..... F. Keith Brown

W K E U

GRIFFIN—EST. 1934

MBS—KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By.... Radio Station WKEU
 Address..... P. O. Box 155
 Phone Number 5507
 News Service UP
 Air Time..... Daytime License
 President-Gen. Mgr..... A. W. Marshall, Jr.
 Commercial Manager..... C. I. Crawley
 Prog. Dir.-Prom. Mgr..... H. C. Young, Jr.
 Chief Engineer..... G. H. Whitley, Jr.

W K L Y

HARTWELL—EST. 1947

GA. SPORTS NETWORK

Frequency: 980 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Louie L. Morris
 Business Address..... Box 183
 Phone Number 71
 Transmitter-Studio Location.. Bowersville High-
 way, Hartwell, Ga.
 Air Time..... Local sunrise-local sunset
 News Service Local sunrise-local sunset
 Transcription Service Capital
 President-Owner..... Louie L. Morris
 Exec. Vice President..... Max G. Pfander
 Commercial Manager..... Paul S. Wight
 Sales Promotion Manager.. William Winegarner
 Program Director..... Joe B. Wilder
 Chief Announcer..... Robert Mowbray
 Chief Engineer..... Leland W. Hayes

W L A G

LA GRANGE—EST. 1941

MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... LaGrange Bcstg. Co.
 Business-Studio Address... 303 Broome St.
 Phone Number... 3505
 Transmitter Location... LaGrange, Ga.
 Air Time... 6 a.m.-11:30 p.m.
 News Service... UP
 Transcription Service... Standard
 Representative... Thomas F. Clark
 Membership... NAB
 President... Roy C. Swank
 General-Station-Commercial
 Manager... Edwin Mullinax
 Sales Promotion Mgr... Josephine M. Thomasson
 Program Director, Chief
 Announcer... John K. Boggess
 Chief Engineer... James M. McKay
 Farm Editor... Joe V. Hawkins

W B M L

MACON—EST. 1940

ABC—GA. SPORTS NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Middle Ga. Bcstg. Co.
 Business-Studio Address... First National Bank
 Bldg.
 Phone Number... 2728
 Transmitter Location... Cor. Eighth & Cherry
 Air Time... 6 a.m.-12 M.
 News Service... AP
 Transcription Service... Thesaurus
 Representative... J. H. McGillvra
 Membership... NAB, BMB
 President-Owner... E. D. Black
 General-Station Manager... Chas. W. Pittman
 Commercial Manager... Walter Graham
 Program-Musical
 Director... Mary Hester Richardson
 Chief Announcer... Tommy Snellgrove
 Chief Engineer... H. S. Goodrich

W I B B (CP)

MACON

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By... Peach State Bcstg. Co.
 Business Address... Lanier Hotel

W M A Z

MACON—EST. 1922

CBS

Frequency: 940 Kc. Power: 10,000 Watts
 Owned-Operated By... Southeastern Bcstg. Co.

Business-Studio Address... Bankers Insurance
 Bldg.
 Phone Number... 3131
 Transmitter Location... Forsyth Rd.
 Air Time... 5:45 a.m.-12:05 a.m.
 News Service... INS, UP
 Transcription Service... World, Lang-Worth
 Representative... The Katz Agency
 Membership... NAB, BMB
 President, Chief Engineer... George P. Rankin
 General Manager... Wilton E. Cobb
 Commercial Manager... Frank Crowther
 Production Manager... Frank Hubbs
 Farm Editor... D. F. Bruce

W N E X

MACON—EST. 1945

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Macon Bcstg. Co.
 Business-Studio Address... Bibb Bldg.
 Phone Number... 8211
 Transmitter Location... Rogers Ave.
 Air Time... 18 hrs., 40 min. daily
 News Service... AP
 Transcription Service... Capitol, Cole
 Representative... Forjoe
 Membership... NAB
 President... Ed Lowe
 Vice President, General-Station
 Manager... Al Lowe
 Commercial-Sales Promotion
 Manager... George Patton
 Program Director... Peggy Taylor
 Production Manager, Chief
 Announcer... Ed Sharpe
 Publicity Director... Jim Weathers
 Musical Director... Beverly McKenzie
 Chief Engineer... A. C. Kibler
 Farm Editor... "Peanut" Faircloth

W F O M

MARIETTA—EST. 1946

GA. ASSOC. OF LOCAL STA.

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Chattahoochee Bcstrs.
 Business Address... P. O. Box 131
 Phone Number... 1746
 Transmitter-Studio Location... So. Cobb Dr.
 Air Time... 7 a.m.-11 p.m.
 News Service... AP
 Transcription Service... World
 Membership... NAB
 Owners... Fred B. Wilson, Channing Cope
 General Manager... Albert L. Jones
 Commercial Manager... A. E. Garoni
 Program Director... Nelsie Horne
 Chief Announcer... James Kirby
 Chief Engineer... Orbra W. Harrell
 Farm Editor... Channing Cope

WMVG

MILLEDGEVILLE—EST. 1946

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Jere N. Moore
 Business Address.....Milledgeville, Ga.
 Phone Number.....250
 Studio Address.....Old State Capitol Bldg.
 Transmitter Location.....Fishing Creek
 Air Time.....17 hrs. daily; 15 hrs. Sun.
 News Service.....UP
 Transcription Service.....World
 Representative.....Homer Griffith
 Owner.....Jere N. Moore
 General-Station-Commercial
 Manager.....Michael T. Landy
 Program Director.....Douglas O. Henson
 Chief Announcer, Farm Editor.....Harry Hunter
 Chief Engineer.....Robbie O. Hattaway

WMGA

MOULTRIE—EST. 1939

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....John F. Pidcock
 Business Address.....Box 310
 Phone Number.....999
 Transmitter-Studio Location.....1½ mi. N.E.
 Moultrie on U. S. 319
 Air Time.....17 hrs daily; 15 hrs. Sun.
 News Service.....UP
 Transcription Service.....Thesaurus, World,
 Keystone
 Representative.....Thomas F. Clark
 President-Owner, General
 Manager.....John F. Pidcock
 Commercial-Sales Promotion Manager,
 Publicity Director.....Wandell Murphy
 Program Director.....Jackie Stringfellow
 Production Manager, Chief
 Announcer.....Jack Shiver
 Musical Director.....Keith Bright
 Chief Engineer.....George Buckmann
 Farm Editor.....Ted Meadows

WCOH

NEWNAN—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Newnan Bcstg. Co.
 Business Address.....11 Court Sq.
 Phone Number.....1400-1399
 Studio Address.....Court St.
 Transmitter Location.....Line St.
 Air Time.....18 hrs. daily
 News Service.....AP
 Transcription Service.....World, Thesaurus
 General-Station Manager.....John H. French
 Commercial-Sales Promotion
 Manager.....James Thomasson

Program Director.....Dr. R. S. C. Young
 Publicity Director.....Randy Bryan
 Musical Director.....Imogene Jones
 Chief Engineer.....James S. Stowers Jr.
 Farm Editor.....R. W. Brown

WKMA

QUITMAN—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....John Raymond Barlett
 Business Address.....Walker Bldg.
 Phone Number.....4811
 News Service.....AP
 Transcription Service.....Associated
 Owner-General Mgr.....John Raymond Barlett
 Program Director.....James Wood

WLAQ

ROME—EST. 1947

Frequency: 670 Kc. Power: 1,000 Watts d.
 Owned-Operated By.....News Publishing Co. of
 Rome, Ga.
 Business-Studio Address.....209 Broad St.
 Phone Number.....7767
 Transmitter Location.....Summerville Rd.
 Air Time.....Local sunrise-local sunset
 News Service.....AP, INS, UP
 Transcription Service.....Capitol, Thesaurus
 Representative.....Joseph Henry McGillvra, Inc.
 Membership.....NAB, BMB
 President.....B. H. Mooney, Sr.
 General-Station Manager, Publicity
 Director.....George W. Rice, Jr.
 Commercial-Sales Promotion
 Manager.....Martha Daniel
 Program Director, Production
 Manager.....George Eubanks
 Musical Director.....Carolyn Smith Lynch
 Chief Engineer.....Dan Scott
 Farm Editor.....Lee Mowry

WRGA

ROME—EST. 1929

MBS—GA. SPORTS NETWORK—KBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By.....Rome Bcstg. Corp.
 Business-Studio Address.....National City Bank
 Bldg.
 Phone Number.....6589
 Transmitter Location.....Off Summerville Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Walker Co.
 Membership.....NAB, BMB
 President.....John W. Quarles
 General Manager.....Happy Quarles
 Assistant.....Mather Payne
 Commercial Manager.....Price Selby

Sales Promotion Manager, Publicity
 Director Don Murdock
 Program Director, Production Mgr. Jim Roberts
 Chief Announcer..... Ben Lucas
 Chief Engineer..... R. L. Starr
 Farm Editor..... Cecil Kearce

W R O M

ROME—EST. 1946

GA. ASSOC. OF LOCAL STA.

Frequency: 710 Kc..... Power: 1000 Watts d.
 Owned-Operated By.... Coosa Valley Radio
 Co. Inc.
 Business-Studio Address..... 121 Broad St.
 Phone Number 9075-6
 Transmitter Location..... Cooper Drive
 Air Time..... Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Homer Griffith
 Membership NAB, BMB
 President, General-Station
 Manager Dean Covington
 Commercial-Sales Promotion
 Manager..... E. J. Cooper
 Program Director, Production
 Manager John MacLean
 Publicity-Musical
 Director..... Charles Poole, Jr.
 Chief Announcer..... Bill Hale
 Chief Engineer..... Edward Smith Hill
 Farm Editor..... Robert V. Rogers

W C C P

SAVANNAH—EST. 1946

MBS—GEORGIA SPORTS NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
 Owned By..... Dixie Bcstg. Co.
 Operated By..... Carter C. Peterson
 Business Address.. P. O. Box 943, 140 Bull St.
 Phone Number 2-4182
 Studio Address..... Ga. State Bank Bldg.,
 140 Bull St.
 Transmitter Location..... W. Gwinnett St.
 Air Time..... 6:30 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative..... The Walker Co.
 Membership NAB
 Pres.-Owner-Gen. Mgr..... Carter C. Peterson
 Station-Commercial Manager..... Weldon Herrin
 Sales Promotion Manager..... Vernon Ray
 Program Director..... Charles Beresford
 P. oduction Manager, Publicity
 Director Carson Demmond
 Chief Announcer, Musical
 Director Charles Ford
 Chief Engineer..... William Moats

W D A R

SAVANNAH—EST. 1946

ABC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... WDAR, Inc.
 Business-Studio Address..... 34 E. Bryan St.
 Phone Number 3-8807
 Transmitter Location..... E. Savannah ½ mi.
 Air Time.. 6:30 a.m.-12:05 a.m.; 8 a.m.-12:05
 a.m., Sun.
 News Service AP
 Transcription Service Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President..... A. C. Neff
 General-Station Manager..... John P. Dyer
 Commercial-Sales Promotion
 Manager Abram Eisenman
 Program-Publicity
 Director..... J. Davis Sheppard
 Chief Announcer..... Gene Marshall
 Musical Director..... Robert Finch
 Chief Engineer..... Howard Jewett

W F R P

SAVANNAH—EST. 1946

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Georgia Bcstg. Co.
 Business-Studio Address... 219 E. Charlton St.
 Phone Number 39642-39643
 Transmitter Location..... E. Perry Lane
 Air Time..... 6 a.m.-1 a.m.
 News Service AP
 Transcription Service..... Associated, Cole
 Representative..... John H. Perry Assoc.
 Membership NAB
 President..... Frank R. Pidcock
 General Manager..... Edward N. Palen
 Asst. Manager, Program-Publicity
 Director..... Roy F. Zess
 Commercial-Sales Promotion
 Manager Earl Harper
 Production Manager..... Robert Vandiver
 Chief Announcer..... John Hancock
 Musical Director..... James Barclay
 Chief Engineer..... James Wilder

W S A V

SAVANNAH—EST. 1939

NBC—ATLANTIC SPORTS NETWORK

Frequency: 630 Kc..... Power: 5.000 Watts
 Owned-Operated By..... WSAV, Inc.
 Business-Studio Address... Liberty National
 Bank Bldg.
 Phone Number 3-0234
 Transmitter Location.. Oatland Island, 4.2 mi.
 E. of Savannah
 Air Time..... 6 a.m.-12:05 a.m.
 News Service AP

• • • **GEORGIA** • • •

Transcription Service Thesaurus
Representative George P. Hollingsbery
Membership NAB, BMB
President, General-Station
 Manager Harben Daniel
Commercial-Sales Promotion
 Manager L. H. Thesmar
Program Director, Production
 Manager James L. Woods
Publicity Director Georgia Fuller
Chief Announcer Norman Strand
Musical Director Melvin Peacock
Chief Engineer M. E. Thompson
Farm Editor Bill Donegan

W T O C

SAVANNAH—EST. 1929

CBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By ... Savannah Bcstg. Co.
Business-Studio Address, 516 Abercorn St.,
 P. O. Box 645
Phone Number 2-0127
Transmitter Location Anderson Rd.
News Service UP
Air Time 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
Transcription Service World, Lang-Worth,
 Capitol
Representative Katz Agency
Membership NAB, BMB
President, General Mgr. Wm. T. Knight, Jr.
Commercial Manager Ben Williams
Program-Musical Director, Farm
 Editor Dwight J. Bruce
Publicity Director Catherine Goette
Chief Announcer Ben H. Quick
Chief Engineer Reeve Owen

W W N S

STATESBORO—EST. 1946

MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Alfred Dorman
Business Address P. O. Box 146
Phone Number 502
Transmitter-Studio Location E. Olliff St.
Air Time 7 a.m.-11 p.m.
News Service UP
President-Owner Alfred Dorman
General-Commercial Mgr. Paul R. Sauve
Chief Engineer Walter Welch

W S F T

THOMASTON—EST. 1947

MBS

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By ... Thomaston Bcstg. Co.
Business Address 101 N. Church St.
Phone Number 1300
News Service AP

Transcription Service Associated
President R. E. Hightower
Vice President J. B. Hardy
Secy.-Manager S. J. Carswell
Program Director William H. Heule
Chief Engineer Richard D. Wharton

W K T G

THOMASVILLE—EST. 1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By ... Southern Bcstg. System
 Inc.
Business Address ... Bank of Thomas County
Phone Number 1501
News Service AP
Transcription Service World, Lang-Worth
President-Gen. Mgr. W. Fred Scott Jr.
Comm. Mgr.-Prom. Mgr. Pratt Secrest
Program Director William B. Hill
Chief Engineer Kenneth T. Mallory

W P A X

THOMASVILLE—EST. 1934

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By H. Wimpy
Business-Studio Address ... 117 Remington Ave.
Phone Number 909
Transmitter Location 117 Remington Ave.
Air Time 7 a.m.-10 p.m.
News Service UP
Transcription Service Capitol, Thesaurus
Membership NAB, BMB
Owner, General Manager H. Wimpy
Commercial Manager Al Feinberg
Program Director Bob Oakman
Chief Engineer, Farm Editor, James W. Poole

W T W A (CP)

THOMSON

MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Walter J. Brown
Business Address Hickory Hill
Owner Walter J. Brown

W W G S

TIFTON—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Tifton Bcstg. Corp.
Business-Studio Address 800 S. Main St.
Phone Number 921
Transmitter Location 800 S. Main St.
Air Time 6 a.m.-10:30 p.m.
News Service UP
Transcription Service Standard
Representative Homer Griffith
Membership NAB

President.....Walter A. Graham
 General-Commercial
 Manager.....William Wern Shepherd
 Vice President.....James E. Graham
 Sales Promotion Manager, Publicity
 Director.....Patty Carpenter
 Program Director, Production Mgr....Herb Scott
 Chief Announcer.....Bert Stevens
 Musical Director.....Gene Graham
 Chief Engineer.....W. C. Roberts
 Farm Editor.....Tom Hanssen

W R L C
TOCCOA—EST. 1941

MBS—GEORGIA SPORTS NETWORK—KBS
 Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....R. G. LeTourneau
 Business-Studio Address...Prather Bridge Rd.
 Phone Number...Toccoa 544, LeTourneau 1751
 Transmitter Location...Prather Bridge Rd.
 Air Time.....7 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Thomas F. Clark
 Membership.....NAB, BMB
 Owner.....R. G. LeTourneau
 General Manager.....Virgle E. Craig
 Commercial Manager.....Sam A. Gaines
 Sales Promotion Manager...Roy E. Gaines
 Program Director, Musical
 Director.....Carroll S. Lee
 Chief Announcer.....George Rountree
 Chief Engineer.....Carl Meeks

W G O V
VALDOSTA—EST. 1940
 MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....E. D. Rivers
 Business Address.....Valdosta, Georgia
 Phone Numbers.....1420-1
 Studio Address Trans. Location...Park Ave.
 Air Time.....18 Hrs. daily
 News Service.....UP
 Transcription Service.....World, M. M. Cole
 Representative.....Hal Holman
 Membership.....NAB
 President-Owner.....E. D. Rivers
 Station Manager.....John R. Barlett
 Program Director.....Walter E. Barden
 Chief Engineer.....Don Ellis

W R Q N
VIDALIA—EST. 1946
 MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Vidalia Bcstg. Co.

Address.....Vidalia, Ga.
 Phone Number.....327
 Transmitter Location.....N.S. U.S. Route 280,
 ¼ mile W. Vidalia
 Air Time.....6:30 a.m.-11:05 p.m.
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB
 President.....M. F. Brice
 Program Director.....Bill Harbeson
 General Manager.....R. W. Sockwell
 Commercial Manager.....Bob Moran
 Chief Engineer.....W. G. Jones

W A Y X
WAYCROSS—EST. 1936
 MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack Williams
 Business-Studio Address...1600 Carswell Ave.
 Phone Number.....9-6-5
 Transmitter Location.....Route 4
 Air Time.....7 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World, Cole
 Representative.....Hal Holman
 Membership.....NAB, BMB
 Owner.....Jack Williams
 General-Station-Commercial
 Manager.....John J. Tobola
 Sales Promotion Manager, Chief
 Announcer.....Raymond Williamson
 Program Director.....Miss Gwen Crosby
 Production Manager.....Clyde C. Davis
 Publicity Director.....Miss Dorothy Smith
 Chief Engineer.....John E. Legare
 Farm Editor.....C. L. Blalock

W R L D
WEST POINT—EST. 1944
 ABC—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Valley Bcstg. Co.
 Business Address.....Box 191
 Phone Number.....437
 Studio Address...West Point, Ga., Lanett, Ala.
 Transmitter Location.....Lanett, Ala.
 Air Time.....6 a.m.-12 p.m.;
 7 a.m.-11:15 p.m. Sun.
 News Service.....AP
 Transcription Service.....World, Keystone
 Membership.....NAB, BMB
 President-Gen. Mgr.....L. J. Duncan
 Station-Comm.-Sales Prom. Mgr....Perry Elliott
 Program Director.....Eileen Love
 Production Manager.....Dorothy Forrester
 Chief Announcer.....Walter Spiro
 Chief Engineer.....Alfred Hammock

IDAHO

Estimated Population 488,000—% Increase —7.0—Radio Homes 121,867
Farms with Radios 36,660—Stations in State 20

K D S H

BOISE—EST. 1947

CBS

Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By Boise Valley Bcstrs, Inc.
Business-Studio Address Radio Center Bldg.,
311 N. 10th St.
Phone Number Boise 6820 or 6821
Transmitter Location R. No. 2, Meridian, Idaho
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Associated
Representative Free & Peters
Membership NAB, BMB
President Saul Haas
General Manager & Vice
President Westerman Whillock
Associate Manager, Treasurer, Sales
Mgr., Promotion Manager, Program
Director Earl Glade, Jr.
Publicity Director Shirley Silvers
Chief Announcer Frank Watkins
Musical Director George Ganz, Jr.
Chief Engineer James A. Johnitz, Jr.

K G E M

BOISE—EST. 1946

ABC—ROCKY MT. BCSTG. SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Idaho Bcstg. & Television
Co.
Business-Studio Address Owyhee Hotel
Phone Number 533
Transmitter Location 4th & Roosevelt
Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service AP
Transcription Service Capitol
Representative The Katz Agency
Membership NAB
President, Gen. Mgr. Fentress H. Kuhn
Station-Commercial Mgr. Kenyon R. Bennett
Sales Promotion Mgr. Bert L. Johnson
Program Director Newell R. Tripp
Production Manager, Publicity
Director Harry Waterstone
Chief Announcer Bruce Vanderhoof
Musical Director Donald C. Bishop
Chief Engineer Richard W. Egelston
Farm Editor Earl Darr

K I D O

BOISE—EST. 1928

NBC—IDAHO-UTAH NETWORK

Frequency: 1380 Kc. Power: 2500 Watts d.;
1000 Watts n.

Owned-Operated By KIDO, Inc.
Business-Studio Address Hotel Boise
Phone Number 660
Transmitter Location 4 mi. N.W. of City
Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service AP, UP
Transcription Service Standard, World
Representative John Blair
Membership NAB, BMB
President Georgia Davidson
General-Station Manager Walter E. Wagstaff
Commercial Manager Boyd Braithwaite
Sales Promotion Manager, Publicity
Director Peter Brooks
Program Director Hub Warner
Production Manager Wilder Wylie
Chief Announcer Vern Moore
Musical Librarian Joe Maggio
Chief Engineer Harold Toedtemeier
Farm Editor Rulon Bradley

K B I O

BURLEY—EST. 1946

ABC—ROCKY MOUNTAIN—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Jessica L. Longston
Business-Studio Address Box 461
Phone Number 10
Transmitter Location 1/4 mi. W. of Burley on
highway 30
Air Time 6:30 a.m.-11 p.m.; 8 a.m.-10 p.m.,
Sun.
News Service UP
Transcription Service Standard
Membership NAB
President-Owner Jessica L. Longston
General Manager James L. Hamstreet
Commercial Manager Rudy Rankin
Sales Promotion Manager Frank K. Clark
Program Director Jean MacLean
Chief Engineer Gerald Ekker

K C I D

CALDWELL—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Caldwell Bcstg. Co.
Business Address 819 Main St.
Phone Number 1540
News Service UP
Transcription Service World
President J. T. La Fond
V.P.-Gen. Mgr.-Comm. Mgr. H. R. McCosh
Program Director Helen McCosh
Chief Engineer Don Bower

KVNI

COEUR d'ALENE—EST. 1946

MBS—DON LEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....The Coeur d'Alene
 Bcstg. Co.
 Business-Studio Address.....Blackwell Island
 Phone Number1250
 Transmitter Location.....Blackwell Island
 Air Time..7 a.m.-11 p.m.; 8 a.m.-11 p.m., Sun.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative...Gilman, Nichol & Ruthman
 MembershipNAB
 President.....Burl C. Hagadone
 Station-Commercial-Sales Promotion
 Manager.....C. E. Rodell
 Program Director, Production Manager,
 Publicity Director.....Bernard V. Merriman
 Chief Announcer.....Johnnie Maxson
 Musical Director, Farm
 EditorHoward Carpenter
 Chief Engineer.....Howard Oleson

KID

IDAHO FALLS—EST. 1927

MBS—INTERMOUNTAIN—KBS

Frequency: 1350 Kc. 5000 Watts d.; 500 W. n.
 Owned-Operated By.....Idaho Radio Corp.
 Business-Studio Address.....Hotel Bonneville
 Phone Number4
 Transmitter Location.....Ammon Highway
 Air Time.....18 hrs. daily; 15 hrs. Sun.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeAvery Knodel
 MembershipNAB
 President, General-Station Mgr...Cecil E. Hart
 Commercial Manager.....Leonard Wasden
 Sales Promotion Manager, Publicity Director,
 Farm Editor.....Roy L. Southwick
 Program Director, Production
 Manager.....James H. Lawrence
 Chief Announcer.....Robert Fleming
 Musical Director.....James Denton
 Chief Engineer.....C. N. Layne

KIFI

IDAHO FALLS—EST. 1947

ABC—GEM STATE-ROCKY MT.

BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..Eastern Idaho Bcstg. &
 Television Co.
 Business-Studio Address.....339 Broadway
 Phone Number1054-5
 Transmitter Location...Yellowstone Highway
 Air TimeUnlimited

News ServiceAP
 Transcription ServiceThesaurus
 Pres.-Gen. Mgr.....J. M. Brady
 Station Manager, Farm Editor..Chas. Crabtree
 Commercial-Sales Promotion
 Manager.....Dan W. Kelly
 Program Director, Production
 ManagerKeith Clarke
 Publicity Director.....Jerry Browne
 Chief Announcer.....Lloyd Meecham
 Chief Engineer.....Blair Nelson

KYNG (CP)

IDAHO FALLS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By...Idaho Falls Bcstg. Co.
 Business Address.....295 13th St.

KRLC

LEWISTON—EST. 1935

MBS—DON LEE

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By.....H. E. Studebaker
 Business-Studio Address...Lewis-Clark Hotel
 Phone Number1950
 Transmitter Location.....Lewiston Orchards
 Air Time.....6:30 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative...Gilman, Nichol & Ruthman
 MembershipNAB, BMB
 President-Owner.....H. E. Studebaker
 General-Station Manager.....Donald Thomas
 Commercial Manager.....Robert Taylor
 Program Director.....Virginia Taylor
 Production Manager.....William Watts
 Chief Announcer.....Ed Triplett
 Chief Engineer.....Gene Wilson

KRPL

MOSCOW—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...Interstate Radio, Inc.
 Business Address.....P. O. Box 207
 Phone Number2283
 Transmitter-Studio Location.....Route 3
 Air Time..5 a.m.-12 M.; 9 a.m.-9:30 p.m., Sun.
 News ServiceAP
 Transcription Service.....World, Cole
 Representative.....W. S. Grant Co.
 MembershipNAB, BMB
 President.....Ted R. Farrier
 General-Station Manager, Program Director,
 Production Manager, Publicity
 DirectorBert McAllister
 Commercial-Sales Promotion
 Manager.....Jack H. Goetz
 Chief Engineer.....Herbert D. Young

KFXD

NAMPA-BOISE—EST. 1922

MBS—INTERMOUNTAIN NETWORK

Frequency: 580 Kc. Power: 1000 Watts
 Owned-Operated By: Frank E. Hurt & Son
 Business Address: Main Office: 1024 12th Ave.
 So., Nampa, Idaho
 Phone Number: Nampa 1200; Boise 750
 Studio Addresses: Nampa—1024 12th Ave. So.;
 Boise: 809 Main St.
 Transmitter Location: Midway between Nampa
 and Boise, Idaho.

Air Time: 6 a.m.-11 p.m.
 News Service: AP, UP
 Transcription Service: Thesaurus, SESAC, Lang-
 Worth.

Representative: Avery-Knodel
 Membership: NAB
 President-Owner, General
 Manager: Frank E. Hurt
 Station-Commercial Manager: Doyle Cain
 Program Director, Production
 Manager: Shirl Black
 Musical Director: Donna Luker
 Chief Engineer: Edward P. Hurt

KEIO

POCATELLO—EST. 1946

**ABC—ROCKY MT. BROADCASTING CO.—
 GEM STATE NETWORK**

Frequency: CP 1440 Kc. Power: CP 1000 Watts
 Owned-Operated By: Eastern Idaho Broadcast-
 ing & Television Co.
 Business-Studio Address: Hotel Bannock
 Phone Number: 3400
 Transmitter Location: Pole Line Rd.
 Air Time: 7 a.m.-12 M.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: The Katz Agency
 Membership: NAB
 President: James M. Brady
 General-Station Manager: John R. Taylor
 Commercial-Sales Promotion
 Manager: James H. Schoonover
 Program Director, Production
 Manager: Don Reber
 Chief Engineer: Randell Sorenson

KEYY

POCATELLO—EST. 1946

MBS—INTERMOUNTAIN NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Radio & Television Bcstg
 Co. of Idaho
 Business-Studio Address: Yellowstone Highway
 Phone Number: 1240
 Transmitter Location: Yellowstone Highway
 Air Time: 8:40 a.m.-11:15 p.m.
 News Service: AP

Transcription Service: World
 Representative: Avery-Knodel
 Membership: NAB
 President, General-Station
 Manager: Calvin L. Hale
 Commercial-Sales Promotion
 Manager, Publicity Director: Zendell M. Hale
 Program Director: Tina A. Whitaker
 Production Manager: William M. Rieske
 Chief Announcer, Musical
 Director: Dean Buchanan
 Chief Engineer: Julian Dennis
 Farm Editor: Drew Dunn

KSEI

POCATELLO—EST. 1926

NBC—UTAH-IDAHO

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: Radio Service Corp.
 Business-Studio Address: Yellowstone Highway
 Phone Number: 960
 Transmitter Location: Six mi. N. Pocatello
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service: UP
 Transcription Service: Standard, Lang-Worth,
 Cole.
 Representative: The Walker Co.
 Membership: NAB, BMB
 President: O. P. Soule
 General-Commercial
 Manager: Harry H. Fletcher
 Sales Promotion Manager, Publicity
 Director: Olive M. Leeney
 Program Director: Ruthe A. Fletcher
 Chief Engineer: Ellis W. Call

KLIX

TWIN FALLS—EST. 1946

**ABC—ROCKY MOUNTAIN BCSTG.
 SYSTEM—GEM STATE NETWORK**

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: Southern Idaho Bcstg. & Tele'n Co.
 Operated By: Frank C. McIntyre
 Business-Studio Address: Elizabeth Blvd.
 Phone Number: 2484
 Transmitter Location: Elizabeth Blvd.
 Air Time: 5:55 a.m.-12:05 a.m.; 7 a.m.-12 M., Sun.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: The Katz Agency
 Membership: NAB
 General-Station Manager: Frank C. McIntyre
 Sales Manager: (National) Frank C. McIntyre;
 (Local) Juneau H. Shinn.
 Sales Promotion Manager, Farm
 Editor, Administrative Assistant: Ian Elliot
 Production Manager: Charles Neeley
 Chief Announcer: Joe Gibney
 Musical Director: Earl Sterling
 Chief Engineer: Lloyd James

K T F I

TWIN FALLS—EST. 1928

NBC—UTAH-IDAHO

Frequency1270 Kc.
 Power.....5000 Watts D.; 1000 Watts N.
 Owned-Operated By.....Radio Bcstg. Corp.
 Business-Studio Address...241 Main Ave. W.
 Phone Number.....2400
 Transmitter Location.....Highway 30
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service...Standard, Langworth
 Representative...Weed & Co.; John Keating
 Membership.....NAB, BMB
 President.....O. P. Soule
 General-Station Manager.....F. M. Gardner
 Commercial Manager, Sales Promotion
 Manager.....K. W. Montgomery
 Program-Publicity Director.....Lenore Parker
 Production Manager, Chief
 Announcer.....John Edington
 Musical Director.....Anne Streifus
 Chief Engineer.....George Malone
 Farm Editor.....Jack Farrar

K V M V

TWIN FALLS—EST. 1946

MBS—INTERMOUNTAIN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Sales Corp.
 Business-Studio Address: 126½ Shoshone St., E.
 Phone Numbers.....2002-3
 Transmitter Location.....Blue Lakes Blvd.
 Air Time.....6 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....World, Associated

RepresentativeAvery-Knodel
 MembershipNAB
 Sec.-Treas., Chief Engineer.....F. Ver Cox
 General-Commercial Manager,
 Publicity Director.....John W. Thomas
 Program Director.....Gary Thomas
 Production Manager.....William Stewart Daniels
 Chief Announcer.....John Barlow, Jr.

K W A L

WALLACE—EST. 1939

MBS-KBS

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....Silver Bcstg. Co.
 Business-Studio Address.....Tabor Bldg.
 Phone Numbers.....330; 201
 Transmitter Location.....Osburn, Idaho
 Air Time.....7 a.m.-12:00 M.
 Transcription Service.....World, SESAC
 MembershipBMB
 President.....Dr. J. R. Binyon
 General Manager.....Robert G. Binyon
 Station Manager, Chief

Announcer.....W. Mondell Spencer
 Commercial Manager.....Evan Lytle
 Sales Promotion Manager...Hobert Daugherty
 Program-Publicity Director.....Betty Spencer
 Musical Director.....Turner Dreher
 Chief Engineer.....John Backman
 Farm Editor.....Chas. Preston

K W E I

WEISER—EST. 1947

KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Bcst. Co.
 Business Address.....455 W. Liberty St.

For the best in news quality . . .

AP

Membership!

"We're One of the Family in Midwest America!"

A few of the thousands of "local" news stories that show how WLS is "One of the Family in Midwest America." It is our intimate interest in these folks and thousands like them—in their events—in the service and entertainment we give them, that have made us "One of the Family"—have made them such loyal listeners to WLS . . . and upon loyal listeners depend advertising results.

MOWEAQUA, ILL.—NEWS
Wednesday, October 1, 1947

Mr. and Mrs. Frank Scribner and Mr. and Mrs. Ira Hauley returned Saturday from a very pleasant vacation trip through the Eastern States and Canada. Points of interest visited were Niagara Falls, The Grand Canyon of Penna., A tour of the Ford Plant in Detroit, Mich., and the WLS National Barn dance in Chicago.

MONTICELLO, IND.—HERALD-JOURNAL
Wednesday, October 8, 1947

ENJOY TRIP TO CHICAGO

Mr. and Mrs. Russell Sigman of Monticello, and Mr. and Mrs. Walter Whiteman and daughter Loresta of Idaville spent Saturday and Sunday evening in Chicago, the guests of Mr. and Mrs. Ted Koopke. The afternoon was spent in sightseeing and then they all attended the WLS Barn Dance program in the evening.

NILES, MICH.—STAR
Friday, October 3, 1947

LETTER IS READ

A letter submitted to radio station WLS by Donald Hoover, of Mrs. Pauline Klopffoster's junior high school S-B English class was read at a broadcast yesterday. Pupils at the class submitted letters on "How I Spent My Vacation."

BROOKFIELD, ILL.—ENTERPRISE
Thursday, October 2, 1947

WLS RADIO BROADCAST TO HIGHLIGHT OBSERVANCE OF FIRE PREVENTION WEEK

Highlighting a program of instructive information for the observance of Fire Prevention Week in Brookfield will be a fifteen minute broadcast from the Gross School on Thursday, Oct. 9. The broadcast will begin at 1:15 p.m. and will be carried over the nation by radio station WLS.

CASEY, ILL.—REPORTER
Wednesday, August 13, 1947

Attending State Fair

Bill and Ina Malcom of Casey, attended the Illinois State Fair last weekend and were guests in the Prairie Farmer WLS tent.

JERSEYVILLE, ILL.—DEMOCRAT-NEWS
Friday, August 22, 1947

Former Resident Interviewed On WLS

Miss Erma Cottingham, a resident of Jerseyville, Jersey County, Illinois, until she moved to Carbondale, was among those interviewed last Monday on the WLS "Dinnerbell" program, broadcast last week direct from the state fair at Springfield.

NECEDAH, WIS.—REPUBLICAN
Thursday, August 28, 1947

RUSSELL ROBINSON, MAUSTON ON THE WLS DINNERBELL PROGRAM AT STATE FAIR

The 4-H and FFA members participated in a big way at the state fair again this year. Among Wisconsin's most outstanding Future Farmers of America who were there, was Russell Robinson of Mauston, Juneau county, who spoke on the WLS Dinnerbell program last Monday, in an interview by Russell Park, assistant farm program director of Prairie Farmer WLS.

PRINCETON, ILL.—REPUBLICAN
Thursday, October 9, 1947

GERDES WILL TALK ON STATION WLS

Reinhard Gerdes, route 1, Princeton, will tell how he found success under America's free enterprise system when he speaks at 6:30 a. m. Thursday over radio station WLS on the "Let's Go Visiting" program. The story to be told over the air starts when Gerdes was in Germany and decided that America was the place to find his freedom and best living. He will tell how he came here 19 years ago, rented a farm and married in 1934, acquired his own farm. Gerdes now has one of his own territory's outstanding herds of Brown Swiss dairy cattle, including one cow which may establish a world's record in butterfat production. In another two months, if the cow calves, she will be awarded an official butterfat record certificate.

A Clear Channel Station **ABC AFFILIATE**



MANAGEMENT AFFILIATED WITH

The Arizona Network

ALL STATIONS AFFILIATED WITH CBS

KSUN

Bisbee-Lowell-Douglas
Carl Morris, Mgr.
1230 Kilocycles
250 Watts

PHOENIX
AL JOHNSON
MANAGER
KOY
550
KILOCYCLES

KTUC

TUCSON
Lee Little, Mgr.
1400 Kilocycles
250 Watts

Both WLS and the Arizona Network are represented by John Blair & Company

ILLINOIS

Estimated Population 8,221,000—% Increase 4.1—Radio Homes 2,185,416
Farms with Radios 175,778—Stations in State 62

W O K Z (CP)

ALTON

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By: Illinois Alton Bcstg. Co.
Partners: R. C. Goshorn, R. L. Rose

W M R O

AURORA—EST. 1938

KBS

Frequency: 1280 Kc. Power: 250 Watts d.
Owned-Operated By: Martin R. O'Brien
Business-Studio Address: Aurora, Ill.
Phone Number: 4215
Transmitter Location: Aurora, Ill.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Keystone, Standard
Owner, General-Station

Manager: Martin R. O'Brien
Commercial Manager: Vincent G. Coffey
Program Director: Jeanne M. Doran
Chief Announcer: Art Hellyer
Musical Director: LaVerna Umland
Chief Engineer: Ray Kitner
Farm Editor: W. P. Miller

W I B V

BELLEVILLE—EST. 1947

Frequency: 1060 Kc. Power: 250 Watts d.
Owned-Operated By: Belleville Bcstg. Co.
Business-Studio Address: 2100 W. Main St.
Phone Number: 5000
Transmitter Location: Between E. St. Louis & Belleville, Ill.

Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Standard
Representative: Hal Holman
Membership: BMB
General-Station Manager: Paul Wnorowski
Commercial-Sales Promotion

Manager: Marshall True
Program Director: Joyce Pond Hatch
Production Manager, Chief

Announcer: Downey Hewey
Publicity Director: Jerry Kessler
Musical Director: H. B. Swift
Chief Engineer: John Schultz
Farm Editor: H. H. Swift

W J B C

BLOOMINGTON—EST. 1924

ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Bloomington Bcstg. Corp.

Business-Studio Address: 209 E. Washington St.
Phone Number: 5281
Transmitter Location: N. City Limits, Normal, Ill.
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB, BMB
President: Loring C. Merwin
General Manager: Hale Bondurant
Sales or Commercial Manager: J. J. Hannie
Sales Promotion Manager: Eldred Uhler
Program-Musical Director: J. J. Glass
Production Manager: "Spec" Jontry
Publicity Director: Helen Rediger
Chief Announcers: "Spec" Jontry; Bob Edell
Chief Engineer: Fred L. Bailey
Farm Editor: Clark Jontry

W K R O

CAIRO—EST. 1942

MBS

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
Air Time: 6:00 a.m.-10 p.m.;
8 a.m.-9 p.m. Sun.

News Service: UP
Representative: John E. Pearson Co.
Membership: NAB, BMB
Pres.-Chief Engr.: Oscar C. Hirsch
Gen.-Comm. Manager: Merrill C. Currier
Program Director: Bernice Currier

W B Y S

CANTON—EST. 1947

Frequency: 1560 Kc. Power: 250 Watts d.
Owned-Operated By: Fulton County Bcstg. Co.
Business-Studio

Address: E. Linn Limits, P.O. Box 554
Phone Number: 1877
Transmitter Location: E. Linn Limits
Air Time: Local sunrise to local sunset
News Service: AP
Transcription Service: Lang-Worth
Membership: NAB
President: Harold R. Winsor
General-Station-Commercial

Manager: Cletus H. Quick
Sales Promotion Manager: Robert E. McElroy
Program-Publicity Director, Chief

Announcer: Robert Boone
Production Manager: Eugene C. Springer
Musical Director: Bette Rigney
Chief Engineer: John Stockberger
Farm Editor: John G. Wolfe

EXTRA

RESEARCH IN EASY WIN OVER GUESSWORK

Anytime—anyplace—Research beats guesswork every time the two compete. Because of that fact, there is an ever-increasing number of radio advertisers today who base their decisions on the solid support of research.

WGN, in an effort to help advertisers and agencies choose times and programs which can do the best possible job, offers *more* radio research material than any other Chicago station. In subscribing to all Hooper reports in both Chicago and Milwaukee, as well as to the Chicago area Nielsen Radio Index, and the Broadcast Measurement Bureau, we offer the continuing guidance of radio research throughout the year to our clients.

We believe that this service, together with our unequaled coverage, preferred dial position, and top Middlewestern acceptance, puts WGN in a position to do a better advertising job for *you* in Chicago.

*A Clear Channel Station . . .
Serving the Middle West*

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
OnYourDial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4

WCIL

CARBONDALE—EST. 1946

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Southern Illinois Bcstg.
 Business-Studio Address . . . 219 W. Main St.
 Phone Numbers . . . 167, 765
 Transmitter Location: 2 mi. W. of Carbondale,
 Ill.
 Air Time . . . Local sunrise-local sunset
 News Service . . . AP
 Transcription Service . . . World
 Representative . . . Taylor-Howe-Snowden
 Membership . . . NAB, BMB
 Patners: Paul F. McRoy, John H. Sering, Ann
 E. Sering.
 General Manager . . . Paul F. McRoy
 Commercial Manager . . . Walter C. Schafer
 Program Director . . . Don Boudrean
 Chief Engineer . . . Marion Sawyer

WCAZ

CARTHAGE—EST. 1922

Mississippi Valley Network

Frequency: 990 Kc. Power: 1000 w. d. only
 Owned-Operated By . . . Superior Bcstg Serv., Inc.
 Business Address . . . Marine Trust Co. Bldg.
 Phone Number . . . 520
 Studio Address . . . Carthage; Macomb, Ill.
 Transmitter Location . . . RFD, Carthage, Ill.
 Air Time . . . Daytime
 Transcription Service . . . Capitol
 News Service . . . UP
 Membership . . . BMB
 President-Chief Engineer . . . Bob Compton
 General-Commercial Manager . . . John Palmer
 Program Director . . . Antoinette C. Palmer

WCNT

CENTRALIA—EST. 1946

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Hobart Stephenson
 Business Address . . . Centralia, Illinois
 Phone Number . . . 234
 Studio, Transmitter Location: Centralia, Ill.,
 Highway # 51 North.
 Air Time . . . Daytime—sunrise to sunset
 News Service . . . UP
 Transcription Service . . . Thesaurus, Langworth
 Station Representative . . . Sears & Ayers
 Membership . . . NAB, BMB
 Owner-Manager . . . Hobart Stephenson
 Program Director . . . Anne Collins
 Chief Engineer . . . Hobart G. Stephenson, Jr.

WDWS

CHAMPAIGN-URBANA—EST. 1936

CBS-KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By . . . The News-Gazette, Inc.
 Business-Studio Address . . . 48 Main St.
 Transmitter Location . . . S. of Champaign
 Air Time . . . 16 hrs. daily
 News Service . . . UP
 Transcription Service . . . World
 Representative . . . Radio Adv. Co.
 Membership . . . NAB
 President . . . Mrs. D. W. Stevick
 Director . . . Frank R. Mills

WAAF

CHICAGO—EST. 1922

Frequency: 950 Kc. Power: 1000 Watts d.
 Owned-Operated By: Drovers Journal Publish-
 ing Co.
 Business Address . . . 836 Exchange Ave.
 Phone Numbers: Yards 0080; (Studio) Ran-
 dolph 1932
 Studio Address: Palmer House, State & Monroe.
 Transmitter Location: Exchange Bldg. Union
 Stock Yards.
 Air Time . . . 6 a. m to local sundown
 News Service . . . UP
 Transcription Service . . . Standard
 Representative . . . George P. Hollingsbery
 Membership . . . NAB
 President . . . Ward A. Neff
 General Manager . . . Wm. E. Hutchinson
 Sales-Commercial Manager: Bradley R. Eidman
 Sales Promotion Manager, Publicity
 Director . . . Ben V. Kirk
 Program Director, Production
 Manager . . . Cynthia Coyle
 Chief Engineer . . . Carl W. Ulrich

WAIT

CHICAGO—EST. 1923

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By: . . . Radio Station WAIT
 Business-Studio Address: 360 N. Michigan Ave.
 Phone Number . . . Franklin 0660
 Transmitter Location . . . Elmhurst, Ill.
 Air Time . . . Local sunrise to local sunset
 News Service . . . UP
 Transcription Service . . . Associated, SESAC,
 Lang-Worth, MacGregor
 Representative . . . Taylor-Howe-Snowden
 President . . . Gene T. Dyer
 General-Commercial Manager . . . S. M. Aston
 Program Director . . . Lorraine Dwyer
 Chief Engineer . . . Edward Jacker

WBMM

CHICAGO—EST. 1923

CBS

Frequency: 780 Kc. Power: 50,000 Watts
 Owned-Operated By: The Columbia Bcstg. Sys-
 tem, Inc.
 Business-Studio Address: 410 N. Michigan Ave.

Phone Number Whitehall 6000
 Transmitter Location Itasca, Ill.
 Air Time: 5 a.m.-1:30 a.m.
 News Service AP, INS, UP
 Transcription Service: AMP, World, Lang-Worth
 Representative Radio Sales
 Membership NAB, BMB
 General Manager H. Leslie Atlas
 Station Manager Frank Falknor
 Commercial Manager Erwin Shomo
 Sales Promotion Manager Arthur Duram
 Program Director Valentine Sherman
 Production Manager Jack Sexton
 Publicity Director Don Kelley
 Chief Announcer Bill Duane
 Musical Director Caesar Petrillo
 Chief Engineer George Sherman
 Farm Editor Harry Campbell

W C B D

CHICAGO—EST. 1947

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By Christian Catholic
 Church
 Business Address .. Administration Bldg., Zion,
 Ill.
 Air Time Limited
 General Overseer Michael J. Mintern

W C F L

CHICAGO—EST. 1928

ABC

Frequency: 1000 Kc. Power: 10,000 Watts
 Owned-Operated By: Chicago Federation of
 Labor.
 Business-Studio Address: 666 Lake Shore Dr.
 Phone Number Superior 5300
 Transmitter Location Downers Grove, Ill.
 Air Time 6 a.m.-12 M.; 7:15 a.m.-12 M., Sun.
 News Service UP
 Transcription Service Associated
 Representative The Katz Agency
 General Manager Maurice Lynch
 Station Manager, Program
 Director Howard Keegan
 Commercial-Sales Promotion
 Manager Melvin Wolens
 Production Manager Jack Odell
 Publicity Director, Chief
 Announcer Frank McGivern
 Musical Director Jack Kelly
 Chief Engineer Charles Willet

W C R W

CHICAGO—EST. 1926

Frequency: 1240 Kc. Power: 100 Watts d.
 Owned-Operated By Clinton R. White
 Business-Studio Address: 2756 Pine Grove Ave.
 Phone Number EASigate 8860
 Transmitter Location 2756 Pine Grove Ave.

Air Time Share time
 Transcription Service C. P. MacGregor
 Owner, Chief Engineer Clinton R. White
 General Manager J. A. White

W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Emil Denemark, Inc.
 Business-Studio Address .. 3860 W. Ogden Ave.
 Phone Number Crawford 4100
 Transmitter Location 3860 W. Ogden Ave.
 Air Time: 8:30 a.m.-10 a.m.; 3:30 p.m.-5 p.m.;
 7 p.m.-10 p.m.; 10 p.m.-11 p.m.; 12 M.-6 a.m. d.
 News Service UP
 Owner Emil Denemark
 General Station-Commercial-Sales
 Promotion Manager Frank J. Kotnour
 Program Director, Production Mana-
 ger, Publicity Director, Chief
 Announcer Bill Mack
 Musical Director William P. Brady
 Chief Engineer Chester Lewicki

W E N R

CHICAGO—EST. 1923

ABC

Frequency: 890 Kc. Power: 50,000 Watts
 Owned-Operated By American Bcstg. Co.
 Address 20 No. Wacker Dr.
 Phone Number Delaware 1900
 Studio Address Merchandise Mart,
 222 W. N. Bank Dr.
 Transmitter Location Tinley Park, Ill.
 Air Time Unlimited
 News Service AP; INS; UP
 Transcription Service Standard
 Membership NAB, BMB
 Pres. (ABC) Mark Woods
 Vice-Pres. in charge of ABC Central
 Division E. R. Borroff
 Gen.-Comm. Manager Roy McLaughlin
 Promotion Manager Karl R. Sutphin
 Program Director Harold Stokes
 Chief Engineer E. C. Horstman

W G E S

CHICAGO—EST. 1924

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By Radio Station WGES
 Business-Studio Address 2708 Washington
 Blvd.
 Phone Number Sacramento 1700
 Transmitter Location 86th & Kedzie
 Air Time 7 a.m.-12 M.
 News Service AP
 Transcription Service Associated
 General Manager John A. Dyer
 Commercial Manager E. M. Hinzman
 Program Director Herbert Rudolph

W G N

CHICAGO—EST. 1924

MBS

Frequency: 720 Kc. Power: 50,000 Watts
 Owned-Operated By: WGN, Inc.
 Business-Studio Address: 441 N. Michigan Ave.
 Phone Number: Superior 0100
 Transmitter Location: Roselle, Ill.
 Air Time: 19½ hrs. daily
 News Service: AP, INS, UP, Reuters
 Transcription Service: Standard
 Representative: Keenan & Eickelberg
 Membership: BMB
 President: Col. Robert R. McCormick
 Manager: Frank P. Schreiber
 Asst. Manager: Paul C. Brines
 Commercial Manager: Wm. A. McGuineas
 Sales Promotion Manager: Wm. C. Meyers
 Program Supervisor: Buckingham Gunn
 Commercial Pgm. Dir.: Walter J. Preston
 Production Manager: Edmund F. Kahn
 Public Relations Director: Bruce W. Dennis
 Supervisor of Annrcs.: Raymond Taylor
 Musical Director: Henry Weber
 Director of Engineering: Carl J. Meyers
 Farm Editor: Harold Totten

(See Page 398)

W I N D

CHICAGO—EST. 1927

MIDWEST BASEBALL NETWORK

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By: Johnson Kennedy Radio Corp.
 Business-Studio Address: 400 N. Michigan Ave.
 Phone Number: Whitehall 2170
 Transmitter Location: Gary, Ind.
 Air Time: Full Time
 News Service: AP, UP
 Transcription Service: Standard
 Representative: John E. Pearson
 Membership: NAB
 President: Paul V. Harper
 General-Station Manager: Ralph L. Atlass
 Commercial Manager: John T. Carey
 Sales Promotion Manager: Alex V. Tellis
 Program Director: Howard A. Miller
 Chief Engineer: Kenneth C. Shirk

W J J D

CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 50,000 Watts
 Owned-Operated By: Field Enterprises, Inc.
 Business-Studio Address: 230 N. Michigan Ave.
 Phone Number: State 5466
 Transmitter Location: DesPlaines, Ill.
 Air Time: 4:00 a.m.—Salt Lake City sundown
 News Service: UP
 Transcription Service: Associated, Cole, Capitol
 Representative: Avery-Knodel

Membership: NAB, BMB
 President: Marshall Field
 General-Station Manager: Arthur F. Harre
 Commercial Manager: Fred G. Harm
 Sales Promotion, Publicity Director: Ed Short
 Program Director, Production
 Manager: Mark Russell
 Chief Announcer: Frank Sweeney
 Musical Director: Ken Nelson
 Chief Engineer: Walt Myers
 Farm Editor: Russ Salter

W L S

CHICAGO—EST. 1924

ABC

Frequency: 890 Kc. Power: 50,000 Watts
 Owned By: Prairie Farmer Publishing Co.
 Operated By: Agricultural Bcstg. Co.
 Business-Studio Address: 1230 W. Washington Blvd.
 Phone Number: Monroe 9700
 Transmitter Address: Tinley Park, Ill.
 Air Time: 14 hrs. daily, shares time with WENR
 News Service: AP, INS, Transradio, UP
 Transcription Service: Standard
 Representative: John Blair
 Membership: NAB, BMB
 President: Burrige D. Butler
 General Manager: Glenn Snyder
 Treasurer: George Cook
 Sales Manager: C. M. Freeman
 Commercial Manager: Harold Safford
 Sales Promotion Manager: Donald Finlayson
 Program Director: John Baker
 Production Manager: Al Boyd
 Publicity Director: Wilma Gwilliams
 Chief Announcer: Jack Holden
 Musical Director: O. Westley
 Chief Engineer: Tom Rowe
 Farm Editor: Arthur C. Page

(See Page 396)

W M A Q

CHICAGO—EST. 1922

NBC

Frequency: 670 Kc. Power: 50,000 Watts
 Owned-Operated By: National Bcstg. Co.
 Business-Studio Address: 222 W. North Bank Drive.
 Phone Number: SUPERior 8300
 Transmitter Location: Elmhurst, Ill.
 Air Time: Sun.—8 a.m.—1 a.m.; Mon.—5:30 a.m.—1 a.m.; Tues. thru Sat.—5:30 a.m.—2 a.m.
 News Service: AP, INS, UP
 Transcription Service: Thesaurus, Standard
 Representative: NBC National Spot Sales
 Membership: NAB, BMB
 President (NBC): Niles Trammell
 General-Station Manager: I. E. Showerman
 Commercial Manager: Oliver Morton
 Program Director: Jules Herbuveaux
 Production Manager: Arthur Jacobson

Publicity Director.....John F. Ryan
 Chief Announcer.....William Kephart
 Musical Director.....Joseph Gallicchio
 Chief Engineer.....Howard C. Luttgens
 Farm Editor.....Everett Mitchell

W M B I

CHICAGO

Frequency: 1110 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Moody Bible
 Institute of Chicago
 Business Address.....153 Institute Pl.
 Phone Number.....Michigan 1570
 News Service.....UP
 Representative.....World
 President.....Dr. William Culbertson
 General Manager.....Robert L. Constable
 Program Director.....Robert Parsons
 Chief Engineer.....A. P. Frye

W S B C

CHICAGO—EST. 1925

Frequency: 1240 Kc.....Power 250 Watts
 Owned-Operated By.....Radio Station WSB
 Business-Studio Address: 2400 W. Madison St.
 Phone Number.....Monroe 9060
 Transmitter Location.....2400 W. Madison St.
 Air Time: 6 a.m.-8:30 a.m.; 10 a.m.-11 a.m.; 2-
 3:30 p.m.; 8 p.m.-10 p.m.; 11 p.m.-12 M.
 News Service.....UP
 Transcription Service.....SESAC, Cole, MacGregor,
 Associated.
 Representative.....Forjoe
 General-Station Manager, Program
 Director.....Robert O. Miller
 Commercial-Sales Promotion
 Manager.....Julius Miller
 Publicity-Musical Director.....Arnold B. Miller

W H F C

CICERO—EST. 1926

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WHFC, Inc.
 Address.....6138 W. Cermak Rd.
 Transmitter Location.....6138 W. Cermak Rd.
 Air Time.....7:00 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth, SESAC
 Membership.....NAB

W H O W

CLINTON—EST. 1947

Frequency: 1520 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Cornbelt Bcstg. Co.
 Business Address.....401½ S. Side Sq.
 Phone Number.....305
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Cooke
 President.....Keith Rhea

General Manager.....H. E. Rhea
 Program Director.....Fred Harrison
 Chief Engineer.....H. O. Trummel

W D A N

DANVILLE—EST. 1938

CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By: Northwestern Publishing
 Co.
 Business-Studio Address: Hotel Wolford, 202
 N. Hazel St.
 Phone Number.....1700-1
 Transmitter Location: Woodlawn & Washing-
 ton Sts.
 Air Time.....6:45 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....J. P. McKinney
 Membership.....NAB, BMB
 General Manager.....E. C. Hewes
 Station-Commercial-Sales Promotion
 Manager.....Robert J. Burow
 Program Director.....Honore E. Ronan
 Chief Announcer.....Max Shaffer
 Chief Engineer.....T. G. Magin

W S O Y

DECATUR—EST. 1924

CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By: Commodore Bcstg., Inc.
 Business-Studio Address: 351-357 N. Main St.
 Phone Number.....5371
 Transmitter Location: 1891 N. Oakland Ave.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, Associated
 Representative.....Weed & Co.
 Membership.....NAB, BMB
 President.....F. W. Schaub
 General-Station Manager.....Merrill Lindsay
 Commercial-Sales Promotion
 Manager.....Chas. F. Bruce
 Program Director.....Bernard J. Johnson
 Publicity Director.....Jane Logan
 Chief Engineer.....Milburn H. Stuckwish

W L B K

DE KALB—EST. 1947

Frequency: 1360 Kc.....Power: 500 Watts d.
 Owned-Operated By.....DeKalb Radio Studios
 Business Address.....153½ N. Third St.
 Phone Number.....2677
 News Service.....AP
 Transcription Service.....Thesaurus, Cole
 Owners.....Roland Wallem, T. A. Lanes
 Business Manager.....Roland Wallem
 Commercial Manager.....T. A. Lanes
 Program Director.....T. A. Lanes
 Chief Engineer.....Charles Green

WTMV

EAST ST. LOUIS—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: On the Air, Inc.
 Address: Broadview Hotel, 5th and Broadway
 Phone Number: East 4390 and Bridge 3424
 Studio Address: Broadview Hotel, East St.
 Louis, Mo.; Arcade Bldg., St. Louis, Mo.
 Transmitter Location: Broadview Hotel, 5th
 and Broadway
 Air Time: Full Time
 News Service: UP
 Transcription Service: World, Cole
 Representative: Weed
 Membership: NAB, BMB
 Owners: Clarence Leich, Henry B. Walker
 Gen.-Commercial Mgr.: Frank J. Prendergast
 Asst. Gen. Mgr.: Elmer Willrich
 Prom. Mgr.: Henry Hoffman
 Program Director: Paul M. Enright
 Chief Engineer: Erle E. White

WCRA

EFFINGHAM—EST. 1947

Frequency: 1090 Kc. Power: 250 Watts
 Owned-Operated By: Effingham Bcstg. Co., Inc.
 Business Address: Box 568
 Phone Number: 1090
 Studio Address: 112½ N. Banker St.
 Transmitter Location: SW of city
 Air Time: Daytime only
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Hal Holman
 Membership: NAB, BMB
 President: Willard L. Thompson
 General-Station Manager: Willard L. Thompson
 Commercial Manager: Joseph E. McNaughton
 Program Director: Mabel L. Thompson
 Chief Announcer: Andy James
 Chief Engineer: Scott Franklin
 Farm Editor: Willard L. Thompson

WRMN (CP)

ELGIN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: The Elgin Bcstg. Co.
 Partners: George A. Ralston, Jerry C. Miller

WNMP

EVANSTON—EST. 1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By: Evanston Bcstg. Co.
 Business-Studio Address: 2201 Oakton St.
 Phone Number: Greenleaf 1590
 Transmitter Location: 2201 Oakton St.
 Air Time: Daytime

News Service: INS
 Transcription Service: Standard
 Membership: NAB
 President: Fred S. Newton
 General-Station Manager: Angus D. Pfaff
 Program Director: Wayne Griffin
 Publicity Director: Jack Angeil
 Chief Engineer: Schnedorf

WFRL

FREEPORT—EST. 1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By: Freeport Bcstg. Co.
 Business-Studio Address: 9 N. Chicago Ave.
 Phone Number: State 436-437
 Transmitter Location: 1½ miles N.E. of Center
 of town.
 Air Time: Local sunrise-local sunset.
 News Service: AP
 Transcription Service: World, Thesaurus
 Representative: Donald Cook
 Membership: NAB, BMB
 Owners: Vincent S. Barker & Gladys J. Barker
 General-Station Manager, Chief
 Engineer: Dave Taylor
 Program Director, Production Man-
 ager, Chief Announcer: Bud Houghton
 Publicity Director: Dick Carroll
 Musical Director: Gladys Barker
 Farm Editor: Cyril Nelson

WGIL

GALESBURG—EST. 1938

MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Galesburg Bcstg. Co., Inc.
 Business Address: 312 Hill Arcade
 Phone Number: 4626
 Transmitter-Studio Location: Hill Arcade
 Air Time: 6 a.m.-12 M.; 6 a.m.-1 a.m., Sat.
 News Service: UP
 Transcription Service: Standard, SESAC
 Representative: Donald Cooke
 Membership: NAB, BMB
 President-Owner: Mrs. L. A. Pritchard
 General-Station-Sales Promotion
 Manager: E. J. Huber
 Sales or Commercial Manager: Lee Kramer
 Program Director: Betty Harler
 Chief Announcer: Dwight B. Olson
 Chief Engineer: Lee Rector

WEBQ

HARRISBURG—EST. 1923

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Harrisburg Bcstg. Co.
 Business-Studio Address: 100 E. Poplar St.
 Phone Number: Harrisburg 28
 Air Time: 6 a.m.-10 p.m.

News Service.....UP
 Membership.....NAB, BMB
 General-Station-Commercial
 Manager.....Inglis M. Taylor
 Sales Promotion-Production
 Manager.....Ken Hamilton
 Program Director.....Wanda R. Owen
 Publicity Director.....Eddie Wise
 Chief Engineer.....Joseph R. Tate
 Farm Editor.....Tom Land

W J P F
HERRIN—EST. 1940
 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Orville W. Lyerla
 Business Address.....P. O. Box 179
 Phone Numbers.....382-3
 Studio Address.....Herrin, Ill.
 Transmitter Location.....2.2 mi. N. of Herrin
 Air Time.....17 hrs., 15 min. daily
 News Service.....UP
 Transcription Service.....Standard. SESAC
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 Owner.....Orville W. Lyerla
 General-Station Manager.....Chas. R. Cook
 Commercial Manager.....Fred Simmons
 Program Director.....Doug Hadley
 Publicity Director.....Fred Reinhardt
 Chief Engineer.....Gino Monaco

W L D S
JACKSONVILLE—EST. 1941
 KBS

Frequency: 1180 Kc.....Power: 1000 Watts
 Owned-Operated By: Milton Edge & E. J. Kors-
 meyer.
 Business-Studio Address: Fox-Illinois Theater
 Bldg.
 Phone Number.....1180
 Transmitter Location: One and a half mi. E.
 of Jacksonville.
 Air Time.....Local sunup to local sundown
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Hal Holman
 Membership.....NAB, BMB
 General-Station-Commercial
 Manager.....E. J. Korsmeyer
 Production Manager.....T. J. Fairburn
 Musical Director.....Virginia Colwell
 Chief Engineer.....G. J. Cassens

W J O L
JOLIET—EST. 1926
 KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Joliet Bcstg. Co.
 Operated By.....R. L. Bowles

Business-Studio Address.....601 Walnut St.
 Phone Number.....4761
 Transmitter Location.....601 Walnut St.
 Air Time.....7 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB, BMB
 Vice-President, General-Station Mana-
 ger, Program Director, Production
 Manager.....R. L. Bowles
 Commercial-Sales Promotion
 Manager.....J. B. Kirby
 Publicity Director.....Harry Spurrier
 Musical Director.....Joseph Lyons
 Chief Engineer.....Robert Schmidt
 Farm Editor.....Jack Swart

W K A N
KANKAKEE—EST. 1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Operated By: Kankakee Daily Journal
 Co.
 Business-Studio Address: 183 N. Schuyler Ave.
 Phone Number.....Main 6500
 Transmitter Location.....RR 1
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....World, Standard
 Membership.....NAB
 President.....Leslie C. Small
 Vice-President.....Burrell Small
 Station Manager.....Bruce Brown
 Commercial Manager.....Morris Mindel
 Program Director.....Wayne Center
 Chief Engineer.....Robert Harrell

W L P O
LA SALLE—EST. 1947

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Operated By La Salle County Bcstg. Co.
 Business Address.....Medical Arts Bldg.
 Phone Number.....3100
 News Service.....AP
 Transcription Service.....World, Lang-Worth
 Partners... F. F. McNaughton, Louis F. Leurig
 Gen. Commercial Mgr.....William Holm
 Promotion Mgr.....Joseph A. Terrando
 Program Director.....Don Grantham
 Chief Engineer.....J. Harold White

W K A I
MACOMB—EST. 1947
 KBS

Frequency: 1510 Kc.....Power: 250 Watts
 Owned-Operated By: The Macomb Bcstg. Co.
 Business-Studio Address.....113 E. Carroll St.
 Phone Number.....1350
 Transmitter Location.....1/4 mi. E. of Macomb
 Air Time.....Daytime

• • • ILLINOIS • • •

News Service UP
 Transcription Service..... Thesaurus, SESAC
 Membership NAB
 President..... James C. Bailey
 Act'g General Manager..... J. C. Bailey
 V. P.-Commercial Manager... Lyle B. Landis
 Program Director, Chief
 Announcer..... Eugene F. Spry
 Musical Director..... Anne Graham
 Chief Engineer..... Leo Wilson
 Farm Editor..... John McCaughey

WLBH

MATTOON—EST. 1946

Frequency: 1170 Kc..... Power: 250 Watts
 Owned-Operated By..... Mattoon Bcstg. Co.
 Business-Studio Address: 17th & Broadway Av.
 Phone Number..... 3800
 Transmitter Location: ¾ Mi. N. of Matton on
 Highway 45.

Air Time..... Local sunrise to local sunset
 News Service..... AP
 Transcription Service..... Standard, SESAC
 Membership NAB
 General-Station Manager..... J. R. Livesay
 Commercial Manager..... Rolland O. Looper
 Program Director..... Robert F. LaMere
 Musical Director..... Ken Jakle
 Chief Engineer..... Ray Livesay
 Farm Editor..... Roy Freeman

WQUA

MOLINE—EST. 1946

MBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Moline Bcstg. Corp.
 Business-Studio Address..... 1319 5th Ave.
 Phone Number..... 7000
 Transmitter Location..... 7th St. Ext.
 Air Time..... 17½ hrs. daily
 News Service..... AP
 Transcription Service..... World
 Representative Taylor-Howe-Snowden
 Membership NAB
 President, General-Station-Sales
 Promotion Manager, Publicity
 Director..... Bruff W. Olin, Jr.
 Sales Commercial Manager,
 Vice-President..... Marvin L. Rosene
 Production Manager..... Don Stevens
 Chief Engineer..... Larry Lynch

WMIX

MT. VERNON—EST. 1946

Frequency: 940 Kc..... Power: 1000 Watts d.
 Owned-Operated By: Mt. Vernon Radio &
 Television Co.
 Business-Studio Address... 121½ N. Ninth St.
 Phone Number 3500
 Transmitter Location..... Salem Rd.

Air Time..... Local sunrise-local sunset
 News Service..... AP
 Transcription Service..... World, Standard
 Representative..... John E. Pearson
 Membership NAB
 President..... John Russell Mitchell
 General-Station-Sales Promotion
 Manager, Publicity
 Director..... Art Milward
 Commercial Manager..... Sam Virtz
 Program Director, Production
 Manager..... William Miller
 Chief Announcer..... Dudley Townsend
 Musical Director..... Aline Benoist
 Chief Engineer..... Adrion Miller
 Farm Editor..... Ed Brooks

WVLN

OLNEY—EST. 1947

Frequency: 740 Kc..... Power: 250 Watts
 Owned-Operated By..... Olney Bcstg. Co.
 Business Address..... 302 E. Main St.
 Phone Number..... 935
 News Service..... AP
 Transcription Service..... Capitol, Keystone
 Representative Holman
 President-General Mgr..... Marshall A. Poole
 Commercial Mgr..... Harry A. Bauer
 Promotion Manager..... Sidney Faulkerson
 Program Director..... John Henkes, Jr.
 Chief Engineer..... Leander A. Smith

WSIV

PEKIN—EST. 1946

Frequency: 1140 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Pekin Bcstg. Co.
 Business-Studio Address..... Arcade Bldg.
 Phone Numbers..... 1747, 1539
 Transmitter Location: Route 98, 4 mi. N. of
 Pekin.
 Air Time..... 6:30 a.m.-local sunset
 News Service..... AP
 Transcription Service..... Standard, SESAC
 Representative Sears & Ayer
 Membership NAB, BMB
 President, General-Station
 Manager..... W. Kenneth Patterson
 Commercial Manager..... Ed Henry
 Sales Promotion Mgr., Publicity
 Director..... George Udry
 Program Director, Production Mgr., Musical
 Director Chuck Timm
 Chief Announcer..... Lee Rothman
 Chief Engineer..... Emil Prandoni
 Farm Editor..... Lee Driscoll

WEEK

PEORIA—EST. 1947

NBC

Frequency: 1350 Kc..... Power: 1000 Watts

Owned-Operated By...West Central Bcstg. Co.
 Business-Studio Address...1001 Commercial
 National Bank Bldg.
 Phone Number3-3688
 Transmitter Location.....Bartonville, Ill.
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World, Capitol
 Representative.....Katz Agency
 President.....E. K. Gaylord
 General Manager.....Edgar T. Bell
 Station Manager.....Fred C. Mueller
 Commercial Manager.....Fred L. Vance
 Sales Promotion Mgr.....Montez Tjaden
 Program Director.....Harry Eldred
 Musical Director.....Herman Hampy
 Chief Engineer.....Alden F. Wooster

W I R L

PEORIA—EST. 1947
 ABC

Frequency: 1290 Kc....Power: 5000 Watts
 Owned-Operated By...Illinois Valley Bcstg. Co.
 Business-Studio Address...115 N. Jefferson Ave.
 Phone Number4-9239
 Transmitter Location.....Tazewell County
 Air Time...6:30 a.m.-12 M.; 8 a.m.-12M., Sun.
 News Service.....UP
 Representative.....Avery-Knodel
 Membership.....NAB
 President.....Timothy W. Swain
 General-Station-Commercial
 Manager.....Robert B. Jones, Jr.
 Chief Engineer.....Rudolph Luukinen

W M B D

PEORIA—EST. 1927
 CBS

Frequency: 1470 Kc....Power: 5000 Watts
 Owned-Operated By.....Peoria Bcstg. Co.
 Business-Studio Address...1st National Bank
 Bldg.
 Phone Number7133
 Transmitter Location...2 mi. S. of Groveland,
 Ill.
 Air Time.....19¼ hrs. daily; 18 hrs. Sun.
 News Service.....AP, UP
 Transcription Service...Thesaurus, Lang-Worth
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President-Owner.....Edgar L. Bill
 Executive Vice President...Charles C. Caley
 Commercial Manager.....Donald D. Kynaston
 Sales Promotion Manager, Publicity
 Director.....J. Kent Saunders
 Program Director.....Charles E. Barnhart
 Chief Announcer.....Robert Carlton
 Musical Director.....Ozzie Osborne
 Chief Engineer.....A. James Ebel
 Farm Editor.....Emil Bill

W M M J

PEORIA—EST. 1946
 MBS

Frequency: 1020 Kc....Power: 1000 Watts d.
 Owned-Operated By.....Mid-State Bcstg. Co.
 Business-Studio Address.....408 Fulton
 Phone Number9164
 Transmitter Location.....High Point Rd.
 Air Time.....6 a.m.-local sunset
 News Service.....UP
 Transcription Service.....Standard, SESAC
 Representative.....John Pearson
 Membership.....NAB
 President, General Mgr.....William Kutsch
 Station-Commercial Mgr.....Joseph Raber
 Program Director, Production
 Mgr.....Berne Enterline
 Publicity Director.....Jim Craigen
 Chief Announcer, Farm Editor.....Bob Snow
 Musical Director.....Cary Robards
 Chief Engineer.....Ted Giles

W W X L

PEORIA—EST. 1947

Frequency: 1580 Kc....Power: 1000 Watts d.
 Owned-Operated By...Central Ill. Radio Corp.
 Business-Studio Address.....Jefferson Hotel
 Phone Number9106
 Transmitter Location.....E. Stewart St.,
 Creve Coeur
 Air Time.....Local sunrise-local sunset
 News Service.....INS, UP
 Transcription Service.....Associated, SESAC
 Representative.....Burn-Smith
 Membership.....NAB
 President.....Joseph H. Giddan
 General Manager, Program
 Director.....George W. Cremeens
 Commercial-Sales Promotion Mgr., Publicity
 Director.....A. B. Kershenbaum
 Musical Director, Farm Editor.....Bob Mohr
 Chief Engineer.....Carl Horine

W G E M

QUINCY—EST. 1947

Frequency: 1440 Kc....Power: 1000 Watts
 Owned-Operated By.....Quincy Bcstg. Co.
 Business Address.....Hotel Quincy
 Phone Number7760
 News Service.....AP, UP
 Transcription Service...Thesaurus, Lang-Worth
 Representative.....Taylor-HoweSnowden
 President-General Mgr.....Donald E. Fischer
 Sales Manager.....Joseph S. Bonansinga
 Promotion Manager.....John A. Arnston
 Program Director.....Richard E. Fischer
 Actg. Chief Engineer.....Roger S. Whitlock

W T A D
QUINCY—EST. 1922
 CBS

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....Lee Bcstg., Inc.
 Business-Studio Address.....WCU Building
 Phone Number.....6200
 Transmitter Location.....Melrose Township
 Air Time.....5:45 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Weed & Co.
 Membership.....NAB, BMB
 President.....Lee P. Loomis
 Co-Mgrs.... George Arnold, Jr., W. T. Burghart
 Local Sales Mgr.....W. T. Burghart
 Sales Promotion Manager.....Gerald Staten
 Program Director.....Merritt Milligan
 Production Mgr., Farm Editor.....Dick Faler
 Publicity Director.....H. B. Hook
 Chief Announcer.....Jim Woods
 Musical Director.....Jean Fessler
 Chief Engineer.....Urlin Whitman

W R O K
ROCKFORD—EST. 1923
 ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By...Rockford Bcstrs., Inc.
 Business-Studio Address..Rockford Newstower
 Phone Number.....2-6621
 Transmitter Location.....Kilburn Ave. Rd.
 Air Time.....6 a.m.-12M.; 8 a.m.-12 M., Sun.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 Membership.....NAB
 President.....Albert B. Simms
 General Manager.....Walter M. Koessler
 Commercial Manager.....John J. Dixon
 Sales Promotion Mgr.....Betty L. Thro
 Program Director.....Maurice P. Owens
 Chief Announcer.....Bob Earle
 Musical Director.....Lorna Lane
 Chief Engineer.....Wilfred A. Smith
 Farm Editor.....Roland Spongberg

W H B F
ROCK ISLAND—EST. 1925
 ABC

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By...Rock Island Bcstg. Co.
 Business-Studio Address.....1800 3rd Ave.
 Phone Number.....Rock Island 918
 Transmitter Location...52nd St., 23rd Ave.,
 Moline, Ill.
 Air Time.....6 a.m.-12 M.; 7 a.m.-12M., Sun.
 News Service.....AP, UP
 Transcription Service.....Associated

Representative.....Avery-Knodel
 Membership.....NAB, BMB
 Vice Pres., Gen-Station Mgr...Leslie C. Johnson
 Commercial Manager.....Maurice J. Corken
 Program Director.....Forest W. Cooke
 Publicity Director.....Fern Hawks
 Chief Announcer...Charles F. Harrison, Jr.
 Chief Engineer.....Robert J. Sinnett

W C V S
SPRINGFIELD—EST. 1922
 ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WCVS, Inc.
 Business-Studio Address...523 E. Capitol Ave.
 Phone Number.....9855
 Transmitter Location.....3000 S. 4th St.
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....NAB, BMB
 President.....H. L. Dewing
 General-Station-Commercial-Sales Promotion-
 Production Mgr., Publicity Dir...C. W. Neeld
 Program Director.....John Geil
 Chief Announcer.....James W. Mitchell
 Chief Engineer.....Harold L. Dewing

Top ABC Shows
plus features of
LOCAL INTEREST
give
W R O K
**33.7% of the Listening Audience*
in the
ROCKFORD, ILLINOIS AREA
 (A \$345,440,000 Market)
✓ Ask Headley-Reed
 *Conlon Survey—May 18-25, 1947

WTAX

SPRINGFIELD—EST. 1930

CBS

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....WTAX, Inc.
 Business-Studio Address.....Reisch Bldg.
 Phone Number.....2-4441
 Transmitter Location.....Reisch Bldg.
 Air Time.....18 hrs.; 17 hrs. Sun.
 News Service.....UP
 Transcription Service.....Thesaurus, SESAC
 Representative.....Weed & Co.
 Membership.....NAB, BMB
 President, General Mgr.....Oliver J. Keller
 Sales Promotion Mgr....Shelby T. Harbison
 Program Director.....Lee Phillips
 Production Manager.....Gladys McGrew
 Chief Announcer.....Glen Farrington
 Chief Engineer.....Eli Swaringen

WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc....Power: 1000 Watts d.
 Owned-Operated By.....WDZ Bcstg. Co.
 Business-Studio Address.....McNeill Bldg.
 Phone Number.....431

Transmitter Location.....Tuscola, Ill.
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service.....World
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....Edgar L. Bill
 Exec. Vice-Pres.....Charles C. Caley
 Station Manager.....R. L. Stufflebam
 Program Director.....Shirl Evans, Jr.
 Musical Director.....J. Hubert Doerr
 Chief Engineer.....A. James Ebel
 Farm Editor.....Lawrence E. McDonald

WILL

URBANA—EST. 1922

Frequency: 580 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Univ. of Illinois
 Business Address.....1010 S. Wright St.
 Phone Number.....7-5461
 News Service.....AP
 Transcription Service.....Thesaurus
 President.....George D. Stoddard
 General Manager.....Joseph F. Wright
 Program Director.....Frank E. Schooley
 Chief Engineer.....John R. Brugger

For the best in news quality . . .

AP

Membership!

INDIANA

Estimated Population 3,858,000—% Increase +12.6—Radio Homes 1,009,348
Farms with Radios 147,417—Stations in State 37

WCBC

ANDERSON—EST. 1947

Frequency: 1470 Kc. Power 1000 w. d. only
Owned-Operated By. . . Civic Broadcasting Corp.
Address 116 W. 12th St.
Phone 822
Transmitter Location Junction of State
Route 9 and 67
News Service AP
Transcription Service World
Representative McGeehan & O'Mara
General Manager Donald W. Cogley
Commercial Manager John J. Garrett, Jr.
Program Director Sid Grieb
Promotion Manager Charles Bailey
Chief Engineer Charles Robinson

WHBU

ANDERSON—EST. 1923

ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. . . Anderson Bcstg Corp.
Business-Studio Address 640 Citizens
Bank Building
Phone Number 7791
Transmitter Location 1110 Meridian St.
Air Time . . . 6:30 a.m.-12 m.; 7 a.m.-12 m. Sun.
News Service UP
Transcription Service Standard
Representative Hal Holman Co.
Membership NAB, BMB
President C. Bruce McConnell
General Manager John R. Atkinson
Program Director E. R. McCord
Chief Announcer-Musical Dir. . . Chas. H. Powell
Chief Engineer L. M. Shroyer

WSUA

BLOOMINGTON—EST. 1946

Frequency: 1010 Kc. Power: 1,000 Watts d.
Owned-Operated By. Radio Station WSUA, Inc.
Bus.-Studio Address 117½ W. Kirkwood
Phone Number 7277
Transmitter Location . . 2½ mi. s. of Bloomington
on State Rd. No. 37
Air Time Local Sunrise-Local Sunset
News Service UP
Transcription Service World, Standard
Representative Burn-Smith
Membership NAB
General-Station Mgr. Warren G. Davis
Commercial Manager Lyle Warrick
Chief Announcer Ted McKay
Chief Engineer James Rolfe

(See Following Page)

WTOM

BLOOMINGTON—EST. 1946

KBS

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By. Fred O. Grimwood
Bus. Studio Address . . . 3rd & Washington Sts.
Phone Number 2593, 7871
Transmitter Location RFD 5
Air Time 18 hrs. daily
News Service AP
Transcription Service Lang-Worth
Representative Sears & Ayers
Membership NAB
President-Owner Fred O. Grimwood
General Manager T. G. Grimwood
Program Director Ward Glenn
Chief Engineer Robert A. Thomason
Farm Editor Maurice Latimer

WTTS (CP)

BLOOMINGTON

Frequency: 1370 Kc. Power: 1000 d, soon
Owned-Operated By. . . Sarkes & Mary Tarzian
Business Address Bloomington, Ind.

WCNB (CP)

CONNERSVILLE

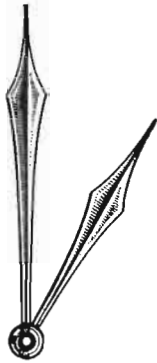
Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By. News Examiner Co.
Business Address 406 Central Ave.

WTRC

ELKHART—EST. 1931

KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Truth Publishing Co., Inc.
Business-Studio Address . . . 116 S. Second St.
Phone Number 1340
Transmitter Location . . 1 Mi. S. of Elkhart on
Oakland Ave. Rd., RFD 1
Air Time 18 hrs. daily
News Service UP
Transcription Service Standard, World
Representative Burn-Smith, Inc.
Membership NAB, BMB
President C. D. Greenleaf
General Manager R. R. Baker
Commercial Manager Dick Holloway
Sales Promotion Manager Hank Davis
Program Director Darrell Dunham
Chief Announcer Louis Glass
Chief Engineer L. W. Zellmer
Farm Editor R. C. Stangland



The Clock Struck One...

EVEN before we were one year old, we were honored with our first award—the Billboard award for outstanding achievement in single campaign promotion.

But the award was not for isolated promotion of a single sponsored show. Rather for WSUA's ability to draw from the community concerted community response to a WSUA objective. (We'll do it for your product, too.)

Southern Indiana's most important event since the war was the Centennial Celebration of the Monon Railroad. WSUA was the only Southern Indiana station selected to cooperate in furthering its success. WSUA worked in Bloomington. It worked in towns up and down the railroad. In short, the power and progressiveness of WSUA was felt in all its eleven primary area counties. Counties which spent, in 1946, \$143,470,000 for retail purchases.*

We don't consider award winning an end in itself. Rather, an indication of what a young station with able management, sincere blending of all its skill and energy, can do to encourage community response. Response? We got it. And before the clock struck one.

*Sales Management, Survey of Buying Power, May, 1947.



WSUA
BLOOMINGTON, INDIANA

1000 WATTS AT 1010



WARREN G. DAVIS, *Pres. Gen. Mgr.*
BURN SMITH, *National Representative*

W E O A

EVANSVILLE—EST. 1936
CBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... WFBM, Inc.
Business Studio Address... 24 N. W. Third St.
Phone Number... 4-9215
Transmitter Location... 203 N. W. Fifth St.
Air Time... 6:00 a.m.-12:05 a.m.
News Service... INS
Transcription Service... Lang-Worth
Representative... The Katz Agency
Membership... NAB, BMB
President... Harry M. Bitner, Jr.
General-Station-Com. Manager... Don Menke
Program-Publicity Director... William R. Fall
Chief Engineer... Robert Wilson
Farm Editor... Courtney Smith

W G B F

EVANSVILLE—EST. 1923
NBC

Frequency: 1280 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By... On The Air, Inc.
Business Studio Address... 519 Vine St.
Phone Number... 21171
Transmitter Location... Burkhardt Rd.
Air Time... 5:30 a.m.-12 m.
News Service... UP
Transcription Service... World
Representative... Weed & Co.
Membership... NAB, BMB
General Manager... Clarence Leich
Operations Manager... Martin L. Leich
Commercial Manager... Guy Crecelius
Program-Musical Director... Pat Roper
Publicity Director... Del Greenwood
Chief Announcer... Fred Rollison
Chief Engineer... Erwin P. Schoeny

W I K Y

EVANSVILLE—EST. 1946

Frequency: 820 Kc. Power: 250 Watts d.
Owned-Oper. By... South Central Bcstg. Corp.
Business Studio Address... Mt. Auburn Rd.
Phone Number... 48284
Transmitter Location... Mt. Auburn Rd.
Air Time... Local Sunrise-Local Sunset
News Service... AP
Transcription Service... Associated, Capitol
Representative... Burn-Smith
Membership... NAB, BMB
President-General-Station
Manager... John A. Engelbrecht
Chief Engineer... George F. Stoltz

W J P S (CP)

EVANSVILLE

Frequency: 1330 Kc. Power: 5,000 d. 1,000 n.
Owned-Operated By... WJPS, Inc.
Business Address... 411 American Bldg.

W A N E (CP)

FT. WAYNE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Radio Ft. Wayne, Inc.
Business Address... Lincoln Bank Tower

W F T W

FT. WAYNE—EST. 1947

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Operated By... Ft. Wayne Bcstg, Inc.
Business Studio Address... 220 E. Jefferson St.
Phone Number... A 2295
Transmitter Location... Getz Rd.
Air Time... Local Sunrise-Local Sunset
News Service... UP
Transcription Service... Associated, Thesaurus
Representative... Burn-Smith
Membership... BMB
President-General-Station Mgr... Ed. G. Thoms
Commercial Manager... Wm. R. Aldrich
Program Director... Rex Moad
Musical Director... Wm. P. Jel'ison
Chief Engineer... Eugene A. Chase

W G L

FORT WAYNE—EST. 1924
NBC

Frequency: 1250 Kc. Power: 1000 Watts
Owned By... Farnsworth Television & Radio
Corp.
Operated By... Bcstg. Div. of Farnsworth Tele.
& Radio Corp.
Business Address... 3702 E. Pontiac St.
Phone Number... Anthony 5201
Studio Address... 201½ W. Jefferson St.
Transmitter Location... Lower Huntington Rd.,
Waynedale, Ind.
Air Time... 6 a.m.-12 m.; 7 a.m.-12 m. Sun.
News Service... AP, UP
Transcription Service... Standard, Lang-Worth
Representative... Headley-Reed
Membership... NAB, BMB
President... E. A. Nicholas
General-Station-Com. Mgr... Pierre Boucheron
Sales Promotion Manager-Program-
Publicity Director... Norm Widenhofer
Chief Announcer... Paul Price
Chief Engineer... Don Holzapfel
Farm Editor... Guy Harris

WKJG

FORT WAYNE—EST. 1947
MBS

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: Northeastern Bcstg. Co., Inc.
Business Studio Address: 3802 S. Calhoun St.
Phone Number: Harrison 6111
Transmitter Location: Decatur & Maples Rd., Highway 27, S.
Air Time: 6 a.m.-12 m.; 7 a.m.-12 m., Sun.
News Service: AP, UP
Transcription Service: World
Representative: Paul H. Raymer
President: William A. Kunkel, Jr.
General Station Manager: Hilliard Gates
Commercial Manager: Norman H. Stewart
Program Director: Calo O. Mahlock
Chief Engineer: Tom Copeland

WOWO

FORT WAYNE—EST. 1925
ABC

Frequency: 1190 Kc. Power: 10,000 Watts
Owned-Operated By: Westinghouse Radio Stations, Inc.
Business Address: WRS—1619 Walnut St., Phila. 3, Pa.
Phone Nos.: Philadelphia: Rlthenhouse 6-6870; Fort Wayne: Anthony 2136
Transmitter Location: Junction Route Nos. 30, 33
Air Time: 5 a.m.-1 a.m.; 7 a.m.-12 m., Sun
News Service: UP
Transcription Service: Capital
Representative: Free & Peters

Membership: BMB
President: Walter Evans
Vice-President: Walter E. Benoit
General Manager: J. B. Conley
Station Manager: Robert G. Duffield
Sales Manager: Paul E. Mills
Advertising-Sales Promotion Supervisor:
Publicity Rep.: Hilda C. Woehrmeyer
Program Manager: Carl Vandagriff
Producers: Fred Freeland, Arthur L. Zapel
Musical Director: Carl Vandagriff
Chief Engineer: Bruce Ratts
Agricultural Director: Jay Gould
Educational Director: J. Edward Reich

WJOB

HAMMOND—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: South Shore Broadcasting Corp.
Address: 449 State St.
Phone Number: Sheffield 8400
Air Time: 6:30 a.m. to 12 midnight
News Service: UP
Transcription Service: Associated, SESAC
Representative: Joseph Hershey McGillvra
Membership: NAB, BMB
General Manager: O. E. Richardson
Commercial Manager: R. C. Adair
Program Director: Sem Weller
Chief Engineer: Stanley Strasberg

WBBW (CP)
INDIANAPOLIS

Frequency: 1550 Kc. Power: 250 Watts d.
Permittee: Associated Broadcasters, Inc.

For the best in news quality . . .

AP

Membership!

W F B M

INDIANAPOLIS—EST. 1924

CBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: WFBM, Inc.
 Business Studio Address: 48 Monument Circle
 Phone Number: Lincoln 8506
 Transmitter Location: R. R. 13, Box 125B—
 Millersville Rd.
 Air Time: 6 a.m.-12:05 a.m. Mon.-Fri.;
 6 a.m.-1 a.m. Sat.; 7 a.m.-12:05 Sun.
 News Service: AP, INS
 Transcription Service: Associated
 Representative: The Katz Agency
 Membership: NAB, BMB
 Chairman of the Board-General
 Manager: Harry M. Bitner, Jr.
 Com.-Sales Promotion Mgr.: William F. Kiley
 Program Director: Frank O. Sharp
 Chief Announcer: Joe Pierson
 Musical Director: Walter Reuleaux
 Chief Engineer: Harold S. Holland
 Farm Editor: Harry Martin

W I B C

INDIANAPOLIS—EST. 1938

MBS

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned-Operated By: Indiana Bcstg. Corp.
 Business Address: 30 W. Washington St.
 Phone Number: Lincoln 2305
 Studio Address: Indianapolis News Bldg.
 Transmitter Location: 59th & Hollingsworth,
 New Augusta, Ind.
 Air Time: 5 a.m.-12:15 a.m. Mon.-Fri.;
 5 a.m.-1:15 a.m. Sat.; 7 a.m.-12:15 a.m. Sun.
 News Service: AP, UP
 Transcription Service: World, Associated,
 Lang-Worth
 Representative: John Blair
 Membership: NAB, BMB
 President: Richard M. Fairbanks
 General Manager: Kenneth W. Church
 Sales or Commercial Mgr.: Samuel R. White
 Sales Promotion Manager-Publicity
 Director: Jane O. Flaherty
 Program Director-Production Manager:
 Farm Editor: Ed Mason
 Chief Announcer: Jim Shelton
 Musical Director: Walter Jackson
 Chief Engineer: Harry Adams

All of Indiana

**CAN BE YOURS VIA
 HOOSIERLAND'S ONLY
 50,000-WATTER ***



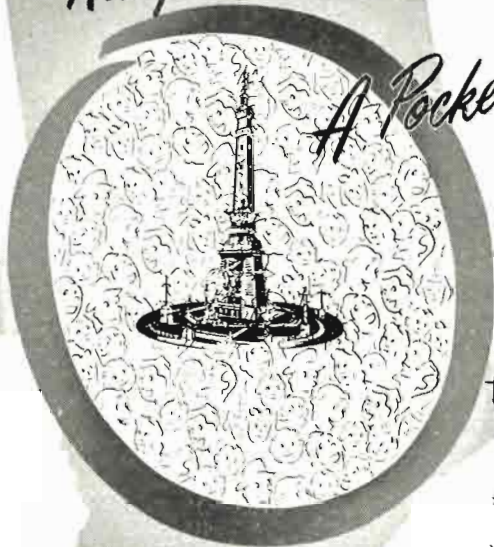
* WIBC's step-up in power, from 5,000 to 50,000 watts, is scheduled for completion by the middle of 1948. See your John Blair Man, or write direct, for new, valuable survey of WIBC's comprehensive, 50,000-watt coverage.

JOHN BLAIR AND COMPANY • NATIONAL REPRESENTATIVES

THE INDIANAPOLIS NEWS STATION

Ring around the Circle

A Pocket Full of Sales!



THE NATION'S BEST SALESMEN
PUT THE NATION'S BEST SHOWS

ON *Live* **WIRE**

to Sell the Great Hoosier Market!

★ Central Indiana—not just Indianapolis—is your primary market when your sales message is broadcast over WIRE. In the populous 44 counties that comprise this area, over 464,000 families (1,629,435 individuals) have buying power of more than one billion, seven hundred million dollars—nearly fifty percent of the entire state's!

Indianapolis, the sales Mecca of the Hoosier State, plays daily host to hundreds of purchasers who come by automobile, train, bus and air to shop in the Capital City. At home their radios—like those of Indiana's urbanites—are tuned to WIRE and NBC—the nation's most "listened to" network.

WIRE

CLAYPOOL HOTEL • INDIANAPOLIS, IND
BASIC NBC • 5000 WATTS

NATIONALLY REPRESENTED BY
JOHN E. PEARSON COMPANY

Affiliated with
THE INDIANAPOLIS STAR

**CREATORS OF TOP DRAW-ER
LIVE TALENT SHOWS**

BIGGEST LOCAL BUSINESSES USE *Live* WIRE TO REACH MORE PROSPECTS

DEPARTMENT STORES: WM. W. BLOCK COMPANY • L. S. AYRES & COMPANY • H. P. WASSON & COMPANY
HOOK DRUG COMPANY • INDIANAPOLIS POWER & LIGHT COMPANY • CITIZEN GAS & COKE UTILITY • KROGER GROCERY COMPANY
STANDARD OIL OF INDIANA • RADIO CORPORATION OF AMERICA • INDIANA BELL TELEPHONE CO. • INDIANAPOLIS RAILWAYS, INC.

WIRE

INDIANAPOLIS—EST. 1926

NBC

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By... Indianapolis Bcstg., Inc.
 Business Studio Address... Claypool Hotel
 Phone Number... Riley 1541
 Transmitter Location... 44th & Ralston Rd.
 Air Time... 6 a.m.-12 m.
 News Service... AP, UP
 Transcription Service... World, Thesaurus
 Representative... John E. Pearson
 Membership... BMB
 President... Eugene C. Pulliam
 General Manager... Willard Worcester
 Commercial Manager... Daniel C. Park
 Program Dir.-Production Mgr... Bill Dean
 Publicity Director... Ruby Anderson
 Chief Announcer... Tommy Peden
 Musical Director... John H. Winn
 Chief Engineer... Gene Alden

WISH

INDIANAPOLIS—EST. 1941

ABC

Frequency: 1310 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By... Capitol Bcstg. Corp.
 Business Studio Address... 215 Board of Trade
 Bldg.
 Phone Number... Market 6345
 Transmitter Location... Post Rd.
 Air Time... 18 hrs. daily
 News Service... AP
 Transcription Service... Standard
 Representative... Free & Peters
 Membership... NAB, BMB
 President... Frank E. McKinney
 General-Station-Com. Mgr... George J. Higgins
 Sales Promotion Manager... Reid Chapman
 Program Dir.-Production Mgr... Wm. Frosch
 Musical Director... James Boyer
 Chief Engineer... Stokes Gresham

WKMO

KOKOMO—EST. 1941

CBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Kokomo Bcstg. Corp.
 Business Studio Address... 400½ N. Main St.
 Phone Number... 5871-2
 Transmitter Location... Ohio at Morgan Sts.
 Air Time... 6 a.m.-12:05 a.m.; 7 a.m.-12:05 Sun.
 News Service... UP
 Transcription Service... Lang-Worth, Standard
 Representative... Radio Adv. Co.
 Membership... NAB, BMB
 President... Dr. R. S. Taylor
 General-Station Manager... Joseph W. Jordan

Commercial Manager... Bert Julian
 Sales Promotion-Production Manager...
 Publicity Director... Frank Gregory
 Program Director... Clyde Caswell
 Chief Announcer... Jack Rab
 Musical Director... Jim Newman
 Chief Engineer... George Palmer
 Acting Farm Editor... Wayne Hoffman

WASK

LAFAYETTE—EST. 1942

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... WFAM, Inc.
 Business Studio Address... 324 Ferry St.
 Phone Number... 4300
 Transmitter Location... R. R. No. 5, McCarty Lane
 Air Time... 6 a.m.-12 m.
 News Service... UP
 Transcription Service... World
 Representative... Joseph Hershey McGillvra
 Membership... NAB
 President-Commercial Mgr... O. E. Richardson
 General-Station Manager... Joe Spring
 Chief Engineer... Harry C. Garba

WBAA

LAFAYETTE—EST. 1922

Frequency: 920 Kc. Power: 5,000 d, 1,000 n.
 Owned-Operated By... Purdue Univ.
 Business Address... Hall of Music
 Phone Number... 92-2147
 News Service... UP
 Transcription Service... Thesaurus
 President... F. L. Houde
 General Mgr.-Program Dir... Jim Miles
 Production Manager... John De Camp
 Chief Engineer... Ralph Townsley
 Education Supur... John Henderson

WLOI (CP)

LA PORTE

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Operated By... La Porte County Bcstg. Co.
 Business Address... P. O. Box 381
 Phone Number... 3675
 President-Program Dir... Hoyt H. Scott
 General Manager... Edward Young
 Commercial Manager... I. S. Rumely

WBAT

MARION—EST. 1947

Frequency: 1600 Kc. Power 500 Watts d.
 Owned-Operated By... Marion Radio Corp.
 Business Address... 303½ S. Adams St.
 Phone Number... 5500
 News Service... AP

Transcription Service..... World
 Representative Walker
 President-Gen.-Pro. Mgr. John Bone
 Commercial Manager..... R. Douglas Garwood
 Program Director..... Allen J. Jeffries
 Chief Engineer..... Richard H. Mitchell

W I M S

MICHIGAN CITY—EST. 1947

Frequency: 1420 Kc..... Power: 1000 Watts d.
 Owned-Operated By... Northern Ind. Bcstrs., Inc.
 Business Address..... 415 Franklin St.
 Phone Number..... 4980
 News Service..... UP
 Transcription Service..... World
 Representative..... Lorenz & Thompson
 Membership..... NAB, BMB
 President..... O. E. Richardson
 General Manager..... E. R. Herkner
 Chief Engineer..... R. Schilling

W L B C

MUNCIE—EST. 1926

CBS—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Donald A. Burton
 Business Studio Address..... P.O. Box 271—
 U. S. Highway 35, S. E. of Muncie, Ind.
 Phone Number..... 4403
 Transmitter Location... U. S. Highway 35, S.E.
 of Muncie, Ind.
 Air Time..... 6:30 a.m.—12:07 a.m.
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Walker Co., Holman
 Membership..... NAB, BMB
 Owner-General-Station Manager... D. A. Burton
 Commercial-Sales Promotion Manager—
 Publicity Director..... W. F. Craig
 Program Director-Production Manager—
 Chief Announcer-Farm Editor... Lee Allerton
 Musical Director..... Bill Summers
 Chief Engineer..... Maury Crain

W K B V

RICHMOND—EST. 1926

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By.... Central Bcstg. Corp.
 Business Studio Address..... 25 S. Ninth St.
 Phone Number..... 1156
 Transmitter Location..... 25 S. Ninth St.
 Air Time..... 6 a.m.—10:30 p.m.
 News Service..... UP
 Transcription Service... Lang-Worth, Standard
 Membership..... NAB
 General Manager..... G. F. Albright
 Asst. Manager..... A. F. Schroy

Commercial Manager-Publicity

Director..... R. L. Nusbaum
 Program Dir.-Chief Engineer... Louis J. Duning
 Musical Director..... Sue Tucker
 Farm Director..... Mary L. Miller

W H O T

SOUTH BEND—EST. 1944

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By... South Bend Bcstg. Corp.
 Business Studio Address... 434 S. St. Joseph St.
 Transmitter Location..... 434 S. St. Joseph St.
 Air Time..... 6 a.m.—12 m.
 News Service..... AP
 Transcription Service..... Associated
 Representative..... Weed & Co.
 Membership..... NAB
 President..... C. Bruce McConnell
 General-Station-Com. Mgr.... Wm. H. Spencer
 Program Dir.-Chief Announcer... Ted Vernasco
 Sales Promotion Manager... C. J. Pajakowski
 Production Manager..... Robert Lashbrook
 Musical Director..... Violet Joy
 Chief Engineer..... David Maltby
 Farm Editor..... Ed Berryman

W J V A

SOUTH BEND—EST. 1947

Frequency: 1580 Kc..... Power: 250 Watts d.
 Owned-Operated By... St. Joseph Valley Bcstg.
 Corp.
 Business Address..... 214 W. Wayne St.
 Phone Number..... 3-8668
 Transmitter Studio Location..... Hickory Rd.
 Air Time..... Local Sunrise—Local Sunset
 News Service..... UP
 Transcription Service... Capitol, Lang-Worth,
 Standard
 Representative .. Burn-Smith
 President-General Manager.... B. W. Redifer
 Vice Pres.-Program Dir.... D. Carrol Reynolds
 Commercial Manager..... H. Parker Smith
 Chief Engineer..... Francis Bock

W S B T

SOUTH BEND—EST. 1922

CBS

Frequency: 960 Kc..... Power: 5000 Watts
 Owned-Operated By..... South Bend Tribune
 Business Address..... South Bend 26, Ind.
 Phone Number..... 3-6161
 Studio Address..... Tribune Bldg.
 Transmitter Location..... R. R. No. 6, Box 32
 Air Time... 5 a.m.—12 m.; 8 a.m.—11:15 p.m. Sun.
 News Service..... UP
 Transcription Service..... Capitol, Standard
 Representative..... Paul H. Raymer
 Membership..... BMB
 President..... F. A. Miller

General-Station Manager.....R. H. Swintz
 Commercial Manager.....N. B. Welch
 Sales Promotion Manager-Publicity
 Director.....W. A. Sweitzer
 Program Director.....Marc Boyden
 Production Manager.....Ollie Parcher
 Chief Announcer.....Morton Linder
 Musical Director.....Harlan Hogan
 Chief Engineer.....H. G. Cole
 Farm Editor.....Phillip Combs

W T C J (CP)

TELL CITY

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....James Roland Brewer

W B O W

TERRE HAUTE—EST. 1927

NBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...Banks of the Wabash, Inc.
 Business Studio Address.....303 S. 6th St.
 Phone Number.....Crawford 5034
 Transmitter Location.....1st & Peyton Sts.
 Air Time.....18 hrs. daily
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Weed & Co.
 Station-Commercial Mgr...W. Ferrall Rippetoe
 Membership.....NAB, BMB
 Program-Musical Director.....Leo Baxter
 Publicity Director.....Madeline K. Barry
 Chief Announcer.....Harry E. Frey
 Chief Engineer.....Donald Aldrich

W T H I

TERRE HAUTE—EST. 1947

ABC

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By...Wabash Valley Bcstg.
 Corp.
 Business Studio Address...120 S. Seventh St.
 Phone Number.....C-9481
 Transmitter Location...13th St. & Hazelburg Rd.
 Air Time.....6 a.m.-12 m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Free & Peters
 Membership.....NAB
 President.....Anton Hulman, Jr.
 General Manager.....Joseph M. Higgins
 Program Director.....Arnold C. Johnson
 Musical Director.....Ben Falber
 Chief Engineer.....Frank Lee

W A O V

VINCENNES—EST. 1940

MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Vincennes Newspapers, Inc.
 Business Address.....320 Buseron St.
 Phone Number.....787-8
 Studio Address.....Grand Hotel
 Transmitter Location...U. S. 41, N. of Vincennes
 Air Time...8 a.m.-11 p.m. Sun.; 6 a.m.-11 p.m.
 Mon.; 6 a.m.-12 m. Tues.-Sat.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson
 President.....Eugene C. Pulliam
 General Manager.....Howard N. Greenlee
 Station-Sales Promotion Mgr...Edw. R. Raasch
 Commercial Manager.....Robert Harris
 Program Director.....Vernon Paule
 Publicity Dir.-Chief Announcer...Dale Young
 Musical Director.....Byron Davidson
 Chief Engineer.....Engene E. Alden

For Prestige...

AP

Membership!

IOWA

Estimated Population 2,606,000—% Increase 2.7—Radio Homes 680,295
Farms with Radios 190,438—Stations in State 37

K B U R

BURLINGTON—EST. 1941

ABC—IOWA TALL CORN NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Burlington Bcstg. Co.
Business-Studio Address... National Bank Bldg.
Phone Number... 680
Transmitter Location... National Bank Bldg.
Air Time... 6 a.m.-11 p.m.
News Service... UP
Transcription Service... Thesaurus, SESAC,
Capitol

Representative... TaylorHowe-Snowden
Membership... NAB
President... Dan T. Riley
General Manager... Gerard B. McDermott
Sales Manager... Robert W. Frudeger
Sales Promotion Manager... David Steinle
Program Director... Layton K. Hurst
Chief Announcer... Robert Matheny
Musical Director... Constance Prusia
Chief Engineer... John Gallino
Farm Editor... Virgil Radtke

K C R G

CEDAR RAPIDS—EST. 1947

MBS

Frequency: 1600 Kc. Power: 5000 Watts
Owned-Operated By... The Gazette Co.
Business-Studio Address... 104 First St., S.W.
Phone Number... 4194
Transmitter Location... Cedar Rapids, Iowa
Air Time... 18½ hrs. daily
News Service... AP, INS
Transcription Service... Standard, Associated
Representative... Weed & Co.
Membership... NAB, BMB
Vice-Pres. & Secy... J. F. Hladky
General Manager... George C. Biggar
Commercial Manager... Neil C. Conklin
Promotion-Publicity Director... Edna A. Herbst
Program-News Director... Pat Patterson
Music Librarian... Phyllis Rafferty
Chief Engineer... Wayne L. Babcock
Farm Editor... Rex Conn

W M T

CEDAR RAPIDS—EST. 1922

CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By... American Bcstg. Stations,
Inc.
Business-Studio Address... Paramount Theatre
Bldg.
Phone Number... 6127
Transmitter Location... Marion, Iowa

Air Time... 5:30 a.m.-12:05 a.m.; 6:55 a.m.-12:05
a.m., Sun.

News Service... AP, INS
Transcription Service... World, Lang-Worth,
Davis & Schwieger

Representative... Katz Agency
Membership... NAB, BMB
Owner... Mrs. Helen Mark
Exec. Vice Pres... Wm. B. Dolph
General-Station Mgr... Wm. B. Quarton
Commercial Manager... Donald D. Sullivan
Sales Promotion Manager... Leo F. Cole
Program Director... Douglas B. Grant
Production Manager... Don Alt
Publ. Directors... Bernie Kozberg, Vern Hansen
Chief Announcer... Robert C. Leefers
Musical Director... June Caldwell
Chief Engineer... George P. Hixenbaugh
Farm Editor... Charles A. Worcester

K R O S

CLINTON—EST. 1941

MBS—TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Clinton Bcstg. Corp.
Business Address... 246 Fifth Ave., S.
Phone Number... 448
Transmitter-Studio Address... Jacobsen Bldg.
Air Time... 6 a.m.-12 M.; 7 a.m.-12M., Sun.
News Service... UP
Transcription Service... Standard
Representative... Taylor-Snow-Howden
Membership... NAB, BMB
President... W. S. Jacobsen
General-Station Manager... Morgan Sexton
Commercial Manager... Walter Teich
Sales Promotion Mgr., Publicity
Director... Verne Gielow
Program Director, Production Manager, Musical
Director... Robert J. Bodden
Chief Engineer... Gilbert A. Andrew
Farm Editor... John Rohwer

K S W I

COUNCIL BLUFFS—EST. 1947

IOWA TALL CORN NETWORK

Frequency: 1560 Kc. Power: 500 Watts d.
Owned-Operated By... Nonpareil Bcstg. Co.
Business-Studio Address... Strand Theatre Bldg.,
Council Bluffs and Livestock Natl. Bk. Bldg.,
Omaha
Phone Number... Co. Bluffs 4041 and Omaha
Jackson 7736
Transmitter Location... ½ mi. E. of the So.
Omaha Bridge on Highway 275
Air Time... 12 hrs. daily
News Service... AP

Transcription Service...Lang-Worth, Associated
 RepresentativeTaylor-Howe-Snowden
 MembershipNAB
 President, Sales Promotion Manager, Publicity
 Director.....Robert H. O'Brien
 General-Station-Commercial
 Manager.....William E. Ware
 Program Director.....Terry Moss
 Production Manager.....Hugh Carlyle
 Chief Engineer.....Robert W. Hall
 Farm Editor.....C. W. McManamy

K S I B

CRESTON—EST. 1946

KBS—IOWA TALL CORN

Frequency: 1520 Kc....Power: 1000 Watts d.
 Owned-Operated By...Southwest Iowa Bcstg.
 Co.

Business-Studio Address.....Radio Center
 Phone Number55
 Transmitter Location.....Radio Center
 Air Time.....Local sunrise-local sunset
 News ServiceAP
 Transcription Service.....Standard, SESAC
 RepresentativeTaylor-Howe-Snowden
 MembershipNAB
 President.....Arthur Horning
 General-Station Manager, Publicity
 Director.....E. M. Horning
 Commercial Manager.....Charles T. Webb
 Program Director.....Ray W. Heinen
 Chief Announcer Musical Dir....Cliff Stillinger
 Chief Engineer.....Louis A. Polen
 Farm Editor.....Ray W. Heinen

K S T T

DAVENPORT—EST. 1946

MBS

Frequency: 750 Kc....Power: 250 Watts d.
 Owned-Operated By...Davenport Bcstg. Co.,
 Inc.

Business-Studio Address.....324 Main Street
 Phone Number2-3525
 Transmitter Location....2505 Rockingham Rd.
 Air Time.....Local sunrise-local sunset
 News ServiceAP
 Chief Executives.....Hugh R. Norman,
 A. M. McGregor
 General Manager.....Hugh R. Norman
 Station Manager.....A. M. McGregor
 Commercial Mgrs...John Reid, Charles Niles
 Program Director.....Pat Alan
 Musical Director.....Gregg Dunn
 Chief Engineer.....David Breister

W O C

DAVENPORT—EST. 1922

NBC

Frequency: 1420 Kc....Power: 5000 Watts
 Owned-Operated By.....TriCity Bcstg. Co.

Business-Studio Address.....1002 Brady St.
 Phone Number3-3661
 Transmitter Location.....R. R. No. 1
 Air Time...6 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News ServiceUP
 Transcription Service...Lang-Worth, Thesaurus
 Representative.....Free & Peters
 MembershipNAB, BMB
 President.....Col. B. J. Palmer
 V. P., General-Station Mgr....Buryl Lottridge
 Commercial Manager.....L. O. Fitzgibbons
 Sales Promotion Manager.....Jane Boom
 Program Director, Production
 Manager.....Charles Freburg
 Publicity Director.....Bob Campbell
 Musical Director.....George Sontag
 Chief Engineer.....Paul Arvidson

K D E C

DECORAH—EST. 1947

MBS—IOWA TALL CORN NETWORK

Frequency: 1240 Kc....Power: 250 Watts
 Owned-Operated ByTelegraph-Herald
 Business-Studio Address...301 W. Broadway
 Phone Number110
 Transmitter Location...Luther College Campus
 Air Time..6 a.m.-9:30 a.m.; 1:30 p.m.-12 M.;
 7:30 a.m.-9:30 a.m.; 1:30 p.m.-12 M., Sun.

News ServiceAP
 Transcription ServiceStandard
 RepresentativeTaylor-Howe-Snowden
 MembershipNAB
 President.....F. W. Woodward
 General Manager.....William J. Croker
 Commercial Manager...George J. Dorrington
 Program Director, Chief Announcer.Ray Laube
 Chief Engineer.....Clifford Vought
 Farm Editor.....Kenneth Bjerke

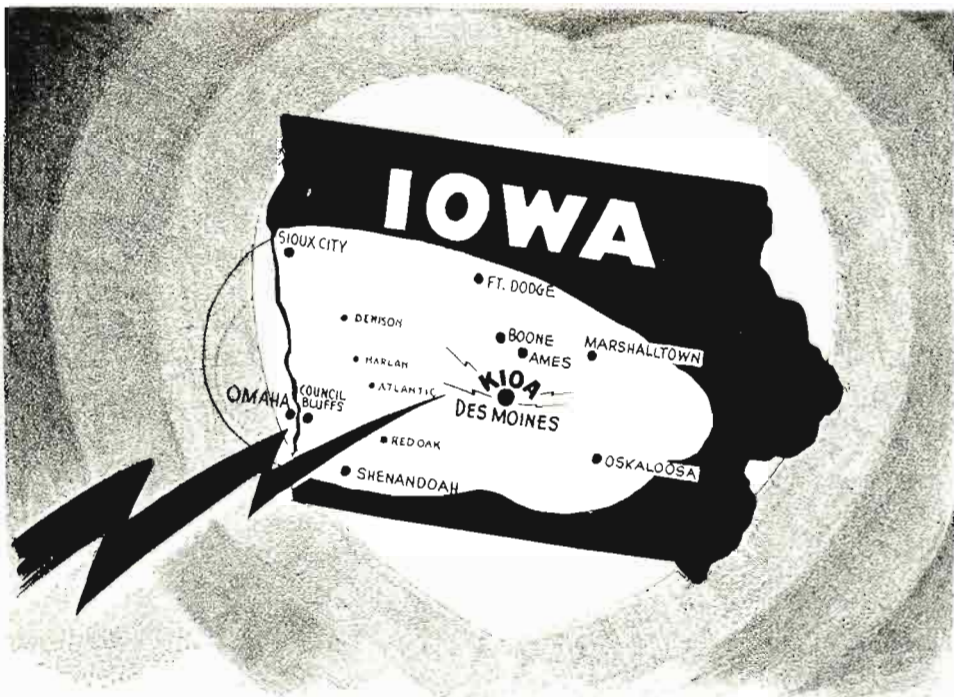
K C B C

DES MOINES—EST. 1946

MBS

Frequency: 1390 Kc....Power: 10,000 Watts
 Owned-Operated By...Capital City Bcstg. Co.
 Business-Studio Address...309 Plymouth Bldg.
 Phone Number4-3151
 Transmitter Location....E. 42nd & Dean Sts.
 Air Time6 a.m.-2 a.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeBurn-Smith
 President.....George O'Dea
 General-Station Manager...Sidney J. Pearlman
 Sales Manager.....Allan Curnutt
 Sales Promotion Manager.....Wayne Crew
 Program Director, Production
 Manager.....Dale Morgan

Musical Director.....Ralph Zarnow
 Chief Engineer.....Bob Brown
 Farm Editor.....Dale Barton



*HIT THE HEART—
OF YOUR "MILK and MONEY" MARKET*

Sell IOWA the *KIOA* Way

**With the Midwest's Largest
Independent Clear Channel Station**

10,000 Watts Daytime

5,000 Watts Nighttime

940 on the Dial

JOHN BOLER

President

& Gen. Mgr.

PAUL H. RAYMER CO., INC. - National Sales Representative

***KIOA* 940**

K C

K I O A

DES MOINES—EST. 1947

Frequency: 940 Kc. Power: 10,000 Watts d.;
5,000 Watts n.
Owned-Operated By...Independent Bcstg. Co.
Business-Studio Address...Onthank Bldg., 10th
& Mulberry
Phone Number.....4-8193 and 4-8194
Transmitter Location...Ford, Iowa (20 mi. S.E.
of Des Moines)
Air Time...5:30 a.m.-12:30 a.m.; 7:30 a.m.-12:30
a.m., Sun.
News Service.....INS, UP
Transcription Service.....World, Associated
Representative.....Paul H. Raymer
Membership.....NAB, BMB
President, General-Commercial
Manager.....John W. Boler
Sales Promotion Manager, Publicity
Director.....Mary Tucker
Program Director.....Don Alt
Production Manager.....Donn Clayton
Chief Engineer.....Lloyd R. Amoo

K R N T

DES MOINES—EST. 1936

ABC

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business-Studio Address.....715 Locust St.
Phone Number.....3-2111
Transmitter Location...S.E. 22nd & Park Ave.
Air Time.....6 a.m.-12 M.
News Service.....AP, INS, UP
Transcription Service...Standard, Associated
Representative.....The Katz Agency
Membership.....NAB, BMB
President.....Gardner Cowles
General-Station Manager.....Phil Hoffman
Commercial Manager.....Robert Dillon
Sales Promotion Manager.....Joe Hudgens
Program Director.....Charles D. Miller
Production Manager.....Charles McCuen
Publicity Director.....Mary Little
Musical Director.....Wayne Ackley
Chief Engineer.....Charles Quentin
Farm Editor.....Joseph B. Ryan

K S O

DES MOINES—EST. 1932

CBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By.....Murphy Bcstg. Co.
Business-Studio Address.....Tenth and Grand
Phone Number.....3-0571
Transmitter Location...E. 38th & Broadway
Air Time...6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service.....AP, UP
Transcription Service.....World
Representative.....Headley-Reed

Membership.....NAB, BMB
President.....Kingsley H. Murphy
General-Commercial Mgr...George J. Higgins
Promotion Manager.....Don V. Shoemaker
Program Director.....Edmund J. Linehan
Musical Director.....Bill Baldwin
Chief Engineer.....F. E. Bartlett
Farm Editor.....Tom Lewis

K U M B (CP)

DES MOINES

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Operated By.....Radio Station
Des Moines, Inc.
Business Address.....Paramount Bldg.
Phone Number.....3-5175
News Service.....UP
Transcription Service.....World
President-General Mgr.....Myron J. Bennett

K W D M

DES MOINES—EST. 1947

TALL CORN

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By...Des Moines Bcstg. Corp.
Business Address.....407 Fifth Ave.
News Service.....AP
Transcription Service...Capital, Associated
Representative.....Taylor-Howe-Snowden
President.....George W. Webber
General Manager.....Robert L. Webber
Commercial Manager.....James L. Kelehan
Program Director.....Kenn R. Barry
Chief Engineer.....Werner Schwarz

W H O

DES MOINES—EST. 1924

NBC

Frequency: 1040 Kc. Power: 50,000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address.....914 Walnut St.
Phone Number.....3-7147
Transmitter Location...Mitchellville, Iowa
Air Time...5:30 a.m.-12:30 a.m.; 7:30 a.m.-
12:30 a.m., Sun.
News Service.....AP, INS, UP
Transcription Service...Thesaurus, Lang-Worth,
SESAC
Representative.....Free & Peters
Membership.....NAB, BMB
President.....B. J. Palmer
Executive Vice President.....Ralph Evans
Vice Pres.-Resident Mgr...Paul A. Loyet
Commercial Manager.....Harold Fulton
Sales Promotion Manager...Maurice McMurray
Program Director.....Jack Kerrigan
Publicity Director.....Woody Woods
Musical Director.....Don Hovey
Chief Engineer.....Reed Snyder
Farm Editor.....Herb Plambeck

K D T H

DUBUQUE—EST. 1941

MBS—IOWA TALL CORN NETWORK

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By: Telegraph Herald
 Address: 8th and Bluff
 Phone Number: 1603
 Transmitter Location: East Dubuque, Ill.
 Air Time: 6 a.m. to 12 midnight
 News Service: AP
 Transcription Service: Standard
 Representative: Taylor-Howe-Snowden
 President: F. W. Woodward
 General Manager: K. S. Gordon
 Commercial Manager: Robert S. Graham
 Commercial Manager: Gordon K. Downey
 Program Director: Arnie Stierman
 Chief Engineer: Charles M. Cain

W K B B

DUBUQUE—EST. 1933

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Dubuque Bcstg. Co.
 Business-Studio Address: 505 Main St.
 Phone Number: 572
 Transmitter Location: R. R. No. 2
 Air Time: 6:30 a.m.-12 M.
 News Service: UP
 Transcription Service: World
 Representative: Radio Adv. Co.
 Membership: NAB, BMB
 Exec. Vice-Pres., General-Station-Sales Promotion Mgr., Publicity Dir.: James D. Carpenter
 Commercial Manager: Harry Hatzenbuehler
 Program Director, Production Manager, Musical Director: Scott Runge
 Chief Announcer: L. Vaughn Gayman
 Chief Engineer: John Ueyoka

K V F D

FORT DODGE—EST. 1939

MBS—IOWA TALL CORN NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Northwest Bcstg. Co.
 Business-Studio Address: Warren Bldg., 912 1st Ave., S.
 Phone Number: Wal. 3761
 Transmitter Location: Junction Hiways 169 & 20, 1 mi. W. of Fort Dodge
 Air Time: 18 hrs. daily
 News Service: UP
 Representative: Taylor-Howe-Snowden
 Membership: NAB
 President: Edward Breen
 Office Manager: Mae Challengberg
 Sales Manager: Max Landes
 Program Director, Farm Editor: Drexel Peterson

Publicity Director: Kenneth Peterson
 Chief Announcer: Frank Sims
 Chief Engineer: David G. Sinclair

K X G I (CP)

FORT MADISON

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By: Hawkeye Bcstg. Co.
 Business Address: Marquette Bldg.
 Partners: Willis L. Ashby,
 Billy M. Arron, John F. Courier

K X I C (CP)

IOWA CITY

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: Johnson County Bcstg. Co.
 Business Address: Iowa City, Ia.
 President: Robert E. Snyder
 Program Director: Herbert D. Olson

K O K X

KEOKUK—EST. 1947

TALL CORN

Frequency: 1310 Kc. Power: 250 Watts d.
 Owned-Operated By: Keokuk Bcstg. Co.
 Business Address: 5th & Main St.
 Phone Number: 235
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Webber, Taylor-Howe-Snowden
 President: H. W. Stadler
 General-Commercial Mgr. George B. Adkisson
 Promotion Manager: Cy Farr
 Program Director: E. J. Lessinger
 Chief Engineer: Walton W. Wilson

K F J B

MARSHALLTOWN—EST. 1923

MBS—IOWA TALL CORN NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned By: Times Republican Prtg. Co.
 Operated By: Marshall Electric Co.
 Business-Studio Address: 136 W. Main St.
 Phone Number: 3361
 Transmitter Location: 3½ m. N.W. of Studio
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service: UP
 Transcription Service: Standard
 Representative: Taylor-Howe-Snowden
 Membership: NAB, BMB
 President: D. W. Norris
 General Manager: Paul E. Millen
 Commercial Manager: William Theek
 Program Director, Production Manager, Musical Director: Ray P. Bennett
 Publicity Director: Paul G. Norris
 Chief Announcer, Farm Editor: Bill White
 Chief Engineer: Jim Dickens

K G L O

MASON CITY—EST. 1937

CBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By: Lee Radio, Inc.
 Business-Studio Address: 12½ 2nd N. E.
 Phone Number: 2800
 Transmitter Location: 2 mi. W. of Mason City
 on Highway No. 18
 Air Time: 6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m.
 Sun.

News Service: AP, UP
 Transcription Service: Standard
 Representative: Weed & Co.
 Membership: NAB, BMB
 President: Lee P. Loomis
 General-Station Manager: Herbert R. Ohrt
 Commercial Manager: Lloyd D. Loers
 Sales Promotion Manager, Publicity
 Director: Henry B. Hook
 Program Director: William G. Suter
 Production Manager, Chief

Announcer: Douglas F. Sherwin
 Chief Engineer: Roger E. Sawyer
 Farm Editor: Albin Heinz

K I C N (CP)

MASON CITY

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Mason City Bcstg. Co.
 Partners: Louis Wolf,
 Abbott E. Wolf, J. George Wolf, W. Robert
 Wolf

K S M N (CP)

MASON CITY

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By: Mohawk Bcstg. Co.
 Business Address: Mason City, Ia.
 President-General Mgr.: Robert M. Carson
 Commercial Manager: N. W. Rice

K W P C

MUSCATINE—EST. 1947

IOWA TALL CORN NETWORK

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By: Muscatine Bcstg. Co.,
 Ltd.

Business-Studio Address: Mulberry & Houser
 Sts.
 Phone Number: 860
 Transmitter Location: Mulberry & Houser Sts.
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: Thesaurus, Capitol
 Representative: Taylor-Howe-Snowden
 Membership: NAB

General-Station-Commercial

Manager: George J. Volger
 Sales Promotion Manager: Max Risinger
 Program Director: Virgil Godfrey
 Chief Announcer: John Hanlon
 Musical Director: Thelma Volger
 Chief Engineer: Elmer Christenson

K B I Z

OTTUMWA—EST. 1941

MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: KBIZ, Inc.
 Business-Studio Address: 115 N. Marion St.
 Phone Number: 5600-5601
 Transmitter Location: Community Gardens
 Air Time: 6 a.m.-12 M.
 News Service: UP
 Transcription Service: World
 President, General Manager: James J. Conroy
 Station Manager: Eleanor M. Haling
 Commercial-Production Mgr.: Milo Knutson
 Sales Promotion Manager: Richard Meier
 Chief Announcer: Paul Prince
 Chief Engineer: Wayne Hatchett

K F N F

SHENANDOAH—EST. 1924

Frequency: 920 Kc. Power: 1000 Watts d.;
 500 Watts n.

Owned-Operated By: KFNF, Inc.
 Business-Studio Address: 403 Sycamore
 Phone Number: No. 1
 Transmitter Location: 403 Sycamore St.
 Air Time: 15 hrs. daily
 News Service: AP
 Transcription Service: World, Standard
 Membership: NAB, BMB
 Owner: John Nicolson
 President: Henry Field
 General-Station-Commercial Manager, Publicity
 Director: Frank Stubbs
 Program Director: Marian Stubbs
 Production Manager: Earl Blakesly
 Chief Announcer: Mel Eyberg
 Musical Director: Ermal Dilley
 Chief Engineer: Bob Barkman
 Farm Editor: Dean Barnett

K M A

SHENANDOAH—EST. 1925

ABC—MBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: May Bcstg. Co.
 Business-Studio Address: Lowell & Elm Sts.
 Phone Number: 192
 Transmitter Location: 1 mi. N.E. of Shenan-
 doah on Highway 48
 Air Time: 5:15 a.m.-12 M.
 News Service: AP, UP

IOWA'S MOST POWERFUL ABC OUTLET

KXEL

CHANGES IOWA'S LISTENING HABITS

Exhaustive Telephone Survey of 14,083 telephone calls prepared by Robert S. Conlan and Associates, Inc., Kansas City, reveals that KXEL's Voice of Agriculture dominates listening homes in Iowa's richest Industrial and Agricultural area of "The KXEL Rural City."

DAY TIME LISTENING

Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

	Morning	Afternoon
KXEL	38.7%	30.4%
Station A (Des Moines 50,000 Watt NBC outlet)	20.8%	32.0%
Station B (Cedar Rapids 5,000 Watt CBS outlet)	16.8%	13.3%
Others (Over 18 stations)	23.7%	24.3%

NIGHT TIME LISTENING

Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

	Evening
KXEL	32.1%
Station A (Des Moines 50,000 Watt NBC outlet)	36.6%
Station B (Cedar Rapids 5,000 Watt CBS outlet)	20.7%
Others	10.6%

TOTAL OF ENTIRE SURVEY

KXEL	32.9%
Station A (Des Moines 50,000 Watt NBC outlet)	31.5%
Station B (Cedar Rapids 5,000 Watt CBS outlet)	17.1%
Others	18.5%

These are just a few of the facts contained in the Conlan Survey. Complete details on KXEL's Great Listening Audience can be obtained by writing Josh Higgins Broadcasting Company, Waterloo, Iowa, or contacting your nearest Avery-Knodel representative.

50,000 Watts KXEL 50,000 Watts

Josh Higgins Broadcasting Co. • Waterloo, Iowa
Represented by Avery-Knodel, Inc.

Transcription Service.....SESAC, Cole
 RepresentativeAvery-Knodel
 MembershipNAB
 President.....Edward W. May
 General-Station Mgr.....Owen Saddler
 Commercial Manager.....H. O. Peterson
 Program Director.....Glenn E. Harris
 Musical Director.....Mabel McFarland
 Chief Engineer.....R. J. Schroeder
 Farm Editor.....M. J. Langfitt

K C O M (CP)
 SIOUX CITY

Frequency: 620 Kc.....Power: 10000 Watts
 Owned-Operated By...Commercial Assoc., Inc.

K S C J
 SIOUX CITY—EST. 1927
 CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Business-Studio Address....415 Douglas St.
 Phone Number5-7993
 Air Time.....6 a.m.-12 M.
 News ServiceAP
 Transcription Service....World, Lang-Worth,
 SESAC, Cole
 Representative.....George P. Hollingbery
 MembershipNAB
 President.....W. P. Perkins
 Station-Commercial Mgr....Eugene T. Flaherty
 Program Director.....Elizabeth Sammons
 Chief Engineer.....S. C. Dier
 Farm Editor.....Jack Elton

K T R I
 SIOUX CITY—EST. 1938
 MBS—IOWA TALL CORN

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By...Sioux City Bcstg. Co.
 Business-Studio Address....Commerce Bldg.
 Phone Number8-0165
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceAssociated
 RepresentativeTaylor-Howe-Snowden
 MembershipNAB, BMB
 President, General-Station Mgr., Dietrich Dirks
 Commercial Manager.....Charles Butler
 Program-Publicity Director...Sheldon Singer
 Chief Announcer.....Wayne Ross

K I C D

SPENCER—EST. 1941

MBS—IOWA TALL CORN NETWORK
 Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Iowa Great Lakes Bcstg.
 Co.
 Business Address.....Box 631
 Phone Number45-6

Air Time.....6 a.m.-12 M.
 News ServiceAP
 Transcription Service.....World, Standard
 RepresentativeTaylor-Howe-Snowden
 MembershipNAB
 Pres., General-Station Mgr....Ben B. Sanders
 Program Director.....Mason Dixon
 Production Manager.....Tom Edwards
 Musical Director.....Carlyle Gemmer
 Chief Engineer.....Clarence Touw
 Farm Editor.....Lyle Swigart

K X E L

WATERLOO—EST. 1942
 ABC

Frequency: 1540 Kc.....Power: 50,000 Watts
 Owned-Operated By..Josh Higgins Bcstg. Co.
 Business-Studio Address.....Insurance Bldg.
 Phone Number3-3371
 Transmitter Location.....Dysart, Iowa
 Air Time.....5:30 a.m.-12 M.
 News ServiceINS
 Transcription ServiceSESAC
 RepresentativeAvery-Knodel
 MembershipNAB, BMB
 President, General-Station Mgr....Joe DuMond
 Commercial Manager.....A. J. DuMond
 Program Director.....Emlyn Owen
 Publicity Director.....Elizabeth M. Gahre
 Musical Director.....George Timm
 Chief Engineer.....Don E. Kassner
 Farm Editor.....Carl Roth

K A Y X

WATERLOO—EST. 1947
 IOWA TALL-CORN NET.

Frequency: 1090 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Waterloo Bcstg. Co.
 Business-Studio Address..620½ Lafayette St.
 Phone Number6851
 Air TimeLocal sunrise-local sunset
 News ServiceUP
 Transcription Service..Lang-Worth, Thesaurus
 RepresentativeTaylor-Howe-Snowden
 President.....C. R. Miller
 Station-Commercial Mgr.....A. W. Triggs
 Program Director.....Cole McMartin
 Chief Announcer.....Erling Jorgensen
 Chief Engineer.....Bob Moore

K W W L

WATERLOO—EST. 1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Black Hawk Bcstg. Co.
 Business Address.....Russell-Lamson Hotel
 Phone Number2-9333
 News Service.....AP
 Transcription Service.....Associated
 President-General Mgr.....Ralph J. McElroy
 Commercial Manager.....W. Lyle Harvey

SOCRATES HAD "SOCK!"

Sound old Socrates would present time buying facts in this logical manner.

- **PREMISE I**—Kansas farmers have more money to spend than at any other time in history.
- **PREMISE II**—WIBW, by actual survey, is the station most preferred and most listened to by these ready-to-buy farm families.
- **CONCLUSION**—To sell more of your goods or services to more families in Kansas and adjoining states . . . use WIBW.

Darned good logic, Soc! And it's equally good business reasoning for 1948 or any other year because—

WIBW HAS SOCK!

. . . selling sock, Mr. Advertiser, and here's why! For almost a quarter-century we've faithfully served a farm and small town audience. Today, we're as much a part of their daily life as their ultra-modern farm equipment.



Our buying recommendations are acted upon . . . quickly . . . because these First Families of Agriculture are rich. Years of bumper crops were climaxed in 1947 by the largest wheat crop in history sold at record prices. This staggering new purchasing power is a PLUS . . . a value over and above WIBW's ability to startle you with sales even in average times.

Carefully Planned Farm Service Builds Audience, Confidence, Sales

Long ago, our listeners learned that WIBW was always first with farm news, market reports, and sound information on advanced farming methods. WIBW cooperates closely with 4-H Clubs, county agents, and men's and women's farm organizations.



WIBW's "Flying Rooster" plane covers the Midwest, making on-the-spot tape recordings at important farm meetings, demonstrations, or in the fields and barns of successful farmers. Flown back to the studio immediately, our vast farm audience "attends" these meetings later, at a more convenient time. Years of such "one step ahead" service has built outstanding listener acceptance for WIBW and equally outstanding sales results for our advertisers.

By Logic and by Facts—It's WIBW

In Kansas and adjoining states, independent surveys show that WIBW is the station most preferred and most listened to by farm and small town families. Plan your sales attack accordingly.

**Serving the
First Families of Agriculture**



CBS

Rep.: CAPPER PUBLICATIONS, Inc.

**BEN LUDY
Gen. Mgr.
WIBW-KCKN**

KANSAS

*Estimated Population 1,914,000—% Increase 6.3—Radio Homes 492,538
Farms with Radios 115,769—Stations in State 27*

K S O K

ARKANSAS CITY—EST. 1947

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By. The Traveler Publishing Co.
Business Address. Home National Bank Bldg.
Phone Number 2666-7
Studio Address. Home National Bank Bldg.;
Southwestern College Campus, Winfield
Transmitter Location. Arkansas City, Ark.
Air Time 6:30 a.m.-local sunset
News Service AP
Transcription Service Standard
Representative. Lorenzen & Thompson
President. Oscar S. Stauffer
General Manager. George E. Lindman
Asst. Manager-Commercial
Manager. S. C. Thompson
Promotion Manager, Program Director, Pro-
duction Manager. Don Chadd
Chief Announcer, Musical
Director Martin Thomas
Chief Engineer. Ed Howe
Farm Editor. Jack Fallon

K V A K

ATCHISON—EST. 1939

MBS—SUPPLEMENTARY K STATE—KBS
Frequency: 1450 Kc. (CP 1470 Kc.) . . . Power: 250
Watts (CP 1000 Watts)
Owned-Operated By. S. H. Patterson
Business Address. 622½ Commercial St.
Phone Number 1420
Studio Address. 622½ Commercial St., Atchi-
son Ks.; Hotel Robidoux, St. Joseph, Mo.
Transmitter Location. Winthrop, Missouri
Air Time. 6 a.m.-12 M.; 7 a.m.-10 p.m., Sun.
News Service AP
Transcription Service. Keystone, Capitol
Representative. Wm. G. Rambeau
Membership NAB
President-Owner. S. H. Patterson
General Manager. Norwood Patterson
Station-Commercial Mgr. Leslie D. Cox, Jr.
Sales Promotion Manager, Program Director,
Production Manager, Farm
Editor. Kenneth D. Gooding
Musical Director, Chief
Engineer Louden Gingery

K G G F

COFFEYVILLE—EST. 1947

ABC

Frequency: 690 Kc. Power: 1000 d.; 500 n.
Owned-Operated By. Midwest Bestg. Co., Inc.
Address. Journal Bldg.

Phone Number. 147
Air Time Unlimited
News Service. AP
Transcription Service. NBC Thesaurus, World
Representative. Weed & Co.
President. Fay N. Seaton
Chief Engineer. J. Sarto Jamineto
Commercial Manager. E. B. Spoonamore
Program Director. Robert L. Pratt

K X X X

COLBY—EST. 1947

Frequency: 790 Kc. Power: 5000 Watts d.
Owned-Operated By. Western Plains Bestg. Co.
Business Address. Cooper Hotel
Phone Number. 790
News Service. INS
Transcription Service. Associated, Thesaurus
Representative Holman
President-General Mgr. John B. Hughes
Sales Manager. Dan E. Bellus
Program Director. George E. Nickson
Chief Engineer. Urban L. Lynch

K G N O

DODGE CITY—EST. 1930

KBS

Frequency: 1370 Kc. Power: 1000 Watts d.;
250 Watts n.
Owned-Operated By. Dodge City Bestg. Co.
Business-Studio Address. 705 Second Ave.
Phone Number 1100
Transmitter Location. W. Park St.
Air Time Unlimited
News Service AP
Transcription Service World
Representative. Arthur H. Hagg & Assoc.
Membership NAB, BMB
President. J. C. Denious
Station Manager. N. C. Petersen
Commercial Manager. Darrell Mathes
Program Director. Herschel Holland
Chief Engineer. Henry McClintock

K T M P (CP)

EL DORADO

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By. Tom Potter
Business Address. 1517 Commerce St.,
Dallas, Tex.

K T S W

EMPORIA—EST. 1939

MBS—KANSAS STATE NETWORK—KBS
Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By...Emporia Bcstg. Co., Inc.
 Business-Studio Address...613 Merchant St.
 Phone Number153-4
 Transmitter Location.....S. of City, 1 mi. in
 Sodens Grove
 Air Time...6:30 a.m.-11 p.m.; 8 a.m.-11 p.m.,
 Sun.
 News Service AP
 Transcription Service.....World, Standard
 Membership Service NAB
 President Sid Harris
 General Manager.....Julian L. Hill
 Sales Manager.....Steve Aylword
 Publicity Director, Farm Editor.....Bob Mott
 Chief Announcer.....Vic Peck
 Chief Engineer.....Paul H. Daniels

K G A R (CP)

GARDEN CITY

Frequency: 1050 Kc....Power: 1000 Watts d.
 Owned-Operated By.....Albert B. Pyatt
 Business Address.....411 N. 3rd St.

K I U L

GARDEN CITY—EST. 1935

MBS—KANSAS STATE NET.—KBS

Frequency: 1240 Kc....Power: 250 Watts
 Owned-Operated By...Telegram Publishing Co.
 Business-Studio Address.....509½ North Main
 Phone Number666
 Transmitter Location.....Warner Terrace
 Air Time...Sun. 7 a.m.-10:15 p.m.; Mon.-Fri. 6
 a.m.-10:15 p.m.; Sat. 6 a.m.-11 p.m.
 News Service UP
 Transcription Service...Thesaurus, Cole Library
 Membership NAB
 President.....Gervais F. Reed
 General Manager.....Ed Lovelace
 Program Director.....John Melcum
 Chief Announcer.....Leo Billings
 Chief Engineer.....Robert Bryant

K W G B

GOODLAND—EST. 1947

Frequency: 730 Kc....Power: 1000 Watts d.
 Owned-Operated By.....Goodland Bcstg. Co.
 Business Address.....Box 88
 Phone Number331
 News Service.....INS
 Transcription Service.....World, Lang-Worth
 Owner-General Manager.....James E. Blair
 Sales Manager.....J. Melvin Gulick
 Program Director.....George Bradley
 Chief Engineer.....Ralph MacClellan

K V G B

GREAT BEND—EST. 1937

Frequency: 1590 Kc....Power: 5000 Watts
 Owned-Operated By.....KVGB, Inc.

Business-Studio Address.....2103 Forest Ave.
 Phone Number.....1080-1081
 Transmitter Location:..5 M. S.W. of Great Bend,
 Kansas
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Representative.....John E. Pearson
 Membership NAB
 President-Owner.....Helen Townsley Coogan
 Gen.-Com.-Sales Pro. Mgr.....Clem Morgan
 Program-Musical Dir.....Ray Beals
 Production Mgr.-Publicity Dir.....Joe Neidig
 Chief Engineer.....Chet Wallack
 Farm Editor.....Stan Bechtel

K A Y S (CP)

HAYS

Frequency: 1400 Kc....Power: 250 Watts
 Owned-Operated By.....Kays, Inc.
 Business Address.....2401 Hall St.

K W B W

HUTCHINSON—EST. 1935

NBC

Frequency: 1450 Kc....Power: 250 Watts
 Owned By.....William Wyse
 Business-Studio Address.....101 E. Avenue A
 Phone Number5202
 Transmitter Location.....101 E. Avenue A
 Air Time.....Unlimited
 News Service AP
 Transcription Service.....Lang-Worth
 Membership NAB
 Owner, General Manager.....William Wyse
 Station-Commercial Manager.....Lee Biggs
 Asst. Mgr., Program Director.....George Alden
 Production Manager.....Bob Madison
 Publicity Director.....Tommy Couser
 Chief Engineer.....John Swafford

K W H K

HUTCHINSON—EST. 1946

KBS

Frequency: 1190 Kc....Power: 1000 Watts d.
 Owned-Operated By.....KWHK Bcstg. Co.
 Business-Studio Address.....12 W. 5th St.
 Phone Number3-100
 Transmitter Location.....Hutchinson, Kans.
 Air Time.....Local sunrise-local sunset
 News Service AP
 Transcription Service.....Standard
 Representative.....Homer Griffith
 Owner.....James E. Murray
 General Manager.....Vern Minor
 Commercial-Sales.....Gren Darling
 Program Director.....Sherwood Parks
 Chief Announcer.....Paul Cochran
 Musical Director.....J. Bruce Murray
 Chief Engineer.....Millard Clary

KIND (CP)

INDEPENDENCE

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By... Central Bcstg. Co., Inc.
 Business Address... First Nat'l Bank Bldg.
 Phone Number... 1822
 President-General Mgr.... J. Nelson Rupard
 Commercial Manager..... E. J. Barani
 Chief Engineer..... Harry C. Butterfield

KCKN

KANSAS CITY—EST. 1925

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Capper Publications, Inc.
 Business-Studio Address... 300 Waltower Bldg.,
 Kansas City, Mo.

Phone Number... Victor 3864
 Transmitter Location... 901 N. 8th St., Kansas
 City, Kans.

Air Time... 7 a.m.-11 p.m.
 News Service... AP, UP
 Transcription Service... Lang-Worth, Standard
 Representative... Capper Publications, Inc.
 Membership... NAB
 Owner... Senator Arthur Capper
 General Manager... Ben Ludy
 Station Manager... Ellis Atteberry
 Commercial-Promotion Manager... Joe Story
 Program Director, Production
 Manager... George Stump
 Chief Engineer... Max Williams

KOAM

PITTSBURGH—EST. 1937

NBC

Frequency: 860 Kc. Power: 10,000 Watts d.;
 5,000 Watts n.

Owned-Operated By... The Pittsburg Bcstg. Co.
 Business Address... P. O. Box 603
 Phone Number... 2165
 Studio Address... Commerce Bldg.
 Transmitter Location... 3½ mi. E. of Pittsburg
 Air Time... 6 a.m.-12 M.
 News Service... AP
 Transcription Service... World
 Representative... John E. Pearson Co.
 Membership... NAB, BMB
 President, Commercial Mgr.... E. V. Baxter
 General-Station Manager, Program
 Director... R. E. Wade
 Chief Announcer... Bob Arthur
 Chief Engineer... Leo Stafford

KSEK

PITTSBURGH—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By: Pittsburgh Publishing Co.
 Business-Studio Address... Hotel Besse Bldg.
 Phone Number... 742
 Transmitter Location... East Quincy (extended)
 Air Time... 6 a.m.-12 M.; 8 a.m.-10:15 p.m. Sun.
 News Service... AP
 Transcription Service... Lang-Worth, Cole
 Representative... Lorenzen & Thompson
 Membership... BMB
 President... Oscar S. Stauffer
 General Manager... James M. Griffith
 Commercial Manager... Gordon Griffith
 Program Director... C. M. Garnes
 Musical Director... Dean Turner
 Chief Engineer... W. D. Brosseau

KSAL

SALINA—EST. 1937

MBS—KANSAS STATE NETWORK

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By... KSAL, Inc.
 Business-Studio Address... Journal Bldg.
 Phone Numbers... 100-1
 Air Time... 6:00 a.m.-12 M.
 News Service... AP
 Transcription Service... Lang-Worth, Standard
 Representative... John E. Pearson Company
 Membership... NAB, BMB
 President... R. J. Laubengayer
 General-Commercial-Promotion
 Manager... R. V. Jensen
 Production Manager, Chief
 Announcer, Farm Editor... C. S. Peck
 Publicity Director... Mrs. Dorothy Lundstrom
 Musical Director... Al Thompson
 Chief Engineer... N. E. Vance, Jr.

KJAY (CP)

TOPEKA

Frequency: 1440 Kc. Power: 500 d.; 1000 n.
 Owned-Operated By... S. H. Patterson
 Business Address... 908 Kansas Ave.
 Phone Number... 8890
 Representative... Rambeaux
 Chief Owner... S. H. Patterson
 Station Manager... David G. Roberts
 Chief Engineer... N. J. Patterson

KTOP

TOPEKA—EST. 1947

MBS—KANSAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Collinson Bcstg. Co.
 Business-Studio Address... 212-214 W. 6th St.
 Phone Number... 2-9335
 News Service... AP
 Transcription Service... Capitol

Representative Lorenzen & Thompson
 President-General Manager: T. Hall Collinson
 Commercial Manager Wendell Elliott
 Promotion Manager Thad Sandstrom
 Chief Engineer Chet Wallack

V.-P.-Gen.-Commercial Mgr. Clark A. Luther
 Public Relations Director Robert Hix
 Chief Engineer Harold Newby

WIBW
 TOPEKA—EST. 1924
 CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned By Capper Publications, Inc.
 Operated By Topeka Bcstg. Assn., Inc.
 Business-Studio Address 1035 Topeka Ave.
 Phone Number 3-2377
 Transmitter Location Seven mi. w. of Topeka
 Air Time Shares time
 News Service AP, UP
 Transcription Service Standard
 Representative Capper Publications, Inc.
 President H. S. Blake
 General-Station-Commercial
 Manager Ben Ludy
 Program Director, Production Man-
 ager, Musical Director Maude Carlson
 Chief Engineer K. G. Marquardt
 Farm Editor Gene Shipley
 (See Page 426)

WREN
 TOPEKA—EST. 1926
 ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By: The WREN Bcstg. Co., Inc.
 Business-Studio Address 411 Tenth St.
 Phone Number 2-0505
 News Service UP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NAB, BMB
 President R. C. Jackman
 General Manager Verl Bratton
 Station-Sales Manager Larry Cotton
 Chief Engineer Carl Bliesner

KAKE
 WICHITA
 MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By KAKE Bcstg. Co., Inc.
 Business Address 416 W. Douglas
 Phone Number 4-9369
 News Service AP
 Transcription Service World
 Representative Rambeau
 President Mark H. Adams

KANS
 WICHITA—EST. 1946
 NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Kansas Bcstg., Inc.
 Business-Studio Address 1015 N. Broadway
 Phone Number 4-2387
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 Chief Owner O. L. Taylor
 Pres. & General Manager Archie J. Taylor
 Commercial Manager H. W. Allen
 Chief Engineer Ted Heithecker

KFBI
 WICHITA—EST. 1923
 ABC

Frequency 1070 Kc.
 Power 10,000 Watts D.; 1,000 Watts N.
 Owned-Operated By: Farmers & Bankers Bcstg.
 Corp.
 Business-Studio Address 200 E. First St.
 Phone Number 2-1447
 News Service UP
 Transcription Service Capitol
 Representative H. P. Hollingbery
 Membership NAB, BMB
 President H. K. Lindsley
 General-Station Manager J. Wirth Sargent
 Commercial Manager D. W. McCoy
 Program Director J. B. Bradshaw
 Chief Announcer Wendell Odland
 Musical Director Verne Nydegger
 Chief Engineer K. W. Pyle
 Farm Editor Lester Weatherwax

KFH
 WICHITA—EST. 1923
 CBS

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By Radio Station KFH Co.
 Business-Studio Address KFH Bldg.
 Phone Number 2-4491
 Air Time 18 hrs. daily
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Edward Petry
 Membership NAB, BMB
 Vice President & Gen. Mgr.: M. M. Murdock
 Nat'l Sales & Promotion Mgr.: Frank Mathews
 Chief Engineer Amos Dadisman

KENTUCKY

Estimated Population 2,777,000—% Increase —2.4—Radio Homes 552,670
Farms with Radios 148,692—Stations in State 37

W C M I

ASHLAND—EST. 1935

CBS—SOUTHERN NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Ashland Bcstg. Co.
Business Address: 20th St., between Greenup
Ave. & Front St.
Phone Number 3010
Transmitter Location 48th & Clay St.
Air Time 18 hrs. daily; 17½ hrs. Sun.
News Service UP
Transcription Service Thesaurus, World
Representative John E. Fearson
Membership NAB, BMB
President Gilmore N. Nunn
General Manager Charles C. Warren
Publicity Director John W. Fell
Chief Announcer George Marshall
Musical Director Anna Louise Wallace
Chief Engineer Clarence Weaver
Farm Editor Ed Paulin

W K C T

BOWLING GREEN—EST. 1947

Frequency: 930 Kc. Power: 1000 Watts n.
Owned-Operated By . . . Daily News Bcstg. Co.
Business Address 415½ Park Row
Phone Number 2640
News Service UP
Transcription Service Associated, Capitol,
SESAC
President J. Ray Gaines
General Manager Paul R. Huddleston
Commercial-Promotion Manager . . . Jack Wilson
Program Director Joe Calloway
Chief Engineer David Dodd

W L B J

BOWLING GREEN—EST. 1940

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Bowling Green Bcstg. Co.,
Inc.
Business-Studio Address . . . 901 Fairview Ave.
Phone Numbers 1340-1
Air Time 6 am.-12 p.m.
News Service AP
Transcription Service Lang-Worth
Representative Burn-Smith
Membership NAB
President Ken D. Given
Commercial Manager Elmer A. Finley
Sales Promotion Manager Wm. Kuznitzof
Program Director Ken D. Given
Chief Announcer Joe Hamilton
Chief Engineer Frank C. Bliesener

W T C O

CAMPBELLSVILLE—EST. 1947

Frequency: 1150 Kc. Power 1000 Watts d.
Owned-Operated By South Central Ky.
Bcstg. Co.
Business Address Main St.
Phone Number 250
News Service UP
President H. T. Parrott
Vice President Dr. Paul Shirley
Secty.-Treas.-Gen. Manager . . . James Shacklette
Chief Engineer J. B. Crawley

W C T T

CORBIN—EST. 1947

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Corbin Times-Tribune, Inc.
Business Address 308 S. Main St.
Phone Number 1071
Transmitter-Studio Location: Cumberland Falls
Rd.
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Thesaurus
Membership NAB, BMB
General Manager John L. Crawford
Commercial Manager S. G. Hembree
Chief Engineer Russell Henson

W Z I P

COVINGTON—EST. 1947

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By WZIP, Inc.
Business Address 6th & Madison Ave.

W H I R

DANVILLE—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By . . . Commonwealth Bcstg.
Corp.
Business Address P. O. Box 234
Phone Number 1230
News Service UP
Transcription Service World, Capitol
President-Commercial Mgr. W. T. Isaac
V.-P.-Program Director David B. Highbaugh
V.-P.-Techn. Director James D. Russell

W F K Y

FRANKFORT—EST. 1946

MBS—BLUEGRASS STATE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Frankfort Bcstg. Co.

Business-Studio Address.....104 E. Main St.
 Phone Numbers: 2509, 2510. Transmitter: 2354
 Transmitter Location.....Crutcher's Hill
 Air Time: 6 a.m.-11 p.m.; 7 a.m.-10:30 p.m., Sun.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 President.....Leslie W. Perkins
 General Manager.....Marshall L. Peace
 Program Director.....Earl Davis
 Chief Engineer.....Stanley Frakes

WKAY

GLASGOW—EST. 1946

KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By: Glasgow Bcstg. Co., Inc.
 Business-Studio Address.....Happy Valley Rd.
 Phone Numbers.....598, 632
 Air Time: 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
 News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Homer Griffith
 Membership.....NAB
 President.....Gordon E. Brown
 General Manager.....Russell J. Pirkey
 Chief Announcer.....Robert Proctor
 Chief Engineer.....E. C. Lockwood

WHLN

HARLAN—EST. 1941

MBS—GOOD COAL NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Blanfox Radio Co., Inc.
 Business-Studio Address.....S. Main St.
 Phone Number.....625
 Air Time.....6 a.m.-11:15 p.m.
 News Service.....AP
 Transcription Service.....Standard, Cole
 Representative.....Burn-Smith
 Membership.....NAB, BMB
 Owners.....R. B. He'ems, J. Francke Fox
 General Manager.....R. B. Helms
 Commercial Manager.....C. E. Whitehart
 Program-Musical Director.....Jean Sulton
 Chief Announcer.....Jay Barlow
 Chief Engineer.....J. Francke Fox

WKIC

HAZARD—EST. 1947

MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....BMG Bcstg. Corp.
 Business Address.....Box 621

WSON

HENDERSON—EST. 1941

MBS

Frequency: 860 Kc.....Power: 500 Watts
 Owned-Operated By: Henderson Bcstg. Co., Inc.

Business-Studio Address.....Zion Rd.
 Phone Number.....3923
 Air Time.....Specified daylight hours
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Sears & Ayers
 Membership.....NAB
 President.....Pierce E. Lackey
 General Manager.....Hecht S. Lackey
 Program Director.....Tom Fitzgibbons Murray
 Chief Announcer.....Martin E. Shaeffer
 Chief Engineer.....Vernon R. Nunn

WHOP

HOPKINSVILLE—EST. 1940

CBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Hopkinsville Bcstg. Co.,
 Inc.
 Business-Studio Address.....Cadiz Rd.
 Phone Number.....1025
 Transmitter Location.....Cadiz Rd.
 Air Time.....5 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....NAB
 President.....Pierce E. Lackey
 General-Station-Commercial, Sales
 Promotion Manager.....F. Ernest Lackey
 Program Director.....Katherine Peden
 Production Manager.....Vadah Cochran
 Publicity Director, Chief Announcer,
 Musical Director.....Charles W. Stratton
 Chief Engineer.....Leo Y. Wilson
 Farm Editor.....Robert McGaughey

W M T C (CP)

LAWSON

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Ky. Mt. Holiness Assn.
 Business Address.....Vancleve, Ky.

WKLX

LEXINGTON—EST. 1945

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Operated By.....Fayette Broadcasting Co.
 Address.....Phoenix Hotel
 Phone Number.....8115
 Transmitter Location.....Greendale Rd.
 Air Time.....5 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth,
 Standard, Cole
 Representative.....Walker
 Chief Owner.....E. F. Prichard, Sr.
 General Manager.....Ted Grizzard
 Commercial Manager.....Paul Ledridge
 Program Director.....Jack Brooks
 Asst. Manager.....Phil Sutterfield
 Chief Engineer.....Bob Jones

W L A P

LEXINGTON—EST. 1928

ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: American Bcstg. Corp.
 Business-Studio Address: Radio Bldg.
 Phone Number: 1721
 Air Time: 5:30 a.m.-12 M.
 News Service: UP
 Transcription Service: World, Thesaurus
 Representative: John E. Pearson
 Membership: NAB, BMB
 President: Gilmore N. Nunn
 General Manager: J. E. Willis
 Commercial Manager: Miller Welch
 Program Director: J. B. Faulconer
 Publicity Director: Doris Holtzclaw
 Chief Engineer: Sanford Helt
 Farm Editor: Charles Farmer

W L E X

LEXINGTON—EST. 1946

BLUEGRASS STATE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Central Kentucky Bcstg.
 Business Address: Box 985, Russell Cave Pike
 Phone Numbers: 7833, 5878, 2901, 3058
 Air Time: 5:30 a.m.-12 M.
 News Service: AP
 Transcription Service: Associated, Capitol,
 President: J. Douglas Gay
 General Manager: Jean H. Clos, Jr.
 Commercial Manager: George T. Webb
 Program Director: Howard Malcolm
 Chief Engineer: Theodore Jones
 Farm Editor: Mark Halleck

CALL LETTERS TO BE ASSIGNED (CP)

LOUISVILLE

Frequency: 1080 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Mid-American Bcstg.
 Business Address: Starks Bldg.

W A V E

LOUISVILLE—EST. 1933

NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By: WAVE, Inc.
 Business-Studio Address: 334 E. Broadway
 Phone Number: Wabash 6543
 Air Time: 5 a.m.-12 p.m.
 News Service: AP
 Transcription Service: Thesaurus, Langworth
 Representative: Free & Peters
 Membership: NAB, BMB
 President: George W. Norton, Jr.
 General-Station Manager: Nathan Lord
 Sales or Commercial Manager: James Cox

Sales Promotion Manager: E. W. Leake, Jr.
 Program Director: George Patterson
 Chief Announcer: Burt Blackwell
 Chief Engineer: Wilbur Hudson

W G R C

LOUISVILLE—EST. 1936

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Northside Bcstg. Corp.
 Business Address: Ky. Home Life Bldg.
 Phone Number: Wabash 8871
 Studio Addresses: Esby Bldg., New Albany,
 Ind.; Ky. Home Life Bldg., Louisville, Ky.
 Air Time: 6:00 a.m.-12 M.
 News Service: AP, UP
 Transcription Service: Lang-Worth, Standard
 Representative: The Walker Co.
 Membership: NAB
 Vice President-General Mgr.: Charles L. Harris
 President, Commercial Manager: J. Porter Smith
 Publicity, Promotion Manager: H. R. Hunter
 Ass't Manager in Charge of
 Programs: Ward Hatcher
 Production Manager: W. S. Lukenbill
 Chief Announcer: Gerald Fordyce
 Chief Engineer: Perry W. Esten
 Farm Editor: C. M. East

W H A S

LOUISVILLE—EST. 1922

CBS

Frequency: 840 Kc. Power: 50,000 Watts
 Owned By: The Courier-Journal & Louisville
 Times Co.
 Operated By: WHAS, Inc.
 Business-Studio Address: 300 W. Liberty St.
 Phone Number: Wabash 2211
 Transmitter Location: Eastwood, Ky.
 Air Time: 19 hrs. daily
 News Service: AP, UP
 Transcription Service: World; Standard; Asso-
 ciated; Lang-Worth.
 Representative: Edward Petry
 President: Barry Bingham
 Director: Victor A. Sholis
 Commercial Manager: Joe Eaton
 Promotion Manager: Sandy Sanders
 Program Manager: Peter R. Disney
 Continuity-Production: William Aldridge
 Chief Announcer: Paul Clark
 Musical Director: Robert Hutsell
 Technical Director: Orrin W. Towner
 Agricultural Co-ordinator: Frank Cooley

W H A S
 Color Advertisement
 See Page 10

W I N N

LOUISVILLE—EST. 1940
ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owner-Operated By... Kentucky Bcstg. Co.
 Business-Studio Address: Earle Hotel, 3rd and
 Jefferson.
 Phone Number... Wabash 5148
 Air Time... 6 a.m.-12 M.
 News Service... AP
 Transcription Service: SESAC, MacGregor, Cole
 Representative... Taylor-Howe-Snowden
 Membership... NAB, BMB
 President, General-Station
 Manager... Harry McTigue
 Commercial Manager... G. F. Bauer
 Promotion Manager... H. E. Roberts
 Program Director... M. K. McCarten
 Production Manager... Sam Woodall
 Chief Announcer... Edwin A. Kallay
 Musical Director... Claude Fraul
 Chief Engineer... E. G. Rinn

W K Y W

LOUISVILLE—EST. 1947

Frequency: 900 Kc. Power: 1000 Watts D.
 Owned-Operated By... Radio Kentucky, Inc.
 Business-Studio Address: 431 W. Jefferson St.
 Phone Number... CLay 4811
 Transmitter Address: River Rd., near Louisville
 Air Time... Local sunrise-local sunset
 News Service... AP
 Transcription Service: Associated, Capitol,
 Standard Cole.
 Representative... Burn-Smith
 Membership... NAB, BMB
 President-Treasurer... F. Eugene Sandford
 V. P.-Operations... S. A. Cis'er
 V. P.-Station Manager... Edwin E. S. Weldon
 Secretary... W. Scott Miller
 Program Director... David Wilburn

W L O U (CP)

LOUISVILLE

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By... Louisville Bcstg. Corp.

W C I F

MADISONVILLE—EST. 1947

Frequency: 730 Kc. Power: 250 Watts
 Owned-Operated By... Madisonville Bcstg. Co.
 Businss Address... Box 27
 Phone Number... 1297
 Transmitter-Studio Location... Hanson Rd.
 Air Time... Local sunrise-local sunset
 News Service... AP
 Transcription Service... Standard
 Membership... BMB
 President, General Manager... Pierce Lackey

Station-Commercial Manager... T. E. Brewer
 Program Director... Conrad Brewer
 Chief Announcer... Dick Harris
 Chief Engineer... Evers Mick

W K T M

MAYFIELD—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By... Mayfield Bcstg. Co., Inc.
 Business-Studio Address... Mayfield Hotel
 Phone Number... 46
 Air Time... Local sunrise-local sunset
 News Service... AP
 Transcription Service... Standard
 Representative... Sears & Ayer
 Membership... NAB, BMB
 President... Frank O. Evans
 General Manager... Pierce E. Lackey
 Station-Sales Manager... Wayne R. Morgan
 Program Director... James Motheral
 Chief Announcer... Ralph Haskins
 Musical Director... James Motheral
 Chief Engineer... Ernest J. Pell
 Farm Editor... Dorothy Spahr

W N G O

MAYFIELD—EST. 1947

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operator By... West Ky. Bcstg. Co., Inc.
 Business-Studio Address... Box 39
 Phone Number... 1204
 Air Time... 5:00 a.m.-Local sunset
 News Service... AP
 Transcription Service... World, SESAC
 Representative... The Friedenber Agency
 President, General Manager: H. M. Suthard
 Station Manager... Kenneth Z. Turner
 Chief Announcer... Lynn Lemond
 Chief Engineer... James Ray Turner

W F T M (CP)

MAYSVILLE

Frequency: 1240 Kc. Power: 250 Watts
 Owned Operated By... Standard Tobacco Co.
 Business Address... Maysville, Ky.
 Phone Number... 245
 News Service... UP
 Transcription Service... World
 President... C. P. Clarke
 Secty.-Treas... J. M. Finch, Jr.
 Gen.-Commercial Manager... J. W. Betts
 Program Director... Ross Edwards
 Chief Engineer... William Martin

W M I K (CP)

MIDDLESBORO

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Operated By... The Middlesboro Bcstg.
 Co.
 Business Address... Box 500

W W P N (CP)

MIDDLESBORO

Frequency 1490 Kc. Power: 250 Watts
Owned-Operated By Pinnacle Bcstg. Co.

W W N L (CP)

NEWPORT

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Operated By Tri-City Bcstg. Co.

W O M I

OWENSBORO—EST. 1937

KBS—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Owensboro Bcstg. Co., Inc.

Business-Studio Address: Byars Ave. & Livermore Rd. (P. O. Box 536).

Phone Numbers 420-L

Transmitter Location: Byars Ave. & Livermore Rd. (P. O. Box 536).

Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.

News Service AP

Transcription Service Lang-Worth

Representative Burn-Smith

Membership NAB

President Lawrence W. Hager

General-Station-Sales Promotion

Manager, Publicity Director Hugh O. Potter

Program Director Norman Hall

Production Manager Patsy Roberts

Musical Director Cliffordean Potter

Chief Engineer Leslie Goodaker

Assistant Mgr., Farm Editor Marshall Bruner

W V J S

OWENSBORO—EST. 1947

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By Owensboro On the Air, Inc.

Business Address 320 Allen St.

Phone Number 3408

News Service INS

Transcription Service Thesaurus, World

Representative Rambeau

President Vincent J. Steele

General Manager Malcolm Greep

Commercial Manager Jack McLean

Promotion Director John T. Rutledge

Program Director Lee C. Meredith

Chief Engineer Robert Earl Jagoe

W K Y B

PADUCAH—EST. 1946

MBS

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By: Paducah Newspapers, Inc.

Business-Studio Address 504 Kentucky Ave.

Phone Number 800

Transmitter Location Lone Oak, Ky.

Air Time Local sunrise-local sunset

News Service AP

Transcription Service Standard, Associated

Representative Burke, Kuipers & Mahoney

Membership NAB, BMB

President Edwin J. Paxton, Sr.

General Manager E. J. Paxton, Jr.

Commercial Manager Sam Livingston

Sales Promotion Manager Ray Hoag

Program Director Neil McIntyre

Publicity Director Marcia Richardson

Musical Director Pat Klein

Chief Engineer C. G. Sims

Farm Editor Andrew Parker

W P A D

PADUCAH—EST. 1930

CBS

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By Paducah Bcstg. Co., Inc.

Business-Studio Address Taylor Bldg.

Phone Number 4100

Transmitter Location U. S. Route 45

Air Time 5:00 a.m.-12 M.

News Service AP

Transcription Service: World, Lang-Worth, Cole

Representative Sears & Ayer

Membership NAB, BMB

President, General Manager Pierce E. Lackey

Station-Commercial Manager W. Prewitt Lackey

Asst. Mgr. Public Relations Gene Peak

Program Director Evelyn Carroll

Chief Announcer Ray Moffie

Musical Director Lynn Wolfe

Chief Engineer U. C. Morris

W S F C

SOMERSET—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By Southeastern Bcstg. Co.

Business Address Pinnell-Led Ford Bldg.

W V L K (CP)

VERSAILLES

MBS

Frequency: 590 Kc. Power: 1000 watts

Owned-Operated By Bluegrass Bcstg. Co., Inc.

Business Address Logan-Helm Memorial Lib.

Phone Number 654

News Service INS

Transcription Service SESAC

Representative Taylor-Howe-Snowden

President A. B. Chandler

Gen.-Commercial Mgr. W. D. McCammish

Promotion Manager Margaret Middendorf

Program Director Edwin L. Rogers

Chief Engineer Henry C. Hall

All This and More Too

with

**5000 WATTS DAY
1000 WATTS NIGHTS**



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KMLB

***KMLB has more
listeners than all other
stations combined in
Northeastern Louisiana***

Authenticated listening surveys prove that for the **FOURTH STRAIGHT YEAR** KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious \$103,629,000 market reached only by KMLB.



REPRESENTED BY

TAYLOR-HOWE-SNOWDEN *Radio Sales, INC.*

AFFILIATED WITH

AMERICAN BROADCASTING CO.

J. C. LINER, JR., Mgr.

LOUISIANA

Estimated Population 2,549,000—% Increase +7.8—Radio Homes 468,914
Farms with Radios 63,025—Stations in State 37

K R O F

ABBEVILLE—EST. 1948

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Operated By... Abbeville Bcstg. Service, Inc.
Business Address... P. O. Box 306
Transcription Service... World
President... Lovelis Herbert
Gen.-Commercial Mgr... George P. Martin
Program Director... Ebba Lou Martin

K A L B

ALEXANDRIA—EST. 1935

ABC—LOUISIANA NETWORK

Frequency... 580 Kc.
Power... 5000 Watts d.; 1000 Watts n.
Owned-Operated By... Alexandria Bcstg. Co.
Business-Studio Address... Fifth & Johnson Sts.
Phone Number... 3335
Air Time... 18½ hrs. daily
News Service... UP
Transcription Service... World
Representative... Weed & Co.
Membership... NAB, BMB
President... W. H. Allen
Secretary-Treasurer... T. B. Langford
General Manager... Willard L. Cobb
Station Director... Fred Ohl
Sales Manager... Walter D. Melson
Production Manager... Harper L. Clark
Publicity Director... Josephine Miller
Chief Engineer... Jesse R. Sexton
Farm Editor... Mildred Gatlin

K P D R

ALEXANDRIA—EST. 1946

MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Central La. Bcstg. System
Business-Studio Address... 1710 Jackson St.
Phone Number... 9568
Air Time... 6 a.m.-11 p.m.
News Service... AP
Transcription Service... Capitol
Membership... BMB
President... Eugene Levy
General-Station Manager... George I. Maston
Commercial Manager... Albert Roarke
Chief Announcer... Hobart Hare
Chief Engineer... Glen Pebbles

K S Y L

ALEXANDRIA—EST. 1947

NBC

Frequency: 1400 Kc. Power: 250 Watts

Owned By... Radio Station KSYL
Operated By: Sylvan Fox & Harold Wheelahan, Partners.

Business Address... P. O. Box 1489
Phone Numbers... 6611-2
Air Time... 17 hrs. daily
News Service... AP
Transcription Service... Lang-Worth
Representative... George P. Hollingbery
Membership... NAB, BMB
Partners... Sylvan Fox, Harold Wheelahan
General-Station Manager... Paul Goldman
Commercial Manager... Milton Fox
Program Director... Bruce Rainey
Chief Announcer, Farm Editor... Paul Mitchell
Chief Engineer... E. W. McDonald

K T R Y (CP)

BASTROP

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Operated By... Morehouse Bcstg. Co.
Business Address... 217 S. Washington St.
Partners... Nathan Bolton, A. R. McCleary

W A F B (CP)

BATON ROUGE

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Operated By... Modern Bcstg. Co.
Business Address... 302 La. Natl. Bank Bldg.

W C L A (CP)

BATON ROUGE

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By... Community Bcstg. Co.
Business Address... Baton Rouge, La.
Partners... G. T. Owen, Owen W. Ware

W J B O

BATON ROUGE—EST. 1934

NBC—LOUISIANA NETWORK

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By... Baton Rouge Bcstg. Co.
Business-Studio Address... 444 Florida St.
Phone Number... 5271
Air Time... 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service... AP, UP
Transcription Service... World; Standard
Representative... George P. Hollingbery
Membership... NAB, BMB
President... Charles P. Manship, Jr.
V. P.-General Manager... J. Roy Dabadie
Secretary-Treasurer... Douglas L. Manship
Sales Manager... T. E. Gibbens
Chief Engineer... Vernon E. Dudley

WLCS

BATON ROUGE—EST. 1946

ABC—LA. ASS'N BROADCASTERS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Air Waves, Inc.
 Business-Studio Address: 204 North St., P. O. Box 240.
 Phone Numbers: 2-4411-2
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service: AP, INS
 Transcription Service: Associated, Capitol, SESAC, M. M. Cole
 Representative: Burke-Kuipers-Mahoney
 Membership: NAB, BMB
 President: Harry B. Nelson
 General Manager: Earl H. Smith
 Sales Manager: Lamar Simmons
 Publicity Director: Mildred Bland
 Chief Announcer: Quitman Henley
 Chief Engineer: William H. Bland
 Farm Director: Irving Heath

WIKC

BOGALUSA—EST. 1947

MBS—LA. NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Bogalusa Bcstg. Co.
 Business Address: P. O. Box 811
 Phone Number: 1906
 Air Time: 6:30 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World
 Membership: NAB
 President, General-Station
 Manager, Chief Engineer: I. K. Corkern, Jr.
 Commercial Manager: J. H. Knight

KSIG

CROWLEY—EST. 1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Acadia Bcstg. Co.
 Business-Studio Address: 103 N. Parkerson Ave.
 Phone Number: 1450
 Air Time: 6:30 a.m.-10:30 p.m.
 News Service: AP
 Transcription Service: Associated
 Representative: Joseph Hershey McGillvra
 Membership: NAB, BMB
 President: Max Thomas
 General-Station Manager: B. Hillman Bailey, Jr.
 Sales Promotion Manager: Max Thomas
 Commercial Manager: Lauren R. Stagg
 Chief Engineer: Clovis L. Bailey

WIHL

HAMMOND—EST. 1947

Frequency: 730 Kc. Power: 250 Watts d.

Owned-Operated By: Superior Enterprises
 Business Address: 500 W. Morris St.
 Partners: Joseph A. Sims, Henry A. Mentz, Jr.

WSLA

HAMMOND—EST. 1947

MBS—KBS—LOUISIANA

Frequency: 1110 Kc. Power: 250 Watts d.
 Owned-Operated By: Hammond Bcstg. Co.
 Business Address: 216 W. Thomas
 Phone Number: 888
 News Service: AP
 Representative: Clark
 President-Gen. Manager: Fred Le Mieux
 Commercial Manager: H. D. Hutson
 Promotion Manager: C. M. Kiss
 Chief Engineer: Jacob Rick

KCIL

HOUMA—EST. 1946

MBS—LOUISIANA NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Charles W. Lamar, Jr.
 Business Address: P. O. Box 1031
 Phone Number: 2047
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World, Cole
 Representative: Homer Griffith
 Membership: NAB, BMB
 President: Charles W. Lamar, Jr.
 General-Station Manager: Frank Conwell
 Sales, Commercial Manager: Dick Walsh
 Sales Promotion Manager: Keith Kenney
 Chief Announcer: Tom Conwell
 Chief Engineer: Donald L. Jones
 Farm Editor: J. Arthur LeBlanc, Jr.

KVOL

LAFAYETTE—EST. 1935

NBC—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: Evangeline Bcstg. Co., Inc.
 Operated By: Radio Station KVOL
 Business-Studio Address: 510 So. Buchanan St., P. O. Box 1070.
 Phone Numbers: 336, 2101
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Thesaurus, McGregor
 Membership: NAB, BMB
 General-Station Manager: George H. Thomas
 Commercial Manager: Lowell W. McCrary
 Sales Promotion Manager: Lucille LeBlanc
 Production Manager: Mrs. Don Menard
 Publicity Director: Emily Fontenot
 Chief Engineer: Charles T. Hook

KLOU

LAKE CHARLES—EST. 1947
CBS—LOUISIANA NETWORK

Frequency: 1580 Kc. Power: 1000 Watts
Owned-Operated By..... Frank R. Gibson
Business-Studio Address..... 134 Clarence St.
Phone Numbers..... 7277-8
Air Time..... 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service..... AP
Transcription Service..... Associated
Representative..... The Walker Co.
Membership..... NAB, BMB
Owner..... Frank R. Gibson
General Manager..... H. Vernon Anderson
Station Manager..... G. Frank Carroll, Jr.
Commercial Manager..... Eugene S. Cuny
Sales Promotion Manager: Annelle H. Bulechek
Chief Announcer..... James McConnell
Musical Director..... Lois Carmouche
Chief Engineer..... Ben C. Segrest, Jr.
Farm Editor..... Robert R. Brannon

KPLC

LAKE CHARLES—EST. 1935
NBC—LOUISIANA STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned By: T. B. Lanford, R. M. Dean and
L. M. Sepaugh, Partners.
Operated By..... Calcasieu Bcstg. Co.
Business-Studio Address: Majestic Hotel, P. O.
Box 1521.
Phone Numbers..... 2713-4
Air Time..... 6 a.m.-12 M.
News Service..... AP
Transcription Service..... World
Representative..... Taylor-Howe-Snowden
Executive Partner..... T. B. Lanford
General-Station Manager..... David Wilson
Commercial Manager..... Pelham Mills, Jr.
Sales Promotion Manager..... Bob Thompson
Production Manager, Chief Engineer: A. B. Craft
Chief Announcer..... J. Hampton Keathley

KWSL

LAKE CHARLES—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... A. Stanford Dudley
Business Address..... P. O. Box 1399
Phone Numbers..... 6-1401; 3634
Transmitter-Studio Location: Corner of Mill &
Front Sts.
Air Time..... 16½ hrs. daily
News Service..... UP
Transcription Service..... Capitol, Cole,
Lang-Worth
Membership..... NAB
Owner-General Manager... A. Stanford Dudley

Asst. General Manager-Chief
Engineer..... E. C. Moses
Sales Manager..... Wm. F. Hession
Production Manager..... James W. Willson

KMLB

MONROE—EST. 1930
AMERICAN BROADCASTING CO.
LOUISIANA NETWORK

Frequency: 1440 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By..... Liner's Broadcasting
Station, Inc.
Address..... P. O. Box 1723
Phone Number..... L. D. 25
Studio Address..... Francis Hotel
Transmitter Location..... Millhaven Rd.
Air Time..... 5 a.m. to midnight
News Service..... UP
Transcription Service..... World
Representative..... Taylor-Howe-Snoden
Membership..... NAB, BMB
President..... J. C. Liner, Sr.
Gen.-Sales Pro. Manager..... J. C. Liner, Jr.
Program Director..... Otto B. Green
Chief Engineer..... O. L. Morgan

(See Page 436)

KNOE

MONROE—EST. 1944
NBC—LOUISIANA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... James A. Noe
Business-Studio Address..... Bernhardt Bldg.
Phone Number..... 921
Air Time..... 5 a.m.-12 M.
News Service..... AP
Transcription Service..... Associated, Capitol
Representative..... Burke-Kuipers & Mahoney
Membership..... NAB, BMB
President..... James A. Noe
General Manager..... Robert W. Dumm
Commercial Manager..... Al Donaldson
Chief Engineer..... D. K. Strong

KWCJ

NATCHITOCHEs—EST. 1947
MBS—LOUISIANA NETWORK—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Natchitoches Bcstg. Co.
Business-Studio Address..... Box 232
Phone Number..... 2353
Air Time..... 17 hrs. daily
News Service..... AP
Transcription Service..... Standard
Membership..... NAB, BMB
President..... Dr. Wm. H. Pierson
General-Station Mgr.... Charles L. Planchard
Farm Editor..... Kenneth M. Dowty
Chief Engineer..... Carroll G. Crew

1230 K.C.

250 W.

WHERE JUSTICE BRINGS WEALTH

Down South—in NEW ORLEANS—where the mighty
Mississippi makes its crescent near the Gulf

EST. NOV. 27 — 1926

Twenty-one years of continuous service, serving a vast
invisible audience with

NEWS — SPORTS — MUSIC

Central Standard time given every thirty minutes

TIME TO ADVERTISE

For rates, call MA 3488-9, for proven results

NAT'L. REP. — RAMBEAU

N. Y.

CHICAGO

L. A.

Owned and Operated by:

C. C. CARLSON

KANE

NEW IBERIA—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By New Iberia Broad. Co.
 Address St. Peter St.
 Phone Number 965
 Studio Address 104 W. St. Peters St.
 Air Time 7 a.m. to 10p.m.
 News Service UP
 Transcription Service Standard, MacGregor
 Partners George H. Thomas, J. J. Davidson
 General Manager George H. Thomas
 Manager J. I. Femrite
 Chief Engineer Joe Sweeney

WDSU

NEW ORLEANS—EST. 1923

ABC—LOUISIANA STATE—
UNITED NATIONS

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By Stephens Bcstg. Co.
 Business-Studio: Hotel Monteleone, 214 Royal St.
 Phone Number Raymond 7135
 Transmitter Location Algiers, La.
 Air Time 24 hrs. daily
 News Service AP, UP
 Transcription Service Associated
 Representative John Blair
 Membership NAB, BMB
 Partners: E. A. Stephens, Fred Weber, H. G. Wall
 General Manager Fred Weber
 Asst. to Manager Jack Flanigan
 Commercial Manager Charles Price
 Sales Promotion Manager, Publicity
 Director Sylvia Glueck
 Program Director Stanley Holiday
 Special Events Manager Jim Young
 Sports Announcer Byron Dowly
 Musical Director Joseph Schramm
 Chief Engineer Lindsey Riddle
 Farm Editor James Landry

WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Charles C. Carlson
 Address 924 Canal St.
 Phone Number Magnolia 3488-9
 Air Time 6 a.m. to 1 a.m.
 News Service AP
 Representative William C. Rambeau Co.
 Transcription Service Capitol
 Membership NAB
 President-General Mgr. Charles C. Carlson
 Coml. & Prom. Mgr. Pat J. Shannon
 Chief Engineer C. C. Carlson



- 5,000 watts delivering 20,000 watts in populated areas of So. Louisiana and Gulf Coast.
- ABC Network
- Central Dialing—1280 KC
- 24-hour operation
- TV Grant Channel 6
- Showmanship of old New Orleans
- Active Local Programming
- FM Construction Permit Channel 287
- John Blair and Co. national representative

* * *

Monteleone Hotel

Royal Street in French Quarter
New Orleans, La.

W J M R

NEW ORLEANS—EST. 1946

Frequency: 990 Kc. Power: 250 Watts
 Owned-Operated By: Supreme Bcstg. Co., Inc.
 Business-Studio Address: Jung Hotel
 Phone Number: Canal 0356
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: Lang-Worth, Associated
 Representative: Adam J. Young, Jr.
 Membership: NAB
 President: William Cortada
 Co-Managers: Stanley W. Ray, Jr., George A. Mayoral.
 Commercial Manager: Stanley W. Ray, Jr.
 Promotion Manager: Henry Thiele
 Program Director: James V. Bowler
 Production Manager, Chief
 Announcer: Woodrow Leafer
 Publicity Director: Jules J. Paglin
 Musical Director: Meredith Gibson
 Chief Engineer: George A. Mayoral

W N O E

NEW ORLEANS—EST. 1926

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Governor James A. Noe
 Business Address: St. Charles Hotel
 Phone Numbers: Raymond 0423-2, 3558
 Air Time: 24 hrs. daily
 President-Owner: Governor James A. Noe
 General-Station-Commercial-
 Sales Promotion Manager: James E. Gordon
 Program Director, Production
 Manager: Beverly Brown
 Publicity Director: Larry Wilson
 Chief Engineer: A. J. Bourgeois

W S M B

NEW ORLEANS—EST. 1925

NBC

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By: WSMB, Inc.
 Business-Studio Address: Maison Blanche Bldg.
 Phone Number: Walnut 2937
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Thesaurus, Lang-Worth
 Representative: Edward Petry
 Membership: NAB
 President: E. V. Richards, Jr.
 General-Station Manager: H. Wheelahan
 Commercial-Sales Promotion
 Manager: Ted Fontelieu
 Program Director, Production
 Manager, Publicity Director, Chief
 Announcer: Harry Arthur

Musical Director: Peter Grey
 Chief Engineer: H. G. Nebe
 Farm Editor: Hal Menton

W T P S (CP)

NEW ORLEANS

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Operated By: The Times Picayune
 Pub. Co.
 Business Address: 601 Howard Ave.
 Phone Number: Canal 5561
 News Service: AP
 Transcription Service: World
 General Manager: H. F. Wehrmann
 Commercial Manager: John R. O'Meallie
 Program Director: Bill Seymour

W W E Z

NEW ORLEANS—EST. 1947

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By: Sky Bcstg. Service
 Business-Studio Address: Hotel New Orleans
 Phone Number: Canal 3521
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Associated
 President: A. L. Chilton
 General-Station Manager: Joe. A. Oswald
 Program Director: Bob Tompkins
 Chief Engineer: Harrison Mondy

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
 Air Time: 5 a.m. to 1 a.m.
 News Service: UP, AP
 Transcription Service: Standard Radio
 and World
 Representative: The Katz Agency
 Membership: NAB, BMB
 President: Rev. Thomas J. Shields
 General Mgr.-Station Mgr.: W. H. Summerville
 Coml. Mgr.: Larry Baird
 Prom. Mgr.: Jack Halladay
 Program Director: Henry Dupre
 Chief Engineer: J. D. Bloom, Jr.

K J A N (CP)

OPELOUSAS

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: The Kjan Bcstg. Co.

KSLO

OPELOUSAS—EST. 1947
MBS—LOUISIANA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KSLO Bcstg. Co.
Business Address: P. O. Box 392
Studio Address: KSLO Bldg.
Phone Number: 3776
Air Time: 6 a.m.-11:05 p.m.
Transcription Service: World
News Service: UP
Representative: Sears & Ayer
General Manager: W. Eugene Jones
Commercial Manager: Frank Holifield
Program Director: Sidney King
Publicity Director, Sports & News
Editor: Sam Tarleton
Chief Engineer: Henry Y. Gantt

KRUS

RUSTON—EST. 1947
MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Ruston Bcstg. Co.
Business Address: 105 E. No. Railroad Ave.
News Service: UP
Transcription Service: Lang-Worth
Owner-Gen. & Com. Mgr.: C. E. Faulk, Jr.
Station Manager: Joel M. Hirsch
Office Manager: Bea Magee
Program Dir.: Allen Hundley, Jr.
Chief Engineer: Henry Shean

KENT

SHREVEPORT—EST. 1947
MBS

Frequency: 1550 Kc.
Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By: Frank H. Ford
Business-Studio Address: 311 Milam Bldg.
Phone Number: 3-3681
Air Time: 6 a.m.-1 a.m.; Sat. 6 a.m.-1 a.m.;
Sun. 7:30-12 M.
News Service: AP
Transcription Service: Standard
Representative: The Walker Co.
Membership: NAB
Owner, General Mgr.: Frank H. Ford
Commercial Manager: Frank H. Ford, Jr.
Program Director: Todd Branson
Publicity Director: Elsa R. Schlubach
Musical Director: Joe Monroe
Chief Engineer: L. J. Carlson

KRMD

SHREVEPORT—EST. 1928
ABC—LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Station KRMD

Business-Studio Address: New Jefferson Hotel,
P. O. Box 1712
Phone Number: 6171
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Taylor-Howe-Snowden
Membership: NAB, BMB
President: T. B. Lanford
General-Station Manager: G. V. Wilson
Station Director: W. L. Switzer
Program Director: Elizabeth V. Alford
Publicity Director: Jane Reed
Musical Director: Virginia Cromwell
Chief Engineer: H. H. Hargrove
Farm Editor: Ruth E. Mechlin

KTBS

SHREVEPORT—EST. 1928
NBC

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: Radio Station KTBS, Inc.
Business Address: P. O. Box 1121
Phone Number: 3-3673
Studio Address: Commercial Bank Bldg.
Air Time: 6:00 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: AP
Transcription Service: Lang-Worth
Representative: Edward Petry
Membership: NAB, BMB
President: Allen D. Morris
General-Station Manager: C. K. Beaver
Commercial Manager: Neil Cline
Program Director: Dean Flett
Production Manager: David Kent
Publicity Director: Marie Battey
Chief Announcer: Mike Roppolo
Musical Director: Cecil Bland
Chief Engineer: C. H. Maddox

KWKH

SHREVEPORT—EST. 1925
CBS—SOUTHCENTRAL QUALITY
NETWORK

Frequency: 1130 Kc. Power 50,000 Watts
Owned-Operated By: International Bcstg. Corp.
Business-Studio Address: Commercial Building,
P. O. Box 1387, Shreveport.
Phone Number: 2-8711
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Lang-Worth, Capitol
Representative: The Branham Co.
Membership: NAB, BMB
President: John D. Ewing
General Manager: Henry B. Clay
Commercial Manager: Dean R. Upson
Promotion Manager: James T. Briggs
Program Director: Robert Atherton
Chief Engineer: W. E. Antony

MAINE

Estimated Population 911,000—% Increase 7.5—Radio Homes 216,803
Farms with Radios 36,356—Stations in State 14

WFAU

AUGUSTA—EST. 1948

MBS—THE YANKEE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By The Twin City Bcstg.
Co., Inc.
Business-Studio Address 160 Bangor St.
Phone Number 2540
Transmitter Location 160 Bangor St.
Air Time 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service AP
Transcription Service Standard
Representative Forjoe
Membership NAB, BMB
President Faust Couture
General Manager Robert I. Payne
Program Director Norman Gallant
Chief Engineer Robert H. Parker

WGUY

BANGOR—EST. 1947

ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Guy Gannett Bcstg. Services
Business Address Box 732
Phone Number 7354-5
Transmitter-Studio Location Mt. Hope Ave.
Air Time 6:30 a.m.-12:05 a.m.
News Service AP
Transmitter Service Lang-Worth
Representative Paul H. Raymer
President-Owner Guy P. Gannett
Station Manager Samuel G. Henderson, Jr.
Commercial Manager Harvey M. Grant
Chief Announcer Hugh J. MacKinnon
Chief Engineer Roger W. Hodgkins

WRDO

AUGUSTA—EST. 1932

NBC—NEW ENGLAND REGIONAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WRDO, Inc.
Business-Studio Address 175 Water St.
Phone Number 2285
Transmitter Location Chelsea, Me.
Air Time 6 a.m.-12:05 a.m.
News Service UP
Transcription Service Thesaurus
Representative Weed & Co.; Bertha Bannan
Membership NAB, BMB
Chief Owner Adeline B. Rines
General-Station Mgr. Jack S. Atwood
Commercial Manager Walter Weightman
Program Dir.-Prod. Mgr. Donald K. Powers
Chief Engineer Harold Dinsmore
Farm Editor Linwood Brofee

WJOR

BANGOR—EST. 1946

MBS—YANKEE NETWORK—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Bangor Bcstg. System, Inc.
Business-Studio Address 22 State St.
Phone Number 5612
Transmitter Location Bangor, Me.
Air Time 6:30 a.m.-12 m.; 8 a.m.-12 M. Sun.
News Service AP
Transmitter Service World
Representative Forjoe
General Mgr.-Program Dir. Lawrence Slon
Chief Engineer Stephen Velardi

WABI

BANGOR—EST. 1921

CBS

Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By Community Bcstg. Service
Business-Studio Address 57 State St.
Phone Number 6446
Transmitter Location Brewer, Me.
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service Associated
Rep. Adam J. Young, Jr.-Kettell-Carter
President-Gen.-Station Mgr. F. B. Simpson
Commercial Manager Guy Corey
Pro. Dir.-Prod. Mgr.-Musical Dir. Harold Dorr
Chief Engineer Walter Dickson

WLBZ

BANGOR—EST. 1926

NBC—NEW ENGLAND REGIONAL NET.
MAINE BROADCASTING SYSTEM

Frequency: 620 Kc. Power 5000 Watts
Owned-Operated By Maine Bcstg. Co., Inc.
Business-Studio Address 100 Main St.
Phone Number Bangor 6023
Transmitter Location Outer Broadway
Air Time 5:30 a.m.-12:05 p.m.;
8 a.m.-12:05 p.m.- Sun.
News Service UP
Transcription Service Thesaurus
Representative Weed & Co.; Bertha Bannan
Membership NAB, BMB
President William H. Rines
Sta.-Com.-Sales Pro. Mgr. Edward E. Guernsey
Program Director Irving S. Hunter
Musical Director Norman Lambert
Chief Engineer John H. Wibby
Farm Editor Linwood Brofee

W C O U

LEWISTON—EST. 1938

MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Twin City Bcstg. Co., Inc.
 Business-Studio Address 223 Lisbon St.
 Phone Number 3140
 Transmitter Location East Ave.
 Air Time 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
 News Service UP
 Transcription Service Standard, SESAC
 Representative Forjoe, Bertha Bannan
 Membership NAB, BMB
 Owner-Executive Faust Couture
 General-Station Mgr. John C. Libby
 Commercial Manager Oscar Normand
 Program Director Eugene Parker
 Prod. Mgr.-Chief Announcer Laverne Colton
 Publicity Director Alberghini
 Musical Director Marion Payne Louisfell
 Chief Engineer Donald Mason

W L A M

LEWISTON—EST. 1947

ABC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By Lewiston-Auburn Bcstg.
 Corp.
 Business Address 129 Lisbon St.
 Phone Number 6500
 News Service AP
 Transcription Service Thesaurus, Capitol
 Representative Young, Kettell-Carter
 Chief-Owner-Gen. Mgr. Frank S. Hoy
 Station Manager Elden H. Shute
 Com-Prom. Mgr. Gerald T. Higgins
 Program Manager William Finkeldey
 Technical Director Leslie R. Hall

W C S H

PORTLAND—EST. 1925

NBC—NEW ENGLAND REGIONAL
 MAINE BROADCASTING SYSTEM

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By Congress Square Hotel
 Business-Studio Address 157 High St.
 Phone Number 2-0181
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Weed & Co.; Bertha Bannan
 Membership NAB, BMB
 President Adeline B. Rines
 General Manager William H. Rines
 Commercial Manager Albert W. Smith
 Sales Promotion Mgr. Rudolph O. Marcoux
 Program Director Arthur Owens
 Publicity Director Linwood T. Pitman
 Chief Engineer G. Fred Crandon
 Farm Editor Linwood H. Brofee

W G A N

PORTLAND—EST. 1938

CBS

Frequency: 560 Kc. Power 5000 Watts
 Owned-Oper. By Guy Gannett Bcstg. Services
 Business-Studio Address 645a Congress St.
 Phone Number 2-7489
 Trans. Location Lane Ave., Riverton, Portland
 Air Time 6 a.m.-12:05 a.m.;
 8 a.m.-12:05 a.m. Sun.
 News Service UP
 Transcription Service Lang-Worth
 Representative Paul H. Raymer Co.
 Membership NAB
 President-Owner-Gen. Mgr. Guy P. Gannett
 Station Mgr.-Pub. Dir. Creighton E. Gatchell
 Commercial Manager Arthur K. Atherton
 Program Director Richard E. Bates
 Musical Director Arthur Kendall
 Chief Engineer Roger W. Hodgkins

W M T W

PORTLAND—EST. 1946

MBS—THE YANKEE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned By General Tire & Rubber Co.
 Operated By The Yankee Network

*Covering Central Maine
 with 3 outlets*

W C O U

&

WCOU-FM

93.9 MGS

of Lewiston

WFAU

of Augusta

**MUTUAL
 YANKEE**

*Represented Nationally by
 Forjoe & Company
 New York*

• • • **MAINE** • • •

Business-Studio Address...Falmouth Hotel
Phone Number4-2649
Air Time...6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
News Service.....AP, INS
Transcription Service...Standard, Associated
Representative.....Edward Petry
Membership.....NAB, BMB
Chairman of the Board.....John Shepard, 3rd
President.....William O'Neil
Station Manager.....Charles Curtin
Commercial Manager.....Linus Travers

W P O R

PORTLAND—EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Oliver Bcstg. Co.
Business-Studio Address.....Chapman Bldg.
Phone Number.....Portland 3-8111
Transmitter Location.....Baxter Blvd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative...Avery-Knobel; Elmer Kettell
Membership.....NAB, BMB
President-General Mgr.....Murray Carpenter
Assistant Manager.....Gordon J. Lewis
Sales Promotion Manager..James H. McKnight
Program Director.....Gordon J. Lewis
Chief Announcer-Mus. Dir..Richard B. Bronson
Chief Engineer.....Roger Perry

W A G M

PRESQUE ISLE—EST. 1931

KBS

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By...Aroostook Bcstg. Corp.
Business-Studio Address.....180 State St.
Phone Number.....8821
Transmitter Location.....U. S. Route No. 1,
4 mi. from Presque Isle.
Air Time...6 a.m.-11 p.m.; 8 a.m.-11 p.m. Sun.
News Service.....UP
Transcription Service.....Cole, SESAC,
Thesaurus, Keystone
Representative...Cox & Tanz, Bertha Bannan
Membership.....NAB, BMB
Gen.-Station-Commercial Mgr...H. D. Glidden
Program Dir.-Prod. Mgr.-Farm Ed... Ted Coffin
Chief Announcer-Musical Dir... Clayton Smith
Chief Engineer.....L. E. Hughes

W T V L

WATERVILLE—EST. 1946

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Kennebec Bcstg. Co.
Business-Studio Address.....36 Silver St.
Phone Number.....370 and 1251
Transmitter Location.....Winslow, Me.
Air Time.....6:30 a.m.-12 M.
News Service.....AP
Transcription Service.....Standard
Rep.....Radio Adv. Co.; Kettell-Carter, Inc.
Membership.....NAB, BMB
President-Gen.-Station Mgr. Carleton D. Brown
Com. Mgr.-Sales Pro. Mgr....Harold L. Vigue
Program Dir.-Prod.-Mgr. Charles F. Halsted, Jr.
Publicity Director.....Richard S. Reid
Chief Announcer.....Timothy C. Osborne
Musical Director.....Paul R. Huber
Chief Engineer.....Donald H. Sutherland
Farm Editor.....Arthur Vaughn

For the best in news quality . . .

AP

Membership!

HOW MUCH GOLD in a minute's worth of radio?

Let's not kid ourselves another day. Radio time buying and production are going to be on the spot with advertisers in the battle for brands.

Radio is no longer a device to introduce the Sales Manager to the Hollywood stars. Radio is no longer in the business of making a show producer out of the man who can run a factory better. Time buyers can no longer buy radio station power and call letters and coverage maps and station personalities.

Radio must have an answer to the big questions when the advertiser asks: "How much does it cost to reach my listener? How much goods does my radio sell?"

And the advertiser is asking you! Every dollar of radio time has got to work harder. Reach more people. Produce more sales at lower costs.

That means radio time buying has got to be smarter if agencies are to keep accounts happy. They'll have to dig deeper for more facts. Sift the costs with a finer screen. Unscramble those 5, 6, 7, 12 and 13 station towns that have cropped up, if they're going to get the smartest return for the client's money.

The glamour has gone out of radio time buying. From here on in, it's just plain hard work!

The successful independent station in Baltimore that delivers more listeners-per-dollar-spent than any other station in town is . . .

W I T H **AM**
F M

Tom Tinsley, President

Represented by Headley-Reed

WBAL

*Means Business
in Baltimore*



Where there's smoke, there's business! In Baltimore, industrial chimneys are smoking. Shipbuilding...steel...automobiles... manufacturing...*everything* is humming! Baltimore has money to spend.

It is an important market for you to reach. Thanks to our powerful programming—you get ready-made audiences... more listeners to hear your message... therefore the sales results you're looking for in this important area.

WBAL
NBC AFFILIATE
50,000 WATTS
BALTIMORE

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

MARYLAND

Estimated Population 2,215,000—% Increase 21.6—Radio Homes 551,829
Farms with Radios 31,628—Stations in State 23

WANN

ANNAPOLIS—EST. 1947

Frequency: 1190 Kc.....Power: 1000 Watts
Owned-Operated By...Annapolis Bcstg. Corp.
Business-Studio Address: 25 School St., P. O.
Box 749.
Phone Number.....2500
Transmitter Location.....Bay Ridge Rd.
Air Time.....Local sunrise-local sunset
News Service.....AP, UP
Transcription Service.....Long-Worth, SESAC
Membership.....NAB
President, General Manager...Morris H. Blum
Station-Sales Manager.....Thomas S. Carr
Chief Engineer.....C. E. Franklin
Farm Editor.....Jay Grayson

WASL

ANNAPOLIS—EST. 1946

Frequency: 810 Kc.....Power: 250 Watts d.
Owned-Operated By...Chesapeake Radio Corp.
Business Address: Box 612, Post Office Bldg.
Phone Number.....9211

ON THE RICH
EASTERN and
WESTERN
SHORES of
MARYLAND IT'S
WANN

NEWS

SPORTS

MUSIC

BETWEEN THE BALTIMORE
AND WASHINGTON MARKET

1000 W **WANN** 190 on the dial

MARYLAND'S CAPITAL STATION
ANNAPOLIS, MARYLAND

Transmitter-Studio Location....Truxton Hgts.
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....World
Membership.....NAB
President.....Robt. Blalock
General-Station-Commercial
Manager.....William H. Dodderidge
Sales Promotion Manager, Program
Director, Musical Director...Harold Stephens
Publicity Director.....Gordon Richards
Chief Announcer.....Harrison Eagles
Chief Engineer.....Joseph Griscom
Farm Editor.....Bob Jones

WBAL

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Address.....2610 N. Charles St.
Phone Number.....Hopkins 3000
Transmitter Location.....Winans Rd.,
Randallstown, Md.
Air Time.....19¼ hours daily,
17 hours Sunday
News Service.....INS; UP & AP
Transcription Service.....World, Thesaurus
Representative.....Edward Petry & Co.
Membership.....NAB, BMB
General Manager.....Harold C. Burke
Commercial Manager.....Kenneth L. Carter
Program Director.....Joan Dickman
Chief Engineer.....Richard D. Duncan

WBMD

BALTIMORE—EST. 1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Ccstg. Corp.
Business Address.....2 W. Eager St.
Phone Number.....Vernon 8125
News Service.....AP
Transcription Service.....Associated
President.....George E. Hull
General Manager.....William R. Burrier
Program Director.....Genevieve Cain
Chief Engineer.....Russell H. Morgan

WCAO

BALTIMORE—EST. 1922

CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By: The Monumental Radio
Co.
Business-Studio Address....1102 N. Charles St.
Phone Number.....VERnon 0600

Transmitter Location: Park Heights Ave. Extended, Baltimore County.

Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Paul H. Raymer
 Membership..... NAB, BMB
 President..... Lewis M. Milbourne
 Executive Vice President, General-
 Station Manager..... L. Waters Milbourne
 Commercial-Sales Promotion
 Manager, Publicity
 Director..... Leslie H. Peard, Jr.
 Program Director..... George L. Filling
 Chief Engineer..... Martin L. Jones

W C B M

BALTIMORE—EST. 1924

MBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Baltimore Bcstg. Corp.
 Business-Studio Address: Community House,
 North at Harford.
 Phone Number..... UNIVERSITY 8400
 Air Time..... 6:30 a.m.-12 M.
 News Service..... INS, UP
 Transcription Service..... Associated
 Representative..... Weed & Co.
 Membership..... NAB
 President..... John Elmer
 General-Station Manager..... George H. Roeder
 Sales Manager..... John Elmer
 Program Director..... Charles A. Roeder
 Musical Director..... Jack Rohr
 Chief Engineer..... G. Porter Houston
 Public Service Dir..... Newell A. Warner

W F B R

BALTIMORE—EST. 1922

ABC

Frequency: 1300 Kc..... Power: 5000 Watts
 Owned-Operated By: The Baltimore Radio
 Show, Inc.
 Business-Studio Address..... 10 E. North Ave.
 Phone Number..... MULBERRY 1300
 Air Time..... 6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News Service..... AP, UP
 Transcription Service..... World
 Representative..... John Blair
 Membership..... NAB, BMB
 President..... Robert S. Maslin
 Executive Vice President..... Hope H. Barroll, Jr.
 Vice President-Treasurer..... J. H. L. Truettfelter
 Sales Manager: (National) William S. Pirie;
 (Local) William R. Dothard.
 Asst. Secretary-Asst.
 Treasurer..... Robert S. Maslin, Jr.
 Publicity Director..... Guy Griffen
 Chief Announcer..... Henry Hickman
 Chief Engineer..... William Q. Ranft

WITH

BALTIMORE—EST. 1941

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Maryland Bcstg. Co.
 Business-Studio Address..... 7 East Lexington St.
 Phone Number..... Lexington 7808
 Air Time..... 24 hrs. daily
 News Service..... AP
 Transcription Service..... Standard, Lang-Worth
 Representative..... Headley-Reed
 Membership..... NAB
 President, General-Station
 Manager..... Thomas Garland Tinsley, Jr.
 Commercial-Sales Promotion
 Manager..... Robert C. Embry
 Program Director, Production
 Manager..... William J. Warren
 Publicity Director..... Mae Hughes
 Music Librarian..... Anna Ray Suter
 Chief Engineer..... James S. Duff
 Traffic Manager..... Catherine Sennott

W M A R (CP)

BALTIMORE

Frequency: 850 Kc..... Power: 1000 Watts
 Owned-Operated By..... A. S. Abell Co.
 Business Address..... Baltimore & Charles Sts.
 Vice-President..... E. K. Jett

W S I D

BALTIMORE—EST. 1947

Frequency: 1570 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... WSID, Inc.
 Business-Studio Address..... 136 Eastern Ave.
 Phone Number..... Essex 2235
 Air Time..... Local sunrise-local sunset
 News Service..... INS
 Transcription Service..... Capitol
 Representative..... Forjoe & Co.
 Membership..... BMB
 President..... Sidney H. Tinley, Jr.
 General-Station Manager,
 Chief Engineer..... Albert C. Goldbach
 Commercial-Sales Promotion
 Manager..... Armand Terl
 Program Director..... Raymond Kay
 Production Manager..... Will Taylor

W B C C

BETHESDA-
 CHEVY CHASE—EST. 1947

Frequency: 1120 Kc..... Power: 250 Watts d.
 Owned-Operated By: Broadcast Management,
 Inc.
 Business-Studio Address..... 5 Wilson Lane
 Phone Number..... Oliver 2800
 Transmitter Location..... Kenwood Golf Course

• • • MARYLAND • • •

Air Time.....Local sunrise-local sunset
 News Service.....AP, UP
 Transcription Service..Associated, Lang-Worth
 Membership.....NAB
 President.....Willard D. Egolf
 Sales Promotion Manager.....John Haskell
 Program Director.....William L. Browne
 Production Manager.....R. John Hugh
 Musical Director.....Del Turner
 Chief Engineer.....Vernon, Story
 Dir. of Junior Activities.....Ed Hoffman

WTBO
 CUMBERLAND—EST. 1928
 NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By: Cumberland Broadcasting
 Co. (Partnership).
 Business-Studio Address.....31 Frederick St.
 Phone Number.....Cumberland 229
 Transmitter Location: Reservoir Ave., Cumber-
 land, Md.
 Air Time: 7 a.m.-12:55 a.m.; 8 a.m.-12:05 a.m.,
 Sun.
 News Service.....AP, UP
 Transcription Service.....World
 Membership.....NAB, BMB
 President, Commercial-Sales Promo-
 tion Manager.....Mrs. Aurelia S. Becker
 Program Director.....Edwin F. Hinkle
 Chief Engineer.....David W. Jefferies
 Farm Editor.....Robert Rosamond

WCMD
 CAMBRIDGE—EST. 1947

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....The Cambridge Co.
 News Service.....UP
 Transcription Service.....Standard
 Partners.....James T. Littlepage,
 Thomas P. Littlepage
 Commercial Manager.....John Schneider

WCUM (CP)
 CUMBERLAND

Frequency: 1490Kc.....Power: 100 Watts
 Owned-Operated By.....The Tower Realty Co.
 Business Address.....222 S. Baltimore St.,
 Baltimore, Md.

CALL LETTERS TO BE ASSIGNED
 (CP)

EASTON

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By...Easton Bcstg. Co., Inc.
 Business Address.....Easton, Md.
 President.....John N. Critchlow, Sr.

WTBO

your

Tri-STATE

Voice



NBC

Affiliation

Cumberland, Maryland

W F M D

FREDERICK—EST. 1936

CBS—MARYLAND NETWORK

Frequency: 930 Kc. Power: 500 Watts
 Owned-Operated By Monocacy Bcstg. Co.
 Business-Studio Address Winchester Hall
 Phone Number 1626
 Air Time: 6 a.m.-12:05 a.m.; 7:30-12:05 a.m. Sun.
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 President-Owner Laurence Leonard
 General-Station Manager Bill Hardy
 Ass't Mgr., Chief Engineer: James W. Robertson
 Chief Announcer, Farm Editor Bill Sell

W A R K

HAGERSTOWN—EST. 1947

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Antietam Bcstg. Corp.
 Business Address 128 S. Prospect St.
 Phone Number 4500
 Transcription Service Thesaurus
 Representative Radio Adv.
 President Andrew K. Coffmann
 Gen.-Coml. Mgr. Stewart W. Phillips
 Chief Engineer G. Harold Brewer

W J E J

HAGERSTOWN—EST. 1932

MBS—MARYLAND

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Hagerstown Bcstg. Co.
 Business-Studio Address Franklin Court
 Phone Number 2323
 Air Time 6 a.m.-12 Md.
 News Service AP
 Transcription Service Lang-Worth, World,
 SESAC

Membership NAB, BMB
 Chief Owner, General Mgr. Grover C. Crilley
 Commercial Mgr. Wm. H. Paulsgrove
 Production Manager Robert Leshar
 Chief Announcer D. Glenn Thomas
 Chief Engineer George McIntire
 Farm Editor Will Groff

W A S A (CP)

HAVRE DE GRACE

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned-Operated By Chesapeake Bcstg. Corp.
 Business Address Havre De Grasse
 President Jayson T. Pate

W E S L

PRESTON—EST. 1947

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By Eastern Shore Bcstg. Co.
 Business Address Preston, Md.
 Phone Number 2491
 Air Time Local sunrise-local sunset

W B O C

SALISBURY—EST. 1940

MBS

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By: The Peninsula Bcstg. Co.
 Business-Studio Address Radio Park
 Phone Number 2487
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership BMB
 President John W. Downing
 General Manager Charles J. Truitt
 Musical Director Charles Russell Yoho
 Chief Engineer Peter A. Alfonsi

W G A Y

SILVER SPRING—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By: Tri-Suburban Bcstg. Co.
 Business-Studio Address Kemp Mill Rd.
 Phone Number Shepherd 1050
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World, SESAC
 President John W. Kluge
 General-Station, Publicity
 Director Joseph L. Brechner
 Sales-Commercial Manager: Robert W. Jonscher
 Program Director Ernest Tannen
 Chief Announcer Ernie Tannen
 Chief Engineer Nick Chaconas

W O O K

SILVER SPRING—EST. 1947

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By United Bcstg. Co.
 Business-Studio Address: 1143 Connecticut
 Ave., N. W., Washington, D. C.
 Phone Number National 8336
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Sears & Ayer
 Membership NAB
 President, General-Station-
 Commercial, Sales Promotion
 Manager Richard Eaton
 Program Director Albert Lamphear
 Production Manager, Publicity Director
 Chief Announcer James Stevens
 Musical Director Omas McKim
 Chief Engineer James Gilbert

MASSACHUSETTS

Estimated Population 4,725,000—% Increase 9.5—Radio Homes 1,225,899
Farms with Radios 33,660—Stations in State 42

W B M S

BOSTON—EST. 1946

Frequency: 1090 Kc... Power: 1000 Watts d.
Owned-Operated By... The Templetons Radio
Mfg. Corp.
Business Address..... 35 Court St.

W B Z - W B Z A

BOSTON & SPRINGFIELD—EST. 1921

NBC—NEW ENGLAND REGIONAL NETWORK
Frequency: 1030 Kc..... Power: 50,000 (WBZ)
1000 (WBZA)

Owned-Operated By..... Westinghouse Radio
Stations, Inc.

Business Address... WRS, Inc., 1619 Walnut St.,
Philadelphia 3, Pa.

Phone Number..... Rittenhouse 6-6870 (Phila.)

Station Address..... WBZ—275 Tremont St.,
Boston; WBZA—Hotel Kimball, Springfield.
After June, '48: 1170 Soldiers Field Road,
Allston 34, Mass.

Station Phone Nos.... WBZ—HAncock 64261;
WBZA—Springfield 6-8336. After June, '48:
HAncock 6-4261.

Transmitter Location..... Hull, Mass.—East
Springfield, Mass.

Air Time..... 5:30 a.m.—1 a.m.;
Sun., 7:30 a.m.—1 a.m.

News Service..... AP, UP

Transcription Service... Thesaurus, Associated
Representative..... Free & Peters

Membership..... BMB
President..... Walter Evans

Vice President..... Walter E. Benoit

General Manager..... J. B. Conley

Station Manager..... W. C. Swartley

Sales Manager..... C. H. Massé

Ass't Sales Mgr..... Lynn Morrow

Program Mgr..... W. Gordon Swan

Production Mgr..... Stephen Burke

Publicity Representative... Wendell A. Davis

Special Events Director... Colton G. Morris

Musical Director..... Avner Rakov

Chief Engineer..... WBZ—W. H. Hauser;
WBZA—H. E. Randol

Educational Director..... Ben A. Hudelson

W C O P

BOSTON—EST. 1935

ABC

Frequency: 1150 Kc..... Power: 5000 Watts
Owned-Operated By..... Massachusetts Bcstg.
Corp.

Business-Studio Address... 485 Boylston St.

Phone Number..... CO 7-0123

Air Time... 6 a.m.—1 a.m.; Sun., 7:30 a.m.—1 a.m.

News Service..... AP, INS, UP

Transcription Service..... Standard
Representative..... Katz Agency
Membership..... NAB, BMB
President..... Gardner Cowles
General-Station Mgr..... Craig Lawrence
National Sales Mgr..... A. N. Armstrong, Jr.
Local Sales Mgr..... Harry Wheeler
Sales Promotion Mgr..... Harry D. Goodwin
Program Director..... Gene King
Production Manager..... Henry Lundquist
Publicity Director..... Harry D. Goodwin
Chief Announcer..... Ellie Dierdorff
Chief Engineer..... Roland C. Hale
Farm Editor..... George Graves

W E E I

BOSTON—EST. 1924

CBS

Frequency: 590 Kc..... Power 5000 Watts
Owned-Operated By... Columbia Bcstg. System,
Inc.

Business-Studio Address... 182 Tremont St.

Phone Number..... HUBbard 2323

Air Time..... Unlimited

News Service..... AP, UP

Transcription Service..... Lang-Worth

Representative..... Radio Sales

Membership..... NAB, BMB

President (CBS)..... Frank N. Stanton

General-Station Mgr..... Harold E. Fellows

Asst. Mgr. in Charge of
Programs and Sales... Kingsley F. Horton

Asst. Sales Manager..... H. Roy Marks

Sales Promotion Mgr..... Guy H. Cunningham

Asst. Program Dir..... Frederick H. Carrigus

Production Manager... Raymond G. Girardin

Publicity Director..... Marie H. Houlahan

Chief Announcer..... Carlton H. Dickerman

Musical Director..... Frank Bell

Chief Engineer..... Harold A. Dorschug

Farm Editor..... Jesse H. Buffum

W H D H

BOSTON—EST. 1927

Frequency: 850 Kc..... Power: 5000 Watts

Owned-Operated By... Boston Herald-Traveler

Business-Studio Address... 6 St. James Ave.,
Boston 16, Mass.

Phone Number..... HANcock 5500

Air Time..... Unlimited

News Service..... AP, UP

Transcription Service... Standard, Lang-Worth,
Capitol

Representative..... John Blair

Membership..... NAB
President..... Robert B. Choate

General Manager..... William B. McGrath

Commercial Mgr..... William W. Warner

REACH!



New England is the
3rd largest regional market
in the United States
in Purchasing Power

To sell New England
you must reach

ALL its scattered rich markets!

THE YANKEE NETWORK

Member of the Mutual Broadcasting System

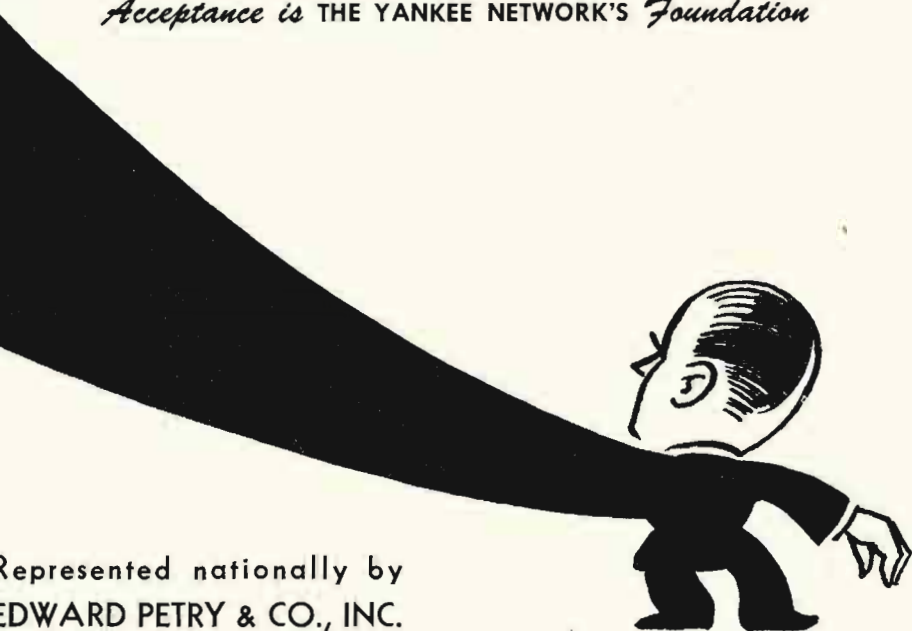
21 Brookline Avenue, Boston 15, MA

THE YANKEE NETWORK

with its 23 local home-town stations,
gives you 89.4% coverage of New
England's radio homes — the longest
reach in radio in New England to turn
purchasing power into sales.

ASK YOUR PETRY MAN

Acceptance is THE YANKEE NETWORK'S *Foundation*



Represented nationally by
EDWARD PETRY & CO., INC.

WORL

ORIGINATORS OF THE FAMOUS 920 CLUB

does it AGAIN!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS
... ON THIS!

“THE
MILLION
DOLLAR
BALLROOM”

*million dollar
talent and music
to produce
millions of sales
for YOU
in America's
richest market!*

INQUIRE NOW ABOUT OUR GUARANTEED
13 - 26 - 52 WEEK CONTRACT PLAN

WORL

BOSTON'S
BEST BUY!

BOSTON 16, MASS.

FORJÖE & CO. • NATIONAL REPRESENTATIVES

Program Director.....George M. Perkins
 Production Mgr.....George M. Watson, Jr.
 Chief Engineer.....Philip K. Baldwin

W M E X

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Northern Corp.
 Business-Studio Address.....70 Brookline Ave.
 Phone Number.....Commonwealth 6-3900
 Air Time.....7:30 a.m.-12 M.
 News Service.....INS
 Transcription Service.....Associated,
 Lang-Worth, SESAC

Membership.....NAB, BMB
 President.....John Reilly
 General-Commercial Mgr.....William S. Pote
 Technical Director.....Alfred J. Pote
 Sales Promotion Manager.....George Kaplan
 Program Director.....John Reilly
 Chief Engineer.....John Memishian

W N A C

BOSTON—EST. 1922

MBS—THE YANKEE NETWORK

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned By.....General Tire & Rubber Co.
 Operated By.....The Yankee Network
 Business-Studio Address.....21 Brookline Ave.
 Phone Number.....Commonwealth 6-0800
 Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News Service.....AP, INS, Reuters
 Transcription Service...Standard, Associated,
 SESAC

Representative.....Edward Petry
 Membership.....NAB, BMB
 Chairman of the Board.....John Shepard, 3rd
 President-Owner.....William O'Neil
 Vice President-Gen.-Com. Mgr...Linus Travers
 Promotion Manager.....David F. Shurtleff
 Program Dir.-Vice Pres.....George W. Steffy
 Publicity Director.....Phyllis Doherty
 Chief Engineer.....Irving B. Robinson

W O R L D

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By.....Bcstg. Service
 Organization, Inc.
 Business-Studio Address.....216 Tremont St.
 Phone Number.....Liberty 4540
 Transmitter Location.....Needham, Mass.
 Air Time.....6:30 a.m.-Local Sundown
 News Service.....AP, UP
 Representative.....For Joe
 Membership.....NAB
 President.....Harold A. Lafont
 General-Station Manager.....George Lasker
 Program Dir.-Chief Announcer...Robert Perry
 Chief Engineer.....John W. Parker

W B E T

BROCKTON—EST. 1946

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Operated by...Enterprise Publishing Co.
 Business-Studio Address.....60 Main St.
 Phone Numbers.....Brockton 7062-3
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service: Thesaurus, Lang-Worth,
 SESAC.

Membership.....NAB
 General Manager.....Charles A. Fuller
 Commercial Manager.....Paul A. Belaire
 Production Manager.....Joseph Quill
 Technical Director.....Mark L. MacAdam

W B K A (CP)

BROCKTON

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Cur-Nan Co.

W V O M (CP)

BROOKLINE

Frequency: 1600 Kc.....Power: 5000 Watts
 Owned-Operated By...The Boston Bcstg. Corp.
 Business Address.....100 Summit Ave.
 Phone Number.....Beacon 3349
 President.....John C. Pappas
 Exec. Vice-Pres.....Benjamin Bartzoff

**CALL LETTERS TO BE ASSIGNED
 (CP)**

CAMBRIDGE

Frequency: 740 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Harvey Radio Labs.
 Business Address.....Cambridge, Mass.
 President.....Frank Lyman, Jr.
 Vice-Pres.....Jeanne S. Lyman

W A C E

CHICOPEE—EST. 1946

ATLANTIC FOOTBALL NETWORK

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Regional Bcstg. Co.
 Business-Studio Address: Hotel Worthy, Spring-
 field, 326 Chicopee St., Chicopee, Mass.
 Phone Number.....Springfield 6-1323
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....McGeehan and O'Mara
 Membership.....NAB
 Treasurer.....John S. Begley
 General-Station Manager.....John S. Lloyd
 Commercial Manager.....David Hayes
 Publicity Director.....Forbes Parkyn
 Chief Announcer.....Lee Smith
 Chief Engineer.....Ralph Robinson

**CALL LETTERS TO BE ASSIGNED
(CP)**

FALL RIVER

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Narragansett Bcstg. Co.
 Business Address... 12 Hudner Bldg.
 Partners... Mitchell G. Meyers, Ruben E.
 Aronheim, Milton H. Myers

W S A R

**FALL RIVER—EST. 1921
MBS—THE YANKEE NETWORK**

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By... The Fall River Bcstg.
 Co., Inc.
 Business-Studio Address... Academy Building
 Phone Number... 7-9477
 Transmitter Location... South Somerset, Mass.
 Air Time... 6:30 a.m.-12 M.
 News Service... UP
 Transcription Service... Thesaurus, Lang-Worth
 Representative... Headley-Reed, Bertha Bannan
 Membership... NAB, BMB
 President-General Mgr... Melvin Lahr
 Commercial Manager... John Harrington
 Sales Pro. Mgr.-Publicity Dir... John Crowley
 Program Dir.-Production Mgr... Angus Bailey
 Chief Announcer... Joseph J. Welch
 Musical Director... John Zmuda
 Chief Engineer... John Pavao

W E I M

**FITCHBURG—EST. 1941
MBS—YANKEE NETWORK**

Frequency: 1340 Kc. Power: 250 Watts
 Owned By... Mitchell G. Meyers,
 Ruben E. Aronheim and Milton H. Meyers
 Operated By... Radio Station WEIM
 Business-Studio Address... 717 Main St.
 Phone Number... 1600-1
 Transmitter Location... Summer St.,
 Lunenburg, Mass.
 Air Time... 6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service... AP
 Representative... Bertha Bannan
 Membership... NAB
 Operating partner... Milton H. Meyers
 General Mgr.-Farm Editor... Earle Clement
 Commercial Mgr... Ford Billings
 Program Dir.-Chief Announcer... Dick Tucker
 Chief Engineer... Ted Kalin

W K O X

FRAMINGHAM—EST. 1947

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By... Suburban Bcstg. Co.
 Business-Studio Address... Smith Bldg., Irving
 Sq.
 Phone Number... 7400-5003
 Air Time... Local sunrise-local sunset

News Service... UP
 Transcription Service... Capitol, Thesaurus
 Representative... Kettell-Carter, The Friedenber
 Agency
 Membership... NAB
 General-Station Manager... Richard E. Adams
 Commercial Manager... James H. Shoemaker
 Program Director... Lee Emmerich
 Production Manager, Publicity
 Director... G. Ellis Mott
 Musical Director... Merrill Smith
 Chief Engineer... Francis Bartol

W H O B

GARDNER—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... The Gardner Bcstg. Co.
 Business Address... 39 Pleasant St.
 Phone Number... 1490
 Studio Address... The Colonial Hotel
 Transmitter Location... Green St.
 Air Time... 8 a.m.-11:30 p.m.
 News Service... AP
 Transcription Service... SESAC, Thesaurus
 Representative... William G. Rambeau
 Membership... NAB
 President-Owner, General
 Manager... David M. Richman
 Station Manager... Ted Jones
 Program Director... George Gray
 Chief Engineer... Parker Vincent

W H A I

GREENFIELD—EST. 1938

MBS—YANKEE

MBS—YANKEE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... John W. Haigis
 Business-Studio Address... 356 Main St.
 Phone Number... Greenfield 4301 or 4302
 Air Time... 6:45 a.m.-11:30 p.m.
 News Service... AP
 Transcription Service... Thesaurus
 Representative... Bertha Bannan
 Membership... NAB
 President-Owner... John W. Haigis
 Manager... John W. Haigis, Jr.
 Commercial Manager... H. W. Nichols
 Program Director, Chief
 Announcer... Lawrence A. Coney
 Publicity Director... Graydon Spragg
 Chief Engineer... Leland F. Wheeler

W H A V

HAVERHILL—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... The Haverhill Gazette
 Co.
 Business-Studio Address... 30 How St.
 Phone Number... 7090

MASSACHUSETTS

Air Time.....6:30 a.m.-11:30 p.m.
 News ServiceAP
 Transcription Service.....Associated, World,
 SESAC
 Representative....Kettell-Carter, McGeehan &
 O'Mara
 MembershipNAB
 Pres. & Treas.....John T. Russ
 General-Station Manager.....John T. Russ
 Chief Engineer.....Herbert W. Brown

Sales Manager.....P. J. Montague
 Chief Engineer.....Thomas Humphrey

WLAW

LAWRENCE—EST. 1937
 ABC

Frequency: 680 Kc.....Power: 50000 Watts
 Owned-Operated By.....Hildreth & Rogers
 Company
 Address278 Essex Street
 Phone Number.....Lawrence 4107
 Studio Address.....278 Essex St., Lawrence;
 Fairburn Bldg., Lowell
 Transmitter Location.....River Road,
 Andover, Mass.
 Air Time.....6 a.m. to 1 a.m.
 Newspaper Affiliation.....Eagle-Tribune
 News ServiceUP
 RepresentativeWeed & Company
 MembershipNAB, BMB
 Pres. & Treas.....Irving E. Rogers
 Gen. Mgr.-Station Mgr.....Harold B. Morrill
 Sales Promotion Mgr.....Fred Sullivan
 Sales Manager.....David Kimel
 Program Director.....James T. Maloney
 Chief Engineer.....George A. Hincley

WHYN

HOLYOKE—EST. 1941
 MBS—YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By ...Hampden-Hampshire
 Corp.
 Business Address.....180 High St.
 Phone Number8238-9
 Air Time6:45 a.m.-12 M.
 News ServiceUP
 Transcription Service..Associated, Lang-Worth
 Representative.....The Walker Co.
 MembershipNAB, FMA
 PresidentWilliam Dwight
 General-Station Manager..Charles N. De Rose

WLAW

LAWRENCE, MASS.

OTHER STUDIOS: BOSTON AND LOWELL

NATIONAL REPRESENTATIVES: WEED & CO.

50,000
WATTS
680 KC

WLAW-FM

93.7 Megacycles

Channel 229

W C C M

LAWRENCE-LOWELL—EST. 1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . The Lawrence Bcstg. Co.
 Business Address 54 Essex St., Lawrence,
 Mass.
 Phone Number . . . (Lowell) 20580; (Lawrence)
 87171
 Studio Address . . . 11 Kearney Sq., Lowell, Mass.,
 54 Essex St., Lawrence, Mass.
 Transmitter Location Chandler Rd., West
 Andover, Mass.
 Air Time Limited
 News Service AP
 Transcription Service Thesaurus, Capitol,
 SESAC
 Representative Forjoe, Bertha Bannan
 Membership NAB
 President George H. Jaspert
 General Manager, Chief
 Engineer Gordon S. Ley
 Commercial Manager William C. Engel
 Program Director Louis J. Roche
 Production Manager Charles Tarkinson

W L L H

LOWELL-LAWRENCE—EST. 1934

MBS—YANKEE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By . . . Merrimac Bcstg. Co., Inc.
 Business Address 39 Kearney Sq., Lowell,
 Mass.
 Phone Numbers . . . Lowell 8715, Lawrence 2-2148
 Transmitter-Studio Location . . . 39 Kearney Sq.,
 Lowell, Mass., Cregg Bldg., Lawrence,
 Mass.
 Air Time 6:25 a.m.-12 M.
 News Service AP
 Transcription Service Associated
 Representative Edward Petry
 President Gerald Harrison
 Vice-President Carl S. Wheeler
 Station Manager Dana W. Fitzgerald
 Commercial Manager Haskell Blomberg
 Chief Announcer Tom Clayton
 Chief Engineer A. G. Michaels

W L Y N

LYNN—EST. 1946

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By . . . Puritan Bcstg. Service,
 Inc.
 Business Address 7 Willow St.
 News Service UP
 Transcription Service SESAC, Associated
 President-General Manager A. M. Morgan
 Commercial Manager James B. Dunbar
 Program Director Dorothy Rich
 Chief Engineer John W. Parker

W N B H

NEW BEDFORD—EST. 1922

ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Bristol Bcstg. Co., Inc.
 Business-Studio Address 588 Pleasant St.
 Phone Number 8-5228
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Wm. G. Rambeau, Bertha
 Bannan
 Membership NAB
 Vice-Pres.-Treas. Basil Brewer
 Station Manager James M. Patt
 Sales Promotion Mgr. Edward Bohgosian
 Chief Engineer Arthur Deters

W K O B

NORTH ADAMS—EST. 1947

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Citizens Bcstg. Co.
 Business Address 20 State St.
 Phone Number 3470
 News Service UP
 Transcription Service Standard, Capitol
 Representative McGillvra
 Owners . . . John T. Ward, Jr., E. B. Cureton, Jr.,
 G. W. Fisher, Joseph R. Trott, Jr.
 Commercial Manager John T. Ward, Jr.
 Business Manager E. B. Cureton, Jr.
 Promotion Manager George W. Fisher
 Program Director Thomas M. Donlin
 Chief Engineer Bud Kordalewski

W M N B

NORTH ADAMS—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By North Berkshire
 Bcstg. Co.
 Business Address 27 Bank St.
 Partners . . . Robert B. Clark, Robert Hardman,
 James C. Keyworth

W B E C

PITTSFIELD—EST. 1947

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . Wester Mass. Bcstg. Co.
 Business-Studio Address 30 Eagle St.
 Phone Number 8292
 Transmitter Location 30 Eagle St.
 Air Time 6:45 a.m.-12 M.
 News Service AP
 Transcription Service Standard, Lang-Worth
 Representative J. P. MacKinney
 Membership NAB
 Owners L. K. Miller, D. B. Miller

• • • MASSACHUSETTS • • •

General-Station Manager, Chief
Engineer.....James L. Spates
Commercial-Sales Promotion
Manager.....W. Wendell Budrow
Program Director.....Franklin Wiener
Publicity Director.....John Williams
Farm Editor.....Nina Graham

General Manager, Program
Director.....Edmund L. Phelan
Sales Manager.....Edward Tibbetts
Sales Promotion Manager.....Robert Rogers
Production Manager.....Gene Vallencourt
Musical Director.....Lenny Powers
Chief Engineer.....R. I. Hammond

W B R K
PITTSFIELD—EST. 1938

MBS—YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Greylock Bcstg. Co.
Operated By.....Leon Podolsky
Business-Studio Address.....8 Bank Row
Phone Number.....2-1553
Transmitter Location...Corner East & Newell
Air Time.....6:45 a.m.-12 M.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....The Walker Co.
Membership.....NAB, BMB
President.....Leon Podolsky
General-Station Mgr.....John T. Parsons
Commercial Manager.....Robert H. Burbank
Program Director.....Daniel Healy
Production Manager.....Thurston Holmes
Chief Engineer.....Leonard Lavendol
News Chief.....Leon Beeler

W J D A

QUINCY—EST. 1946

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....South Shore Bcstg.
Business Address.....29 Brackett St.
Phone Number.....Mayflower 1300
News Service.....AP
Transcription Service.....World
Owners.....Joseph H. Tobin, James D. Asher
Station Mgr.-Program Dir.....Joseph H. Tobin
Commercial-Promotion Mgr.....James D. Asher
Chief Engineer.....James O. Wood

W E S X

SALEM—EST. 1939

KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...North Shore Bcstg. Co.
Business-Studio Address...49-53 Washington St.
Phone Number.....Salem 5670
Transmitter Location...Nauagus Head, Marble-
head, Mass.
Air Time.....7 a.m.-10:45 p.m.
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Bertha Bannan
President-Owner.....Charles W. Phelan

W M A S
SPRINGFIELD—EST. 1932
CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS Inc.
Business-Studio Address.....1757 Main
Phone Number.....7-1414
Transmitter Location.....Pynchon Pk.
Air Time...6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service.....UP
Transcription Service.....Associated
Representative.....Edward Petry
Membership.....NAB
President.....Gerald Harrison
General Manager.....Robert Donahue
Commercial Manager.....Robert Feldman
Sales Promotion Manager.....Paul Peltier
Program Director.....Turner Cooke
Chief Engineer.....John Michnovetz

W S P R

SPRINGFIELD—EST. 1936

ABC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business-Studio Address.....WSPR Bldg.,
63 Chestnut St.
Phone Number.....6-2757
Transmitter Location...W. Springfield, Mass.
Air Time.....7 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingbery
Membership.....NAB, BMB
President, General-Station
Manager.....Quincy A. Brackett
V. P.....Milton W. Stoughton
Sales Promotion Manager, Publicity
Director.....Howard S. Keele
Program Director, Production
Manager.....Wayne Henry Latham
Chief Announcer.....Robert L. Jones
Chief Engineer.....Lawrence A. Reilly

W C R B (CP)
WALTHAM

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Operated By...Charles River Ccstg. Co.
Business Address...206 Monroe St., Dedham,
Mass.
Partners.....L. P. Liles, John R. Hoffler,
Richard C. O'Hare

W R M S (CP)

WARE

Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Operated By: Donald W. Howe
 Business Address: Gilbertville Rd.
 News Service: AP
 Transcription Service: Associated
 Owner: Donald W. Howe
 Gen.-Coml. Mgr.: Daniel J. Hyland, Jr.
 Chief Engineer: Albert Green

W O C B

WEST YARMOUTH—EST. 1943

ABC-KBS

Frequency: 1240 Kc. Power: 250 W.
 Owned-Operated By: Bristol Broadcasting Co., Inc.
 Phone Number: Hyannis 502
 Transmitter Location: South Sea Ave.
 Representatives: Wm. G. Rambeau Co.
 President: Basil Brewer
 Gen., Coml. & Prom. Mgr.: Donald Sellers
 Program Director: Marion Crowell
 Chief Engineer: Arthur Deters

W A A B

WORCESTER—EST. 1931

MBS—YANKEE NETWORK

Frequency: 1440 Kc. Power: 5000 Watts
 Owned By: General Tire & Rubber Co.
 Operated By: Yankee Network, Inc.
 Business-Studio Address: 34 Mechanic St.
 Phone Number: 2-5611
 Transmitter Location: Holden, Mass.
 Air Time: 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service: AP, INS
 Transcription Service: Associated, Standard
 Representative: Edward Pety
 Membership: NAB, BMB
 Chairman of the Board: John Shepard, 3rd
 President-Owner: William O'Neil
 Station Manager: Richard A. Cobb
 Commercial Manager: Linus Travers
 Program Director: Albert M. Hiorns
 Chief Engineer: Joseph E. Grahn

W N E B

WORCESTER—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: New England Bcstg. Co.

Business-Studio Address: Park Bldg.
 Phone Number: 6-4672
 Transmitter Location: Park Bldg.
 Air Time: 6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
 News Service: UP
 Transcription Service: Thesaurus, Capitol
 Representative: Adam J. Young, Jr.; Kettell-Carter
 Membership: NAB
 President: Paul C. Lytle
 Treasurer-General Manager: John J. Hurley
 V.P.-Commercial Mgr.: Kenneth B. Murray
 Sales Promotion Mgr.: Mrs. Dorothy Murray
 Program Director: John F. Morse
 Chief Engineer: Vernon P. Wilson

W O R C

WORCESTER—EST. 1925

ABC

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By: Alfred Frank Kleindienst
 Business-Studio Address: 65 Elm St.
 Phone Number: 5-3101
 Transmitter Location: Auburn, Mass.
 Air Time: 7 a.m.-12:01 a.m.; 8:45 a.m.-11:15 p.m., Sun.
 News Service: INS
 Transcription Service: Lang-Worth
 Representative: Weed & Co.
 Membership: NAB
 President-Owner: Alfred Frank Kleindienst
 General-Station-Commercial Manager: Mildred P. Stanton

W T A G

WORCESTER—EST. 1924

CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By: WTAG, Inc.
 Business-Studio Address: 18 Franklin St.
 Phone Number: 5-4321
 Transmitter Location: Shrewsbury St., Holden, Mass.
 Air Time: 6 a.m.-12:05 a.m.
 News Service: AP
 Transcription Service: World, Associated
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 Executive Vice-President: E. E. Hill
 Vice-President, General Mgr.: Robert W. Booth
 Commercial Manager: Herbert L. Krueger
 Local Sales Manager: Robert J. Brown
 Program Director: A. J. Brissette
 Publicity-Promotion Mgr.: Andrew C. Fuller
 Chief Engineer: E. A. Browning

FOR PRESTIGE ...

Be able to tell listeners that
your station is a member of



Radio members of The AP don't buy news!
They share the news of the largest news-
gathering organization on a *cost* basis.



In Detroit . . . it's
WWJ—The Detroit News

FIRST in PUBLIC SERVICE features for more than 27 years . . . tirelessly working in the public interest, constantly retaining community confidence.

TOPS in TALENT . . . with Detroit's best-known, best-liked personalities, combined with the world's finest through WWJ's 20-year-old NBC affiliation.

FOREMOST in PIONEERING and PROMOTIONAL policies that have kept WWJ on top all through the years, and trail-blazed the way for both FM and Television "firsts" as well.

WWJ's leadership in PUBLIC ACCEPTANCE is evidenced by the results continually obtained for its advertisers . . . adding prestige to their products, force to their sales messages, and increasing sales through lowered sales resistance.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ
 AM-FM

Basic NBC Affiliate

AM-1250 WOODWARD-1455 WATZ
 FM-101.1 242-2011 WEDGFIELD

Associate Television Station WWJ-TV

MICHIGAN

Estimated Population 6,249,000—% Increase +18.9—Radio Homes 1,518,787
Farms with Radios 154,353—Stations in State 54

W A B J

ADRIAN—EST. 1946

Frequency: 1500 Kc. Power: 250 Watts d.
Owned By The Adrian Bcstg. Co.
Operated By Gail D. Griner; Alden M.
Cooper
Business Address 111 East Maumee St.
Phone Number 1599
Air Time Local sunrise-local sunset
News Service UP
Transcription Service Thesaurus
Representative Homer Griffith
Membership NAB
Co-Owners, Co-Managers Gail D. Griner,
Alden M. Cooper
Commercial Manager Alden M. Cooper
Program Director William O. Crusinberry
Chief Engineer Gordon F. Sweeley

W A T Z

ALPENA—EST. 1946

MBS—PAUL BUNYAN—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Midwestern Bcstg. Co.
Business Address Alpena, Mich.
Phone Number 1049
Air Time 7 a.m.-11 p.m.
News Service AP
Representative Hal Holman
President-Chief Engineer Les Biederman
Mgr. & Prom. Mgr. Drew McClay

W H R V

ANN ARBOR—EST. 1947

ABC

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Operated By Huron Valley Bcstg., Inc.
Business Address Box 160
Phone Number 2-4573
News Service AP
Transcription Service World
Representative Forjoe
President-Gen. Mgr. J. F. Hopkins
Commercial Mgr. R. S. Augustus
Program Director Sybil Krieghoff
Chief Engineer James W. Allen

W P A G

ANN ARBOR—EST. 1945

Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By Washtenaw Bcstg. Co.
Business-Studio Address 106 E. Liberty St.,
Ann Arbor; 36 N. Washington, Ypsilanti
Phone Number 25517

Air Time Local sunrise-local sunset
News Service AP, INS
Transcription Service Associated, Standard
Representative Burn-Smith
Membership NAB
President Arthur E. Greene
General-Station Manager Edward F. Baughn
Commercial Manager Ted Turner
Program Director Edwin G. Burrows
Chief Engineer George D. Stearns
Farm Editor Howard Heath

W B C K (CP)

BATTLE CREEK

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Michigan Bcstg. Co.
Business Address Post Bldg.

W E L L

BATTLE CREEK—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Federated Publications,
Inc.
Business Address 38 West State St.
Phone Number 7161-5655
Air Time 17½ hrs. daily
News Service AP
Transcription Service Standard, Lang-Worth
Representative Burn Smith
Membership NAB, BMB
General-Station Manager D. E. Jayne
Commercial Manager E. P. Mills, Jr.
Program Director Forrest F. Owen
Chief Engineer Earl J. Stone

W B C M

BAY CITY—EST. 1928

ABC

Frequency: 1440 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By Bay Bcstg. Co., Inc.
Business Address Wenonah Hotel
Phone Number 7551-2
Studio Address Wenonah Hotel
Air Time 6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,
Sun.
News Service UP
Transcription Service Lang-Worth, World
Representative George P. Hollingbery
President Harley D. Peet
General-Station Mgr. Hugh A. Giesel
Program Director Charles E. Anthony
Musical Director Lionel H. DeRemer
Chief Engineer Ralph H. Carpenter
Farm Editor G. Edward Vallender

Keeping Rates

**D
O
W
N**

and Sponsors' Sales

UP

in the

Detroit-Windsor Area

5,000 WATTS at
800 Kc.
MUTUAL and
CBS System

CKLW

ADAM J. YOUNG, JR., INC., Natl. Rep. Can. Rep., H. N. STOVIN & CO.
J. E. CAMPEAU, President

W H F B

BENTON HARBOR—EST. 1947

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned By..... Palladium Publishing Co.
 Business-Studio Address..... Fairplain Ave.
 Phone Number.....5-2113
 Air Time..... Local sunrise-local sunset
 News Service..... AP
 Transcription Service..... Lang-Worth
 Membership..... NAB
 President..... Stanley R. Banyon
 General-Station Manager..... Jake P. Scherer
 Commercial-Sales Promotion
 Manager..... William L. Harmon
 Program Director..... Phil Molloy
 Chief Engineer..... Munson U. Robinson

W A T T

CADILLAC—EST. 1945
MUTUAL—WOLVERINE—KBS—
PAUL BUNYAN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..... Midwestern Bcstg. Co.
 Business Address..... P. O. Box 219
 Phone Number..... Cadillac 1270
 Studio Address..... U. S. 131 South
 Transmitter Location..... Clam Lake Township
 Air Time..... 7 a.m. to 11 p.m.
 Transcription Service..... SESAC, Langworth
 Chief Owner..... Les Biederman
 General Manager..... John Cundiff
 Commercial Manager..... Merritt Chandler
 Chief Engineer..... Wm. H. Kiker

W K M H

DEARBORN—EST. 1946

Frequency: 1540 Kc. Power: 1000 Watts d.
 Operated By..... Suburban Bcstrs.
 Business-Studio Address..... WKMH Bldg.
 Phone Number..... Superior 4000
 Air Time..... Local sunrise-local sunset
 News Service..... INS, UP
 Transcription Service..... Lang-Worth
 Representative..... Weed & Co.
 Membership..... NAB, BMB
 General-Station Manager..... Fred A. Knorr
 Commercial-Sales Promotion
 Manager..... Walter Patterson
 Program Director..... Kirk Knight
 Chief Announcer..... Jerry Snider
 Chief Engineer..... Jerrold Martin
 Farm Editor..... Tim Doolittle

C K L W

DETROIT-WINDSOR—EST. 1932
 MBS (U. S. A.)
 CBC (CANADA)

Frequency: 800 Kc. Power: 5000 Katts

Owned-Operated By..... Essex Bcstg. Inc.
 Addresses..... Guaranty Trust Bldg.
 Phone Number..... 4-1155 (Windsor)
 Transmitter Location..... Highway 3—6 miles from
 Windsor in Essex County

Air Time..... 5:30 a.m. to 4 p.m.
 News Service..... INS, UP
 Representatives..... H. N. Stovin & Co. (Canada);
 Adam J. Young, Inc. (U. S. A.)
 Membership..... NAB, BMB
 Pres. and General Manager..... J. E. Campeau
 Sales-Commercial Manager..... Richard E. Jcnes
 Sales Promotion-Merchandising
 Manager..... Barbara MacFarland
 Program Director..... S. Campbell Ritchie
 Chief Engineer..... W. J. Carter

W J B K

DETROIT—EST. 1926

Frequency: 1490 Kc. Power: 250 Watts
 Owned By..... Detroit Bcstg. Co.
 Affiliated with The Fort Industry Co.
 Business-Studio Address..... 46 W. Kirby St.
 Phone Number..... TRinity 2-2000
 Transmitter Location..... 15555 Woodrow Wilson
 Ave.

Air Time..... 24 hrs. daily
 News Service..... AP
 Transcription Service..... World, Lang-Worth,
 Standard, Thesaurus
 Representative..... Fo joe
 Membership..... NAB, BMB
 President..... George B. Storer
 General Manager..... Lee B. Wailes
 Station Manager..... Ralph G. Elvin
 Commercial Manager..... George M. Millar
 Sales Promotion Manager, Publicity
 Director..... Robert F. Anthony
 Program Director..... Judith Lawton
 Production Manager..... Larry Ruppel
 Chief Announcer..... Earl Hayes
 Musical Director..... Jean Smoroski
 Chief Engineer..... Paul Frincke

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Booth Radio Stations, Inc.
 Address..... 3100 David Broderick
 Phone Number..... Cadillac 7600
 Transmitter Location..... Boulevard Bldg.
 Air Time..... 24 hours
 News Service..... AP
 Transcription Service..... World
 Representative..... Burn-Smith, Holman
 President..... John Lord Booth
 General Manager..... Hugh M. Gray
 Commercial Manager..... Eric V. Hay
 Promotion Manager..... Mitchell Jachimski
 Chief Engineer..... Edward H. Clark

W J R

DETROIT—EST. 1922

CBS

Frequency: 760 Kc. Power: 50,000 Watts
 Owned-Operated By. WJ.R, The Goodwill Station, Inc.
 Business-Studio Address. 2208 Fisher Bldg., Detroit 2, Mich.
 Phone Number. Madison 4440
 Air Time. 24 hrs. daily
 News Service. AP, INS, UP
 Transcription Service. Cole, Lang-Worth, Standard, Thesaurus, Associated
 Representative. Edward Pety
 Membership. NAB
 President. G. A. Richards
 Asst. to Pres. Harry Wismer
 Asst. Genl. Mgr. Conrad Noll
 Sales Manager. Arch Shawd
 Program Director. Worth Kramer
 Production Manager. Norman L. White
 Publicity Director. James H. Quello
 Chief Announcer. Franklin C. Mitchell
 Musical Director. Paul LaVoie
 Chief Engineer. G. F. Leydorf
 Farm Editor. Marshall Wells

W W J

DETROIT—EST. 1920

NBC

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By. Evening News Assoc.
 Business-Studio Address. 630 W. Lafayette Ave.
 Phone Number. RAndolph 2000
 Transmitter Location. Eight Mi. & Meyers Rds., Oak Park, Mich.
 Air Time. Weekdays: 20½ hrs.; Sundays: 17 hrs.
 News Service. AP, UP
 Transcription Service. Standard
 Representative. Geo. P. Hollingbery
 Membership. NAB, BMB
 Dir. of Radio for
 The Detroit News. W. J. Scripps
 General Manager. Harry Bannister
 Asst. Gen. Mgr. Edwin K. Wheeler
 Commercial Manager. Harry W. Betteridge
 Sales Promotion Manager. Jake Albert
 Program Director. Melvin C. Wissman
 Production Manager. Stanley Swales
 Publicity Director. R. S. Spencer, Jr.
 Musical Director. Mischa Kottler
 Chief Engineer. E. J. Love
 Farm Editor. John Merrifield

(See Page 464)

W X Y Z

DETROIT—EST. 1930

ABC

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By. American Bcstg. Co.
 Business Address. 1700 Stroh Bldg.
 Phone Number. CHerry 8321
 Studio Address. 8415 East Jefferson
 Transmitter Location. Joy Rd. & Greenfield Rd.
 Air Time. 6 a.m.-12 M.
 News Service. AP, INS, UP
 Transcription Service. Standard, Lang-Worth, World
 Representative. Joseph C. Molin
 Membership. NAB, BMB
 General-Station Mgr. James G. Riddell
 Commercial Manager. Harold Christian
 Sales Promotion Manager, Publicity
 Director. William J. Hendricks
 Program Director. Jack McCarthy
 Production Manager. John Pival
 Chief Announcer. Porter Bourne
 Musical Director. Phil Brestoff
 Chief Engineer. Charles Kotcher

W D B C

ESCANABA—EST. 1941

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Delta Bcstg. Co.
 Business-Studio Address. Escanaba, Mich.
 Phone Number. 787
 Transmitter Location. Escanaba, Mich.
 Air Time. 6:30 a.m.-11:30 p.m.
 News Service. AP
 Transcription Service. World
 Representative. Walker Co.
 Membership. NAB, BMB
 President. John P. Norton
 General-Station-Commercial
 Manager. George D. Lindenthal
 Program Director, Production Manager, Chief
 Announcer, Musical Director. Sam Ham
 Chief Engineer. Jack Foster

W F U R

GRAND RAPIDS—EST. 1947

WOLVERINE

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By. Furniture City Ccstg. Corp.
 Business Address. 430 Federal Square Bldg.
 Phone Number. 6-9541
 News Service. AP
 Transcription Service. Capitol, Lang-Worth, SESAC
 Representative. Walker
 Pres.-Gen.-Station-Coml. Mgr. Simon W. Oppenhuizen
 Vice-President. Jeannie Oppenhuizen

Treas., Asst. Mgr.-Chief Engz. Raymond A. Plank
 Program Director Gordon F. Kibby
 Promotion Manager Henry G. Bosch

WJEF

GRAND RAPIDS—EST. 1945

CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Fetzer Bcstg. Co.
 Business Address P. O. Box 52
 Phone Number 6-8512
 Transmitter-Studio Location Pantlind Hotel
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Associated, Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President-Owner, General Mgr. John E. Fetzer
 Station Manager Edward H. Bronrow
 Commercial Manager John W. O'Harrow
 Publicity Director Richard L. Kowalkosi
 Chief Announcer Nathan H. Bryant, Jr.
 Chief Engineer Carl E. Lee
 Farm Editor Carleton W. Collin
 (See Page 472)

WLA V

GRAND RAPIDS—EST. 1940

ABC—MICHIGAN RADIO NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Leonard A. Versluis
 Business-Studio Address 6 Fountain St., N.E.
 Phone Number 6-5461
 Air Time 7 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative Joseph Hershey McGillvra
 Membership BMB
 Owner Leonard A. Versluis
 General-Commercial Manager Hy M. Steed
 Program Director D. Cotton
 Musical Director Chas. Herman
 Chief Engineer Lee Stevens

WOOD

GRAND RAPIDS—EST. 1924

NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Trustee Ownership American Bcstg. Co.
 Business-Studio Address Grand Rapids
 National Bank Bldg.
 Phone Number 9-4211
 Air Time 18 hrs. daily
 News Service UP
 Transcription Service World, SESAC,
 Lang-Worth
 Representative Paul H. Raymer
 Membership BMB
 General Manager Stanley W. Barnett

Sales Manager Lyman Anson
 Sales Promotion Manager Lenore Little
 Program-Musical Director Sandy Meek
 Production Manager Robert W. Smith
 Chief Engineer Fred Russell

WGRD

GRAND RAPIDS—EST. 1947

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By Music Bcstg. Co.
 Business Address 35 Lafayette Ave., E.
 Phone Number 9-4111
 News Service AP
 Transcription Service Standard, Associated
 Pres.-Gen. Mgr. Paul F. Eichhorn
 Commercial Mgr. George Hartman
 Program Director Cameron Blake
 Local Sales Manager J. C. Yeakley
 Chief Engineer Richard Groenevelt

WFDF

FLINT—EST. 1922

ABC—MICHIGAN RADIO NETWORK—
 WOLVERINE

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Flint Broadcasting Co.

WBBC

FLINT—EST. 1946

MBS

Frequency: 1330 Kc. Power: 1000 Watts
 Owned By Booth Radio Stations Inc.
 Operated By Booth Bcstg. Co.
 Business Address 600 Buhl Bldg., Detroit,
 Mich.
 Phone Number 9-8686
 Studio Address 112 W. Water St.
 Transmitter Location G3014 Bristol Rd.
 Air Time 24 hrs. daily
 News Service AP
 Transcription Service McGregor
 Representative Forjoe
 President John Lord Booth
 General-Station Mgr. Robert L. Balfour
 Commercial-Sales Promotion Manager,
 Publicity Director W. Eldon Garner
 Program Director Robert L. Mabry
 Production Manager, Chief Announcer,
 Farm Editor George Geiger
 Musical Director Jerry Schroeder
 Chief Engineer G. Elwood Ryan

WMRP

FLINT—EST. 1943

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By Methodist Radio Parish,
 Inc.
 Business-Studio Address 573 Mary St.
 Phone Number 35112

**NO
NBC CONTRACT
IS COMPLETE
WITHOUT**

WTCB FLINT

... in the Nation's 62nd city*

To "complete" an NBC contract . . . what does it take? For one, it takes WTCB-NBC.

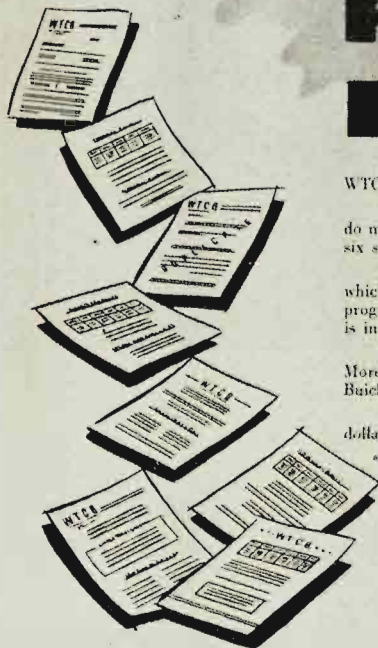
Three metropolitan trading areas, dominated by Flint, Bay City and Saginaw, do most of the business for East Central Michigan. Until WTCB, these areas and six surrounding counties had no adequate NBC coverage.

Here are over a million people . . . over 300,000 radio homes . . . most of which are tuned most of the time to WTCB. It's NBC. The long-experienced programming of Trendle-Campbell, of "Lone Ranger" and "Green Hornet" fame, is inherent in every WTCB local show.

WTCB's primary area is part of the power and progress of industrial America. More automobiles are manufactured in Flint than anywhere except Detroit. Every Buick and Chevrolet starts in Flint. Effective buying income: *over a billion dollars.*

"Complete" your NBC contract with WTCB . . . completely cover this billion dollar market with its *plus* purchasing income.

** in population*



TRENDE-CAMPBELL BROADCASTING CORP., STROH BLDG.
1000 WATTS DAY * 500 WATTS NIGHT

Paul H. Raymer, Representative

DETROIT, MICH
600 KC

Transmitter Location.....3217 Lapeer Rd.
 Air Time Limited
 Transcription Service.....Standard, Capitol
 President.....Daniel M. Robins
 General-Station-Commercial-Sales Promotion
 Manager.....William H. Morford
 Program Director, Production
 Manager.....Cedric Harger
 Chief Announcer.....Pat Chamburs
 Chief Engineer.....Homer Blumerich

W T C B

FLINT—EST. 1947
 NBC

Frequency: 600 Kc....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..Trendle-Campbell Bcstg.
 Corp.
 Business-Studio Address...740 S. Saginaw St.
 Phone Number21136
 Transmitter Location..Box 124, Grand Blanc,
 Mich.
 Air Time .6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Paul H. Rayme;
 President-Treasurer.....George W. Trendle
 Vice-Pres.-Gen. Mgr.....H. Allen Campbell
 Resident Manager.....Don DeGroot
 Sales Director.....Russell H. Edsall
 Program Director.....William R. Dixon
 Chief Announcer.....John Pierce
 Chief Engineer.....Harold R. Holmes

W W O K

FLINT—EST. 1946
 WOLVERINE

Frequency: 1470 Kc....Power: 1000 Watts
 Owned By.....Drohlich Bros.
 Operated By..Albert S. and Robert A. Drohlich
 Business-Studio.....432 N. Saginaw St.
 Phone Number4-1691
 Transmitter Location...Grand Blanc, Mich.
 Air Time6 a.m.-12 M.
 News ServiceUP
 Transcription Service.....Associated, Cole
 Representative.....Joseph Henry McGillvra
 MembershipNAB
 President-Owner.....Drohlich Bros.
 General-Station-Commercial
 Manager.....Robert A. Drohlich
 Sales Promotion Manager.....Ralph Dawson
 Program Director, Production Manager,
 Publicity Director.....Albert S. Drohlich
 Chief Engineer.....Edsel Forsythe

W H T C (CP)

HOLLAND

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Operated By.....Holland Bcstg. Co.

Business Address.....135 W. 11th St.
 News ServiceAP
 Pres.-Chief Engr.....Millard C. Westrate
 Vice-Pres.-Program Dir....Willard C. Wichers

W H D F

HOUGHTON—EST. 1929
 MBS—KBS

Frequency: 1400 Kc....Power: 250 Watts
 Owned-Operated By..Upper Michigan Bcstg.
 Co.
 Business Address.....Douglass Hotel
 Phone Number1
 Studio Address...Douglass Hotel, Houghton;
 515 Scott St., Calumet, Mich.
 Transmitter Location.....Houghton, Mich.
 Air Time.....7 a.m.-11:30 p.m.
 Transcription ServiceWorld
 Representative.....The Walker Co.
 MembershipNAB, BMB
 Executive Vice President.....John W. Rice
 Station Manager.....Albert W. Payne
 Program Director, Chief
 Announcer.....Earl Norden
 Technical Supervisor.....George L. Burgan
 Farm Editor.....Arnold Lahikainen

W I K B

IRON MOUNTAIN—EST. 1946
 MBS—KBS

Frequency: 1230 Kc....Power: 250 Watts
 Owned-Operated By..Upper Michigan-Wiscon-
 sin Bcstg. Co., Inc.
 Business Address.....Iron Mountain, Mich.
 Phone Number2020
 Studio Address.....Dickinson Hotel
 Transmitter Location.....West "C" St.
 Air Time.....6:30 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceStandard
 Representative.....The Walker Co.
 MembershipNAB
 President.....Wm. L. Johnson
 General Mgr.-Vice-Pres.....J. W. Huss
 Sales Promotion Manager.....J. A. Marta
 Studio Manager.....Carl Casperson
 Chief Announcer.....Jim Kauper
 Chief Engineer.....Eugene Kaari

W M I Q

IRON MOUNTAIN—EST. 1947
 MIDWEST BASEBALL NETWORK

Frequency: 1450 Kc....Power: 250 Watts
 Owned By..Iron Mountain-Kingsford Bcstg. Co.
 Business-Studio Address..211 E. Ludington St.,
 Iron Mountain, Mich.
 Phone Number2031-2
 Transmitter Location.....Pewabic Hill
 Air TimeIndefinite
 News ServiceUP

YOU MIGHT FALL A MILE, AND STILL LIVE*—

BUT . . . "LUCK" WON'T GET YOUR OUTSIDE BROADCASTS INTO WESTERN MICHIGAN!



No, you just can't be heard satisfactorily in Western Michigan when you broadcast from any outside point. The entire area is surrounded by a "wall of fading" which virtually stops reception of outside stations.

But inside this wall the combination of WKZO in Kalamazoo and WJEF in Grand Rapids has achieved a standing of such importance that—morning, noon and night—better than one out of each three sets in use is tuned to these CBS affiliates. In other words, if you were to use every other one of the 30

stations "heard" in the Kalamazoo and Grand Rapids areas, you would still lose over one-third of your potential audience!

These facts are verified by the latest Hooper Report (Spring, 1947). May we send you a copy? Write us, or ask Avery-Knodel, Inc.

* On January 6, 1910, Capt. J. H. Hasker, Chicago, fell out of an airplane at a height of 15,000 feet. At 10,000 feet the plane dived under him, and he fell back into it!

WKZO <i>first</i> IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)	WJEF <i>first</i> IN GRAND RAPIDS AND KENT COUNTY (CBS)
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BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Transcription Service Lang-Worth
 Representative Homer Griffith
 President William F. Russell
 General-Station Mgr. William C. Johnson
 Commercial-Sales Promotion
 Manager John S. Wallis
 Program Director, Production Manager, Pub-
 licity Director, Musical Dir. Ronald F. Bothe
 Chief Announcer Bill Mason
 Chief Engineer Robert W. Berry
 Farm Editor Frank J. Thibert

W J M S

IRONWOOD—EST. 1931

MBS—KBS

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By. Upper Michigan-Wiscon-
 sin Bcstg. Co., Inc.
 Business Address Ironwood, Mich.
 Phone Number 20
 Studio Address St. James Hotel
 Transmitter Location South Cary
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative The Walker Co.
 Membership NAB
 President William L. Johnson
 General Mgr.-Vice-Pres. J. W. Huss
 Studio Manager Don Hoover
 Sales Promotion Manager, Publicity
 Director J. A. Marta
 Program-Musical Director Laura Johnson
 Production Manager Don Hoover
 Chief Announcer Bert Downing
 Chief Engineer Arne Dahlbacka

W J P D

ISHPEMING

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Ishpeming Bcstg. Co.
 Business Address Jenks Block
 Phone Number 1892
 News Service AP
 Transcription Service Lang-Worth
 Pres.-Gen.-Coml. Mgr. James P. Deegan
 Promotion Manager Carl B. Tupala
 Program Director Paul C. Crowley
 Chief Engineer Bernard R. Maloney

W I B M

JACKSON—EST. 1927

ABC—MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. WIBM Inc.
 Business-Studio Address Hotel Hayes
 Phone Number 6121
 Transmitter Location Hotel Hayes

Air Time 7 a.m.-12 M.
 Transcription Service Thesaurus
 Representative Hal Holman, Forjoe
 Membership NAB
 President Herman Radner
 Vice-Pres. Roy Radner
 Manager-Commercial Manager. Wm. Cizek
 Program Director, Chief
 Announcer Derwood Carn
 Production Manager Jack Underwood
 Publicity Director Dar Hollindrake
 Musical Director Paul Mason
 Chief Engineer C. W. Wirtanen
 Farm Editor S. J. Culver

W G F G

KALAMAZOO—EST. 1947

ABC—MICHIGAN RADIO NETWORK

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By. Southwestern Michigan
 Bcstg. Co.
 Business-Studio Address. State Theatre Bldg.
 Phone Number 5191
 Transmitter Location 2729 Gull Rd.
 Air Time 5:45 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 President-General Manager. Harold F. Gross
 Sales Promotion Manager. Irene A. Ginther
 Program Director, Production
 Manager Charles T. Lynch
 Musical Director Warren A. Anderson
 Chief Engineer Carl V. Stephens
 Farm Editor Harold Cessna

W K Z O

KALAMAZOO—EST. 1923

CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By. Fetzter Bcstg. Co.
 Business Address 124 W. Michigan Ave.
 Phone Number 3-1223
 Studio Address Burdick Hotel
 Transmitter Location R. 2, Richards Dr.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service World, Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President-Owner, General-Station
 Manager John E. Fetzter
 Commercial Manager John W. O'Harrow
 Program Director Willis F. Dunbar
 Production Manager, Chief
 Announcer Harold Fitzgerald
 Publicity Director Richard L. Kowalkoski
 Chief Engineer Carl E. Lee
 Farm Editor Carleton W. Collin

W I L S

LANSING—EST. 1946

MBS—WOLVERINE

Frequency: 1430 Kc. Power: 500 Watts d.
Owned Operated By: Lansing Bcstg. Co.
Business Address: 407-11 North Washington Ave.

Phone Number: 2-1655
Transmitter Location: E. Mt. Hope Rd.
Air Time: Limited
News Service: AP
Transcription Service: Capitol, Lang-Worth
Representative: Hal Holman
Membership: NAB
President-Gen. Mgr.: W. A. Pomeroy
Commercial-Sales Promotion Manager: R. S. Underhill
Program Director: R. E. Kauffman, Jr.
Production Manager: Alex Dillingham
Publicity Director: Bruce Elliott
Chief Announcer: Bud Kauffman
Musical Director: Robert Maunder
Chief Engineer, Farm Editor: J. C. Pomeroy

W J I M

LANSING—EST. 1934

ABC—MICHIGAN RADIO NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned By: WJIM, Inc.
Operated By: Harold F. Gross
Business-Studio Address: 1501 Bank of Lansing Bldg.

Phone Number: 2-1333
Transmitter Location: 1501 Bank of Lansing Bldg.
Air Time: Unlimited
News Service: UP
Transcription Service: Standard, Thesaurus, World
President, General-Station-Commercial Manager: Harold F. Gross
Program Director: Howard K. Finch
Publicity Director: Kay Bergin
Chief Announcer: Richard Shubel
Musical Director: William C. Boyd
Chief Engineer: Elza Runkle

W M P C

LAPEER—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Liberty St. Gospel Church

W K L A

LUDINGTON—EST. 1944

MBS—WOLVERINE—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Ludington Bcstg. Co.
Business Address: Stearns Bldg.

Phone Number: 842
Transmitter-Studio Location: 204 E. Ludington Ave.
Air Time: 8 a.m.-10:15 p.m.
News Service: UP
Transcription Service: SESAC, Keystone
Representative: Burn-Smith
Membership: NAB
Owners: Karl L. & Grant L. Ashbacher
General-Station-Commercial Manager: Karl L. Ashbacher
Program Director, Production Manager, Publicity Director: Peter A. Mars
Chief Announcer, Musical Director: Arne Hokans
Chief Engineer: Fred Bird
Farm Editor: Le Clair Mattes

W D M J

MARQUETTE—EST. 1931

MUTUAL—KBS—WOLVERINE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Lake Superior Broadcasting Co.

W M M I (CP)

MARQUETTE

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By: Gordon H. Brozek
Business Address: 609 E. 3rd St.

W K B Z

MUSKEGON—EST. 1926

ABC

Frequency: 850 Kc. Power: 1000 Watts
Owned-Operated By: Ashbacher Radio Corp.
Business-Studio Address: 432 Apple Ave.
Phone Number: 26-051
Transmitter Location: Pontaluna Rd. at Henry St.
Air Time: Unlimited
News Service: UP
Transcription Service: Standard, World
Representative: Burn-Smith
President: Grant F. Ashbacher
General-Station-Commercial Manager: Fred W. Wagenvoord
Sales Promotion Manager, Publicity Director: Robert Henderson
Program Director: Robert Quinn
Production Manager: Robert Cessna
Chief Announcer: Anson Vann
Musical Director: A. J. Vredevelde
Chief Engineer: Kenneth Pendleton

W M U S

MUSKEGON—EST. 1947

WOLVERINE

Frequency: 1090 Kc. Power: 1000 Watts d.

Owned By... Greater Muskegon Bcstrs., Inc.
 Operated By... W. C. Wester
 Business-Studio Address... 1769 Peck St.
 Phone Number... 27-608
 Transmitter Location... Giles Rd.
 Air Time... Local sunrise-local sunset
 News Service... AP, UP
 Transcription Service... Associated, Thesaurus
 President, General-Station-Commercial-Sales
 Promotion Manager... W. C. Wester
 Program Director... John C. Marshall
 Production Manager... Clinton Raymond
 Publicity Director, Chief Announcer, Musical
 Director... Chuck Bird
 Chief Engineer... N. L. Kessler
 Fa:m Editor... Frank Hintz

W O A P

OWOSSO—EST. 1947

Frequency: 1080 Kc.... Power: 250 Watts d.
 Owned-Operated By... Argus Press Co.
 Business Address... 2300 N. Shiawassee
 Phone Number... 980
 News Service... AP
 Transcription Service... Standard
 Representative... McGillvra
 President... J. E. Campbell
 General Manager... M. H. Wirth
 Program Director... J. Hall Smith
 Chief Engineer... Stanley Bristol

W M B N

PETOSKEY—EST. 1947

MUTUAL—WOLVERINE—PAUL BUNYAN—
KBS

Frequency: 1340 Kc.... Power: 250 Watts
 Owned-Operated By... Midwestern Broad. Co.
 Phone Number... Petoskey 1150
 Studio Address... U.S. 131 South
 Transmitter Location... Bear Creek Township
 Air Time... 7 a.m. to 11 p.m.
 News Service... AP
 Transcription Service... Lang-Worth
 President... Les Biederman
 General Manager... Ralph Pierson
 Commercial Manager... Merten Carter
 Program Director... Max Anspaugh
 Chief Engineer... Wm. H. Kiker

W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc.... Power: 1000 Watts d.
 Owned-Operated By... WCAR, Inc.
 Business-Studio Address... Riker Bldg.
 Phone Number... 7141
 Transmitter Location... Between Square Lake &
 Telegraph Rds.
 Air Time... Local sunrise-local sunset
 News Service... AP, INS
 Transcription Service... Standard

Representative... John E. Pearson
 President, General Mgr... H. Y. Levinson

W H L S

PORT HURON—EST. 1938

MBS—KBS

Frequency: 1450 Kc.... Power: 250 Watts
 Owned-Operated By... Port Huron Bcstg. Co.
 Business-Studio Address... 932 Military St.
 Phone Number... 23151
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Lang-Worth, World
 Standard
 Representative... Gene Grant; Hal Holman
 Membership... NAB, BMB
 Co-Partners... Harmon L. & Herman L. Stevens
 General-Station Manager... Helen Nelson
 Sales Promotion Manager... V. O. Cram
 Program Director, Production Manager, Chief
 Announcer, Musical Dir... Lyle Patterson
 Chief Engineer... Leslie Conant
 Fa:m Editor... John M. Carman

W T T H

PORT HURON—EST. 1947

Frequency: 1360 Kc.... Power: 1000 Watts d.
 Owned-Operated By... Times Herald Co.
 Business Address... 903 Sixth St.
 Phone Number... 5171
 News Service... AP
 Transcription Service... Capitol, Associated,
 SESAC
 Representative... McGillvra
 President... W. W. Ottaway
 Vice-President... L. A. Weil
 Station Manager... Herb Michael
 Commercial Promotion Mgr... Al Goetze
 Program Manager... Dick Noel
 Chief Engineer... Marion Stoner

W E X L

ROYAL OAK—EST. 1925

STANDARD

Frequency: 1340 Kc.... Power: 250 Watts
 Owned-Operated By... Royal Oak Bcstg. Co.
 Business-Studio Address... 212 W. 6th St.
 Phone Number... Elmhurst 6524
 Air Time... 24 hrs. daily
 News Service... AP, INS
 Transcription Service... Standard
 Membership... NAB
 President... George B. Hartrick
 Treasurer... Jacob B. Sparks
 Station-Commercial-Sales Promotion
 Manager... Calvert M. Hill
 Program Director, Production Manager, Chief
 Announcer... Gordon A. Sparks
 Chief Engineer... Garnet Sparks

W K N X

SAGINAW—EST. 1947
WOLVERINE

Frequency: 1210 Kc. Power: 1000 Watts
Owned-Operated By Lake Huron Bcstg. Co.
Business-Studio Address 221 S. Washington St.
Phone Number 34471-2-3
Transmitter Location Spaulding Township
Air Time 12 hrs. daily
News Service UP
Transcription Service Associated, Lang-Worth
Representative Taylor-Howe-Snowden
Membership NAB, BMB
Owners O. J. Kelchner, W. J. Edwards, H. H. Wolfe
General-Station Manager O. J. Kelchner
Commercial-Sales Promotion Manager W. J. Edwards
Program Director H. H. Wolfe
Production Manager, Publicity Director
Farm Editor George Reed
Chief Announcer Bob Maxwell
Musical Director Jimmy Dickens
Chief Engineer Max W. Thomas

W S A M

SAGINAW—EST. 1940
NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Saginaw Bcstg. Co.
Business-Studio Address Radio Bldg.
Phone Number 2-8161
Transmitter Location Bay at Weiss Sts.
Air Time 6:30 a.m.-1 a.m.
News Service INS
Transcription Service World, Standard
Representative Headley-Reed
Membership NAB, BMB
Pres.-General Mgr. Milton L. Greenebaum
Station-Commercial Mgr. Robert W. Phillips
Sales Promotion Manager Al Fairchild
Program Director, Production Manager William J. Lofback
Publicity Director Jacqueline Jefferson
Chief Engineer Meredith L. Koerner

W S O O

SAULT STE. MARIE—EST. 1940
ABC—MICHIGAN RADIO NETWORK

Frequency: 1230 Kc. Power: 250 Watts d.; 100 Watts n.
Owned-Operated By Hiawathaland Bcstg. Co.
Business-Studio Address 107 W. Portage Ave.
Phone Number 3000
Transmitter Location U. S. Highway No. 2
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth, SESAC
Membership NAB, BMB

President, General Mgr. Stanley H. Pratt
Station Manager Richard Y. Burnett
Commercial-Promotion Mgr. Russ Staffeld
Program Director, Production Manager Ray Ulbrich
Publicity Dir., Chief Announcer Ed Krieger
Musical Director M. Paquin
Chief Engineer Wm. Morris

W T C M

TRAVERSE CITY—EST. 1941
MUTUAL—WOLVERINE—PAUL BUNYAN
KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Midwestern Broadcasting Company
Address Anderson Building
Phone Number Traverse City 1150
Transmitter Location Elmwood Township
Air Time 7 a.m. to 11 p.m.
News Service AP
Transcription Service Lang-Worth
Representative Hal Holman Co.
Membership BMB
President-General Manager Les Biederman
Commercial Manager R. E. Detwiler
Program Director Ken Haven
Chief Engineer W. H. Kiker

For Prestige . . .

AP

Membership!

MINNESOTA

Estimated Population 2,897,000—% Increase +3.7—Radio Homes 720,089
Farms with Radios 165,243—Stations in State 33

KATE

ALBERT LEA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albert Lea Austin
Broadcasting Company

K A U S (CP)*

AUSTIN—EST. 1948

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Cedar Valley Bcstg.
Co., Inc.
Business-Studio Address.....405A N. Main St.
Phone Number.....8836
Air Time.....5 a.m.-12 M., Sun.: 8 a.m.-12 M.
News Service.....AP
President.....Harry Smith
Gen. Coml. Mgr.....L. L. McCurnin
* Expects to be on air by May 1, 1948.

KBUN

BEMIDJI—EST. 1946

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bemidji Bcstg. Co.
Business Address.....419½ Beltrami Ave.
Phone Number.....10
Air Time.....7 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....The Walker Co.
Membership.....NAB
General Mgr., Program Dir. Robert A. Mullen
Chief Engineer.....Denvy Doty

KLIZ

BRAINERD—EST. 1946

MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Brainerd Bcstg. Co.
Business-Studio Address.....2700 East Oak St.
Phone Number.....1400
Air Time.....7 a.m.-12 M.
News Service.....AP
Transcription Service.....Standard
Representative.....Walker Co.
Membership.....NAB
President, General-Station
Manager.....E. Thomas O'Brien
Commercial-Sales Promotion
Manager.....M. C. Gorham
Program Director.....Lucile G. Grosse
Production Manager.....Isabel J. Hyams
Chief Announcer.....Bernard H. Anderly
Chief Engineer.....A. L. Vandersluis
Farm Editor.....Howard Grant

CALL LETTERS TO BE ASSIGNED (CP)

BRECKENRIDGE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Interstate Bcstg. Corp.
President.....Don H. Bower
Vice-President.....Dr. E. A. Eberlin
Treasurer.....Kline E. Bower

K R O X (CP)

CROOKSTON

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Crookston Bcstg. Co.
Business Address.....Crookston, Minn.
President.....D. A. McKenzie
Vice-President.....A. J. Jensen

K D A L

DULUTH—EST. 1936

CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By: Red River Bcstg. Co., Inc.
Business-Studio Address.....218 Bradley Bldg.
Phone Number.....Mel 2628
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....AP
Transcription Service.....Standard, Lang-Worth
Representative.....Avery-Knodel
Membership.....NAB, BMB
Manager.....Dalton LeMasurier
Sales, Commercial Manager: Odin S. Ramsland
Sales Promotion Manager.....Joseph C. Cook
Program Director.....Richard A. Lawrence
Chief Engineer.....R. A. Dettman

W E B C

DULUTH—EST. 1928

NBC—ARROWHEAD NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By: Head of the Lakes Bcstg.
Co.
Business-Studio Address.....WEBC Bldg.
Phone Number.....Melrose 2873
Air Time.....Unlimited
News Service.....UP
Transcription Service: Associated, Thesaurus,
SESAC.
Representative.....George P. Hollingbery
Membership.....BMB
President.....Morgan Murphy
General Manager.....W. C. Bridges
Director of Operations: H. E. Westmoreland
Sales Promotion Mgr.: Leonard G. Anderson
Resident Mgr.-Program Director: Earl Henton
Production Mgr., Chief Announcer: Bill Conner

Publicity Director... Leonard G. Anderson
 Chief Engineer... Norman Gill
 Farm Editor... Milton Josephson

W R E X

DULUTH—EST. 1947
 MBS

Frequency... 1080 Kc.
 Power... 10,000 Watts d.; 5,000 Watts n.
 Owned-Operated By... Lake Superior Bcstg. Co.
 Business-Studio Address... 213 East Superior St.
 Phone Number... Radisson 1080
 Air Time... 6:30 a.m.-12 M.
 News Service... UP
 Transcription Service... World
 President... Thomas M. McCabe
 General-Commercial Manager... James R. King
 Station Mgr., Program Director... Roll M. Erickson
 Sales Promotion Manager... Frank G. Watson
 Chief Announcer... John Leslie
 Chief Engineer... William H. Lounsberry

W X L T (CP)

ELY

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Charles W. Ingersoll
 Business Address... Box 450
 Phone Number... 226
 Pres.-Gen. Mgr... Charles W. Ingersoll
 Commercial Manager... Anthony R. Martinson
 Promotion Manager... Carl E. Davidson
 Program Director... Leo J. Kuhn
 Chief Engineer... Harold Kolari

W E V E

EVELETH—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Ridson, Inc.
 Business Address... 921 Tower Ave., Superior,
 Wisc.
 Phone Number... 4451
 News Service... AP
 Transcription Service... Lang-Worth
 President... Robert B. Ridder
 General Manager... Carl Bloomquist
 Commercial Manager... Elden Schberg
 Chief Engineer... J. Melvin Laskey

K D H L

FARIBAULT—EST. 1947

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Operated By... Lee-Smith Bcstg. Co.
 Business Address... Faribault, Minn.
 Partners... Herbert H. Lee, Palmer Dragsten,
 John E. Hyde, Jr.

K G D E

FERGUS FALLS—EST. 1926
 MBS—GREAT NORTHERN
 BCSTG SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Fergus Radio Corp.
 Business Address... Fergus Falls, Minn.
 Phone Number... 3986
 Air Time... 18 hrs. daily
 News Service... AP
 Representative... The Walker Co.
 President... Harold L. Dell
 General Manager... Don L. Alberson
 Station Manager... Frederic T. Dell

K B Z Y (CP)

GRAND RAPIDS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Itasca Bcstg. Co.
 Business Address... 2 E. Third St.
 President... Robert D. Kennedy
 Vice-President... Larke L. Huntley

W M F G

HIBBING—EST. 1935

NBC—ARROWHEAD

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Head of the Lakes Bcstg.
 Co.
 Business-Studio Address... Androy Hotel
 Phone Number... 1150
 Air Time... 6:25 a.m.-11:05 p.m.
 News Service... UP
 Transcription Service... Associated
 Representative... George P. Hollingbery
 President-Owner, Chief

Executive... Morgan Murphy
 General Manager... W. C. Bridges
 Station-Commercial Manager... Harry S. Hyett
 Sales Promotion Manager... James McDougall
 Program Director, Production Mgr.: Ruth E. Coe
 Chief Engineer... Norman Gill

K Y S M

MANKATO—EST. 1938

NBC—NORTHWEST NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... F. B. Clements & Co.
 Business Studio Address... 101 North Second St.
 Phone Number... 4673
 Air Time... 19 hrs. daily
 News Service... UP
 Transcription Service... Thesaurus, Lang-Worth
 Representative... John E. Pearson
 Membership... NAB, BMB
 General-Station-Commercial
 Manager... John F. Meagher
 Sales Promotion Manager... Bob Gardner

Program Director.....Jerry Deane
 Chief Announcer.....Glenn Reed
 Musical Director.....Maurice Piche
 Chief Engineer.....Jim Houts
 Farm Editor.....Galen Kooser

K M H L

MARSHALL—EST. 1946

MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KMHL Bcstg. Co.
 Business Address: ½ mi. E. of City, Highway 19
 Phone Number.....2282
 Ai: Time.....6 a.m.-12 M.
 News Service.....UP
 Representative.....John E. Pearson
 Membership.....NAB
 Owner.....Harry W. Linder
 Manager.....Gilmore F. Frayseth
 Program Director.....Homer Lane
 Technical Director.....H. Willard Linder

W C C O

MINNEAPOLIS—EST. 1924

CBS

Frequency: 830 Kc.....Power: 50,000 Watts
 Owned-Operated By: Columbia Bcstg. System,
 Inc.
 Business Address: 625 Second Avenue South,
 Minneapolis 2, Minnesota.
 Phone Number.....Main 1202
 Studio Addresses: 625 Second Ave. South,
 Minneapolis 2, Minn.; 544 Hamm Bldg., St.
 Paul 2, Minn.
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service: Lang-Worth, Standard
 Representative.....Radio Sales
 Membership.....NAB
 General-Station Manager.....Merle S. Jones
 Commercial Manager.....Tom Dawson
 Sales Promotion Manager, Publicity
 Director.....Carl Ward
 Program Director.....Gene Wilkey
 Production Manager.....E. W. Ziebarth
 Musical Director.....Wallace Olson
 Chief Engineer.....J. J. Beloungy
 Farm Editor.....Larry Haeg
 Dir. of News & Special Events: Sig Mickelson

W D G Y

MINNEAPOLIS—EST. 1923

Frequency.....1130 Kc.
 Power: 5000 Watts d.; 500 Watts (for 1 hr.
 after local sunset)
 Owned-Operated By: Twin Cities Bcstg. Corp.
 Business-Studio Address.....Hotel Nicollet

Phone Numbers: Bridgeport 2271; Midway 6363
 Transmitter Location: 7401 Wayzata Blvd., St.
 Louis Park, Minn.

Air Time: 6 a.m.-local sunset; 1 hr. after local
 sunset.

News Service.....AP
 Transcription Service.....Capitol, Standard
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President-Executive Director: Charles T. Stuart
 Vice President Station Manager: Melvin Drake
 Program Director.....B. Kendall Crane
 Chief Engineer.....Charles W. Winkler

W L O L

MINNEAPOLIS—EST. 1940

MBS—GREAT NORTHERN
 BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By: Independent Merchants
 Bcstg. Co.

Business-Studio Address: 1730 Hennepin Ave.
 Phone Numbers: Atlantic 0406 & Midway 4043
 Transmitter Location: 1370 Davern, St. Paul,
 Minn.

Air Time.....6 a.m.-2 a.m.

News Service.....UP
 Representative.....John Blair & Co.
 Membership.....NAB
 Chief Owner.....Ralph L. Atlas
 President-Station Manager.....Norman Boggs
 Commercial Manager.....C. T. Hagman
 Sales Promotion Manager,
 Publicity Director.....Stu Mann
 Program Director, Production
 Manager.....Robert Bouchier
 Musical Director.....Vern Rooney
 Chief Engineers: (Transmitter)—Merle Bjork;
 (Control)—Gene Brautigam.

W T C N

MINNEAPOLIS—EST. 1934

ABC—DAIRYLAND NETWORK

Frequency.....1280 Kc.
 Power.....5000 Watts d.; 1000 Watts N.
 Owned By.....Minnesota Bcstg. Corp.
 Operated By: Minnesota Tribune-St. Paul Dis-
 patch.

Business-Studio Address: Wesley Temple Bldg.
 Phone Numbers: MAin 6562-3-4-5; Nestor 8661-2
 Transmitter Location: 2235 North Snelling, St.
 Paul 8, Minn.

Air Time.....6 a.m.-12 M.

News Service.....AP, UP
 Transcription Service.....Associated; Capitol
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....William J. McNally
 General-Station Manager: F. Van Konynenburg

Commercial Manager R. N. Ekstrum
 Sales Promotion Manager, Publicity
 Director C. J. Rian
 Program Director Judy Bryson
 Production Manager, Farm Editor Max Karl
 Publicity Director C. J. Rian
 Chief Announcer Jack Bell
 Musical Director Bill Metchnek
 Chief Engineer John M. Sherman

KVOX

MOORHEAD—EST. 1937

MBS—GREAT NORTHERN BCSTG.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By KVOX Bcstg. Co.
 Business-Studio Address 818 Center Ave.
 Phone Number 3-1523
 Transmitter Location: 12th St. & 14th Ave., So.
 Air Time 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service UP
 Transcription Service Capitol, SESAC
 Representative Walker Co.
 Membership NAB
 President E. J. McKellar
 General-Station Manager M. M. Marget
 Commercial-Sales Promotion
 Manager Arv Johnson
 Program Director, Production
 Manager Dale Howard
 Chief Engineer Don Geiken

KROC

ROCHESTER—EST. 1935

NBC

NORTHWEST NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Southern Minnesota
 Broadcasting Co.
 Address 100 First Ave. Building
 Phone Number 3924-5
 Transmitter Location Highway 14, 2 miles
 N. of Rochester
 Air Time 5:30 a.m. to 12 midnight;
 Sunday: 6 a.m. to 12 midnight
 News Service UP
 Transcription Service World
 Representative John E. Pearson Co.
 Membership NAB, BMB
 President-General Mgr. Mrs. G. P. Gentling
 Commercial Manager G. David Gentling
 Program Director Cal Smith
 Promotion Manager Walter Bruzek
 Chief Engineer Fred C. Clarke

KFAM

ST. CLOUD—EST. 1938

NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Times Publishing Co.
 Business Address Times Bldg.

Phone Number 3330
 Studio Address Weber Bldg.
 Transmitter Location: On Highway 52 outside
 city limits.
 News Service AP
 Transcription Service Thesaurus, Long-Worth
 Membership NAB, BMB
 President Fred Schilplin
 General-Station-Sales Promotion
 Manager Frederick C. Schilplin
 Commercial Manager John Krauel
 Program Director Avis Russell
 Production Manager, Publicity-
 Musical, Regional & Agricultural
 Director Cliff Sakry
 Chief Announcer Gene Nelson
 Chief Engineer Bob Witchen

KSTP

ST. PAUL-MINNEAPOLIS—EST. 1928
 NBC—NORTHWEST NETWORK

Frequency: 1500 Kc. Power: 50,000 Watts
 Owned-Operated By KSTP, Inc.
 Business Address: Radio City, Minneapolis 2,
 Minn.
 Phone Numbers: St. Paul—Cedar 5511; Minne-
 apolis—Bridgeport 3222.

*SOUTHEASTERN

MINNESOTA'S



KROC

SO. MINNESOTA'S OLDEST STATION

ROCHESTER

NBC AFFILIATE

*WINNER FORD THEATRE
 PROMOTION CONTEST

*Nationally Represented by
 JOHN E. PEARSON CO.

MINNESOTA

Studio Addresses: St. Paul—666 Pillsbury Ave.;
 Minneapolis—Radio City, 9th & LaSalle;
 County Rd C & Highway 61, St. Paul, Minn.
 Air Time.....21 hrs. daily
 News Service.....AP, UP
 Transcription Service: Thesaurus, World, Lan-
 Worth, Standard.

Representative.....Edward Petry
 Membership.....NAB
 President, General

Manager.....Stanley E. Hubbard
 Station Manager.....Kenneth M. Hance
 Commercial Manager.....Miller C. Robertson
 Sales Promotion Manager.....Joe Cook
 Production Supervisor.....Brooks Henderson
 News Director.....Walter Raschick
 Musical Director.....Leonard Leigh
 Chief Engineer.....John N. Fricker
 Farm Editor.....Gary Wiegand

(See Page 276)

K Y D S (CP)

ST. PAUL

Frequency: 700 Kc.....Power: 1000 Watts
 Owned-Operated By...Middle West Bcstg. Co.
 Inc.

W M I N

ST. PAUL—EST. 1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WMIN Bcstg. Co.
 Business-Studio Address.....538 Hamm Bldg.
 Phone Number.....Garfield 1361
 Air Time.....6:30 a.m.-12 M.
 News Service.....AP
 Representative.....Forjoe
 Membership.....NAB
 President, General Manager..Edward Hoffman
 Station Manager.....Frank Devaney
 Commercial Manager.....Charles E. Michaud
 Sales Promotion Mgr.....Sam Levitan
 Chief Engineer.....Warren Fritze

K T R F

THIEF RIVER FALLS—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Henry K. Arenson
 Address.....237 Crocker Ave., N.

W H L B

VIRGINIA—EST. 1936

NBC—NORTHWEST & ARR'D

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By: Head of the Lakes Bcstg.
 Business-Studio Address.....Virginia, Minn.
 Phone Number.....Virginia 2000
 Air Time.....6:25 a.m.-11:09 p.m.
 News Service.....UP
 Transcription Service.....Associated, SESAC
 Representative.....Geo. P. Hollingbery
 Membership.....NAB, BMB

President.....Morgan Murphy
 General Manager.....Waller Bridges
 Station-Commercial Manager...O. H. Peterson
 Sales Promotion Manager.....B. J. Germ
 Chief Engineer.....Norman Gill

K W M R (CP)

WADENA

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By...Associated Bcstg., Inc.
 Business Address.....First Nat'l. Bank Bldg.
 News Service.....AP
 Transcription Service.....Capitol
 Gen. Mgr.-Chief Engr.....H. G. Alexander
 Coml. Mgr.-Program Dir.....Juanita I. Hall

K W L M

WILLMAR—EST. 1940

ABC-DAIRYLAND

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Lakeland Bcstg. Co.
 Business Address.....307 West 6th
 Phone Number.....1340
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service.....Cole
 Representative.....John E. Pearson
 Membership.....NAB
 President-Chief Engineer...H. Willard Linder
 Program Director, Farm Editor....Jack Lynch

K W N O

WINONA—EST. 1938

ABC-DAIRYLAND NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Winona Radio Service
 Business-Studio Address...216 Center Street
 Phone Number.....3314
 Air Time...6 a.m.-12 M.; 7:30 a.m.-12 M., Sun.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....Max H. White
 Station Manager.....Harold A. Winther
 Program Director.....Doris Cooper
 Publicity Director.....Ethel Goetzman
 Farm Editor.....M. Given

K W O A

WORTHINGTON—EST. 1947

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Worthington Bcstg. Co.
 Business Address.....Thompson Hotel
 Phone Number.....2-7301
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Bulmer & Johnson
 Pres. Coml. Mgr.....R. W. Olson
 Manager.....R. E. Shepard
 Chief Engineer.....Clinton Knapp

MISSISSIPPI

Estimated Population 2,092,000—% Increase —4.2—Radio Homes 340,659
Farms with Radios 118,653—Stations in State 32

WLOX

BILOXI—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WLOX Bcstg. Co.
Business-Studio Address: Hotel Buena Vista
Phone Number: 1200
Transmitter Location: Hotel Buena Vista
Air Time: 6 a.m.—12 M.
News Service: UP
Transcription Service: Standard
Representative: Wm. G. Rambeau Co.
Membership: NAB
Gen.-Station Manager: Gene Tibbett
Commercial Manager: Carl U. Upchurch
Program Director: Carl Junker
Chief Engineer: Thos. Blue Majure

WVMI (CP)

BILOXI

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By: Radio Associates
Partners: James H. McKee,
Odes S. Robinson, G. E. Holmes

WROX

CLARKSDALE—EST. 1934

MID-SOUTH NETWORK—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned By: The Imes Estate
Operated By: Birney Imes, Jr.
Business Address: Delta Ave.
Phone Number: 1566-7
Studio Address: Delta Ave. (downtown)
Transmitter Location: Delta Ave. (outside city limits)
Air Time: 6:30 a.m.—11:30 p.m.
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NAB
President: Birney Imes, Jr.
General Manager: Bob McRaney
Station Manager: P. B. Hinman
Commercial Manager: H. E. Gurney
Chief Announcer: Bud Bird
Musical Director: John Thomas
Chief Engineer: James Clayton
Farm Editor: Bill Dollarhite

WCJU

COLUMBIA—EST. 1947

REBEL NETWORK—MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Lester Williams

WCBI

COLUMBUS—EST. 1940

MBS—MID-SOUTH—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Birney Imes, Jr.
Business Address: Columbus, Miss.
Phone Number: 1313
Studio Address: Gilmer Hotel
Transmitter Location: Main at Tombigbee Bridge
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NAB
Owner: Birney Imes, Jr.
General Manager: Bob McRaney
Station-Commercial Manager: James Eatherton
Sales Promotion Manager: Bob McRaney
Program Director, Production Manager: Mort Sackheim
Publicity Director: Stuart Covington
Chief Announcer: Glenn Walker
Chief Engineer: Thomas McFerrin

WCMA

CORINTH—EST. 1946

MBS—DIXIE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Corinth Bcstg. Co., Inc.
Business-Studio Address: Ray Bldg.
Phone Number: 800; 1076
Transmitter Location: Highway 72 East
Air Time: 18 hrs. daily
News Service: UP
Transcription Service: World, Standard
Representative: Burn-Smith
Membership: NAB
President: Dr. Frank Davis
General Manager, Vice President: A. B. Robinson
Station Manager: William H. Winsett
Program Director, Production Manager: Jim Hoppers
Musical Director: Zeke Martin
Chief Engineer: Monroe Essary
Farm Editor: Tom Williams

WRXL (CP)

GRANADA

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Robin Weaver
Business Address: Box 236

W J P R

GREENVILLE—EST. 1939

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Services Co.,
WJPR

Business-Studio Address: 107 S. Poplar St.
Phone Number: 2434-5
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Associated, Capitol
Representative: Sears & Ayer, George P.
Hollingbery

Membership: NAB, BMB
President, General-Station

Manager: Emmet H. McMurry, Jr.
Commercial Manager: Frank W. Baldwin
Sales Promotion Manager: Charles Allen
Production Manager: Harry Bulow
Chief Announcer, Musical Director: Bill McHan
Chief Engineer: Percy L. Kuhn
Farm Editor: Thomas H. Golding, Sr.

W G R M

GREENWOOD—EST. 1938

NBC—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned By: P. K. Ewing
Operated By: F. C. Ewing

Business-Studio Address: 222 Howard St.
Phone Number: 1900-1
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Lang-Worth
Membership: NAB

President-Owner: P. K. Ewing
General Manager: F. C. Ewing
Program Director: W. T. Shanks
Chief Engineer: Robert Meador

W G C M

GULFPORT—EST. 1929

ABC—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: WGCM Bcstg. Co.
Business-Studio Address: Hewes-Martin Bldg.
Phone Number: 1110

Air Time: 5:55 a.m.-11:05 p.m.
News Service: AP
Transcription Service: World
Representative: Sears & Ayer

Membership: NAB
General-Station-Commercial

Manager: Hugh O. Jones
Sales Promotion Manager, Program Director,
Production Manager: C. E. Vann
Publicity Director: Jack Starr
Chief Engineer: Donovan Murphy

W F O R

HATTIESBURG—EST. 1926

NBC—REBEL—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Forrest Bcstg. Co.
Business Address: P. O. Box 312

Phone Number: 1866
Air Time: 6 a.m.-11:05 p.m.
News Service: UP
Transcription Service: World, Thesaurus
Representative: George P. Hollingbery

Membership: NAB
President, General-Station

Manager: C. J. Wright, Sr.
Commercial Manager: H. L. Patterson
Production Manager: C. J. Wright, Jr.
Chief Engineer: B. B. McLemore

W J D X

JACKSON—EST. 1929

NBC

Frequency: 1300 Kc. Power: 500 Watts d.;
1000 Watts n.

Owned-Operated By: Lamar Life Insurance Co.
Business-Studio Address: P. O. Box 2171
Phone Number: 2-1183

Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus, MacGregor,
Lang-Worth, Cole

Representative: George P. Hollingbery Co.
Membership: NAB, BMB
General-Station Manager: Wiley P. Harris
Sales or Commercial Mgr.: Frank Gentry
Chief Engineer: Percy G. Root

W J Q S

JACKSON—EST. 1946

CBS—MISSISSIPPI BCSTG. CO. NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Mississippi Bcstg. Co.
Business-Studio Address: Edwards Hotel

Phone Number: 39681
Air Time: 6 a.m.-12:10 a.m.
News Service: AP
Transcription Service: Standard
President-General Manager: Withers Gavin

W J X N

JACKSON—EST. 1945

MISS. DIAMOND NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Ewing Bcstg. Co.
Business-Studio Address: 200 East Capitol St.
Phone Number: 4-8871

Air Time.....19 hrs. daily
 News Service.....AP
 Transcription Service....Lang-Worth, Standard
 Membership.....NAB, BMB
 Partners...F. C. Ewing, P. K. Ewing, Jr., M. M.
 Ewing
 Managers.....P. K. Ewing, Jr., F. C. Ewing
 Commercial Manager.....P. K. Ewing, Jr.
 Program Director.....F. C. Ewing
 Chief Engineer.....T. W. Patterson
 Farm Editor.....Paul Simpkins

WRBC

JACKSON—EST. 1947

MBS

Frequency: 620 Kc....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By...Rebel Bcstg. Co., Inc.
 Business-Studio Address....125 So. Lamar,
 Box 986
 Phone Number.....3-9641
 Transmitter Location.....Luckney, Miss.
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Associated
 Representative.....The Branham Co.
 Membership.....NAB, BMB
 President.....T. E. Wright
 General-Station Mgr.....John H. Cleghorn
 Commercial-Sales Promotion
 Manager.....J. W. Carlier
 Program Director.....Tom Stinson
 Production Manager.....Bill Goodrich
 Farm Editor.....Frank Maye-hoff
 Musical Director.....Woodson Wall
 Chief Engineer.....G. G. Benson

WSLI

JACKSON—EST. 1938

ABC

Frequency: 930 Kc....Power: 5000 Watts
 Owned-Operated By...Standard Life Bcstg. Co.
 Business Address.....P. O. Box 1847
 Phone Number.....3-2788
 Studio Address.....Robert E. Lee Hotel
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed & Co.
 Membership.....NAB, BMB
 President.....George W. Covington
 General-Station Manager.....L. M. Sepcugh
 Commercial Manager....F. E. Wilkerson, Jr.
 Sales Promotion Manager.....M. B. Wray
 Program Director.....B. K. Smith
 Chief Engineer.....C. A. Perkins

WKOZ

KOSCIUSKO—EST. 1947

KBS

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By.....Kosciusko Bcstg. Co.
 Business Address.....109 W. Jefferson St.
 Phone Number.....781
 News Service.....AP
 Partners.....James W. Arendale, Sr.,
 Cy N. Bahakel
 Commercial Manager.....Melvin C. Lee
 Chief Engineer.....J. W. Arendale, Sr.

WAML

LAUREL—EST. 1932

NBC—REBEL NETWORK—KBS

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By.....New Laurel Radio
 Station Inc.
 Business-Studio Address...535½ Central Ave.
 Phone Number.....288, 1575
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP, UP
 Transcription Service.....World, SESAC,
 Keystone
 Representative.....George P. Hollingbery
 Membership.....NAB
 President.....D. A. Matison
 General-Station Mgr.....Granville Walters
 Commercial Manager.....Morris Caver
 Program Director.....Stanley Walters
 Chief Announcer.....Ed Breland
 Chief Engineer.....Clyne Graves

WLAU

LAUREL—EST. 1946

MBS

Frequency: 1490 Kc....Power: 250 Watts
 Owned-Operated By...Southland Bcstg. Co.
 Business-Studio Address...437 N. Magnolia St.
 Phone Number.....420
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 General-Station Manager.....Hugh M. Smith
 Commercial Manager.....W. C. DeHority
 Chief Engineer.....Ed Pierce

WAPF (CP)

McCOMB

Frequency: 1010 Kc....Power: 250 Watts d.
 Owned-Operated By...Southwestern Bcstg. Co.
 of Mississippi
 Business Address.....230 Michigan Ave.
 Partners.....Albert Mack Smith,
 Philip Dean Brady, Kenneth Hinton Quin,
 J. P. Melvin

WSKB

McCOMB—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...McComb Broadcasting Corp.
 Business Address.....Box 111
 Phone Number.....37
 Studio Address.....WSKB Bldg.
 Air Time.....6 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Gene Grant
 Owners.....George Blumenstock,
 Robert Louis Sanders
 General and Commercial
 Manager.....George Blumenstock
 Program Dir.....Julia D. Blumenstock
 Promotion Manager.....Wayne Walker
 Chief Engineer.....Robert Louis Sanders

WMBC

MACON—EST. 1946

MISSISSIPPI BCSTG. CO. NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Mississippi Bcstg. Co., Inc.
 Business-Studio Address...Thomas Jefferson Hotel
 Phone Number.....310
 Air Time.....6 a.m.-12:10 a.m.
 News Service.....AP
 Transcription Service.....Standard
 President, General Manager...Withers Gavin

WCOC

MERIDIAN—EST. 1926

CBS—MISSISSIPPI BCSTG. CO. NETWORK
 Frequency: 910 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By...Mississippi Bcstg. Co., Inc.
 Business-Studio Address.....Threefoot Bldg.
 Phone Number.....1042
 Air Time.....6 a.m.-12:10 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus, Standard
 President, General Manager...Withers Gavin
 Program Director.....Mrs. Withers Gavin

WMOX

MERIDIAN—EST. 1946

MBS—MID-SOUTH NETWORK—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Birney Imes, Jr.
 Business-Studio Address.....WMO Bldg.
 Phone Number.....495

Air Time.....5:30 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....NAB, BMB
 President-Owner.....Birney Imes, Jr.
 General Manager.....Bob McRaney
 Station-Sales Promotion Mgr.....Jerry Kerns
 Commercial Manager.....Tiny Vickery
 Production Manager.....Bob Whiteley
 Chief Engineer.....Raymond Bates
 Farm Editor.....Earl Hanna

WTOK

MERIDIAN—EST. 1946

ABC—REBEL NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Meridian Bcstg. Co.
 Business-Studio Address...Citizens National Bank Bldg.
 Phone Number.....5070
 Air Time.....6 a.m.-12 M.
 News Service.....INS
 Transcription Service.....Lang-Worth
 Representative.....Headley-Reed
 Membership.....NAB
 President, General-Station
 Manager.....Robert F. Wright
 Commercial Manager.....William B. Crooks
 Program Director.....Cecil Germany
 Chief Engineer.....Joe Saxon
 Farm Editor.....Ed Robertson

WMIS

NATCHEZ—EST. 1941

NBC—MISS. NETWORK—LA. NET

KBS—MISS. DIAMOND NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Natchez Bcstg. Co.
 Operated By.....P. K. Ewing, Jr.
 Business-Studio Address...Walgreen Bldg.
 Phone Number.....580
 Air Time.....Unlimited
 Transcription Service.....Lang-Worth
 Membership.....NAB
 President.....P. K. Ewing
 General-Station Manager...P. K. Ewing, Jr.
 Commercial Manager.....Paul Schilling
 Chief Engineer.....George Wilson
 Farm Editor.....C. L. Barry

WHOC (CP)

PHILADELPHIA

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...William Howard Cole
 Business Address.....Philadelphia, Miss.
 Owner.....William Howard Cole

W E L O

TUPELO—EST. 1944

MBS—MID-SOUTH NETWORK—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Tupelo Bcstg. Co.
 Business-Studio Address: 212 Spring St.
 Phone Number: 1400
 Air Time: 5:43 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World
 Representative: Sears & Ayer
 Membership: NAB
 President: Birney Imes, Jr.
 General Manager: Bob McRaney
 Station Manager: Bob Evans
 Chief Engineer: LeRoy Green

W Q B C

VICKSBURG—EST. 1931

MBS—KBS

Frequency: 1420 Kc. Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By: Delta Bcstg. Co., Inc.
 Business-Studio Address: Hotel Vicksburg
 Phone Number: 312
 Air Time: 6:30 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World
 Representative: Sears & Ayer
 Membership: NAB, BMB
 President: L. P. Cashman
 General-Station Manager: Mary Van Cashman
 Commercial Manager: O. W. Jones
 Chief Engineer: C. E. Drake

W R O B

WEST POINT—EST. 1947

MBS—MID-SOUTH—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Bob McRaney, Sr.
 Business-Studio Address: WROB Bldg.
 Phone Number: 807
 Air Time: Unlimited
 Representative: Sears & Ayer
 Membership: NAB
 President-General Mgr.: Bob McRaney, Sr.
 Station Manager: Glenn Walker
 Chief Announcer, Chief Engineer: Bill Sneed

W A Z F

YAZOO CITY—EST. 1947

MISSISSIPPI NETWORK—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Yazoo Bcstg. Co.
 Business-Studio Address: 321 S. Main St.
 Phone Number: 1040
 Air Time: 6 a.m.-10 p.m.; 8 a.m.-10 p.m., Sun.
 News Service: AP
 Transcription Service: World
 President: H. T. Barrier
 General-Sales Promotion Mgr.: Guy Corley
 Chief Engineer: John Blackwell

W V I M (CP)
VICKSBURG

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Ewing Bcstg. Co.
 Business Address: Carrol Hotel

MISSOURI

*Estimated Population 3,854,000—% Increase +1.8—Radio Homes 968,943
 Farms with Radios 190,148—Stations in State 40*

K F V S

CAPE GIRARDEAU—EST. 1925

MBS

Frequency: 1400 Kc. (CP 960)
 Power: 250 Watts (CP 1000 d.; 500 n.)
 Owned-Operated By: Oscar C. Hirsch
 Business-Studio Address: 324 Broadway
 Phone Number: 2104-5
 Air Time: 6:30 a.m.-11:15 p.m.; 8 a.m.-11 p.m.,
 Sun.
 News Service: UP
 Representative: John E. Pearson
 Membership: NAB
 President, General Manager, Chief
 Engineer: Oscar C. Hirsch
 Station Manager: Ralph L. Hirsch

K D M O

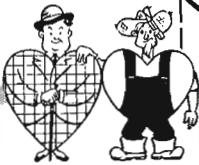
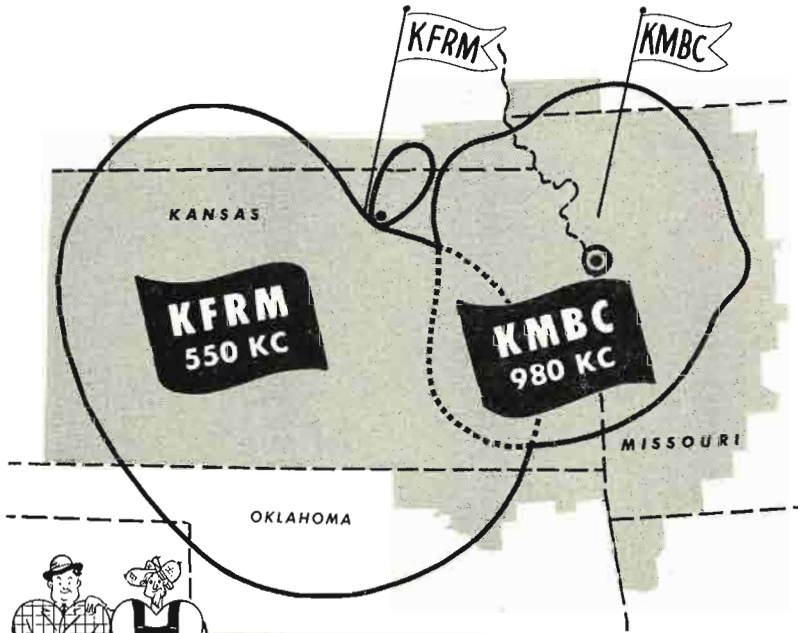
CARTHAGE—EST. 1947

KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Carthage Bcstg. Co.
 Business-Studio Address: 1201 E. Chestnut
 Phone Number: 2648
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Thesaurus, Keystone
 Membership: NAB
 Partners: L. C. McKenney, John J. Daly
 General-Station Mgr.: L. C. McKenney
 Commercial Manager: John J. Daly
 Program Director: Harry Lukins
 Chief Engineer: Jack Langford

NOW FOR THE FIRST TIME

*One Kansas City Broadcaster Covers
The Entire Kansas City Trade Area*



KMBC

of Kansas City

KFRM

*for Kansas Farm
Coverage*

Represented Nationally by
FREE & PETERS, Inc.

The KMBC-KFRM Team offers simultaneous, complete coverage of the Kansas City trade area, and is the only single broadcaster to do so. The map above shows KFRM's estimated half-millivolt contour and KMBC's proved half-millivolt contour superimposed on a map of the Kansas City trade territory as surveyed by Dr. W. D. Bryant, researchist. Complete coverage. No waste.

KFRU

COLUMBIA—EST. 1925

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By KFRU, Inc.
 Business-Studio Address 9th & Elm
 Phone Number 4141
 Air Time 6:30 a.m.-12 M.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative John Blair
 Membership NAB, BMB
 President Elzey Roberts
 General Manager Mahlon Aldridge
 Chief Engineer Robert Haigh
 Farm Editor Harold Douglas

KREI (CP)

FARMINGTON

KBS

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By Cecli W. Roberts
 Business Address Farmington, Mo.
 News Service AP
 Transcription Service Lang-Worth
 Owner Cecil W. Roberts
 Station Manager Mary Burton
 Chief Engineer Kermit Barker

KFM O

FLAT RIVER—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Lead Belt Bcstg. Corp.
 Operated By Oscar C. Hirsch
 Business Address Flat River, Mo.
 Phone Number 1000
 Air Time Unlimited
 News Service UP
 Representative John E. Pearson
 Membership NAB
 President, General Mgr. Oscar C. Hirsch
 Station Manager James F. Collins
 Publicity Director Virginia Collins

KHMO

HANNIBAL—EST. 1941

MBS

Frequency: 1070 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By Hannibal Courier-Post
 Publishing Co.
 Business-Studio Address 102½ South Main St.
 Phone Number 3450
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service World

Representative John E. Pearson
 Membership NAB, BMB
 President E. L. Sparks
 General-Station Mgr. Wayne W. Cribb
 Production Manager Ulysses Scott Smith
 Chief Engineer Ben Parrish

KIMO

INDEPENDENCE—EST. 1947

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Operated By The Blue Valley Co.
 Partners Frank E. Fowler,
 Craig Siegfried, Cedric Siegfried, Charles
 Siegfried

KWOS

JEFFERSON CITY—EST. 1937

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Capital Bcstg. Co.
 Business-Studio Address 210 Monroe St.
 Phone Number 4000
 Air Time 6 a.m.-12 M.; 8 a.m.-11 p.m., Sun.
 News Service AP
 Transcription Service Lang-Worth
 Representative Sears & Ayer
 Membership BMB
 President R. C. Goshorn
 General Manager Catherine Roer
 Chief Engineer Leroy S. Hackmann

KFSB (CP)

JOPLIN

Frequency: 1310 Kc. Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By Four State Bcstrs., Inc.
 Business Address Joplin, Mo.
 President Harry Easley
 Vice President George A. Spiva

KSWM

JOPLIN—EST. 1946

CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Air Time, Inc.
 Business-Studio Address Hotel Connor
 Phone Number 7260
 Air Time 6 a.m.-12 M.
 Transcription Service World
 Representative William G. Rambeau
 Membership NAB
 President, General-Station Manager, Chief
 Engineer Austin A. Harrison
 Commercial Manager W. D. Lowry
 Sales Promotion Manager Noel Ball
 Chief Announcer Claude Evans

W M B H

JOPLIN—EST. 1925

MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Joplin Bcstg. Co.
 Business-Studio Address.....Frisco Bldg.
 Phone Number.....330-1-2-3
 Air Time.....18 hrs. daily
 News Service.....AP
 Transcription Service.....Standard, Thesaurus,
 Lang-Worth
 Representative.....Sears & Ayer
 Membership.....NAB, BMB
 President, General Manager.....D. J. Poynor
 Commercial Manager.....Abe Radunsky
 Sales Promotion Manager.....Chas. David Blair
 Program Director.....Roy Wilson Bilderback
 Chief Engineer.....Richard P. Meek

K C K N

KANSAS CITY

(See Listing, Kansas City, Kans.)

K F R M

KANSAS CITY—EST. 1947

Frequency: 550 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Midland Bcstg. Co.
 Representative.....Free & Peters
 President.....Arthur B. Church

K C M O

KANSAS CITY—EST. 1936

ABC

Frequency: 810 Kc.....Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By.....KCMO Bcstg. Co.
 Business-Studio Address.....1515 Commercial
 Bldg.
 Phone Number.....Victor 0900
 Transmitter Location.....Nashua, Mo.
 Air Time.....20 hrs. daily
 News Service.....AP, UP
 Transcription Service.....Thesaurus
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB
 President.....T. L. Evans
 General-Station Manager.....E. K. Hartenbower
 Commercial Manager.....C. E. Morrill
 Sales Promotion Manager, Publicity
 Director.....Farrell Strawn
 Program Director.....S. B. Tremble
 Production Manager.....Kenneth Heady
 Chief Announcer.....Dal Stallard
 Musical Director.....Gene Moore
 Chief Engineer.....Karl Troeglen
 Farm Editor.....Jack Jackson

(See Page 490)

K M B C

KANSAS CITY—EST. 1921

CBS

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By.....Midland Bcstg. Co.
 Business-Studio Address.....Pickwick Hotel
 Phone Number.....Harrison 2650
 Transmitter Location.....50th & Bellinder Rd.
 Air Time.....5 a.m.-12:05 a.m.; 6:30 a.m.-12:05
 a.m., Sun.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Free & Peters
 Membership.....NAB
 President, Gen. Mgr.....Arthur B. Church
 V.P., Managing Dir.....Karl Koerper
 V.P., Sales Director.....Sam H. Bennett
 Program Director.....Roderick Cupp
 Production Manager.....Fran Heyser
 Publicity Director.....Tom Rucker
 Chief Announcer.....Keith Painton
 Musical Director.....P. Hans Flath
 Chief Engineer.....A. R. Moler

(See Page 487)

W D A F

KANSAS CITY—EST. 1922

NBC

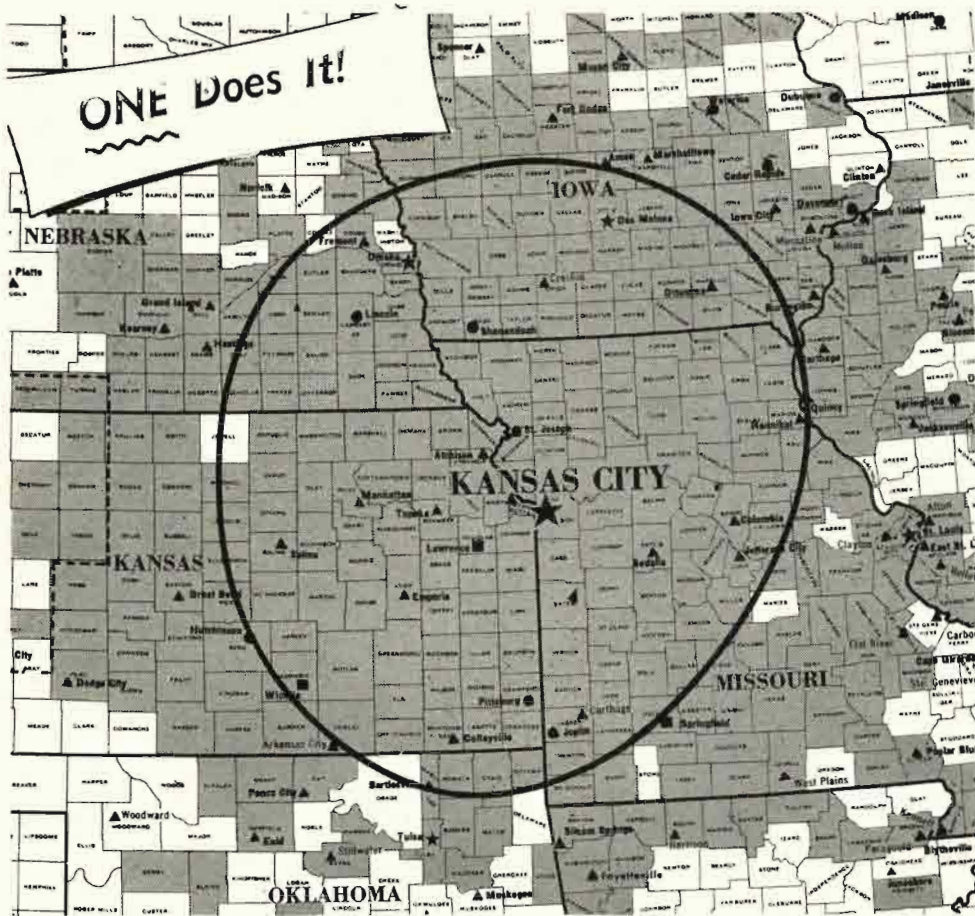
Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Kansas City Star
 Co.
 Business-Studio Address.....1729 Grand Ave.
 Phone Number.....Harrison 1200
 Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President.....Roy A. Roberts
 General-Station Manager.....Dean Fitzer
 Commercial-Sales Promotion
 Manager.....Manne E. Russo
 Program Director, Production Manager,
 Musical Director.....Harry J. Kaufman
 Publicity Director.....Joseph Stewart
 Chief Engineer.....J. A. Flaherty

W H B

KANSAS CITY—EST. 1922

MBS—KANSAS STATE NETWORK

Frequency: 710 Kc.....Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Operated By.....WHB Bcstg. Co.
 Business-Studio Address.....Scarritt Bldg., 9th &
 Grand Ave.
 Phone Number.....Harrison 1161
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Associated, Lang-Worth



KCMO 1/2 millivolt contour map
50,000 Watts Non-Directional — Daytime
superimposed over actual mail count map*

- One station**
- One set of call letters**
- One spot on the dial**
- One rate card**

50,000 Watts Day . . .
 10,000 Watts Nights—on 810 kc
 National Representative:
 John E. Pearson Co.

Base map courtesy Broadcasting Magazine

*387 COUNTIES—174 more than the 213 in the KCMO 1/2 Millivolt area—that's KCMO's mail response for the first 4 months at 50,000 watts. This includes 100 counties in Missouri, 79 in Kansas, 51 in Nebraska, 70 in Iowa, 21 in Oklahoma, 33 in Arkansas, 33 in Illinois. And mail came in from 20 other states! We'll gladly send details of this mail response. Write or call.



KCMO

Kansas City, Mo.—
 Basic ABC for Mid-America

Representative John Blair
 Membership NAB, BMB
 President, Commercial
 Manager Donald Dwight Davis
 General-Station Manager..... John T. Schilling
 Program Director..... John R. Wahlstedt
 Publicity Director..... John W. Fraser, Jr.
 Chief Engineer..... Henry E. Goldenberg
 (See Page 8)

K B O A

KENNETT—EST. 1947

Frequency: 830 Kc.....Power: 100 Watts d.
 Owned-Operated By..... Kennett Bcstg. Corp.
 Business Address..... Highway 25, So.
 Phone Number..... 830
 News Service..... AP
 Transcription Service..... Thesaurus, SESAC
 President-General-Commercial
 Manager..... Paul C. Jones
 Promotion Mgr.-Program Dir... Ray Van Hooser
 Chief Engineer..... Robert L. Conner

K I R X

KIRKSVILLE—EST. 1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... North Mo. Bcstg. Co.
 Business Address..... KIRX Bldg.
 Phone Number..... 86
 News Service..... AP
 Transcription Service..... Thesaurus, Capitol
 President-General Mgr..... Samuel A. Burk
 Commercial Manager..... Richard R. Canady
 Program Director..... William Morgan
 Chief Engineer..... Leon H. Brauhn

K L W T (CP)

LEBANON

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..... Lebanon Bcstg. Co.
 Business Address..... Hever Bldg.

K X E O (CP)

MEXICO

MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..... Audrain Bcstg. Corp.
 Business Address..... 115 W. Monroe St.

K W O C

POPLAR BLUFF—EST. 1938

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..... Al McCarthy, O. A.
 Tedrick and J. H. Wolpers
 Business-Studio Address.. KWOC Bldg., 1801
 North Main St.

Phone Number 1310
 Transmitter Location... 1801 North Main St.
 Air Time..... 7 a.m.-10 p.m.
 News Service AP
 Transcription Service SESAC
 Representative John E. Pearson
 Membership NAB
 President..... O. A. Tedrick
 General-Station-Commercial-Sales Promotion
 Mgr., Publicity Director..... Wm. R. Tedrick
 Program Director, Production
 Manager..... Byron Kearbey, Jr.
 Chief Announcer..... Tom Hunnicutt
 Musical Director..... Byron Kearbey, Jr.
 Chief Engineer..... Don M. Lidenton
 Farm Editor..... W. F. James

K T T R

ROLLA—EST. 1947

KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..... "Show-Me" Bcstg. Co.
 Partners..... Luther W. Martin
 Wilson C. Burkhead, Martin M. Mitckum

K S G M

STE. GENEVIEVE—EST. 1947

GRIESE DIECK BROS.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... The Donze Company
 Business-Studio Address..... 245 Merchant St.
 Phone Number 580
 Air Time..... 6 a.m.-10 p.m.
 News Service UP
 Transcription Service Lang-Worth
 General Manager..... Elmer L. Donze
 Commercial Manager..... Norbert B. Donze
 Sales Promotion Manager... Donald M. Donze
 Production Manager..... Wm. T. Bullington
 Chief Engineer..... Merle L. Rose
 Farm Editor..... Blake Taber

K F E Q

ST. JOSEPH—EST. 1923

MBS

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By..... KFEQ, Inc.
 Business-Studio Address.. KFEQ Bldg., 8th &
 Frederick Ave.
 Phone Number 4-0813
 Air Time.. 5:45 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service UP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 General Manager..... Barton Pitts
 Commercial Manager..... Glen G. Griswold
 Sales Promotion Manager..... J. Ted Branson
 Program Director..... R. Thompson Mabie
 Chief Engineer..... J. Wesley Koch

3,730 more square miles ... with **KSD's** increase in nighttime power!

Every Advertiser Whose Products Are Sold in the Greater St. Louis Area Will Be Interested in These Facts:

- 1.** Beginning on or about April 1, KSD will broadcast with a power of 5,000 watts *day and night*—on 550 kilocycles.
- 2.** KSD's new transmitter and antenna-towers are located on a 68-acre tract less than five miles from downtown St. Louis.
- 3.** KSD's new antenna system consists of four towers—each 450 feet in height.
- 4.** KSD's new 5,000-watt transmitter incorporates the latest developments for the highest quality reception.
- 5.** KSD's power increase plus the new antenna system will enable KSD's nighttime signal to cover an additional 3,730 square miles of interference-free service area.
- 6.** KSD's effective nighttime power, in the direction of the City of St. Louis, will be increased to 15,000 watts.
- 7.** KSD is the National Broadcasting Company's basic station for St. Louis. It is 225 miles to the nearest other NBC basic outlet.
- 8.** KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire.
- 9.** KSD is recognized throughout its listening area for its high standards of programming and advertising acceptance.
- 10.** Now, more than ever before, for the advertiser who has goods to sell in the Greater St. Louis Market, KSD-NBC-AP is "The Combination That Clicks."

KSD

The ST. LOUIS POST-DISPATCH Station

KSD-TV and KSD-FM

National Advertising Representatives:

FREE & PETERS, INC.

KRES

ST. JOSEPH—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Missouri Valley Bcstg. Corp.

Business-Studio Address: 113 So. 7th
Phone Number: 4-6346
Transmitter Location: Highway 59
Air Time: 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service: AP
Transcription Service: Standard
Membership: NAB, BMB
President, General Manager: Paul E. Roscoe
Asst.-Station Mgr., Chief

Engineer: Charles Wiesemann
Commercial Manager: J. J. Fitzgerald
Sales Promotion Manager: Jim Goodding
Program-Publicity-Musical

Director: Edward A. Moore
Production Manager: Alan Menefee
Chief Announcer: Joe Killgore

KBGS (CP)

ST. LOUIS

Frequency: 690 Kc. Power: 1000 Watts d.
Owned-Operated By: Radio St. Louis
Partners: Edwin Riley Grove, III,
James Henry Grove, William Blum, Jr.

KMOX

ST. LOUIS—EST. 1925

CBS

Frequency: 1120 Kc. Power: 50,000 Watts
Owned-Operated By: Columbia Bcstg. System, Inc.

Business-Studio Address: 401 So. 12th St.
Phone Number: Central 8240
Transmitter Location: Route No. 2, Granite City, Ill.

Air Time: 5 a.m.-1:30 a.m.
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Radio Sales
Membership: NAB, BMB
General Manager: Wendell B. Campbell
Commercial Manager: Carter Ringlep
Sales Promotion Manager: Edwin M. Fisher
Program Director: T. A. Bland
Production Manager: George Clare
Publicity Director: Walter Rott
Musical Director: John Bambridge
Chief Engineer: Harry Harvey
Farm Editor: Ted Mangner

KSD

ST. LOUIS—EST. 1922

NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: Pulitzer Publishing Co.

Business-Studio Address: 1111 Olive St.
Phone Number: MAin 1111
Transmitter Location: 1111 Olive St.
Air Time: 5:30 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service: AP
Transcription Service: World, Thesaurus
Representative: Free & Peters
Membership: NAB, BMB
President: Joseph Pulitzer
General Manager: George M. Burbach
Commercial Manager: Edward W. Hamlin

KWK

ST. LOUIS—EST. 1927

MBS

Frequency: 1380 Kc. Power: 5000 Watts d.;
1000 Watts n. (CP 5000)

Owned-Operated By: Thomas Patrick, Inc.
Business-Studio Address: 9th Floor, Chase Hotel

Phone Number: ROsdale 3210
Transmitter Location: 500 Logan St., Baden, Mo.

Air Time: 6 a.m.-12 M.; 6 a.m.-1 a.m., Sat.;
7 a.m.-12 M., Sun.

News Service: UP
Transcription Service: World
Representative: Paul H. Raymer
President, General Manager: Robert T. Convey
Station Manager: Ray E. Dady
Assistant Station Manager: John W. Tinnea
Commercial Manager: V. E. Carmichael
Sales Promotion Manager: T. E. Richter
Program Director: Russell C. Kaiser
Production Manager: John Traxler
Publicity Director: Tom Dailey
Musical Director: Carl Hohengarten
Chief Engineer: N. J. Zehr

KXLW

ST. LOUIS—EST. 1946

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By: Saint Louis County Bcstg. Co.

Business-Studio Address: 8135 Forsythe Blvd.
Phone Number: Delmar 1320
Transmitter Location: 9700 Old Bonhomme Rd.

Air Time: 6 a.m.-local sunset
News Service: AP, UP
Transcription Service: World
Representative: Forjoe
Membership: NAB
President, General Manager: Guy Runnion
Assistant-Sales Promotion

Manager: Edgar J. Mothershead
Sales Manager: Leslie P. Ware
Program Director: Blaine Cornwell
Chief Announcer: Bob Terry
Chief Engineer: Denis E. Volas
Farm Editor: Charlie Clements

K X O K

ST. LOUIS—EST. 1938

ABC

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By... Star-Times Publishing Co.

Business-Studio Address... 12th & Delmar Blvds.
Phone Number... Chestnut 3700
Air Time... 5:30 a.m.-1 a.m.; 6 a.m.-1 a.m., Sun.
News Service... AP, INS, UP, Reuters
Transcription Service... Associated, Standard
Representative... John Blair
Membership... NAB, BMB
President... Elzey M. Roberts
Station Manager... C. L. Thomas
Director of Sales... V. N. Springgate
Sales Promotion Manager... Foster H. Brown
Production Manager... Elmer G. Muschany
Publicity Director... Ralph J. Gentles
Chief Announcer... Robert Holt
Musical Director... Emmett Schuster
Chief Engineer... Arthur F. Rekart
Farm Editor... Charles Stookey

W E W

ST. LOUIS—EST. 1921

Frequency: 770 Kc. Power: 1000 Watts d.
Owned-Operated By... The St. Louis University
Business-Studio Address... 3642 Lindell Blvd.
Phone Number... Franklin 5665
Air Time... 6 a.m.-local sunset
News Service... INS
Transcription Service... World, Standard, Lang-Worth

Representative... John E. Pearson
Membership... NAB
President... Very Rev. Patrick J. Holloran, S.J.
General Manager... Nicholas Pagliara
Commercial Manager... Leonard P. Frankel
Program Director... Don Lochner
Production Manager... Syl Binkin
Publicity Director... William Moffett
Chief Announcer... O. J. McQuigg
Musical Director... Ralph Stein
Chief Engineer... Joseph A. Volk

W I L

ST. LOUIS—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Missouri Bcstg. Corp.
Business-Studio Address... 3601 Lindell Blvd.
Phone Number... Jefferson 8403
Air Time... Unlimited
News Service... AP
Transcription Service... Standard, Lang-Worth, MacGregor
Representative... Wm. G. Rambeau
Membership... NAB

President... L. A. Benson
Vice-President, General Mgr... C. W. Benson
Commercial Manager... H. R. Hansen
Program Director... Neil Norman
Publicity Director... Mel Kampe
Chief Engineer... Edward Goodberlet

K D R O

SEDALIA—EST. 1939

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Milton J. Hinlein
Business-Studio Address... 2100 W. Broadway
Phone Number... 4004-5
Air Time... 6 a.m.-10 p.m.; 7 a.m.-10 p.m., Sun.
News Service... UP
Representative... Forjoe & Co.
Membership... NAB
President... Milton J. Hinlein
General Manager... Herbert W. Brandes
Commercial Manager... Harry Trotman
Sales Promotion Manager... Milton J. Hinlein
Program Director... Maxine Fisher
Chief Engineer... Wayne Pash

K S I M (CP)

SIKESTON

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Sikeston Community Bcstg. Co.
Business Address... 210 W. North St.

K G B X

SPRINGFIELD—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By... Springfield Bcstg. Co.
Address... 602 St. Louis St.
Phone Number... 3-3200
Air Time... 6:30 a.m. to 12 midnight
News Service... AP
Transcription Service... NBC Thesaurus
Representative... George P. Hollingberry Co.
Membership... NAB
President... Tams Bixby, Jr.
General-Commercial Mgr... J. Gordon Wardell
Program Director... Carl Fox
Promotion Manager... Dudley Morris
Chief Engineer... E. Dennis White

K T T S

SPRINGFIELD—EST. 1941

CBS—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Independent Bcstg. Co.
Business-Studio Address... Chamber of Commerce Bldg.

Phone Number 4303
 Transmitter Location... Chamber of Commerce Bldg.
 Air Time .6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m., Sun.
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Membership BMB
 President J. H. G. Cooper
 General-Station Manager... G. Pearson Ward
 Sales Manager Bob Burke
 Sales Promotion Manager... G. P. Ward
 Program Director Wendel Smith
 Chief Engineer William F. Curry

K W T O

SPRINGFIELD—EST. 1933

ABC

Frequency: 560 Kc. Power: 5000 Watts d.; 1000 Watts n.
 Owned-Operated By Ozarks Bcstg. Co.
 Business-Studio Address... 606 St. Louis St.
 Phone Number 3-2800
 Transmitter Location South Fremont Rd.
 Air Time .5 a.m.-12 M.; 6:30 a.m.-12 M., Sun.
 News Service UP

Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NAB, BMB
 President, General Mgr. Ralph D. Foster
 Vice-President, Treasurer... C. Arthur Johnson
 Assistant Manager, National
 Sales Manager Leslie L. Kennon
 Promotion Director Bill Bailey
 Program Director Bill Ring
 Production Manager Lou Black
 Musical Director Virgil Phillips
 Chief Engineer Fritz Bauer

K W P M

WEST PLAINS—EST. 1947

CARDINAL BASEBALL—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Robert Neathery
 Business Address P. O. Box 446
 Phone Number 700
 Transmitter-Studio Location... Highway 80
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service... Standard, Keystone
 President-Owner Robert Neathery
 Commercial Manager Fritze Dixon
 Program Director Nola Langston

MONTANA

*Estimated Population 494,000—% Increase —11.7—Radio Homes 126,181
 Farms with Radios 31,744—Stations in State 25*

K A N A

ANACONDA—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Mosby's Inc.
 Business Address Anaconda, Mont.
 Phone Number Anaconda 136
 Transmitter-Studio Location... Lincoln St.
 Air Time .7 a.m.-11 p.m.; 9 a.m.-11 p.m., Sun.
 News Service UP
 Transcription Service... Lang-Worth, MacGregor
 Representative Weed & Co.
 Membership NAB
 President Arthur J. Mosby
 General-Station Manager... Don Jones
 Commercial Manager Robert Brazill
 Chief Engineer Charles Currie

K B M Y

BILLINGS—EST. 1946

MBS—INTERMOUNTAIN—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Billings Bcstg. Co.
 Business Address Box 1101
 Phone Number 3838
 Transmitter-Studio Location... West of Billings

Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NAB, BMB
 President R. E. Mulvaney
 General-Station Mgr. Franz J. Robischon
 Commercial-Sales Promotion Mgr... Ken Nybo
 Program-Publicity Director... Leroy Swecker
 Chief Announcer Charles Du Bois
 Chief Engineer Richard Kaiser

K G H L

BILLINGS—EST. 1928

NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By Northwestern Auto Supply Co., Inc.
 Address Fifth and North Broadway
 Phone Number 2222
 Transmitter Location... 6 miles west of Billings
 Air Time 6 a.m. to midnight;
 Sundays, 7 a.m. to midnight
 News Service UP
 Transcription Service Standard, NBC
 Thesaurus, World, SESAC

Representative.....The Katz Agency
 Membership.....NAB, BMB
 President.....C. O. Campbell
 General Manager.....Ed Yocum
 Station Mgr.-Program Dir.....M. V. Braunberger
 Sales Promotion.....June Leff
 Chief Engineer.....Jeff Kiichli

KXLQ

BOSEMAN—EST. 1939

NBC—PACIFIC NORTHWEST BSTRS.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KRBM Bcstrs., Inc.
 Business Address.....Bozeman, Mont.
 Phone Number.....1420
 Transmitter-Studio Location.....2½ mi. E. of
 Bozeman
 Air Time.....16½ hrs. daily
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Walker Co.
 Membership.....NAB
 President, General-Station Manager, Musical
 Director.....Ernest A. Neath
 Commercial Manager.....J. Ray Bridges
 Program Director, Production
 Manager.....Tom Robischon
 Publicity Director, Chief
 Announcer.....Duane Parker
 Chief Engineer.....Jack Provis
 Farm Editor.....George Wooley

KBOW

BUTTE—EST. 1947

CBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Copper City Radio Co.
 Business Address.....P. O. Box 1932
 Phone Number.....7429
 Transmitter-Studio Location.....720 Yale Ave.
 Air Time.....7 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Gene Grant
 Membership.....NAB
 President-Owner, Commercial
 Manager.....Frank Reardon
 Acting Manager, Program-Musical
 Director.....Robert Athearn
 Chief Announcer.....Don Anderegg
 Chief Engineer.....Bert Davis

KOPR

BUTTE—EST. 1947

ABC—ROCKY MT. BCSTG. SYSTEM.

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Copper Bcstg. Co.
 Business-Studio Address.....Hotel Finlen
 Transmitter Location.....S.W. of Butte
 Air Time.....6 a.m.-12 M.

News Service.....UP
 Transcription Service.....World
 Representative.....The Katz Agency
 Membership.....NAB, BMB
 President, General Mgr.....Frank C. Carman

KXLF

BUTTE—EST. 1929

NBC—Z NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By.....KGIR, Inc.
 Business-Studio Address.....Box 1956
 Phone Number.....2-2344
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, MacGregor
 Representative.....Walker Co., Tracy Moore
 Membership.....NAB, BMB
 President, General Manager.....E. B. Craney
 Station Manager.....A. E. Anzjon
 Commercial Manager.....J. S. Schile
 Sales Promotion Manager.....George Webber
 Chief Engineer.....W. J. Provis

KYES (CP)

BUTTE

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Operated By.....Treasure State Bcstg. Co.

KFBB

GREAT FALLS—EST. 1922

CBS

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Buttrely Broadcast, Inc.
 Business-Studio Address.....607 First National
 Bank Bldg.
 Phone Number.....4377
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Weed & Co.
 Membership.....NAB, BMB
 President.....Fred Birch
 Manager, Commercial Mgr.....J. P. Wilkins
 Program Director.....W. J. Towner
 Chief Engineer.....Wilbur L. Myhre

KGFM (CP)

GREAT FALLS

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Operated By.....Mosby's, Inc.

KMFR (CP)

GREAT FALLS

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Mont. Farmer Bcstg.
 Corp.

K M O N (CP)

GREAT FALLS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By...Sun River Bcstrs., Inc.

K X L K

GREAT FALLS—EST. 1947

NBC—Z NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...Great Falls Bcstg. Co.
Business-Studio Address...Park Hotel
Phone Number...2-2453
Transmitter Location...Park Hotel
Air Time...7 a.m.-12 M.
News Service...UP
Transcription Service...Lang-Worth
Representative...The Walker Co.
President...J. R. Larcombe
General-Station Mgr...K. O. MacPherson
Commercial Manager...Carl F. Argabrite
Program Director...Pat Larkin
Musical Director...Elizabeth Drapes

K A V R

HAVRE—EST. 1946

KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...KAVR, Inc.
Business Address...P. O. Box 672
Phone Number...888
Transmitter-Studio Location...¼ mi. E. of
Havre on U. S. No. 2
Air Time...6:30 a.m.-11:15 p.m.; 8 a.m.-10:15
p.m., Sun.
News Service...UP
Transcription Service...World
Representative...W. S. Grant
Membership...NAB
President...Jessica L. Longston
Vice President...Vicki Zaser
Station Manager, Program
Director...Larry Gordon
Commercial Manager...Bill Murphy
Chief Engineer...F. W. Smith

K O J M

HAVRE—EST. 1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By...North Montana Bcstg.
Co., Inc.
Business Address...Box 70
Phone Number...1096
Studio Address...426½ First St.
Transmitter Location...Shepard Rd., N.E. of
Havre
Air Time...Local sunrise-local sunset
News Service...AP
Transcription Service...MacGregor, Long, Cole,
Associated

Representative...Homer Griffith
Membership...NAB, BMB
President...Dr. F. W. Aubin
Vice-Pres., Sec.-Treas...E. J. Pepin
Sales Promotion-Production Mgr...Bud Richards
Program Director, Chief
Announcer...Jim Saenger
Publicity Director...E. J. Pepin
Chief Engineer...George H. Bauer
Farm Editor...Ray Porter

K X L J

HELENA—EST. 1937

NBC—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
Air Time...8 a.m. to 12 midnight
News Service...UP
Transcription Service...Lang-Worth
Representative...The Walker Co.
President...A. T. Hibbard
General Commercial Mgr...Bob Rutter
Program Director...Paul A. Hatton, Jr.

K G E Z

KALISPELL—EST. 1927

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Donald C. Treloar
Business-Studio Address...203 First Ave. E.
Phone Number...332 or rural 3220
Transmitter Location...2½ mi. S. on Highway
No. 93
Air Time...7 a.m.-10 p.m.; 9 a.m.-7 p.m., Sun.
News Service...UP
Transcription Service...World, SESAC
Membership...NAB, BMB
President, General-Station-Commercial
Manager...Donald C. Treloar
Program Director...Maurice Driscoll
Musical Director...Les Sterling
Chief Engineer...William H. Patterson
Farm Editor...Glenn Millhouse

K X L O

LEWISTON—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Capital Bcstg. Co.
Business-Studio Address...East Main St.
Phone Number...1210
Transmitter Location...East Main St.
Air Time...6:30 a.m.-10:30 p.m.; 8 a.m.-9:30
p.m., Sun.
News Service...AP
Transcription Service...Standard
Membership...NAB
President, General-Station
Manager...George Bennett
Commercial Manager...Robert Z. Gray

Program Director.....Lee Belding
 Chief Announcer.....Wm. Weest
 Chief Engineer.....Wm. R. Parker

K P R K

LIVINGSTON—EST. 1947

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..Yellowstone Amuse. Co.
 Business Address.....Box 952
 Phone Number.....1000
 Transmitter-Studio Address.....East Park St.
 Air Time..6:30 a.m.-10:15 p.m.; 9:30 a.m.-7:30 p.m., Sun.
 News Service.....AP
 Transcription Service...Lang-Worth, SESAC
 Representative.....Homer Griffith
 Membership.....NAB
 President, General-Station
 Manager.....Paul B. McAdam
 Commercial-Sales Promotion
 Manager.....Jack Hinman
 Program-Musical Director.....Robert Greer
 Production Manager, Chief
 Announcer.....Brooks Read
 Publicity Director.....Jean Morrison
 Chief Engineer.....Bill Wren
 Farm Editor.....Bob Alves

K R J F

MILES CITY—EST. 1941
 MBS—INTERMOUNTAIN—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By.....Star Printing Co.
 Business Address.....13 North 5th
 Phone Number.....60
 Transmitter-Studio Location.....Haynes Ave.
 Air Time.....7 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President.....W. F. Flinn
 General-Station-Commercial
 Manager.....Don Tannehill
 Sales Promotion Manager, Publicity
 Director.....Norm Ingstrom
 Program Director, Production
 Manager.....Bob Wilson
 Chief Announcer.....Ron Barkley
 Chief Engineer.....Charles Scofield
 Farm Editor.....A. E. Kegal

K G V O

MISSOULA—EST. 1931
 CBS

Frequency: 1290 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Mosby's Inc.
 Business Address.....127 East Main
 Phone Number.....2155
 Studio Address.....132 West Front

Transmitter Location..Highway 93, 3 mi. W.
 of Missoula
 Air Time.....6:30 a.m.-12 M.
 News Service.....UP
 Transcription Service..Lang-Worth, MacGregor,
 Associated
 Representative.....Geo. P. Hollingbery
 Membership.....NAB
 President-Owner.....A. J. Mosby
 Commercial-Sales Promotion
 Manager.....Marion E. Dixon
 Program Director, Production
 Manager.....W. C. Blanchette
 Chief Announcer, Musical
 Director.....William Strothman
 Chief Engineer.....Lawrence Smith
 Farm Editor.....Dick Wright

K M S U (CP)

MISSOULA

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By.....Missoula Radio Assn.
 Business Address.....218 N. Higgins
 Phone Number.....6882
 President.....Robert B. Cummins
 Vice President.....Oakley E. Coffee

K X L L

MISSOULA—EST. 1947
 NBC—Z NETWORK—PNB

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By.....Western Montana
 Associates
 Business-Studio Address.....Orchard Homes,
 River Rd.
 Transmitter Location.....Orchard Homes,
 River Rd.
 Air Time.....7 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Walker Co.
 General Manager.....Pat M. Goodover
 (Staff Not Completed at Press Time)

K I Y I

SHELBY—EST. 1947
 KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..Tri-County Radio Corp.
 Business Address.....Shelby, Mont.
 Phone Number.....560
 Transmitter-Studio Location.....North Marias,
 Mont.
 Air Time.....17½ hrs. daily
 News Service.....UP
 Transcription Service.....World, Keystone,
 SESAC
 Representative.....Wm. Grant
 President.....John J. Hurley
 Sec.-Treas.....Cedor Aronow
 General Manager.....Frank Krshka
 Commercial Manager.....Lawrence Wing

. . . MONTANA - NEBRASKA . . .

Program Director..... George Potter
Chief Engineer..... Richard C. Velo

K G C X

SIDNEY—EST. 1926

MBS—GREAT NORTHERN BCSTG.—KBS
Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By..... E. E. Krebsbach
Business-Studio Address... 109 So. Central Ave.,
Sidney & Masonic Bldg., Williston, N. D.

Phone Number 408
Transmitter Location..... 4 mi. N. of Sidney
Air Time..... 6 a.m.-10 p.m.
News Service AP
Transcription Service Thesaurus
Representative The Walker Co.
Membership NAB, BMB
President, General Mgr..... E. E. Krebsbach
Station Manager..... E. Clair Krebsbach
Chief Announcer..... G. Mel King
Chief Engineer..... Oscar H. Halvorso

NEBRASKA

*Estimated Population 1,301,000—% Increase —1.1—Radio Homes 326,497
Farms with Radios 94,635—Stations in State 18*

K J S K (CP)

COLUMBUS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By... George Basil Anderson
Business Address..... Columbus, Nebr.
News Service..... AP
President-Gen. Mgr... George Basil Anderson
Chief Engineer..... Harold Hardy

Transmitter Location..... Phillips, Nebr.
Air Time..... Local sunrise-local sunset
News Service UP
Transcription Service..... World, Cole
Representative Headley-Reed
Membership NAB, BMB
President Don Searle
General-Station Manager..... Wick Heath
Commercial Manager..... Bill Martin
Sales Promotion Manager, Publicity
Director Herb Clark
Program Director, Production Manager, Chief
Announcer Orie Kerwood
Musical Director..... Dick Stahl
Chief Engineer..... Norval Larsen
Farm Editor..... George Kister

K O R N

FREMONT—EST. 1939

MBS—NEBR. WIRELESS NETWORK—KBS
Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By..... Inland Bcstg. Co.
Business-Studio Address..... 118 East 5th St.
Phone Number 1060
Transmitter Location..... East 16th St.
Air Time..... 6 a.m.-12 M.
News Service AP
Transcription Service Thesaurus
Representative Weed & Co.
President..... John K. Morrison
General Manager..... Paul R. Fry
Station-Sales Promotion
Manager..... William H. Baldwin
Commercial Manager..... G. E. Bentz
Program Director, Production
Manager..... Ray Arvin
Publicity Director..... Helen Norwood
Chief Announcer, Farm Editor..... Bill Wood
Musical Director..... Harry Gehrett
Chief Engineer..... Percy Ziegler

K H A S

HASTINGS—EST. 1940
MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By... Nebraska Bcstg. Co.
Business-Studio Address..... Tribune Bldg.
Phone Number 1745-6
Transmitter Location..... Tribune Bldg.
Air Time..... 7 a.m.-12 M.
News Service INS
Transcription Service Capitol
Membership NAB, BMB
President..... Fred A. Seton
General-Station-Sales Promotion
Manager..... Duane L. Watts
Commercial Manager..... Ed Kihn
Program Director, Production Manager,
Publicity Director..... Warren Mowder
Musical Director..... Charles Wright
Chief Engineer..... Duane Allison

K M M J

GRAND ISLAND—EST. 1925

ABC

Frequency: 750 Kc.....Power: 100 Watts d.
Owned-Operated By..... KMMJ, Inc.
Business-Studio Address... Cedar & Division
Phone Number 703-4

K G F W

KEARNEY—EST. 1930
MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By . . . Central Nebraska Bcstg. Corp.
 Business-Studio Address Federal Annex Bldg.
 Phone Number 23541; 31551
 Transmitter Location Lakeside
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Keystone
 Membership NAB
 President, General Mgr. Lloyd C. Thomas
 Station-Commercial-Sales Promotion Manager E. Anson Thomas
 Program Director Peg Biber
 Publicity Director Bob Holt
 Chief Announcer Lew Jeffery
 Chief Engineer Jack Lewis
 Farm Editor Floyd Kalber

KFOR
 LINCOLN—EST. 1930
 ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Cornbelt Bcstg. Corp.
 Address Stuart Bldg.
 Phone Number 2-6965
 Transmitter Location 48th & Vine Sts.
 Air Time 6 a.m. to 12 midnight
 News Service INS; AP
 Transcription Service Standard Radio, Capitol
 Representative Edward Petry & Co., Inc.
 Membership NAB, BMB
 President Charles T. Stuart
 Station Mgr.-Commercial Mgr. Harry D. Peck
 Program Director Jack Huston
 Promotion Manager Gladyce Gale
 Chief Engineer Charles W. Winkler

KILM (CP)
 LINCOLN

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By Lincoln Bcstg. Corp.
 Business Address 510 Barkley Bldg.

KOLN

LINCOLN—EST. 1947
 MBS—INLAND GROUP

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Inland Bcstg. Co.
 Business-Studio Address 211 Federal Securities Bldg.
 Phone Number 2-7218
 Transmitter Location 40th & W Sts.
 Air Time 6:30 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Weed & Co.
 Membership NAB, BMB
 President John K. Morrison

Vice-President, General Manager Paul R. Fry
 Station Manager Hugh E. Bader
 Local Commercial Mgr. William B. Waugh
 Promotion Manager Edwin T. Smith
 Production Manager Robert Parkins
 Chief Announcer Bud Levinson
 Engineering Supervisor Marvin J. Korinek

KBRL

McCOOK—EST. 1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The McCook Bcstg. Co.
 Business Address J. St. & Highway No. 83
 Phone Number 1450
 News Service AP
 Transcription Service Thesaurus, Capitol
 Representative Friedenberg
 General Promotion Mgr. William J. Cox
 Commercial Manager Arthur V. Henri
 Program Director Edward Cooper
 Chief Engineer LeRoy W. Lenwell

WJAG

NORFOLK—EST. 1922

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Operated By Norfolk Daily News
 Business-Studio Address Norfolk Ave. & 6th St.
 Phone Number 432
 Transmitter Location West Norfolk Ave.
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative The Walker Co.
 Membership NAB, BMB
 General-Station Manager Art Thomas
 Commercial Manager Bob Thomas
 Sales Promotion, Production Manager, Farm Editor Hollis Francis
 Program Director Lloyd Farlee
 Publicity Director Bob Thomas
 Chief Announcer Lloyd Farlee
 Musical Director Wayne Larson
 Chief Engineer Frank Weidenbach

KODY

NORTH PLATTE—EST. 1930
 NBC—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By WOW, Inc.
 Business-Studio Address 1521 W. 12th St.
 Phone Number 382
 Transmitter Location 1521 W. 12th St.
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP, UP
 Transcription Service Standard, Lang-Worth
 Representative John Blair
 Membership NAB, BMB
 President John J. Gillin, Jr.

General-Station Manager..... John Alexander
Local Sales Manager..... Joe di Natale
Sales Promotion Manager..... Jerry Wing
Program Director..... Ed Launer
Chief Engineer..... Jay Blakesley
Farm Editor..... Ed Launer

K B O N
OMAHA—EST. 1942

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..... Inland Bcstg. Co.
Business-Studio Address..... 676 Saunders-
Kennedy Bldg.
Phone Number..... Jackson 8282
Transmitter Location..... 36th & Wright Sts.
Air Time. 6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service..... AP
Transcription Service..... Associated
Representative..... Weed & Co.
Membership..... NAB, BMB
Vice President, General Mgr..... Paul R. Fry
Station Manager, Program Director, Production
Manager..... Richard E. Welna
Commercial Manager..... Ernest S. Priesman
Sales Promotion Manager, Publicity
Director..... Joe Baker
Chief Engineer..... Percy R. Zeigler

K F A B
OMAHA—EST. 1924

CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Operated By..... KFAB Bcstg. Co.
Business Address..... 620 Farnam Bldg.
Phone Number..... Ja 3420
Studio Address..... Omaha & Lincoln, Nebr.
Transmitter Location..... Omaha, Nebr.
Air Time..... 20 hrs. weekdays; 18 hrs. Sun.
News Service..... AP, UP
Transcription Service..... Standard, SESAC
Representative..... Free & Peters
Membership..... NAB, BMB
President..... Fred S. Sidles
Chairman of Board..... Joe W. Seacrest
General-Station-Commercial
Manager..... Harry Burke
Program Director, Production
Manager..... L. A. Miller
Publicity..... Harold E. Roll; W. P. Dietz
Musical Director..... Alene McKinney
Chief Engineer..... Mark Bullock
Farm Editor..... W. E. Macdonald

K O I L
OMAHA—EST. 1925

ABC—NEBRASKA NETWORK

Frequency: 1290 Kc.....Power: 5000 Watts
Owned By..... Stuart Investment Co.
Operated By..... Central States Bcstg. Co.
Business-Studio Address..... Omaha National
Bank Bldg.

Phone Number..... Jackson 7626
Transmitter Location..... Box 479, Council
Bluffs, Iowa
Air Time..... 6 a.m.-12 M.
News Service..... AP, INS
Transcription Service..... Capitol, Standard
Membership..... NAB
President-Owner..... Charles T. Stuart
General-Station Mgr..... William J. Newens
Sales Manager..... Forrest Blair
Asst. Mgr., Program Dir., Production
Manager..... Virgil Sharpe
Music Librarian..... Barbara Rose
Chief Engineer..... Charles W. Winkler

K O W H
OMAHA—EST. 1922

Frequency: 660 Kc.....Power: 500 Watts d.
Owned By..... World Publishing Co.
Operated By..... Omaha World-Herald
Business-Studio Address..... World-Herald Bldg.,
15th & Farnam, Omaha, Neb.
Phone Number..... Atlantic 2228
Transmitter Location..... 60th & Girard
Air Time..... 6 a.m.-local sunset
News Service..... UP
Transcription Service..... Standard, World,
Associated
Representative..... George P. Höllingbery
President..... Henry Doorly
General-Station-Commercial
Manager..... B. C. Corrigan
Musical Director..... Walter Scott
Chief Engineer..... Frank E. Shopen
Farm Editor..... Adam Reinemund

W O W
OMAHA—EST. 1923

NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By..... WOW, Inc.
Business-Studio Address..... 280 Insurance Bldg.
Phone Number..... Webster 3400
Transmitter Location..... 5500 Kansas Ave.,
Omaha
Air Time..... 5:30 a.m.-1 a.m.; 6:30 a.m.-1 a.m.,
Sun.
News Service..... AP, UP
Transcription Service..... Standard, Thesaurus,
SESAC, Associated
Representative..... John Blair
Membership..... NAB, BMB
President, General Mgr..... John J. Gillin, Jr.
Sales Promotion Manager..... Bill Wiseman
Program Director..... Lyle DeMoss
Production Manager..... Ray Olson
Publicity Director..... Harold Storm
Chief Announcer..... Merrill Workhoven
Musical Director..... Morton Wells
Chief Engineer..... William J. Kotera
Farm Editor..... Mal Hansen

K N E B (CP)

SCOTTSBLUFF

Frequency: 970 Kc. Power: 500 Watts d.
Owned-Operated By: Platte Valley Bcstg. Corp.
Business Address: 1913 Broadway

K O L T

SCOTTSBLUFF—EST. 1930

CBS—KBS

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By: Hilliard Co.
Business-Studio Address: 1517½ Broadway

Phone Number 856
Transmitter Location West 20th St.
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Standard
Representative Hal Holman
Membership NAB, BMB
President, General Station
Manager L. L. Hilliard
Commercial Manager Roy Cummings
Program Director Bill Walter
Chief Announcer Tony Kehl
Chief Engineer Harland Morrison
Farm Editor Bill Brennan

NEVADA

*Estimated Population 140,000—% Increase +27.0—Homes 36,532
Farms with Radios 2,673—Stations in State 14*

K B N E

BOULDER CITY—EST. 1946

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Boulder City Bcstg. Co.
Business Address: P. O. Box "E"
Phone Number 247
President Edward J. Jansen
Station-Commercial Mgr. Truman B. Hinkle
Sales Promotion Manager Charlotte Brader
Chief Engineer Roy Rockstrom

K V N C (CP)

CARSON CITY

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Ralph Margali
Business Address: Box 298, Reno, Nev.

K E R S (CP)

ELKO

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Elko Bcstg. Co.

K E L N

ELY

KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Boulder City Bcstg. Co.

K N E V (CP)

FALON

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: The Voice of Fallon
Partners: Chet L. Gonce, Ralph Morgali

K E N O

LAS VEGAS—EST. 1940

ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned By: Nevada Bcstg. Co.
Operated By: Maxwell Kelch
Business-Studio Address: P. O. Box 1310
Phone Number 1400
Air Time 19 hrs. daily
News Service INS
Transcription Service Thesaurus
Representative Homer Griffith
President, General-Station
Manager Maxwell Kelch
Commercial Manager Paul R. Gang
Program Director L. A. Newsome, Jr.
Chief Engineer Harold H. Haas

K L A S

LAS VEGAS—EST. 1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Las Vegas Bcstrs., Inc.
Business Address: Las Vegas, Nev.
President: C. L. McCarthy

K R A M (CP)

LAS VEGAS

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Operated By: Boulder City Bcstg. Co.

CALL LETTERS TO BE ASSIGNED
(CP)

LAS VEGAS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: San Joaquin Bcstrs.
Business Address: Las Vegas, Nev.
Partners: R. K. Wittenberg, R. L. Stoddard

KATO

RENO—EST. 1946

MBS—DON LEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Sierra Bcstg. Co.
 Business Address... Box 2231
 Phone Number... 2-4501
 Studio Address... Elks Bldg.
 Transmitter Location... 6th & Cassinelli Rd.
 Air Time... 7 a.m.-12 M.
 Transcription Service... Standard
 Representative... W. S. Grant
 Membership... NAB
 President, Chief Engineer... R. K. Wittenberg
 General Manager... R. L. Stoddard
 Commercial Manager... Ray Bohannon
 Farm Editor... Bert Kennington

KOH

RENO—EST. 1928

NBC

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By... McClatchy Bcstg. Co.
 of Nevada
 Business-Studio Address... 143 Stevenson St.
 Phone Number... 5106-7
 Transmitter Location... Sparks, Nev.
 Air Time... Unlimited
 News Service... AP, UP
 Transcription Service... Thesaurus, World
 Representative... Paul H. Raymer
 Membership... NAB, BMB
 President... Eleanor McClatchy
 Station Manager... Hugh Kees
 Chief Engineer... Wesley Craig
 Farm Editor... Vern McGahan

KOLO

RENO—EST. 1946

CBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Operated By... Reno Bcstg. Co.
 Business-Studio Address... 33 Sierra St.
 Phone Number... 2-4516
 Transmitter Location... N. of Sparks, Nev.
 Air Time... 6 a.m.-12 M.
 News Service... AP, UP
 Transcription Service... Lang-Worth, Capitol
 Representative... Adam J. Young, Jr.; Western
 Radio Adv.
 Membership... NAB
 President, General Mgr... David McKay
 Station-Commercial Manager... H. G. Wells
 Sales Promotion Manager, Publicity
 Director... D. Basich
 Program Director... Russ Shepard
 Musical Director... Emily Heslop
 Chief Engineer... Merle Peterson

KWRN

RENO—EST. 1947

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Reno Newspapers, Inc.
 Business Address... 123 N. Center St.
 Phone Number... 6156
 News Service... UP
 Transcription Service... Associated
 Representative... Walker
 President... Merritt C. Speidel
 General Manager... Merrill Inch
 Commercial Manager... John A. Lang
 Program Director... Gene Shumate
 Chief Engineer... Wilbur C. Comer

KXXL

RENO—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... The Voice of Reno Co.
 Business Address... Box 1329
 Phone Number... 2-4036
 News Service... UP
 Representative... Cooke, Gene Grant
 General Manager... Edward Margolis
 Commercial Manager... James Diamond
 Promotion Manager... Fred Kirshe
 Program Director... Byron Samuel
 Chief Engineer... Chet Gonce

For Prestige...

AP

Membership!

growing ... in the granite state!



From the busy coastal area of New Hampshire to the rich industrial capitol of the Granite State, listeners and advertisers alike turn to WHEB Portsmouth and to WKXL Concord for radio leadership.

WHEB with many radio years of "firsts" attributes its growth in leadership to the loyalty of its listeners and the confidence of its advertisers.

WKXL, voice of the state capitol, grew like Topsy, in the footsteps of big brother WHEB, with loyalty and service the watch word.

wFMI, powerful FM big sister, now bands all New Hampshire together with a common voice. Singly managed they'll grow together.

maine and massachusetts too!



WHEB with one thousand clear channel watts is the listening habit in Maine's prosperous seaboard and the northern counties of Massachusetts. wFMI, high in the mountains of New Hampshire spreads its powerful signal over all of New Hampshire; covering one-third of the population of Maine and into Massachusetts' most heavily populated counties.

and now 20,000 watts

W F M I
PORTSMOUTH, NEW HAMPSHIRE

FOR DETAILS ON ALL THREE:

The WALKER Company
New York
Owned and Operated by
Governor Charles M. Dale

Bertha Bannan
Boston
Vice President and General Manager
Bert Georges

NEW HAMPSHIRE

Estimated Population 547,000—% Increase +11.3—Radio Homes 136,008
Farms with Radios 16,489—Stations in State 10

W M O U

BERLIN—EST. 1946

KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By . . . White Mountains Bcstg.
Co., Inc.

Business-Studio Address 40 Main St.
Phone Number Berlin 1797-8
News Service AP
Transcription Service Associated
Representative Taylor-Howe-Snowden,
Kettel-Carter

Membership NAB
President Albert N. Morris
General-Station Manager, Program Director,
Production Manager, Chief
Announcer Warren M. Greenwood
Commercial Manager Charles S. Holbrook
Chief Engineer James F. Hennessey

W K X L

CONCORD—EST. 1946

MBS—YANKEE

Frequency: 1450 Kc. Power: 250 Watts
Owned By Hon. Charles M. Dale
Operated By Bert George

Business-Studio Address Eagle Hotel
Phone Number Concord N. H. 4180
Transmitter Location Reddington St.
Air Time 6:30 a.m.—12:30 a.m.
News Service AP
Transcription Service Capitol, Lang-Worth
Representative The Walker Co.,
Bertha Bannan

Membership NAB
President-Owner Hon. Charles M. Dale
General Manager Bert Georges
Station Manager, Program
Director William A. Dawson, Jr.

Commercial Manager Richard Shepard
Sales Promotion Manager, Publicity
Director E. Dexter Derby

Chief Announcer Norman Bailey
Musical Director Blanche Crippen
Chief Engineer Norman Partridge

W K N E

KEENE—EST. 1927

CBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By WKNE Corp.
Business-Studio Address 17 Dunbar St.

Phone Number Keene 2080
News Service UP
Transcription Service Thesaurus
Representative Adam J. Young, Jr.; Kettel-
Carter

Membership NAB, BMB
President-Owner, General-Station Sales
Manager Joseph K. Close
Assistant Manager Robert M. Peebles
Promotion Director Barbara Williams
Chief Announcer Osborne C. Wade
Chief Engineer Ernest F. Batchelder, Jr.

W L N H

LACONIA—EST. 1922

MBS—YANKEE—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By . . . Northern Bcstg. Corp.
Business-Studio Address 653 Main St.

Phone Number 501
News Service AP
Transcription Service Thesaurus
Representative Kettell-Carter
Membership NAB
General Manager Warren H. Brewster
Station Manager Martin B. Avery
Production Manager Sherwin Greenlaw
Chief Engineer Wilfred Ledoux

W F E A

MANCHESTER—EST. 1932

CBS—NEW ENGLAND

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By WFEA, Inc.
Business-Studio Address 286 Franklin St.

Phone Number Manchester 4656
News Service AP
Transcription Service Thesaurus, Lang-Worth
Representative Katz Agency, Kettell-Carter
Membership NAB, BMB
General Mgr. Arthur Rothafel
Commercial Mgr. Edward G. de St. Aubin
Promotion Mgr. Bill Leahy
Chief Engineer Reginald Schow

W K B R

MANCHESTER—EST. 1946

MBS—YANKEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By . . . Granite State Bcstg.,
Inc.

Business-Studio Address 155 Front St.
Phone Number 9456
News Service UP
Transcription Service Standard, Capitol
Representative Walker Co., Bertha Bannan
Membership NAB
President W. J. Barkley
General Manager W. F. Rust, Jr.
Commercial Manager H. Scott Killgore
Sales Promotion Manager Ralph Gottlieb
Chief Announcer Paul Barnett
Chief Engineer Royston Phillips

WMUR

MANCHESTER—EST. 1941

ABC

Frequency: 610 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By.....The Radio Voice of
New Hampshire, Inc.
Business-Studio Address.....1819 Elm St.
Phone Number.....2090
News Service.....AP
Transcription Service.....World
Representative.....Weed & Co.
Membership.....NAB, BMB
President-Owner.....Francis P. Murphy
General Manager.....Hervey Carter
Chief Engineer.....Vincent Chandler

WOTW

NASHUA—EST. 1945

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By.....Nashua Bctsg. Corp.
Business Address.....Lund Rd.
Phone Number.....5000
News Service.....UP
President-General Mgr.....Arthur A. Newcomb

WHEB

PORTSMOUTH—EST. 1932

MBS—YANKEE

Frequency: 750 Kc. Power: 1000 Watts d.

Owned By.....WHEB, Inc.
Operated By.....Hon. Charles M. Dale
Business Address.....Lafayette Rd., P. O. Box
No. 120
Phone Number.....4080
Transmitter-Studio Location.....Lafayette Rd.,
Portsmouth; Dover Studios, Franklin Sq.
Air Time.....1 hr. after local sunrise-1 hr. after
local sunset
News Service.....AP
Transcription Service.....Capitol, World
Representative.....The Walker Co., Bertha
Bannan
Membership.....NAB, BMB
President.....Hon. Charles M. Dale
Vice President, General-Station
Manager.....Bert Georges
Commercial Manager.....William A. Dawson, Jr.
Sales Promotion Manager, Publicity
Director.....Dallas P. Wyant
Program Director.....Winslow Bettinson
Production Manager, Chief
Announcer.....William V. Bradley
Musical Director.....Laurence Shorey
Chief Engineer.....Paul G. Kinsday
Farm Editor.....Duane Young

W W N H (CP)

ROCHESTER

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By.....Strafford Bctsg. Corp.
Business Address.....25 Maple St.

NEW JERSEY

Estimated Population 4,435,000—% Increase +6.6—Radio Homes 1,149,364
Farms with Radios 24,320—Stations in State 16

WMID

ATLANTIC CITY—EST. 1947

MBS

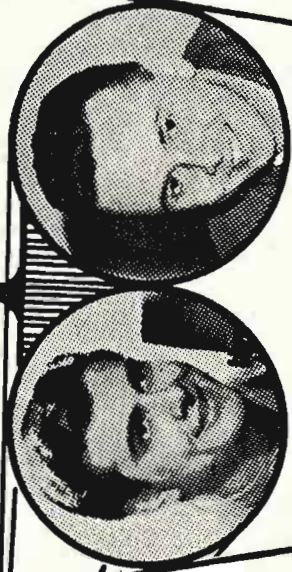
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Mid-Atlantic Bctsg. Co.
Business-Studio Address.....Convention Hall
Phone Number.....Atlantic City 4-1340
Transmitter Location.....Illinois & Absecon Blvd.
Air Time.....7 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Associated
Membership.....NAB
President.....Earl M. Johnson
General-Commercial Mgr.....Edwin E. Kohn
Sales Promotion Manager.....Ed Dalton
Program Director, Production
Manager.....Alan Owen
Publicity Director.....Alan Goff
Chief Engineer.....Quincy Knight

WCAP

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. Power: 500 Watts
Owned-Operated By.....Radio Industries
Bctst. Co.
Business-Studio Address.....Charms Bldg.
Phone Number.....2-2955; 2-8600
Transmitter Location.....West Bangs Ave.,
Neptune, N. J.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
President.....Walter W. Reid, Jr.
General Manager.....Morris Scheck
Station Manager.....Walter L. Reid
Program Director.....Vera N. Scholes
Production Manager, Chief
Announcer.....Robert Scott
Musical Librarian.....Jessalyn Jones
Chief Engineer.....M. G. Porter

Double Barrelled Salesmen



LOU STEELE'S Club "93"

High-brow, low-brow, middle-o'-the-road, all the platters are smartly rolled into one "Club program" — the "Club 93" show presented by Lou Steele.

TIME:—
2:35 P.M. to 4:30 P.M.
AVAILABILITY:—
Upon request
PRICE:—
Upon request

If your product needs a shot in the arm, you'd do well to set your sights on Ed Ladd and Lou Steele, two disc jockeys who have been aiming for and reaching an ever-expanding "buying" audience.



ED LADD'S Hi Neighbor Show

For two hours each day Ed Ladd welcomes all his neighbors in North Jersey with American folk music, hillbilly songs, homespun philosophy.

TIME:—
7:35 A.M. to 9:00 A.M.
11:00 A.M. and
12:00 N.

AVAILABILITY:—
Upon request
PRICE:—
Upon request

PATERSON

NEW JERSEY



If you're angling
for North Jersey...

WNJR

IS PROGRAMMED
EXCLUSIVELY FOR THIS
PROFITABLE MARKET



5000 WATTS

the radio station of the
Newark News

Otis P. Williams, Gen. Mgr.

Studio and Business Office

91-93 Halsey Street
Newark, New Jersey
Phone—MArket 3-2700

New York Office

509 Fifth Avenue
Phone—Vanderbilt 6-0890

W B A B

ATLANTIC CITY—EST. 1941

CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Press-Union Publishing
 Business Address 1900 Atlantic Ave.
 Phone Number 5-1111
 Transmitter-Studio Location Absecon Blvd. &
 Beach Thorofare
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NAB, BMB
 President Albert J. Feyl
 General-Station-Commercial-Sales Promotion
 Manager Monroe L. Mendelsohn
 Program Director, Chief
 Announcer Ralph Shoemaker
 Chief Engineer Earle Godfrey

W F P G

ATLANTIC CITY—EST. 1940

ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Neptune Bcstg. Corp.
 Business-Studio Address Steel Pier
 Phone Number 5-2188
 Transmitter Location Steel Pier, Virginia
 Ave. & Boardwalk
 Air Time 7 a.m.-1:30 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative J. H. McGillvra
 Membership NAB, BMB
 President John J. Laux
 General-Station-Commercial
 Manager Irving F. Teetsell
 Program Director Earl Keyes
 Production Manager Norman Brooks
 Publicity Director, Chief
 Engineer Blair K. Thron
 Local News Editor Sheldon Gross

W S N J

BRIDGETON—EST. 1937

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Eastern States Bcstg.
 Business-Studio Address Bridgeton, N. J.
 Phone Number Bridgeton 1600
 Transmitter Location Bridgeton, N. J.
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Thos. Clark Co.
 President Senator Elmer Wene
 General-Station Manager Paul Alger
 Sales Manager Jerry Alden
 Program Director Robert Craiger
 Chief Announcer, Farm Editor Charles Murray
 Chief Engineer Francis Fekel

W C A M

CAMDEN—EST. 1924

Frequency: 1310 Kc. Power: 500 Watts
 Owned-Operated By City of Camden
 Address City Hall

**CALL LETTERS TO BE ASSIGNED
(CP)**

MORRISTOWN

Frequency: 1250 Kc. Power: 500 Watts d.
 Co-Partnership Kenneth A.;
 George S., James R. and Alice S. Croy

W A A T

NEWARK—EST. 1920

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By Bremer Bcstg. Corp.
 Business Address 11 Hill St.
 Phone Number Mitchell 2-6400; Rector 2-5878
 Studio Address 15 Hill St.
 Transmitter Location Kearny, N. J.
 Air Time 24 hrs. daily
 News Service AP
 Transcription Service World, Associated
 Membership NAB
 President, General-Station
 Manager Irving R. Rosenhaus
 National Sales Victor A. Bennett
 Local Sales A. B. Schillin
 Sales Promotion Manager Jack Moore
 Program Director Robert Macdougall
 Production Manager George Green
 Publicity Director Roland Trenchard
 Musical Director Archie Miller
 Chief Engineer Frank V. Bremer

W N J R

NEWARK—EST. 1947

Frequency: 1430 Kc. Power: 5000 Watts
 Owned By Evening News Publishing Co.
 Operated By North Jersey Radio, Inc.
 Business-Studio Address 91-93 Halsey St.
 Phone Number Market 3-2700
 Transmitter Location Union, N. J.
 Air Time Unlimited
 News Service INS, UP
 Transcription Service World, Capitol
 President Edward W. Scudder, Jr.
 General-Station-Commercial
 Manager Otis P. Williams
 Sales Promotion Manager, Publicity
 Director James Ryall
 Program Director, Production
 Manager Paul Munroe
 Musical Director Leo Freudberg
 Chief Engineer Peter Testan
 Farm Editor Wilhelm Peigelbeck

W H B I
NEWARK—EST. 1922

Frequency: 1280 Kc. Power: 2500 Watts d.;
1000 Watts n.
Owned By..... May Radio Bcst. Corp.
Business-Studio Address..... 100 Shipman St.
Phone Number..... Mitchell 2-7354
Transmitter Location..... Washington St.
Air Time..... 7 a.m.-12 M.
Owner-Chief Executive, General
Manager..... James L. Shearer
Commercial Manager..... Clarence Talisman
Program Director..... Frances E. Serchak
Chief Engineer..... Herman G. Foster

W V N J (CP)
NEWARK

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By..... Newark Bcstg. Corp.
Business Address..... 744 Broad St.

W C T C

NEW BRUNSWICK—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Chanticleer Bcstg. Co.
Business-Studio Address..... 385 George St.
Phone Number..... New Brunswick 2-9020
Transmitter Location..... Highland Pk., N. J.
Air Time..... 7 a.m.-11 p.m.
News Service..... AP
Transcription Service..... Associated, World
Membership..... NAB, BMB
President, General Manager..... James L. Howe
Commercial Manager..... Ed Derryberry
Sales Promotion Manager..... Frank Weingart
Chief Engineer..... Robert L. Williams

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By..... North Jersey Bcstg. Co.,
Inc.
Business-Studio Address..... 7 Church St.
Phone Number..... Armory 4-3400; Pennsylvania
6-2945
Transmitter Location..... Clifton, N. J.
Air Time..... Local sunrise-local sunset
News Service..... UP
Transcription Service..... Associated, SESAC
Representative..... Donald Cooke, Inc.
Membership..... NAB
President..... James V. Cosman
Vice President, General-Station
Manager..... Sidney J. Flamm
Commercial Director..... H. Fields

Program Director, Production Mgr. Ted Webbe
Publicity Director..... David T. Golden
Vice President in Chg.
Engineering..... Earl F. Lucas
(See Page 507)

W T N J

TRENTON—EST. 1922

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.
Vice-President-General Manager..... F. J. Wolff

W T T M

TRENTON—EST. 1942

NBC

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By..... Trent Bcst. Corp.
Business-Studio Address..... 35 West State St.
Phone Number..... Trenton 2-7127
Transmitter Location..... Yardley, Bucks County,
Pa.
News Service..... UP
Transcription Service..... Thesaurus
Representative..... Joseph Hershey McGillvra
Membership..... NAB
President..... Honorable Elmer H. Wene
General Manager..... Paul Alger
Asst. Manager..... James P. O'Brien
Sales Counsel..... F. A. Wellman
Promotion Manager..... Ed Brown
Program Director..... Miss Dean Andrews
Public Relations..... Arthur Scholz
Chief Engineer..... Theodore Kilmer

W W B Z

VINELAND—EST. 1946

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By..... Community Bcstg.
Service, Inc.
Business-Studio Address..... 633 Wood St.
Phone Number..... 1360
Transmitter Location..... Brotmanville, N. J.
Air Time..... Local sunrise-local sunset
News Service..... AP, UP
Transcription Service..... World, Lang-Worth
President..... Joseph M. Bullock
Exec. V.P., General-Station-Commercial- Sales
Promotion Manager..... A. Harry Zoog
Program-Musical Director, Farm
Editor..... J. Paul Hunsberger
Production Manager, Publicity
Director..... Dorothy H. Carlson
Chief Engineer..... T. D. Hobart

NEW MEXICO

Estimated Population 550,000—% Increase +3.4—Radio Homes 98,357
Farms with Radios 15,819—Stations in State 20

KYLE (CP)

ALAMOGARDO

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By . . . Intermountain Bcstg. Co.
Business Address Box 438, Albuquerque,
N. Mex.

President-General Manager S. V. Patrick
Asst. to President R. L. Odson
Chief Engineer William H. Carmen

KGGM

ALBUQUERQUE—EST. 1927
COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By New Mexico
Broadcasting Co.

Address Kimo Bldg.
Phone Number 4543
Studio Address Kimo Theater Bldg.
Transmitter Location On So. 2nd St.,
4 miles So. from the center of town.

Air Time 19½ hours daily
News Service UP, AP
Transcription Service World, Standard
Representative Taylor-Howe-Snowden
Membership NAB, BMB
President-Station Mgr. A. R. Hebenstreit
Vice President S. P. Vidal
Commercial Manager Jack Skillen
Program Director Robert Van Driel
Chief Engineer Leonard F. Dodds
Traffic Manager Virgie Abeyta

KOAT

ALBUQUERQUE—EST. 1946
ABC—ZIA

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By . . . Rio Grande Bcstg. Co.,
Inc.

Business Address P. O. Box 1419
Phone Number 3-2247
Studio Address 122 S. Tulane
Transmitter Location 2000 W. Indian
School Rd.

Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Associated, Capitol
Membership NAB, BMB
President A. E. Buck
V.P., General-Station Mgr. Merle H. Tucker
Commercial Manager Karl J. Lambertz
Program Director James Church
Chief Announcer John L. Hartig
Chief Engineer Lewis W. Hake, Jr.

KVER

ALBUQUEQUE—EST. 1947

MBS—GREAT WEST NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . Intermountain Bcstg. Co.
Business-Studio Address . . P. O. Box 1388, 317

North Broadway

Phone Number 3-1744
Transmitter Location Perea Rd.
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth, Standard
Representative Donald Cooke
Membership NAB, BMB
President, General Manager S. V. Patrick
Assistant to President R. L. Odson
Commercial Manager R. G. Baird
Program Director Robert Odson
National Sales J. J. Donnelly
Traffic Manager Rebecca Peterson
Chief Announcer Robert Lee
Chief Engineer W. H. Carmen
Farm Editor Walter Cook

KVER

the key to

ALBUQUERQUE

Mutual Broadcasting System
affiliate

Represented nationally by
Donald Cooke, Inc.

owned and operated by the
**INTERMOUNTAIN BROADCASTING
CO., INC.**

317 North Broadway
Albuquerque New Mexico

K O B

ALBUQUERQUE—EST. 1920

NBC—MBS

Frequency: 770 Kc. Power: 50,000 Watts d.;
25,000 Watts n.

Owned-Operated By . . . Albuquerque Bcstg. Co.
Business-Studio Address . . . Fifth & West Silver
Phone Number 4411
Transmitter Location Alameda, N. M.
Air Time 18 hrs. daily
News Service AP, INS
Transcription Service Thesaurus
Representative Free & Peters
Owner, General Manager T. M. Pepperday
Station Manager Roger M. Baker
Acting Program Director Rolf S. Nielsen
Publicity Director Martha Summers
Musical Director Noel Martin
Chief Engineer George S. Johnson

K S V P

ARTESIA—EST. 1946

GREAT WEST

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By . . . Intermountain Bcstg. Co.
Business-Studio Address 511 Main St.
Phone Number 650
Transmitter Location South Roselawn
Air Time 7 a.m.-10 p.m.
News Service AP
Transcription Service Standard, Capitol
Representative Donald Cooke
Membership NAB
President, General Manager S. V. Patrick
Station Manager Burney Jones
Commercial Manager Wayne Griffin
Program Director, Chief
Announcer Bill Angel
Chief Engineer Burney Jones

K A V E

CARLSBAD—EST. 1936

CBS—SOUTHWEST NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By . . . Carlsbad Bcstg. Corp.
Business-Studio Address . . . 800 South Canal St.
Phone Number 244
Transmitter Location La Huerta, N. M.
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Standard
Representative Taylor-Howe Snowden
President Val Lawrence
General Manager Norman R. Loose
Commercial Manager C. Gail Boles
Sales Promotion Manager Ethelbert Zachry
Program Director Alexander Pitcaithley
Publicity Director Charles Wells
Chief Engineer Wm. Sene

K I C A

CLOVIS—EST. 1931

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By . . . Hugh DeWitt Landis and
Ross B. McAlister

Address 6th & Pile St.
Phone Number 3
Transmitter Location Clovis
Air Time Full Time
News Service UP, AP
Transcription Service MacGregor
President Hugh DeWitt Landis
Commercial Manager Don Boles
Chief Engineer Vernon Hughes

K G A K

GALLUP—EST. 1945

ABC—ZIA

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By . . . Gallup Bcstg. Co.
Business Address Box 1150
Phone Number 726
Air Time 6:30 a.m.-11:30 p.m.
News Service UP
Transcription Service Associated, World
Representative Homer Griffith
Membership NAB, BMB
President Al Buck
General Manager Merle H. Tucker
Program Director Marie de Ville
Chief Announcer Jack Ingram
Chief Engineer John C. Joanides

K W E W

HOBBS—EST. 1938

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By W. E. Whitmore
Address Harden Hotel

K C H S

HOT SPRINGS—EST. 1946

KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned By Sierra Bcstg. Service
Operated By . . . Leonard R. Trainer; Reginald H.
Shirk
Business-Studio Address 401 Broadway
Phone Number 161
Transmitter Location Yucca Heights
News Service UP
Transcription Service Standard, Cole,
Keystone
Membership NAB
Partners . . . Leonard R. Trainer; Reginald H.
Shirk
General Manager Leonard R. Trainer
Chief Engineer Reginald H. Shirk

K O B E

LAS CRUCES—EST. 1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Messilla Valley
 Bcstg. Co., Inc.
 Business Address.....P. O. Box 832
 News Service.....AP
 Transcription Service.....World
 General-Commercial Mgr.....Frank E. Cooke

K F U N

LAS VEGAS—EST. 1941

ABC—ZIA

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Bcstrs., Inc.
 Business Address.....P. O. Box 710
 Air Time....6 a.m.-12 M.; 7a.m.-11 p.m., Sun.
 News Service.....UP
 Transcription Service..Standard, World, Cole
 Membership.....NAB, BMB
 President, General Manager...E. N. Thwaites
 Commercial Manager.....Ken Randolph
 Chief Engineer.....A. F. Schultz

K R T N (CP)

RATON

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Southwest Bcstrs., Inc.
 Business Address...Box 710, Las Vegas, Nev.

K G F L

ROSWELL—EST. 1927

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFL Inc.
 Business-Studio Address...310 N. Richardson
 Phone Number.....2000
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....UP
 Transcription Service..Lang-Worth, MacGregor
 Membership.....NAB
 General Manager.....W. E. Whitmore
 Commercial Manager.....George F. Roberts

K S W S

ROSWELL—EST. 1947

President-General Manager...E. N. Thwaites
 Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....McEvoy Bcstg. Co.
 News Service.....AP
 Transcription Service.....Capitol, Thesaurus
 President.....Paul B. McEvoy
 Vice President-General Mgr...John A. McBoyle
 Chief Engineer.....Ray R. Summersgill

K T R C

SANTA FE—EST. 1946

ABC—ZIA

Frequency: 1400 Kc.....Power: 250 Watts

Owned By.....New Mexico Publishing Co.
 Business-Studio Address....Radio Plaza, 208
 East Marcy St.

Phone Number.....3003
 News Service.....UP
 Membership.....NAB
 President.....Frank C. Rand, Jr.
 General Mgr.....Charles R. Baker
 Chief Engineer.....Milton Woodward

K V S F

SANTA FE—EST. 1936

CBS

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By..New Mexico Bcstg. Co.
 Business-Studio Address...759 Cerrillos Rd.
 Air Time.....6 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service....World, Associated
 Representative.....Taylor-Howe-Snowden
 Membership.....BMB
 President.....A. R. Hebenstreit
 General Mgr.....Ivan H. Head
 Sales Promotion.....Robert Wistrand
 Program Director.....Miss Ann Clark
 Chief Announcer.....Richard Herriott
 Chief Engineer.....N. L. Keys

K S I L

SILVER CITY—EST. 1946

CBS—SWN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Dorrance D. Roderick
 Business-Studio Address.....17th & Cactus
 Phone Number.....611-2
 Transmitter Location...17th & Cactus, Box 590
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB
 President-Owner.....Dorrance D. Roderick
 General-Station Manager.....Carl Dunbar
 Commercial Manager.....Harold T. Welsh
 Chief Engineer.....Gladman W. Upchurch

K T N M

TUCUMCARI—EST. 1941

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....The McMa Agency
 Operated By.....Grady Maples
 Phone Number.....100; 69
 Transmitter Location..Just outside East City
 Air Time.....6 a.m.-10:30 p.m.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Partners.....Grady Maples, R. B. McAllister,
 Pryde E. Hale
 Co-Owner, Manager.....Grady Maples
 Commercial Manager.....J. Paul Aley
 Chief Engineer.....Jack W. Todd

WOR

***— heard by the most people where
the most people are****

★WOR is heard regularly by 34,057,161 people, 1/4 of the nation, in 430 counties in 18 states.

WOR will be glad to send you copies of its official daytime and nighttime BMB audience maps — and other pertinent data — which more than amply support the startling statements made above.

mutual

NEW YORK

Estimated Population 14,092,000—% Increase +4.5—Radio Homes 3,737,443
Farms with Radios 131,783—Stations in State 87

W A B Y

ALBANY—EST. 1934

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Adirondack Bcstg. Co.
Business-Studio Address... Strand Bldg.
Phone Number... 4-4193
Transmitter Location... Braintree St., Colonie
Air Time... 7 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service... UP
Transcription Service... Standard, Thesaurus
Representative... J. P. McKinney
Membership... NAB
General Manager... Russell B. Wilde
Commercial Manager... Charles Bell, Jr.
Program Director... Ned Trudeau
Publicity Director... Joe Nolan
Musical Director... Ned Trudeau
Chief Engineer... James H. Corey

W O K O

ALBANY—EST. 1924

ABC

Frequency: 140 Kc. Power: 1000 d.; 500 n.
Owned-Operated By... Governor Dongan
Bcstg. Corp.
Address... 100 State St.
President-General Mgr... Col. Jim Healey

W P T R (CP)

ALBANY

Frequency: 1540 Kc. Power: 10,000 Watts
Owned-Operated By... Patroon Bcstg. Co., Inc.
Business Address... 1 Elk St.

W R O W

ALBANY—EST. 1947

MBS

Frequency: 590 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By... Hudson Valley Bcstg.
Business-Studio Address... 112 State St.
Phone Number... 3-2225-6-7
Transmitter Location... Glenmont, N. Y.
Air Time... 6 a.m.-1 a.m.
News Service... UP
Transcription Service... World
Representative... Avery-Knodel
Membership... NAB
President, General Mgr... Harry L. Goldman
Commercial Manager... W. Stanley Roberts
Sales Promotion Manager... A. Edward Walker
Program Director... John Lee
Musical Director... Richard Hartigan
Chief Engineer... Charles R. Heisler

W R W R

ALBANY—EST. 1948

ABC

Frequency: 850 Kc. Power: 10,000 Watts
Owned-Operated By... Champlain Valley Bcstg.
Business Address... First Trust Bldg.
Phone Number... 6-7676
President-Owner... Stephen R. Rintoul
General Manager... Harold H. Meyer
Chief Engineer... Arthur Schoenfuss

W C S S (CP)

AMSTERDAM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Community Service
Bcstg. Corp.
Business Address... 119 Stewart St.
Representative... Katz

W M B O

AUBURN—EST. 1926

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... WMBO, Inc.
Business-Studio Address... 141 Genesee St.
Phone Number... 433
Transmitter Location... Corner of York &
Division Sts.
Air Time... 7 a.m.-11:30 p.m.; 8:30 a.m.-11:15
News Service... AP
Transcription Service... Thesaurus, SESAC
Representative... Thomas F. Clark Co.
Membership... NAB, BMB
President... William O. Dapping
General-Station-Commercial
Manager... Frederick L. Keesee
Sales Promotion Manager... Robert B. Morgan
Program Director... Kathleen Crouch
Chief Announcer... A. John Heifner
Chief Engineer... Herbert House
Farm Editor... A. John Heifner

W B T A

BATAVIA—EST. 1941

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Batavia Bcstg. Corp.
Business-Studio Address... 90 Main St.
Phone Number... 715, 716, 2100
Transmitter Location... Little Creek Rd.
Air Time... 6:30 a.m.-12 M.
News Service... AP
Transcription Service... Capitol
Representative... Helen Wood, Colton

IN
UPSTATE
NEW YORK
IT'S

WKBW
Buffalo's most powerful Station
FIFTY THOUSAND WATTS

ARTHUR SIMON - VICE PRESIDENT AND GENERAL MANAGER

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

REPRESENTED NATIONALLY BY

AVERY—KNODEL
INC.

Membership NAB, FMA
 Chief Executives.. Joseph M. Ryan, Edward P.
 Atwater, Edmund R. Gamble
 General-Station Mgr..... Edmund R. Gamble
 Commercial Manager..... Robert E. Newstead
 Production Manager..... J. Gordon Bridge
 Chief Announcer..... Bernie Sandler
 Chief Engineer..... Alfred E. Callander
 Farm Editor..... James H. Gerrety

WINR

BINGHAMTON—EST. 1946

NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..... Southern Tier Radio
 Service, Inc.

Business-Studio Address.. Court House Square
 Phone Number 4-4318
 Transmitter Location..... Stokes Ave.
 Air Time..... 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Standard
 Representative Headley-Reed
 Membership NAB
 President Donald Kramer
 General Manager..... C. A. Bengtson
 Sales Manager..... H. R. Nicholson
 Program Director..... Charles Bishara
 Chief Engineer..... A. A. Kelley

WKOP

BINGHAMTON—EST. 1947

MBS

Frequency: 750 Kc.....Power: 1000 Watts d.
 Owned-Operated By.. The Binghamton Bcstrs.,
 Inc.

Business-Studio Address..... 34 Chenango St.
 Phone Number 2-3437
 Transmitter Location..... Morgan Rd., Carman
 Hill

Air Time..... Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 President, General-Station

Manager..... Andrew Jarema
 Commercial-Sales Promotion Manager, Pro-
 gram-Publicity Director..... Robert R. Keefe
 Production Manager, Chief Announcer, Farm
 Editor Wallace Buman
 Chief Engineer..... Charles Hallinan

WNBF

BINGHAMTON—EST. 1927

CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By..... Clark Associates, Inc.
 Business-Studio Address..... P. O. Box 48

Phone Number 2-3461
 Transmitter Location..... Ingraham Hill
 Air Time... 6 a.m.-1:05 a.m.; 8 a.m.-1:05 a.m.
 News Service UP
 Transcription Service..... Standard, Capitol
 Representative George Bolling
 Membership NAB, BMB
 President John C. Clark
 General-Station Manager..... Cecil D. Mastin
 Commercial Manager..... Stanley N. Heslop
 Sales Promotion..... E. Ray McCloskey
 Chief Engineer..... L. H. Stantz
 Farm Editor..... Ray Whitlock

WBEN

BUFFALO—EST. 1930

NBC

Frequency: 930 Kc.....Power: 5000 Watts
 Owned By..... Buffalo Evening News
 Operated By..... WBEN, Inc.

Business-Studio Address..... Hotel Statler
 Phone Number..... Cleveland 6400
 Transmitter Location..... Grand Island, N. Y.
 Air Time.. 6 a.m.-1 a.m.; 8 a.m.-12:05 a.m., Sun.
 News Service..... AP, INS, UP
 Transcription Service... Etandard, Thesaurus
 Representative Edward Petry
 Membership NAB, BMB
 President..... Edward H. Butler
 Vice President, General

Manager..... Alfred H. Kirchofer
 Station Manager..... C. Robert Thompson
 Commercial Manager..... Frank W. Kelly
 Publicity Director..... Joseph Haefner
 Musical Director..... Max Miller
 Chief Engineer..... Ralph J. Kingsley

WKBW

BUFFALO—EST. 1925

ABC

Frequency: 1520 Kc.....Power: 50,000 Watts
 Owned-Operated By... Bcstg. Foundation Inc.
 Business-Studio Address..... Rand Bldg.
 Phone Number MOhawk 8840
 Transmitter Location.. R. D. No. 5, Hamburg,
 N. Y.

Air Time.. 5 a.m.-1:30 a.m., Mon.-Fri.; 5 a.m.-3
 a.m., Sat.; 7 a.m.-1:30 a.m., Sun.
 News Service..... AP, UP
 Transcription Service..... World, SESAC
 Representative Avery-Knodel
 Membership NAB
 President..... Dr. Clinton H. Churchill
 V.P.-General Mgr..... Arthur Simon
 Program Director..... Paul Martin
 Production Manager..... Lee Randon
 Publicity Director..... Mrs. Lillian Kirk
 Chief Announcer..... Jack Gelzer
 Musical Director..... Bobby Nicholson
 Chief Engineer..... Leroy Fiedler

W B N Y
BUFFALO—EST. 1935

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Roy L. Albertson
Business-Studio Address 485 Main St.
Phone Number Madison 4000
Transmitter Location 154 E. Eagle St.
Air Time 7 a.m.-12 M.; 7 a.m.-2 a.m., Sat.
News Service AP, INS, UP
Transcription Service Associated, Lang-Worth
Representative Adam J. Young, Jr.
Membership NAB
President-Owner, General-Station

Manager Roy L. Albertson
Commercial Manager Virginia C. Fyda
Sales Promotion Manager Robert A. Wallace
Program Director Carl J. Spavento
Musical Director Arthur J. Crosson
Chief Engineer Thomas L. Vines

W E B R
BUFFALO—EST. 1924
MBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WEBR, Inc.
Business-Studio Address 23 North St.
Phone Number Lincoln 7133
Transmitter Location Cloverbank Rd.,
Hamburg, N. Y.

Air Time 6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service AP, INS
Transcription Service Standard, Lang-Worth
Representative Weed
Membership NAB, BMB
General-Station Manager Cy King
Commercial Manager William Doerr, Jr.
Program Director Clare Allen
Production Manager Robert Dambach
Publicity Director William Schweitzer
Chief Announcer John Boothby
Musical Director Wallace McManus
Chief Engineer Frank Ridgeway

W G R
BUFFALO—EST. 1922
CBS

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By WGR Bcstg. Corp.
Business-Studio Address 1800 Rand Bldg.
Phone Number Washington 3100
Transmitter Location Hamburg, N. Y.
Air Time 5:30 a.m.-1:30 a.m.
News Service UP
Transcription Service SESAC
Representative Free & Peters
Membership NAB
Chairman of Board Leo J. Fitzpatrick
President, General-Station

Manager I. R. Lounsberry
Local Nat Cohen

National Spot F. R. Greene
Sales Promotion Manager Roswell McPherson
Program Director, Production
Manager Robert Strigl
Publicity Director Fred L. Lounsberry
Chief Announcer Allan Lewis
Musical Director David Cheskin
Chief Engineer K. B. Hoffman
Farm Editor Donald B. Huckle

W C S R (CP)
COBLESKILL

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Operated By Schoharie County Com-
munity Service Bcstg. Corp.
Business Address 44 Main St.

W K R T

CORTLAND—EST. 1947

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Operated By Cortland Bcstg. Co.
Business Address 14 Groton Ave.
Phone Number 2707
News Service UP
Transcription Service McGillvra
Representative Associated
President-General Manager Gerald Mayer
Commercial-Promotion Manager Ernst Greup
Program Director William Hall
Production Director Elizabeth Sweetland
Chief Engineer Herbert Pascalar

W E L M
ELMIRA—EST. 1947
ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By J. R. Meachem
Business-Studio Address 222 E. Market St.
Phone Number 21400 & 28378
Transmitter Location Grand Central Ave. &
Sheridan

Air Time 6 a.m.-12:05 a.m.
News Service AP
Transcription Service Thesaurus
Representative Walker
Membership NAB, BMB
President-Owner J. R. Meachem
Publicity Director Claude R. Snyder, Jr.
Program Director Preston L. Taplin
Farm Editor Gordon M. Ridenour

W E N Y
ELMIRA—EST. 1939
NBC—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Elmira Star-Gazette, Inc.
Business-Studio Address Mark Twain Hotel
Phone Number 5181
Transmitter Location Lower Maple Ave.

Air Time....6:30 a.m.-1 a.m.; 7:55 a.m.-1 a.m.
 News ServiceUP
 Transcription Service.....World, Lang-Worth
 RepresentativeJ. P. McKinney
 MembershipNAB, BMB
 President.....Frank E. Gannett
 General Manager.....Dale Taylor
 Commercial Manager.....Ernest F. Oliver
 Program Director.....Ted Hodge
 Musical Director.....Harry Springer
 Chief Engineer.....Thurlow A. Greene
 Farm Editor.....Bernard C. Hargreaves

WENE

ENDICOTT—EST. 1947

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Empire Newspapers-
 Radio, Inc.

Business-Studio Address.....Radio Center
 Phone Number3200
 Transmitter Location..Pierce Hill, Vestal, N. Y.
 Air Time.....6 a.m.-12:05 a.m.
 News ServiceAP
 Transcription Service.....Capitol, Thesaurus
 RepresentativeWalker
 MembershipNAB
 PresidentJames H. Ottaway
 General Manager.....Byron E. French
 Asst. Manager-Director.....Stephen W. Ryder
 Commercial Manager...William C. Lundquist
 Program Director.....Harold Graves
 Chief Engineer.....J. Harold Merchant

WGBB

FREEPORT—EST. 1924

KBS

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Harry H. Carman
 Business-Studio Address..44 South Grove St.
 Phone Number.....Freeport 9-2418
 Transmitter Location.....215 Bedell St.
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceThesaurus
 President-Owner.....Harry H. Carman
 Program Director.....A. Cheesman
 Publicity Director.....R. Stirrat
 Musical Director.....Shirley Waaser
 Chief Engineer.....Robert Milos

WGVA

GENEVA—EST. 1947

MBS

Frequency: 1420 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Bcstg. Co., Inc.

Business-Studio Address....Geneva Federal
 Savings Bldg.
 Phone Number2009
 Transmitter Location.....Lenox Park
 Air Time.....6:25 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld
 MembershipNAB, BMB
 President.....M. R. Forman
 Vice President, General
 Manager.....Thomas L. Brown
 Sales Manager.....Lloyd B. Gibson
 Program Director.....Robert S. Kieve
 Chief Engineer.....R. Carleton Greene
 Farm Editor.....Joseph Michaels

WGLN

GLENS FALLS—EST. 1947

ABC

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By....Glens Falls Publicity
 Corp.

Business-Studio Address.....13 Warren St.
 Phone Number2-1230, 2-1179
 Transmitter Location.....Dix Ave.
 Air Time.....6:45 a.m.-12:05 a.m.
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeJ. P. McKinney
 MembershipNAB, BMB
 General-Production Mgr.....Carl Mattison
 Commercial-Sales Promotion Mgr...E. M. Frink
 Program Director.....Richard P. Weld
 Chief Engineer.....Earl Pace
 Farm Editor.....Dick Weld

WWSC

GLENS FALLS—EST. 1946

MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By....Great Northern Radio,
 Inc.

Business-Studio Address.....11 South St.
 Phone Number2-6518
 Transmitter Location.....Pruyns Island
 Air Time..6:15 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News ServiceUP
 Transcription ServiceWorld
 MembershipNAB, BMB
 President,General Manager.....Martin Kariq
 Station Manager.....Robert Dye
 Commercial Manager.....J. H. Bennett
 Program Director.....Robert Gifford
 Publicity Director.....Kent E. Jones
 Chief Announcer, Musical
 Director.....James D. Sowdon
 Acting Chief Engineer.....Joseph Thomas
 Farm Editor.....Bert Robinson

THE LONG ISLAND STORY

WHLI delivers more listeners per dollar in Long Island's large quality market than any other station, including the 50,000 watters in New York City!

Of course, WHLI has the Fall 1947 HOOPER "Station Listening Area Coverage Index" for Hempstead Town.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

• • NEW YORK • •

WENT

GLOVERSVILLE—EST. 1944

CBS, MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Sacandaga Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
Phone Number4900-1
Transmitter Location.....Harrison St.
Air Time.....6:58 a.m.-12:05 a.m.
News ServiceUP
Transcription ServiceThesaurus
Representative.....Adam J. Young
MembershipNAB, BMB
President-OwnerGeorge Bissell
General Manager.....Dale Robertson
Program Director.....Geo. Malcolm Weaver
Publicity Director.....Dale Robertson
Chief Engineer.....DeWaine Rauer

WHLI

HEMPSTEAD—EST. 1947

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Operated By.....FM Bcstg. Corp.
Business Studio Address.....245 Baldwin Rd.
Phone Number..Hempstead 7897; N. Y. City:
Vigilant 4-0707
Transmitter Location.....470 Millburn Ave.
Air Time.....Local sunrise-local sunset
News ServiceUP
Transcription Service.....Associated. World
V.P.-General Manager.....Paul Godofsky
Public Affairs Director.....Clifford Evans
Sales Director.....Joseph A. Lenn
Vice President, Sales.....Joseph A. Lenn
Program Director.....Roger Wayne
Musical Director.....Eddy Brown
Chief Engineer.....Frank Knaack
Farm Editor.....Jerry Carr

WHUC

HUDSON—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Colgren Bcstg. Co.
Business Address.....Union Turnpike
Phone Number.....1167
News ServiceUP
Transcription Service.....Capitol, World
Partners.....Robert P. Strakos,
John F. Kearney
General Manager.....John F. Kearney
Commercial Manager.....Robert P. Strakos
Program Director.....Paul Baron
Chief Engineer.....Michael Tackach

**STRATEGICALLY
SPEAKING...**



. . . Hitting the greatest buying market target with results at low cost time rates. Write, call or phone MEloose 5-0333 for rates and data pertaining to English and Foreign language audiences.



5000 WATTS DIRECTIONAL OVER NEW YORK

260 E. 161 ST. NEW YORK 51, N. Y.



News ServiceUP
 Transcription ServiceThesaurus
 Representative...Joseph Hershey McGillvra
 President.....John J. Laux
 General-Station Manager.....Lou Steketee
 Chief Engineer.....Herbert Inman
 Farm Editor.....Hal Hornbeek

WWOL

LACKAWANNA—EST. 1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
 Owned By.....Greater Erie Bcstg. Co.
 Operated By.....Leon Wyszatycki
 Business-Studio Address.....692 Ridge Rd.
 Phone Number.....Woodlawn 8200
 Air Time.....Local sunrise-local sunset
 News ServiceUP
 Transcription ServiceStandard
 President, General Manager..Leon Wyszatycki
 Station Manager.....Stanley Jasinski
 Commercial Manager...Benno Rosenheimmer
 Chief Engineer.....Howard A. Seyse

WVOS

LIBERTY—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Sullivan County Bcstg.
 Co.
 Business Address.....Liberty, N. Y.
 Phone Number.....1680
 News ServiceUP
 Transcription ServiceAssociated
 President.....David A. Kyle
 General-Commercial Mgr.....Art Cooper
 Chief Engineer.....Bernard Bell

WICY

MALONE—EST. 1946

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...N. Country Bcstg. Co.
 Business-Studio Address...65 Woodward St.
 Phone Number.....187 & 578
 News ServiceUP
 Transcription ServiceWorld
 MembershipNAB
 Production Manager.....Mitchell C. Tackley
 Chief Engineer.....Bernard Reisdorf

WMSA

MASSENA—EST. 1945

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The Brockway Co.
 Business Address.....Central Bldg.
 Phone Number.....990
 Studio-Transmitter Location.....S. Main St.

Air Time...6:30 a.m.-12:05 a.m., 8 a.m.-12:05
 News ServiceUP
 Transcription Service.....Associated, SESAC
 RepresentativeWeed
 MembershipNAB, BMB
 President.....Harold B. Johnson
 General Manager.....Louis Sciff, Jr.
 Station-Commercial Mgr..Thomas R. McHugh
 Chief Engineer.....Michael Tarkulich

WALL

MIDDLETOWN—EST. 1942

MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Community Bcstg. Corp.
 Business-Studio Address.....14 South St.
 Phone Number.....3119
 Air Time...7 a.m.-11:15 p.m., 9 a.m.-11:15 p.m.
 News ServiceAP
 MembershipNAB, BMB
 President.....John Morgan Davis
 General Manager.....Martin N. Oebbecke
 Commercial Manager.....Harold R. Meck

WGN Y

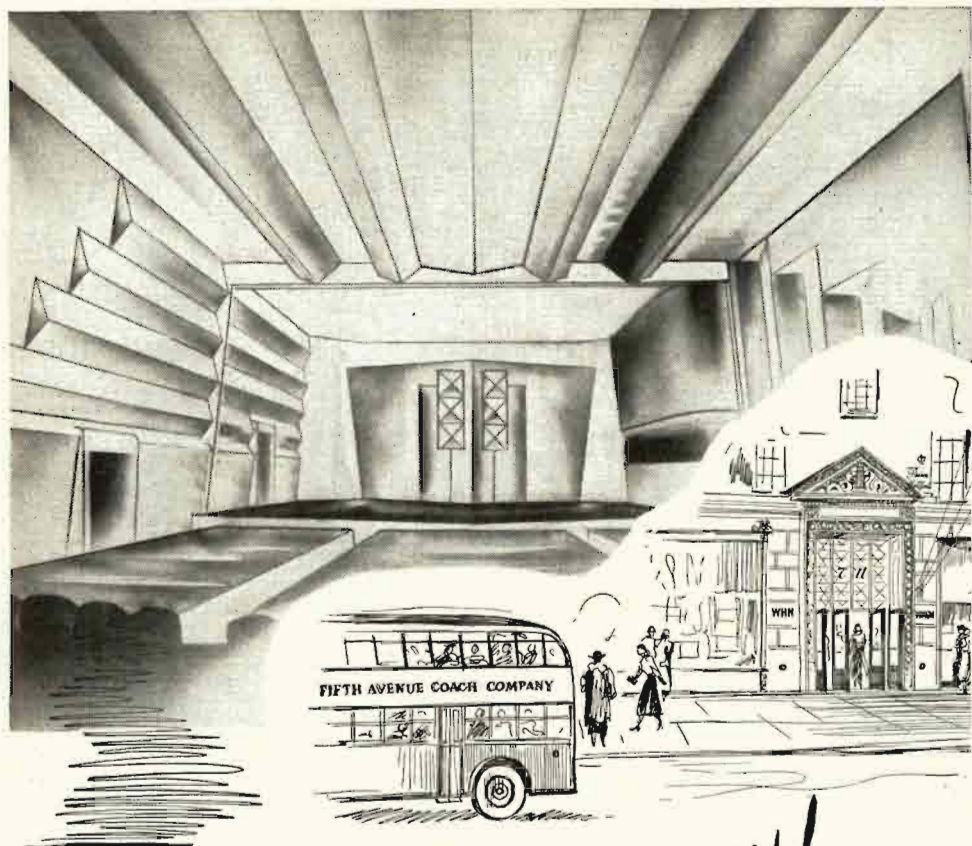
NEWBURGH—EST. 1934

Frequency: 1220 Kc.....Power: 1000 Watts
 Owned-Operated By..WGN Y Bcstg. Co., Inc.
 Business-Studio Address.....161 Broadway
 Phone Number.....Newburgh 4600
 Air Time.....7:15 a.m.-local sunset
 News ServiceUP
 Transcription ServiceStandard
 MembershipNAB, BMB
 President.....Merritt C. Speidel
 General Manager.....George W. Bingham
 Commercial Manager.....Joseph W. Rake
 Production Manager.....Edward J. Burns
 Chief Engineer.....Marvin Seimes

WBN X

NEW YORK—EST. 1927

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By..WBN X Bcstg. Co. Inc.
 Business-Studio Address.....260 E. 161st St.
 Phone Number.....MELrose 5.0333
 Transmitter Location.....Carlstadt, N. J.
 Air Time.....¾ time share with WAWZ
 News ServiceAP
 Transcription Service.....Standard, SESAC
 Representative.....Forjoe & Co.
 MembershipNAB
 President-Owner.....A. L. Haskell
 General Manager, Vice Pres...Wm. I. Moore
 Program Director.....Frank Johnson
 Production Manager.....Edward Ervin
 Musical Director.....Fred Mendelsohn
 Chief Engineer.....A. L. Solbrig



The NEW LOOK comes to WHN!

FIFTH AVENUE... Style Center of the world... WELCOMES WHN... Style Setter for radio!

711 FIFTH AVENUE becomes WHN's new home early in 1948. New studios and offices set a pattern of smartness that shines everywhere... from the number on the doorway to sumptuous Studio A (depicted above); from gleaming, all-new speech input equipment to a model control system that the en-

gineers love like the ladies love Schiaparelli! All the latest developments in acoustical treatment and faithful reproduction of sound have been incorporated... for both AM and FM.

EVERYTHING'S NEW! Especially designed studios to accommodate every broadcasting requirement... luxurious sponsors' audition rooms... efficient program facilities... modern offices streamlined for the

utmost in service. All that's old is a quarter-century of radio know-how!

WHN'S MOVING DAY is a red-letter day in radio. Better facilities mean better programs... better service to the public... greater audiences... a better medium for advertising in the Nation's Number One Market.

50,000 WATTS—1050 KC. CLEAR CHANNEL

WHN
and FM station WJGM
NEW YORK

WCBS

NEW YORK CITY—EST. 1924

CBS

Frequency: 880 Kc. Power: 50000 Watts
Owned-Operated By . . . Columbia Bcstg. 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.

Air Time 20 hours daily
News Service AP, INS, UP, Reuters
Transcription Service Associated, Longworth

Representative Radio Sales Membership NAB, BMB, FMA
President Frank Stanton
Chairman, Board of CBS William Paley
General Manager Arthur Hull Hayes
Sales Manager Don Miller
Adv. & Sales Promotion Mgr. Jules Dundes
Asst. General Manager-
Program Director G. Richard Swift

Publicity Director Michael Boscia
Asst. Program Dir. D. Gordon Graham
Special Events Henry Unte Meyer
Asst. to Gen. Manager Milton Bacon
Production Manager William Elwell
Commercial Editor Don Ball
Chief Engineer Henry Grossman
(For additional personnel see listing of Columbia Broadcasting System, Inc., under Networks.)

WEVD

NEW YORK—EST. 1927

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By . . . Debs Memorial Radio Fund, Inc.

Business-Studio Address . . . 117 W. 46th St.
Phone Number BRyant 9-2360
Transmitter Location . . . 4701 Maspeth Ave., Maspeth, L. I.

Air Time Shares time
News Service AP
Chairman of Board Adolph Held
General-Station-Commercial

Manager Henry Greenfield
Program-Publicity Director George Field
Chief Announcer David Niles
Musical Director Nicholas Saslavsky
Chief Engineer Charles Brown

WHN

NEW YORK—EST. 1022

Frequency: 1050 Kc. Power: 50000 Watts
Owned-Operated By Marcus Loew Book- ing Agency

Address 1540 Broadway
Phone Number BRyant 9-7800
Transmitter Location East Rutherford, N. J.

Air Time 6 a.m. to 2 a.m.
News Service UP, AP
Transcription Service Associated
Director Herbert L. Pettey
General Manager Frank Roehrenbeck
Director of Sales Bertram Lebharr, Jr.
Sales Promotion-Merchandising

Manager Robert G. Patt
Program Director Raymond Katz
Publicity Director Jo Ranson
Chief Announcer Ted Schneider
Musical Director Joel Herron
Chief Engineer Paul Fuelling
Record MC's Ted Husing, Ted Lawrence

5000 WATTS 1330 KC

WEVD

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.

WHEN YOU THINK OF FOREIGN LANGUAGE RADIO
IN THE NEW YORK MARKET

YOU'LL NATURALLY CHOOSE

WHOM

THE ONLY FULL-TIME FOREIGN LANGUAGE

STATION IN THE NEW YORK METROPOLITAN

AREA . . .

**OUTSTANDING PRODUCTIONS ATTRACTING
PURCHASE-POWERFUL AUDIENCES SPEAKING**

ITALIAN

POLISH — JEWISH — GERMAN



"The Il Progresso Station"

GET THE FACTS NOW!

WHOM, 29 West 57th Street, New York 19, N. Y.

PLaza 3-4204

GENEROSO POPE, *President*

FORTUNE POPE, *General Manager*

WHOM

NEW YORK—EST. 1928

Frequency: 1480 Kc....Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By..Atlantic Bcstg. Co., Inc.
Business Address.....29 W. 57th St.
Phone Number.....PLaza 3-4204
Studio Address....30 Journal Square, Jersey
City, N. J.
Transmitter Location.....Washington St.
Air Time....6 a.m.-5 a.m.; 6 a.m.-3 a.m., Sun.
News ServiceUP
MembershipNAB
PresidentGeneroso Pope
General-Station Manager.....Fortune Pope
Asst. Manager, Production-Publicity
DirectorCharles Balin
Executive Sales Asst.....Ralph Nardella
Production Manager.....Ralph Costantino
Musical Director.....Giuseppe De Luca
Chief Engineer.....Paul Lee

WINS

NEW YORK—EST. 1928

Frequency: 1010 Kc....Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Operated By....Crosley Bcstg. Corp.
Business-Studio Address.....28 W. 44th St.
Phone NumberBR 9-6000
Transmitter Location.....Lyndhurst, N. J.
Air Time.....24 hrs. daily
News Service.....AP, INS, UP
President.....James D. Shouse
Vice President, General
ManagerRobert A. Dunville
Vice President, Station Mgr....Eldon A. Park
Sales Manager.....Wilmoit Losee
Sales Promotion Manager..Marion Annenberg
Program Director.....John Neal
Production Manager.....John Neal
Publicity Director.....Charles Oppenheim
Musical Director.....Irving Laundau
Chief Engineer.....Paul Von Kunitz
(See Page 12)

For the best in news quality . . .

AP

Membership!



W
L
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B

WLIB
NEW YORK

wLIB A VITAL FORCE
IN NEW YORK CITY'S
MARKETING SYSTEM

...

FOR THE LISTENERS:
Music for their listening moods

FOR THE SPONSOR:
A loyal, responsive audience

wLIB's
News Bureau
— Winner of
the N. Y. News-
paper Guild's
First Citation for
Radio Journalism

wLIB • 1190 on your dial

MUSIC FOR YOUR LISTENING MOODS

Dorothy S. Thackroy, President-Gen. Mgr. • Alex Leftwich, Sales Mgr.
207 EAST 30th STREET, NEW YORK 16, N. Y.

W J Z

NEW YORK—EST. 1921

ABC

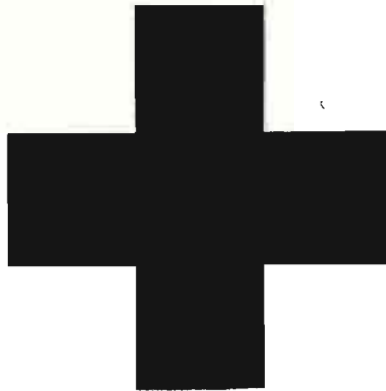
Frequency: 770 Kc. Power: 50,000 Watts
 Owned-Operated By American Bcstg. Co.
 Business-Studio Address 30 Rockefeller Plaza
 Phone Number Circle 7-5700
 Transmitter Location Lodi, N. J.
 Air Time 5:45 a.m.-1 a.m.
 News Service AP, INS, UP
 Representative ABC Spot Sales
 Membership NAB, BMB
 Station Manager Murray Grahorn
 Sales Manager Clarence L. Doty
 Promotion Manager Walter B. Dunn
 Program Director, Production
 Manager John Hade
 Publicity Director Earl Mullin
 Farm Editor Philip Alampi

W LIB

NEW YORK—EST. 1942

Frequency: 1190 Kc. Power: 1000 W. d. only
 Owned-Operated By WLIB, Inc.
 Address 207 E. 30th St.
 Phone Number Murray Hill 3-6903
 Transmitter Location 180 Morgan Ave.,
 Brooklyn, N. Y.
 Air Time Local sunrise-local sunset
 Transcription Service Associated, SESAC
 Representative Adam S. Young
 President-Gen. Mgr. Dorothy S. Thackrey
 General-Sales Mgr. Alex Leftwich
 Publicity-Program Dir. Sam Elfert
 Chief Announcer Murray Jordan
 Musical Director Charles Freed
 Chief Engineer William Blacksher

The Red Cross Needs



Your Unstinting Assistance

GIVE!

5

great showmen-salesmen
make WMCA your
first buy in New York!

BEA WAIN & ANDRÉ BARUCH
(as Mr. & Mrs. Music)

DUKE ELLINGTON
TOMMY DORSEY
TED STEELE



All star disc jockey shows entertaining
and selling New Yorkers 57 hours
weekly on 570. Participations available.



wmca

first on New York's dial

• • • NEW YORK • • •

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Business-Studio Address.....1657 Broadway
Phone Number.....Circle 6-2200
Transmitter Location.....Kearney, N. J.
Air Time.....18 hrs. daily
News Service.....AP
Transcription Service.....World
Representative.....Free & Peters
Membership.....BMB
President.....Nathan Straus
Secretary-Treasurer.....Herman M. Stein
Vice-President & General Mgr... Charles Stark
Asst. to Gen. Mgr.....Vincent Pote
Sales Promotion Manager... Howard Klarman
Commercial Program

Director.....Joseph Gottlieb
Vice-President, Director of News, Publicity &
Special Events.....Leon Goldstein
Musical Director.....William Taylor
Chief Engineer.....Pierre Verseput
Director, Education & Children's
Programs.....Mrs. Helen Sachs Straus

W N B C

NEW YORK—EST. 1922

NBC

Frequency: 660 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address..30 Rockefeller Plaza
Phone Number.....Circle 7-8300
Transmitter Location..Port Washington, L. I.,
New York
Air Time..6:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service.....AP, INS, UP
Transcription Service...Thesaurus, Standard
Representative.....NBC Spot Sales
Membership.....NAB, BMB
President.....Niles Trammell
General Manager.....James M. Gaines
Asst. Manager.....Thomas B. McFadden
Sales Manager.....Donald Norman
Adv. Promotion Manager.....B. H. Vaill
Promotion Manager.....de Lancey Provost
Production Manager.....Clay Daniel
Publicity Director.....Murry Harris
Chief Engineer.....F. A. Wankel
Farm Director.....Tom Page

For Prestige..

Be able to tell
listeners that your
station is a member
of

AP

Radio members of The AP
don't buy news! They
share the news of the largest
news-gathering organization
in the world on a *cost* basis.

'How Friendly Can You Get?'

WNEW's Industry Soundoff

Bernice Judis, who has parlayed her WNEW (N.Y.) management into one of the most lucrative indie operations in the country, finally resolved last week that running a station is one thing; operating a cuffo consulting service is another.

Requests from station operators around the country—and outside the country—for gratis permission to duplicate the New York indie's programming and administrative formula have reached a point where stations were overstepping the bounds of good neighborliness. It was a case where WNEW was confronted with the necessity of setting up a post of Vice-President in Charge of Station Relations, or going on record with a blanket nix to stations seeking to duplicate the indie's pattern. Miss Judis, in a "how-friendly-can-you-get" stance, threw in the sponge last week, and publicly went on record in favor of the latter course.

Although the requests date back years, when Martin Block first inaugurated his "Make Believe Ballroom," it was only in the last year or two that the station found itself expending a considerable portion of its time and labor dishing out—for free—carbon copies on program-operational techniques. Requests for tolerance spots or organizational public shows were one thing (station still wants to be helpful on that score), but the thumbs-down decision was reached when the management did a fast take of the multiple requests received in recent

months for cuffo duplication of station's programming.

Deep in the Heart Of

For example, there was the southern station that recently asked for nothing short of a complete outline of WNEW's "formula for success" to counter the strong local competition. Or the equally frank request from a Texas operator who wanted to establish a music-news pattern similar to WNEW's, "so will you please send us your complete schedule."

Other samples: a 50,000-watter in the south asked for an air-check of the "Hollywood Newsreel" show, "so we can analyze it here" in preparation for a similar program; the Pennsylvania station wanting to revise its schedule and asking for a swap deal on schedules. "and we'd appreciate your suggestions"; mid-west outlet that wanted outright permission to use a WNEW-developed commercial "because its cute angle would fit our needs."

Also the New Orleans station that thought "The Spoken Word" would go down there, "so do you mind if we copy it," although acknowledging it will give WNEW a credit tag; the station in Rome, Ente Italiano Per Gli Sambi Teatralia, that wants to exchange programs with WNEW; or the nimble-witted gent in Copenhagen, who, pointing out there is no commercial broadcasting in his country, would be interested in making a deal with the New York indie to set up a transmitter on a boat and beam stuff in to Denmark commercially.

Reprinted from *VARIETY* November 19, 1947

NEW YORK

W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power: 10,000 Watts
Owned-Operated By....Greater N. Y. Bcstg.
Corp.

Business-Studio Address.....565 Fifth Ave.
Phone Number.....PLaza 3-3300
Transmitter Location.....Kearny, N. J.
Air Time.....24 hrs. daily
News ServiceAP
Transcription ServiceLang-Worth
RepresentativeJohn Blair
MembershipNAB
General-Station Manager.....Bernice Judis
Commercial Manager.....Ira Herbert
Sales Promotion Manager..John V. B. Sullivan
V.P.-Program Director.....Ted Cott
Production Manager.....Jack Grogan
Publicity Director.....Richard Pack
Chief Announcer.....John Jaeger
Musical Director.....Roy Ross
Chief Engineer.....Max Weiner

W O R

NEW YORK—EST. 1922

MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Operated By.....Bamberger Bcstg.
Service, Inc.

Business Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Studio Address....1440 Broadway, Theaters:
245 W. 52nd St.; 200 W. 48th St.

Transmitter Location.....Carteret, N. J.
Air Time.....24 hrs. daily
News ServiceAP, INS, UP
Transcription ServiceAssociated
Representative..Keenan & Eickelberg, Phillip
Kenney

MembershipNAB, BMB
President.....Theodore C. Streibert
Vice-President in Charge of
Sales.....R. C. Maddux
Sales Promotion Manager....Joseph Creamer
Production Manager.....Daniel Ehrenreich
Publicity Director.....Robert Blake
Musical Director.....Sylvan Levin
Vice-President.....J. R. Poppele

(See Page 514)

**Aid Your Own
Industry
by
Supporting**

**National
Radio
Week**

Nov. 14 to 20

**A Joint
Sponsorship
of
NAB
and
RMA**

Take the GUESS out of Buying

WITH WOY'S *5 Audited Audiences*



WOY CAN TELL YOU THE DIFFERENCE IN PEOPLE, TOO. Not from a crystal ball, but from sound, basic facts . . . known, proven, tested facts—Specific Market Information on each of 5 Audited Audiences.

Now you can know where listeners live and shop; what they earn, spend and buy; what they like and dislike. All this and other pertinent data on specific listening groups available on WOY's 5 Audited Audiences.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating, accurate and continuing listener survey. Ask for the facts that will help you to "TAKE THE GUESS OUT OF BUYING."

WOY's Pantry Survey . . . new, accurate, informative . . . shows you where you and your competitors stand in the New York Market.

Ralph N. Weil, General Manager • The Basilov Company, National Rep.

- ★ WAKE UP NEW YORK with Bill Williams
- ★ 1280 CLUB with Fred Robbins
- ★ BAND PARADE with Bill Gordon
- ★ PRAIRIE STARS with Rosalie Allen
- ★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. More than the combined population of Baltimore and Washington.



W O V

NEW YORK—EST. 1926

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By.....Wodaam Corp.
 Business-Studio Address.....730 Fifth Ave.
 Phone Number.....Circle 5-7979
 Transmitter Location.....Carlstadt, N. J.
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....H. D. Henshel
 General-Station Manager.....R. N. Weil
 Sales Promotion Mgr.....C. Carroll Forbes
 Program Director.....Arnold B. Hartley
 Publicity Director.....Anne C. Baldwin
 Musical Director.....Paul Romeo
 Chief Engineer.....H. W. Holt

W Q X R

NEW YORK—EST. 1936

Frequency: 1560 Kc. Power: 10,000 Watts
 Owned-Operated By.....Interstate Bcstg. Co., Inc.
 (subsidiary of The N. Y. Times Co.)
 Business-Studio Address.....730 Fifth Ave.
 Phone Number.....Circle 5-5566
 Transmitter Location.....Rear of 5000 Grand
 Ave., Maspeth, L. I., N. Y.
 Air Time.....7 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,
 Sun.
 News Service.....AP
 Transcription Service.....World, Associated
 Representative.....Paul H. Raymer
 Membership.....NAB, FMA
 President.....John V. L. Hogan
 General Manager.....Elliott M. Sanger
 Sales Manager.....Norman S. McGee
 Sales Promotion Mgr.....Elliott M. Sanger, Jr.
 Program Director.....Eleanor N. Sanger
 Production Manager.....Albert A. Grobe
 Publicity Director.....Eleanore Hurley
 Musical Director.....Abram Chasins
 Chief Engineer.....Russell Valentine

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By.....The Niagara Falls
 Gazette Publ. Co.
 Business-Studio Address.....Hotel Niagara
 Phone Number.....8421
 Transmitter Location.....Lockport Rd.
 Air Time.....6 a.m.-local sunset
 News Service.....UP
 Transcription Service.....World, Lang-Worth,
 SESAC, Associated, Standard
 Representative.....Headley-Reed
 General Manager.....Earl C. Hull

Commercial Manager.....Richard G. Robbins
 Program Director.....Robert J. Manning
 Chief Announcer.....Willard C. Mayo
 Musical Director.....Harold Bradley
 Chief Engineer.....Robert J. Wilson

W J J L

NIAGARA FALLS—EST. 1947

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Operated By.....John J. Laux
 Business Address.....Elks Bldg.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....McGillvra
 Owner.....John J. Laux
 General-Commercial Mgr.....Robert F. Kliment
 Promotion Mgr.-Program Dir.....Kay Balfe
 Chief Engineer.....Frank Harr

W S L B

OGDENSBURG—EST. 1940

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....St. Lawrence Bcstg.
 Corp.
 Business-Studio Address.....2315 Knox St.
 Phone Number.....500
 Transmitter Location.....2315 Knox St.
 Air Time.....7 a.m.-11:30 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Walker
 President, Commercial
 Manager.....Joseph R. Brandy
 General-Station Manager.....Harold J. Frank
 Program Director, Production Manager, Chief
 Announcer.....Hal Gilman
 Publicity Director.....Claire Burns
 Musical Director.....Flo Beach Rowe
 Chief Engineer.....Raymond E. Lafferty
 Farm Editor.....Jolly Bergeron

W H D L

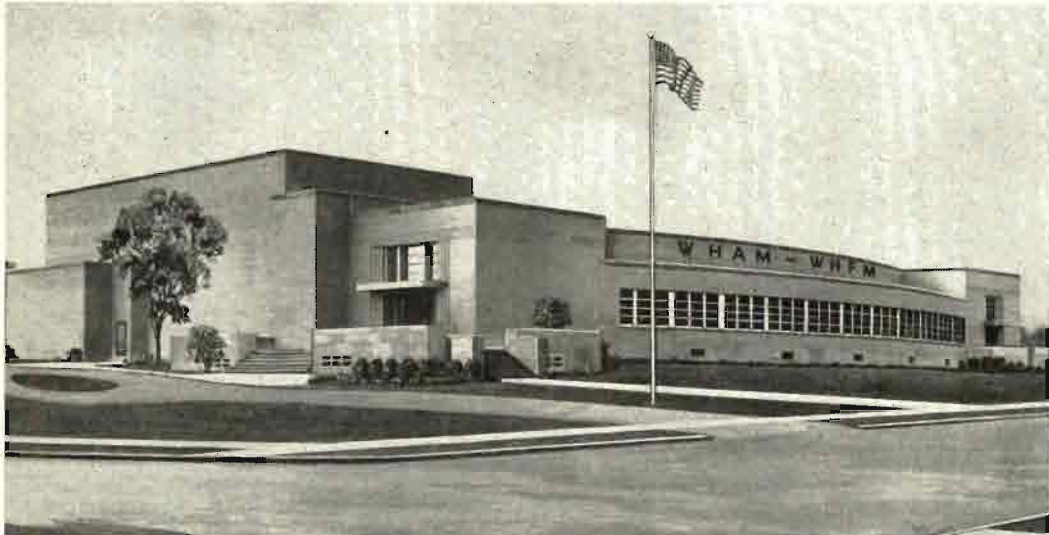
OLEAN—EST. 1935

ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....WHDL Inc.
 Business Address.....Exchange Bank Bldg.
 Phone Number.....4149
 Studio-Transmitter Location.....3219 W. State Rd.,
 Allegheny, N. Y.
 Air Time.....6:55 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....J. P. McKinney
 Membership.....NAB, BMB
 President.....E. B. Fitzpatrick
 General-Station Manager.....J. R. Henzel

WHAM *tops*

THEM ALL WITH ROCHESTER RADIO CITY....



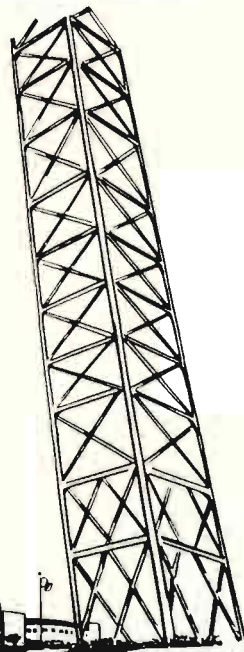
New Million Dollar Home of Stations WHAM-WHFM

In Western New York, Station WHAM, year after year, has "topped" them all for listeners, coverage and audience buying power.

Now, Here is a new WHAM "TOP"...

ROCHESTER RADIO CITY

- ★ **FOR THE LISTENER** . . . Rochester Radio City means broadcasting at its best . . . the combination of NBC, America's Number One Network, plus WHAM's leadership in local program originations.
- ★ **FOR THE ADVERTISER** . . . Rochester Radio City is the focal point of listener interest in Rochester and Western New York with a unique opportunity for sponsorship of audience participation programs.
- ★ **FOR THE RADIO INDUSTRY** . . . Rochester Radio City creates a new broadcasting center, one of the few outside of New York, Los Angeles and Hollywood.
- ★ **ROCHESTER RADIO CITY** . . . plus a 50,000 watt, clear channel signal makes Station WHAM the Number One Station not only in Rochester and Monroe County but in ALL of the rich Western New York 43 county market.



W H A M

"The Stromberg-Carlson Station"

ROCHESTER, N. Y. 50,000 Watts • Clear Channel

NBC AFFILIATE National Representatives

GEORGE P. HOLLINGBERY CO

Commercial-Sales Promotion Mgr. . . . J. K. Eade
 Chief Engineer J. Atherton

W D O S (CP)

ONEONTA
 MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Oneonta Star, Inc.
 Business Address 1214 Broad Street
 Phone Number 2300
 News Service AP
 Representative Walker
 President James H. Ottaway
 General Manager Eugene J. Brown
 Commercial Manager Walton Deming
 Program Director Stephen Ryder
 Chief Engineer Hardd Merchant

W O N O (CP)

ONEONTA

Frequency: 1110 Kc. Power: 250 Watts d.
 Owned-Operated By Oneonta Bcstg. Co.
 Business Address 285 River St.
 Partners John Nazak, Joanne May Leuko

W K B S (CP)

OYSTER BAY

Frequency: 1520 Kc. Power: 250 Watts d.
 Owned-Operated By Eastern Bcstg. Co.

W M F F

PLATTSBURG—EST. 1936

ABC-KBS

Frequency: 1340 Kc. (CP for 960)
 Power: 250 Watts (CP 1000 Watts)
 Owned-Operated By Plattsburg Bcstg. Corp.
 Business-Studio Address 153 Margret St.
 Phone Number 1600-1-591
 Transmitter Location Boynton Ave.
 Air Time 6:45 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus
 Representative Joseph Hershey McGillvra
 Membership NAB
 President, General Mgr. George F. Bissell
 Business Manager Edward S. Gagnon
 Commercial Manager Joel H. Schier
 Sales Promotion Manager, Publicity Director,
 Chief Engineer Edward S. Gagnon
 Program Director, Chief
 Announcer John H. Lawrance

W K I P

POUGHKEEPSIE—EST. 1940

ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Poughkeepsie Newspapers, Inc.

Operated By Radio Division, Poughkeepsie
 Newspapers, Inc.

Address Memorial Square
 Phone Number Poughkeepsie 6800
 Studio Address New Yorker Bldg.,
 Nelson House

Transmitter Location The Nelson House
 Air Time 6:30 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service Standard
 Membership NAB, BMB
 General Manager George W. Bingham
 Commercial Manager H. C. Watson
 Sales Promotion Mgr. Richard F. Crans
 Program Director Richard F. Crans
 Chief Engineer Marvin S. Seimes

W A R C

ROCHESTER—EST. 1947

ABC

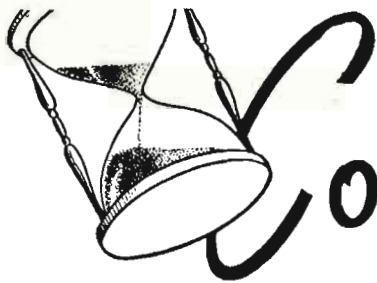
Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By WARC, Inc.
 Business Address Sheraton Hotel
 Phone Number Main 6134
 News Service AP
 Transcription Service Associated
 Representative Katz
 President-General Mgr. S. W. Townsend
 Commercial Manager Harland M. Evans
 Promotion Manager Hav Nash
 Program Director Frederick L. Essex
 Chief Engineer Robert S. Smch

W H A M

ROCHESTER—EST. 1922

NBC


Frequency: 1180 Kc. Power: 50,000 Watts
 Owned-Operated By Stromberg-Carlson Co.
 Business-Studio Address Rochester Radio
 City, Humboldt St.
 Transmitter Location Brook Rd., Scottsville,
 N. Y.
 Air Time 6 a.m.-1 a.m., Mon.-Fri.; 6 a.m.-1
 a.m., Sat.; 8 a.m.-1 a.m., Sun.
 News Service UP
 Transcription Service World, Thesaurus
 Representative Geo. P. Hollingbery
 Membership NAB, BMB
 Chief Executive, Gen. Mgr. William A. Fay
 Commercial Manager J. W. Kennedy, Jr.
 Sales Promotion Manager, Publicity
 Director Arthur Kelly
 Program Director Charles Siverson
 Production Manager Syl Novelli
 Chief Announcer Homer Bliss
 Musical Director Gene Zacher
 Chief Engineer Kenneth Gardner
 Farm Editor Tom Murray



Consistently...

ROCHESTER'S FAVORITE STATION

1936



A pre-Hooper but very "Hooperish" independent survey, conducted by Economics Dept., University of Rochester in 1936, completed 6661 telephone calls ... showed this definite Rochester preference for WHEC.

Survey conducted by University of Rochester showed Rochester's Radio Preference for

WHEC 44%

THE OTHER ROCHESTER STATION 40%

OUT-OF-TOWN STATIONS 16%

1947



Hooperatings

With first 4, then 6, stations operating in Rochester during 1947, combined average Hooper rating index

WHEC 42%

STATION B 32.5%
STATION C 14.6%
STATION D † 8.7%

STATION E } Not on Air
STATION F } 'til Nov. '47

* Sunday afternoon omitted to conform with periods in use in U. of R. Survey.

† Operates Daytime Only.



WHEC

of Rochester

N. Y.

5,000 WATTS

National Representatives: J. P. McKINNEY & SON, New York, Chicago, San Francisco

W H E C

ROCHESTER—EST. 1925

CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By: WHEC, Inc.
 Business-Studio Address: 40 Franklin St.
 Phone Number: Stone 1230
 Transmitter Location: Winton Rd. S.
 Air Time: 6:30 a.m.-12:30 a.m.
 News Service: AP
 Transcription Service: Standard, Associated, MacGregor
 Representative: J. P. McKinney
 Membership: NAB, BMB
 President: Frank E. Gannett
 General Manager: Gunnar O. Wiig
 Executive Vice President: Clarence Wheeler
 Commercial Manager: Lemoine C. Wheeler
 Program-Publicity Director: William J. Adams
 Production Manager: Lowell H. MacMillan
 Chief Announcer: Roger Goodrich
 Musical Director: Jerry Vogt
 Chief Engineer: Bernard C. O'Brien
 News Editor: Ralph Knox

W R N Y

ROCHESTER—EST. 1925

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Operated By: Monroe Bcstg. Co., Inc.
 Business-Studio Address: 191 East Ave.
 Phone Number: Main 7533
 Transmitter Location: Mt. Read Blvd.
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Adam J. Young, Jr.
 Membership: NAB
 President, General-Station
 Manager: George B. Kelly
 Program Director: Add Penfield
 Chief Announcer, Farm Editor: Paul Robinson
 Chief Engineer: Felix Bonvouloir

W S A Y

ROCHESTER—EST. 1936

MBS—ABC

Frequency: 1370 Kc. Power: 1000 Watts
 (CP 5000 Watts)
 Owned-Operated By: Federal Bcstg. System
 Business-Studio Address: Taylor Bldg., 328
 Main St. E.
 Phone Number: Stone 0702-3
 Transmitter Location: French Rd., Brighton,
 N. Y.
 Air Time: 6:30 a.m.-12:35 a.m., Mon.-Fri.; 6:30
 a.m.-1 a.m., Sat.; 8 a.m.-12:35 a.m., Sun.
 News Service: INS
 Representative: Joseph Hershey McGillvra
 Membership: NAB

President, General Mgr.: Gordon P. Brown
 Commercial Manager: John D. Kelly
 Program Director: George LiBulli
 Chief Engineer: Merriam Johnson

W V E T

ROCHESTER—EST. 1947

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By: Veterans Bcstg Co.
 Business Address: Garnite Bldg.
 Phone Number: Stone 0990
 News Service: UP
 Transcription Service: Capitol
 Representative: Weed
 President-General Mgr.: William B. Maillefert
 Commercial Manager: John S. Houseknecht
 Sales Promotion Mgr.: Harry W. Bennett
 Program Director: Larry Harding
 Chief Engineer: Irving F. Lyke

W K A L

ROME—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Copper City Bcstg. Corp.
 Business-Studio Address: Capitol Theatre Bldg.
 Air Time: 6:30 a.m.-1 a.m.

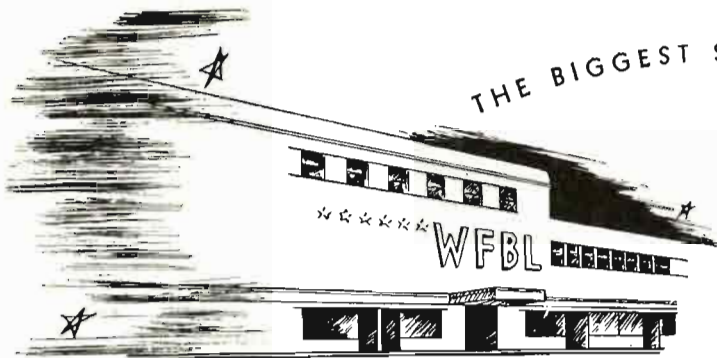
IN ROCHESTER, N. Y. IT'S



★ NEWS
 ★ MUSIC
 ★ SPORTS

AT
680
 KILOCYCLES

MONROE BROADCASTING CO., Inc.
 191 East Avenue Rochester 4, N. Y.
W R N Y . W R N Y - F M



THE BIGGEST SHOW IN TOWN

WFBL —the Greatest Selling Power

BASIC CBS

in SYRACUSE and Central New York!

WFBL now offers the newest, finest radio facilities in Syracuse and Central New York. Completed early this year, WFBL's ultra modern studios are dedicated to community interests as is WFBL's outstanding programming of live talent shows. Such community-wise service plus star-studded CBS shows insure the bigger, better audiences you want for your advertising dollar.

Your Radio Dollar **BUYS MORE** over WFBL in SYRACUSE!

✓ Check these WFBL
AUDIENCE BUILDERS

RFD 5:00 - 7:30 A.M. (Mon. thru Sat.) The most complete farm show in the great Northeast . . . broadcast from WFBL's separate agricultural studios at Central New York's Regional Market.

MUSICAL CLOCK 7:30 - 9:30 A.M. (Mon. thru Sat.) The Only All Live Talent Early Morning Show in Central New York!

THREE FOR A QUARTER 9:35 - 10:00 A.M. (Mond. thru Fri.) Another All Live Talent Musical Program!

DELINE IS BUSY 4:30 - 5:00 P.M. (Mon. thru Fri.) Emceed by Syracuse's Most Popular Master of Ceremonies . . . Jim Deline.

COMPLETE NEWS SERVICE U. P. plus concentrated coverage of local and regional news.

1947 **Hooperatings** PROVE IT!

WFBL Led All Syracuse Stations with an Average Rating of 6.21 for all 40 Quarter Hour DAYTIME Periods!

	1	2	3	4	5	6
WFBL	█	█	█	█	█	█
Station B	█	█	█	█	█	█
Station C	█	█	█	█	█	█
Station D	█	█	█	█	█	█
Station E**	█	█	█	█	█	█

WFBL Led in 24 of the 40 Quarter Hour Periods!

*Hooper Winter-Spring Report . . . December through April.

**Station E measurements based on interviewing conducted since February 3, 1947 and submitted as indicative only.

WFBL IN SYRACUSE



FREE and PETERS Exclusive National Representatives

BASIC MEMBER CBS 5000 Watts

News Service UP
 Transcription Service Lang-Worth
 Representative Donald Cooke
 President Myron J. Kallet
 General Manager Michael C. Fusco
 Commercial-Sales Promotion
 Manager George L. Cramer
 Program Director Charles King
 Production Manager Daniel Fusco
 Chief Announcer Robert Storey
 Musical Director Carleton Boone
 Chief Engineer Deforest T. Layton, Jr.
 Farm Editor Louis V. Denti

WNBZ

SARANAC LAKE—EST. 1929

KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Upstate Bcstg. Corp.
 Business-Studio Address 88 Main St.
 Phone Number 1320 & 1246
 Transmitter Location Merrill St.
 Air Time 7:15 a.m.-11:15 a.m.
 News Service AP
 Representative Thomas F. Clark
 President, General Mgr. John F. Grimes
 Commercial Manager Jacques DeMattos
 Sales Promotion Mgr. Robert C. Myles, Jr.
 Program-Musical Director Kerroll Kunz
 Chief Announcer George P. Leighton
 Chief Engineer H. Berwind Williams

WGY

SCHENECTADY—EST. 1922

NBC

Frequency: 810 Kc. Power: 50,000 Watts
 Owned-Operated By General Electric Co.
 Business-Studio Address 1 River Rd.
 Phone Number 3-2121
 Transmitter Location R. D. No. 5
 Air Time 6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News Service AP, UP
 Transcription Service Lang-Worth, Thesaurus
 Representative NBC Spot Sales
 Membership NAB, BMB
 Vice President, Manager of Bcstg. R. S. Peare
 Assistant Manager of Bcstg. B. J. Rowan
 Station Manager G. Emerson Markham
 Supervisor, Station Sales &
 Promotion A. G. MacDonald

Supervisor of Programs Caleb Paine
 Chief Engineer W. J. Purcell

WSNY

SCHENECTADY—EST. 1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Western Gateway Bcstg.
 Corp.
 Business-Studio Address 619 State St.
 Phone Number 3-3622
 Transmitter Location Campbell Rd.
 Air Time 6:45 a.m.-12:05 a.m.; 8 a.m.-12:05
 a.m., Sun.
 News Service AP
 Transcription Service Standard, Lang-Worth
 President Winslow Leighton
 General Manager, Vice-President, Station
 Manager George R. Nelson
 Commercial-Sales Promotion
 Manager Cecil Woodland
 Program Director Edward F. Flynn
 Production Manager Joan McGregor
 Publicity Director Martha Martin
 Musical Director Hap Huber
 Chief Engineer Irving Beck

WFB L

SYRACUSE—EST. 1922

CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By Onondaga Radio Bcstg.
 Corp.
 Business-Studio Address 433 S. Warren St.
 Phone Number 2-1147
 Transmitter Location Collamer, N. Y.
 Air Time 5 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,
 Sun.
 News Service UP
 Representative Free & Peters
 Membership NAB
 President Oscar F. Soule
 General Manager Samuel Woodworth
 Vice President, Merchandising &
 Promotion Robert G. Soule
 Vice President, Commercial
 Manager Charles Phillips
 Sales Manager L. F. Wylie
 Program-Musical Director, Production
 Manager Raymond Ganter
 Publicity Director J. E. Moore
 Chief Announcer J. DeLine
 Chief Engineer James Kelly
 Farm Editor Robert F. Doubleday

WAGE

SYRACUSE—EST. 1941

ABC

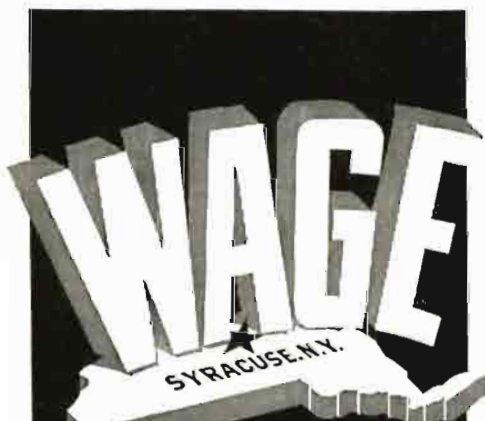
Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By: WAGE, Inc.
 Business-Studio Address: Loew Bldg.
 Phone Number: 2-0277
 Transmitter Location: Liverpool, N. Y.
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Thesaurus, Standard
 Representative: Edward Petry
 Membership: NAB, BMB
 President: Frank G. Revoir
 General-Station Mgr.: William T. Lane
 Commercial Manager: Aaron Beckwith
 Program Director, Production
 Manager: Gordon Alderman
 Musical Director: Robert Stockdale
 Chief Engineer: Charles W. Brannen

WNDR

SYRACUSE—EST. 1947

MBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: Syracuse Bcstg. Corp.
 Business-Studio Address: 306 S. Salina St.
 Phone Number: 2-6101
 Transmitter Location: Dewitt, N. Y. & Pompey, N. Y.
 Air Time: 6 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Lang-Worth, Associated, SESAC
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 President: T. Frank Dolan
 General-Station-Commercial-Sales Promotion Manager: Al W. Godwin, Jr.
 Program Director, Production
 Manager: Ralph Freeman
 Publicity Director: RoseAnn Motto
 Chief Announcer: Fred Peach
 Musical Director: Donald C. Hayes
 Chief Engineer: Charles E. Just
 Farm Editor: William G. Martin




DOMINATES
Central New York!

FIRST CHOICE OF TOP NATIONAL ADVERTISERS

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SYRACUSE, N. Y.
1 Kw. on 620 Kc.

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Central New York



WNDR 5000 WATTS
1260 k.c.

Wilson Bldg., Syracuse, N. Y.
Basic Mutual Network

Nationally Represented by
PAUL H. RAYMER CO.

WOLF

SYRACUSE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Civic Bcstg. Corp.
 Business-Studio Address: Onondaga Hotel
 Phone Number: 2-7211
 Transmitter Location: Kirkpatrick & Van Renselear Sts.
 Air Time: 6 a.m.-2 a.m.
 News Service: AP
 Transcription Service: Standard, Cole
 Representative: Walker
 President, General Mgr.: T. S. Marshall
 Station Manager: Hamilton Woodle
 Commercial Manager: Daniel Dwyer
 Sales Promotion Manager: James J. Coolican
 Publicity Director: Charles Shaw
 Musical Director: Norman Meservey
 Chief Engineer: Tom Crimmins

WSYR

SYRACUSE—EST. 1922

NBC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: Central N. Y. Bcstg.
 Business-Studio Address: Syracuse Kemper
 Phone Number: 3-7111
 Transmitter Location: Valley Dr.
 Air Time: 5:30 a.m.-1 a.m.
 News Service: UP
 Transcription Service: Associated, Lang-Worth
 Representative: Headley-Reed
 Membership: NAB, BMB
 President: Harry C. Wilder
 Vice President: E. R. Vadeboncoeur
 Commercial Manager: W. R. Alford, Jr.
 Sales Promotion Manager, Publicity
 Director: John F. Hurlbut
 Program Director: Bill Rothrum
 Chief Announcer: Elliott Gove
 Musical Director: Murray Bernthal
 Chief Engineer: G. Armand Belle Isle
 Farm Editor: Floyd Ottoway

WHAZ

TROY—EST. 1922

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By: Rensselaer Polytechnic Inst.

WTRY

TROY—EST. 1940

CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By: Troy Bcstg. Co. Inc.

Business Address: 92 Fourth St.
 Phone Number: Troy 2100; Albany 4-2500
 Studio Address: 92 Fourth St., Troy; DeWitt Clinton Hotel, Albany
 Transmitter Location: Niskayuna, Schenectady County, N. Y.
 Air Time: 6 a.m.-1 a.m.; 7:55 a.m.-12:05 a.m., Sun.
 News Service: UP
 Transcription Service: Associated, Lang-Worth
 Representative: Headley-Reed, Kettell-Carter
 Membership: NAB, BMB
 President: H. C. Wilder
 Vice President, General Mgr.: W. A. Ripley
 Asst. Manager: W. W. Carter
 Commercial Manager: John W. Sutphen
 Promotion Manager, Publicity
 Director: James F. Baker
 Program Director, Production Manager:
 Musical Director: H. H. Sharpe
 Chief Engineer: Albert H. Chismark

WFRB (CP)

UTICA

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By: Richard H. Balch
 Business Address: 20 Whiteboro St.
 Owner: Richard H. Balch

WIBX

UTICA—EST. 1925

CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: WIBX, Inc.
 Business-Studio Address: First Bank Bldg.
 Phone Number: 2-2101
 Transmitter Location: Clark Mills-N. Y. Mills, N. Y.
 Air Time: 6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m., Sun.
 News Service: INS, UP
 Transcription Service: World, BMI
 Representative: Helen Wood & Colton, Bertha Bannan, Walter Biddick
 Membership: NAB, BMB
 President, & General
 Manager: Mrs. Margaret P. Bowen
 Assistant to President: Helen Wood
 Commercial-Sales Promotion
 Manager: Nathan W. Cook
 Program Director: Elliott Stewart
 Production Manager: Betty Cushing Griffin
 Publicity Director: N. W. Cook
 Chief Announcer: Robert Mahaney
 Musical Director: William Walters
 Chief Engineer: John T. Dowdell

WGAT

UTICA—EST. 1947
ABC

Frequency: 1100 Kc. Power: 250 Watts d.
Owned-Operated By: Central Bcstg. Co.
Business-Studio Address: Mayro Bldg.
Phone Number: 2-9121
Transmitter Location: Marcy, N. Y.
Air Time: 7 a.m.-local sunset
News Service: AP
Representative: Radio Advertising
President: J. Eric Williams
Sales Promotion Manager: Roland L. Fowler
Program Director: C. D. Williams
Publicity Director: C. D. Williams
Musical Director: Sylvio Muschera
Chief Engineer: Robert N. Blair
Farm Editor: John Marion

WRUN

UTICA—EST. 1947
ABC

Frequency: 1150 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By: Rome Sentinel Co.
Phone Number: 2-5111

News Service: AP
Transcription Service: Associated, Thesaurus
Representative: Avery, Knodel
President: B. C. Bernard
General Manager: Fritz S. Updike
Promotion Manager: Richard A. Clark
Program Director: Stewart Spencer
Chief Engineer: Warren E. McDowell

WATN

WATERTOWN—EST. 1941
MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Watertown Bcstg. Corp.
Business-Studio Address: 118 Washington St.
Phone Number: 2424
Transmitter Location: 118 Washington St.
Air Time: 17¼ hrs. Mon.-Sat.; 16¼ hrs. Sun.
News Service: AP
Transcription Service: Standard
Representative: Helen Wood & Colton
Membership: NAB
President, General-Commercial
Manager: G. Harry Righter
Program Director: Hugh L. Cosline, Jr.
Co-Chief Engineers: Donald Schryver, Fred
Sprague, James Billingsley
Farm Editor: G. Harry Righter

WGAT

Utica
N. Y.

Doing a real job
for the Advertiser
with News and Music

J. ERIC WILLIAMS

Owner and Gen. Manager

W W N Y

WATERTOWN—EST. 1941

CBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By.....Brockway Co.
 Business-Studio Address.....Hotel Woodruff
 Air Time..6:30 a.m.-12:05 a.m.; 8 a.m.-12:15
 News Service.....UP
 Transcription Service.....World, Associated
 Representative.....Weed
 Membership.....NAB, BMB
 President.....Harold B. Johnson
 General-Commercial Mgr.....Louis Saiff, Jr.
 Station Manager, Farm Editor..Earl R. Kelly
 Sales Promotion.....Glen S. Doull
 Program Director.....James W. Higgins
 Chief Engineer.....Maynard B. Davis

W F A S

WHITE PLAINS—EST. 1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..Westchester Bcstg. Corp.
 Business-Studio Address.....8 Church St.
 Phone Number.....9-6400
 Transmitter Location...Secor Rd., Greenburgh
 Township

Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World, Associated
 Representative.....Headley-Reed
 Membership.....NAB
 President.....Valentine E. Macy
 General-Station Manager....Frank A. Seitz
 Commercial Manager.....John G. Arens
 Program-Musical Director.....Randall Kaler
 Chief Announcer.....Robert Peters
 Chief Engineer.....Frank A. Seitz

W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc. Power: 250 Watts
 Owned-Operated By.....L. I. Bcstg. Corp.
 Business-Studio Address.....41-30 58th St.
 Phone Number.....Newtown 9-3300
 Transmitter Location.....41-30 58th St.
 Air Time.....8 a.m.-12 M.
 News Service.....AP
 Transcription Service...Associated, Standard
 Representative.....Thomas F. Clark
 President, General Mgr...William H. Reuman
 Station-Commercial Manager.....Edith Dick
 Program Director, Production Mgr..Fred Barr
 Publicity Director.....Walter Kaner
 Chief Engineer.....Vincent Losgar

W F A S

Selected Audience

Appeal in Westchester,

Serious Music

News

Special Events

40.6% of Westchester's Radio families listen to

WFAS—DIAL 1230

WFAS—FM 103.9 MC

White Plains, N. Y.

Represented by

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New York

WWRL

NEW YORK

Delivering its selling signal to 9,005,442 potential buyers in the rich, greater New York area.

with

intensive, blanket coverage of Queens County, pop. 1,422,996.

Covering America's Greatest Buying Market at the Lowest Cost.

1600

"The HIGH Spot on the Dial"

NORTH CAROLINA

Estimated Population 3,718,000—% Increase +4.1—Radio Homes 644,069
Farms with Radios 172,115—Stations in State 83

WRCS (CP)

AHOSKIE

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By...Ronanoke-Chowan
Broadcasting Co., Inc.

WABZ

ALBEMARLE—EST. 1947

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By...Albemarle Bcstg. Co.
Business-Studio Address...Hotel Albemarle
Phone Number...1010
Transmitter Location...3 mi. from Albemarle on
Salisbury Highway

Air Time...Local sunrise-local sunset
News Service...UP
Transcription Service...Thesaurus
Representative...R. Hoy Whitlow
Membership...NAB
General-Station Mgr...Carl Jack Aley
Commercial Manager...Ira C. Leigh
Sales Promotion Manager...Lyle Lewis
Program Director, Chief

Announcer...Harold Dale
Production Manager...Albert Jones
Publicity Director...Lyle Lewis
Musical Director, Farm Editor...Donald McLain
Chief Engineer...Robert Liverance

WGWR

ASHEBORO—EST. 1947

N. C. STATE NET., INC.

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By...Asheboro Bcstg. Co., Inc.
Business-Studio Address...303 E. Salisbury St.
Phone Number...800 or 798
Transmitter Location...Oakie Mountain
Air Time...5:30 a.m.-local sunset; 7:30 a.m.-
local sunset, Sun.

News Service...UP
Representative...Friedenberg
Membership...BMB
President...Roy Cox
General-Station-Commercial

Manager...J. R. Marlowe
Sales Promotion Manager, Publicity
Director...Fred Gray
Program Director, Production

Manager...Anderson B. Borwn
Musical Director...Nelson Harrill
Chief Engineer...Clyde C. Penny
Farm Editor...Nelson J. Harrill, E. S. Millsaps

WISE

ASHEVILLE—EST. 1939

NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Radio Station WISE
Business-Studio Address...100 College St.
Phone Number...4560
Transmitter Location...100 College St.
Air Time...6:30 a.m.-1 a.m.; 7:45 a.m.-1 a.m.,
Sun.

News Service...AP
Transcription Service...Thesaurus, Lang-Worth
Representative...Burn-Smith, Harry E.
Cummings

Membership...NAB, BMB
President-Owner...Harold H. Thoms
General-Station-Commercial

Manager...Lloyd B. Leonard
Sales Promotion Mgr...W. Marvin Newton
Program Director...Hal Edwards

WLOS

ASHEVILLE—EST. 1947

MBS

Frequency: 1380 Kc. Power: 5000 Watts d.;
1000 Watts n.

Owned-Operated By...Skyway Bcstg. Corp.
Business-Studio Address...Battery Park Hotel
Phone Number...3080
Transmitter Location...Emma, N. C.
Air Time...18 hrs. daily
News Service...INS, UP
Transcription Service...Standard
Representative...Taylor-Howe-Snowden
Membership...NAB
President...Charles M. Britt
Vice President, General-Station

Manager...Charles B. Britt
Commercial Manager...J. William Hendon
Program Director...Bernard C. Barth
Chief Announcer...Garrett Morrison
Chief Engineer...Palmer A. Greer

WNCA

ASHEVILLE—EST. 1945

ABC—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Community Bcstg. Co.
Business-Studio Address...Asheville Biltmore
Hotel

Phone Number...2872
Transmitter Location...Emma, N. C.
Air Time...6 a.m.-12 M.
News Service...INS
Transcription Service...World, Cole

NORTH CAROLINA

Representative Forje
Membership NAB
President Linton D. Baggs, Jr.
General Manager Robert M. Lambe
Commercial Manager Edward D. Brandt
Sales Promotion Manager, Publicity
 Director Fred Brown
Program Director Hazel S. Bennett
Production Manager, Musical
 Director Alan Newcomb
Chief Engineer John Randolph

Air Time 6 a.m.-local sunset
News Service AP
Transcription Service .. Associated, Lang-Worth, Capitol
Representative Gene Grant
Membership NAB, BMB
General-Station Manager E. Z. Jones
Commercial Manager Roy Springer
Program-Production Mgr. G. Sandefur
Publicity Director Rollie Furman
Chief Engineer Berry Tysor

W S K Y

ASHEVILLE—EST. 1947

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By Radio Asheville, Inc.
Business Studio Address 12 Church Street
Phone Number 2232
Transmitter Location Campbell Woods
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service Capitol, Lang-Worth
President Carl R. Bamford
Gen-Station Manager Zeb Lee
Sales Manager Baxter Barkley
Chief Engineer Charles W. Sumner

W W N C

ASHEVILLE—EST. 1927

CBS

Frequency: 570 Kc. **Power:** 5000 Watts
Owned-Operated By .. Asheville Citizen-Times Co., Inc.
Business-Studio Address 14 O'Henry Ave.
Phone Number 5500
Transmitter Location Near Emma, N. C.
Air Time 6 a.m.-12:05 a.m.
News Service AP, UP
Transcription Service Associated
Representative Headley-Reed
Membership NAB, BMB
Executive Director Don S. Elias
General-Station Mgr. Cecil B. Hoskins
Sales Manager James A. Hagan
Sales Promotion Manager, Publicity
 Director K. C. Willson, Jr.
Program Director, Production
 Manager Wm. F. Melia
Chief Announcer Read Wilson
Chief Engineer Wm. M. Hamrick

W B B B

BURLINGTON—EST. 1941

MUTUAL—CAROLINA SPORTS—KBS

Frequency: 920 Kc. **Power:** 1000 Watts
Owned-Operated By ... Alamance Bcstg. Co., Inc.
Business-Studio Address 310½ S. Main St.
Transmitter Location ... W. Front St. Extension

W F N S

BURLINGTON—EST. 1947

INDEPENDENT

Frequency: 1150 Kc. **Power:** 1000 Watts
Owned By Burlington-Graham Bcstg. Co.
Operated By Radio Station WFNS
Business-Studio Address ... 105½ W. Andrews St.
Phone Number 8-5536
Transmitter Location Birch Bridge Rd.
Air Time Unlimited
News Service UP
Transcription Service World, Thesaurus
President W. Boman Sanders
General-Station Mgr. Everett C. Qualls, Sr.
Commercial Manager Phillip Eakin
Program Director Catherine Faulconer
Production Manager Lamar Morgan
Chief Announcer Lou Rigsbee
Musical Director Jim McLoughlin
Chief Engineer Harold S. Taylor

W A Y S

CHARLOTTE—EST.

ABC—MBS

Frequency: 610 Kc. **Power:** 5000 Watts d.; 1000 Watts n.
Owned By Inter-City Advertising
Operated By Radio Station WAYS
Business-Studio Address 120 E. Third St.
Phone Number 37173-4
Transmitter Location Oakdale section
Air Time . 5 a.m.-1 a.m.; 6 a.m.-12 P.M., Sun.
News Service AP
Transcription Service SESAC, Lang-Worth, Standard
Representative Avery-Knodel
Membership NAB, BMB
President G. W. Dowdy
General-Station Manager W. H. Goan
Commercial-Sales Promotion
 Manager Norman Young
Program Director, Production
 Manager J. B. Clark
Publicity Director Mitzi Stack
Musical Director Alonzo Squires
Chief Engineer A. L. Chaney, Jr.

W B T

CHARLOTTE—EST. 1921

CBS

Frequency: 1110 Kc. Power: 50,000 Watts
Owned-Operated By: Jefferson Standard
Bcstg. Co.

Business-Studio Address: Wilder Bldg.
Phone Number: 3-8833
Transmitter Location: 9 mi. S. of Charlotte,
Nation's Ford Rd.

Air Time: 5 a.m.-1 a.m.; 7 a.m.-12 M., Sun.
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Radio Sales
Membership: NAB, BMB
President: J. M. Bryan
Chairman of Board: Ralph Price
General Manager: Chas. H. Crutchfield
Assistant General Manager: E. J. DeGray
Sales Manager: Keith Byerly
Promotion Manager: J. R. Covington
Program Director: Larry Walker
Production Manager: Harry Snook
Publicity Director: Miss Audrey Summers
Director of News & Special

Features: Jack Knell
Musical Director: Clarence Eiters
Chief Engineer: M. J. Minor

W G I V

CHARLOTTE—EST. 1947

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Operated By: Publix Bcstg. Services
of Charlotte, Inc.

Business Address: 2520 Tooney Ave.
News Service: AP
Transcription Service: Capitol
Pres.-Gen. Mgr.: Francis M. Fitzgerald
Commercial Manager: J. Law Epps
Promotion Manager: Mary Burnside
Program Director: Cele Roberts
Chief Engineer: Tom Brandon

W S O C

CHARLOTTE—EST. 1933

NBC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Radio Station WSOC,
Inc.

Business-Studio Address: 1925 N. Tryon St.
Phone Number: 7138
Transmitter Location: 1925 N. Tryon St.
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Thesaurus, Standard
Representative: Headley-Reed
Membership: NAB, BMB
President, General-Station Mgr.: E. J. Gluck
Commercial Manager: Bomar A. Lowrance
Sales Promotion Manager: Clyde Clem

Production Manager, Program-Musical

Director: Paul Marion
Chief Announcer: Ron Jenkins
Chief Engineer: L. L. Caudle, Jr.

W R R Z

CLINTON—EST. 1946

ABC

Frequency: 880 Kc. Power: 1000 Watts d.
Owned-Operated By: Tar Heel Bcstg System
Business Address: Clinton, N. C.
Phone Number: 2354
News Service: AP
Transcription Service: World
Representative: Forjoe
Exec. Vice President: W. R. Roberson Jr.
General-Commercial Mgr.: George Walston
Chief Engineer: Herman Solitz

W E G O

CONCORD—EST. 1941

KBS

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Operated By: Wayne M. Nelson
Business-Studio Address: Concord, N. C.
Phone Number: 2271
Transmitter Location: Concord, N. C.
Air Time: Local sunrise-local sunset
News Service: AP, UP
Transcription Service: Standard, SESAC,
Cole

Representative: Thomas F. Clark
Membership: BMB
General-Station Manager: Wayne M. Nelson
Commercial Manager: Henry L. Lowder
Program Director: Nelda J. Garmon
Chief Engineer: Edwin M. Stanton

W C K B

DUNN—EST. 1946

KBS

Frequency: 780 Kc. Power: 1000 Watts
Owned-Operated By: N. C. Central Bcstrs.,
Inc.

Business-Studio Address: P. O. Box 431
Phone Number: 552
Transmitter Location: 1 mi. S. of Dunn
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Lang-Worth, SESAC
Membership: NAB, BMB
President: Earl McD. Westbrook
General-Station Manager, Musical
Director: A. Hartwell Campbell
Commercial-Sales Promotion Mgr.: A. L. Faulk
Program Director: Frank Huber
Production Manager: Ted Burwell
Chief Engineer: E. L. Burwell
Farm Editor: Al Jordan

W D N C

DURHAM—EST. 1934

CBS

Frequency: 620 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By Durham Radio Corp.
Business-Studio Address 138½ E. Chapel
Hill St.
Phone Number R-155
Transmitter Location Hillsboro Rd.
Air Time 6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,
Sun.
News Service AP, UP
Transcription Service Capitol
Representative Paul H. Raymer
Membership NAB, BMB
President C. C. Council
Vice President, General-Station-Sales Promotion
Manager, Publicity Director J. Frank Jarman
Commercial Manager C. James Woodhouse
Program Director Ed Higgins, Jr.
Office Manager Sue Taylor
Chief Engineer Homer Ledbetter

W D U K

DURHAM—EST. 1946

ABC

Frequency: 1310 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By Harmon L. Duncan
Business-Studio Address 305 West Main St.,
D.H.M., N. C., Stowd Building, Chapel Hill,
N. C.
Phone Number R-101
Transmitter Location Leon St.
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth
Membership NAB
General-Station-Sales Promotion
Manager Harmon L. Duncan
Commercial Manager Arthur Fazzin
Program Director, Production
Manager Eccles Huff
Publicity Director David Hoyle
Chief Engineer Roy E. Fullen

W H H T

DURHAM—EST. 1946

MBS

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By Harold H. Thoms
Business-Studio Address 310 Main St.
Phone Number L-975
Transmitter Location Guess Rd.
Air Time 6:30 a.m.-1 a.m.
News Service INS
Transcription Service Standard

Representative Burn-Smith Company
Inc.
Membership BMB
President-Owner Harold H. Thoms
General-Station-Sales P. omotion
Manager Kenneth Beachboard
Commercial Manager Wilbur Smith
Program-Musical Director Vera Ervin
Production Manager, Chief
Announcer Bill Ferguson
Publicity Director George Jacobs
Chief Engineer W. L. Wafford, Jr.
Farm Editor John Clark

W S S B

DURHAM—EST. 1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Public Information Corp.
Business Address Depositors Nat'l Bank Bldg.
Phone Number 6919
Representative For Joe
President Thomas B. Sawyer
General Manager Guy Griaffen

W T I K

DURHAM—EST. 1946

TOBACCO NETWORK

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By Durham Bcstg. Co.
Address 211½ E. Main St.
Phone Number N-187
Transmitter Location Ellis Rd.
Air Time Local sunrise-local sunset
News Service AP
Transcription Service World, Thesaurus
President-Gen. Mgr. Floyd Fletcher
Commercial Manager Paul W. Norris
Program Director Ken Corbitt
Chief Engineer Arlis White

W C N C

ELIZABETH CITY—EST. 1939

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Albemarle Bcstg. Co.
Business-Studio Address 104 E. Colonial Ave.
Phone Number 1400
Transmitter Location Parsonage St., Extd.
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Burn-Smith
General Manager Edmund D. Northup
Commercial-Sales Promotion
Manager T. W. Talbot
Program Director Nancy Northup
Production Manager, Chief
Announcer Frank Elliott
Publicity Director Bill Krough
Chief Engineer Joe Kyle

W G A I

ELIZABETH CITY—EST. 1947

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Operated By: Daily Advance
 Business Address: Kramer Bldg.
 Phone Number: 757
 News Service: AP
 Transcription Service: World
 General Manager: Bob Bingham
 Commercial Manager: Alan Friedrichs
 Promotion Manager: Sterling Waters
 Program Director: Alan Burke
 Chief Engineer: Frederick Wagner

W F L B

FAYETTEVILLE—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Fayetteville Bcstrs., Inc.
 Business Address: P. O. Box 1258
 Phone Number: 7136
 Studio-Transmitter Location: Bragg Blvd.
 Air Time: 6 a.m.-12 M.
 News Service: INS
 Transcription Service: Thesaurus
 Representative: Cox & Tans
 Membership: NAB, BMB
 President: Harry B. Stein
 General-Station Manager: John M. Croft
 Commercial Manager: N. L. Royster
 Chief Engineer: E. A. Whitlock

W F N C

FAYETTEVILLE—EST. 1940

MBS—TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Cape Fear Bcstg. Co.
 Business-Studio Address: 114 Anderson St.
 Phone Number: 4848 and 2747
 Transmitter Location: Murchison Rd.
 Air Time: 6 a.m.-12 M.
 News Service: UP
 Transcription Service: World
 Representative: Walker
 Membership: NAB, BMB
 General Manager: Victor W. Dawson
 Commercial Manager: Luther Gambill
 Sales Promotion Manager: Harry Mills
 Program Director, Farm
 Editor: Nat R. Martin
 News Editor: Marjorie Jordan
 Chief Engineer: William Alford

W G N C

GASTONIA—EST. 1939

ABC—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: F. C. Todd
 Business-Studio Address: 168-170 W. Main St.
 Phone Number: 732
 Transmitter Location: Gastonia, N. C.

Air Time: 6 a.m.-11:15 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Membership: NAB, BMB
 President-Owner: F. C. Todd
 General-Station Manager: Pat McSwain
 Commercial Manager: F. C. Abennethy
 Program Director: Earl Holder
 Chief Announcer: Oliver Thornburg
 Chief Engineer: W. C. Groves, Jr.

W B B O

FOREST CITY—EST. 1947

N. C. STATE NETWORK—KBS

Frequency: 780 Kc. Power: 1000 Watts
 Owned-Operated By: Rutherford County
 Radio Co., Inc.
 Business-Studio Address: Forest City, N. C.
 Phone Number: 3205
 Transmitter Location: Forest City
 Air Time: Local Sunrise-Local Sunset
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Friedenberg
 Membership: NAB, BMB
 President-General-Station
 Manager: Ed M. Anderson
 Commercial Manager: Jack Hammette
 Chief Engineer: Merton Iwerks

WGBR 1400 K.C.	WGBR-FM 93.3 MEG.
Goldsboro	

AFFILIATE OF
 MBS
 and TOBACCO NETWORK
 Represented by The Walker Co.

WGBR

"Eastern Carolina's Number One Station"
 LELAND B. NELSON, Gen. Mgr.
 GOLDSBORO NORTH CAROLINA

W G B R

GOLDSBORO—EST. 1939

MBS—TOBACCO NETWORK

WGBR—1400 Kc. Power: 250 Watts
 Owned-Operated By Eastern Carolina Bcstg. Co., Inc.
 Business-Studio Address Borden Bldg.
 Phone Number 1550
 Transmitter Location W. of Goldsboro on Highway No. 70
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus, World, Cole
 Representative Walker Co.
 Membership NAB, BMB
 President A. T. Hawkins
 General-Station Manager Leland B. Nelson
 Commercial-Sales Promotion, Publicity
 Director Sidney J. Brumberg
 Program Director, Production
 Manager Vassie G. Balkcum
 Chief Announcer Charlie E. Harville
 Chief Engineer Daniel B. Trueblood
 Farm Editor Edward D. Champion

W B I G

GREENSBORO—EST. 1926

CBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By N. C. Bcstg. Co.
 Business Address P. O. Box 1807
 Phone Number 6125-6-7
 Studio Address O. Henry Hotel Bldg.
 Transmitter Location Battleground Blvd.
 Air Time 6 a.m.-12 M., 8 a.m.-12 M. Sun.
 News Service AP
 Transcription Service World, Thesaurus
 Representative George P. Hollingbery
 Membership NAB, BMB
 President-General-Station
 Manager Edney Ridge
 Commercial Manager Gilbert M. Hutchison
 Sales Promotion Manager William P. Mitchell
 Program Director, Production
 Manager Alfred J. Rice
 Publicity Director Aileen Gilmore
 Chief Announcer Mike Brooks
 Musical Director Margaret Banks
 Chief Engineer Earl F. Allison
 Farm Editor Bob Jones



"The PRESTIGE STATION of the CAROLINAS"

famed for Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*

W C O G (CP)

GREENSBORO

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By Inter-City Adv. Co.
 Business Address 120 E. Third St.
 Charlotte, N. C.

W G B G

GREENSBORO—EST. 1942

ABC

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Operated By . . Greensboro Bcstg. Co.,
 Inc.

Business Address P. O. Box 2280
 Phone Number 3-3631
 Studio-Transmitter Location . . Ashe St. Extn.
 Air Time 6 a.m.-Local Sunset
 News Service UP
 Transcription Service Capitol, Associated
 Representative Burn-Smith
 President, General-Station

Manager Ralph M. Lambeth
 Commercial Manager Earl O. Sullivan
 Sales Promotion Manager Garland Michael
 Program Director H. Marie Craven
 Chief Engineer James M. Stewart

W G T C

GREENVILLE—EST. 1940

MBS—TOBACCO NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned By J. I. White
 Operated By Greenville Bcstg. Co.
 Business-Studio Address . . Falkland Highway,
 P. O. Box 898

Phone Number 3182
 Transmitter Location Falkland Highway
 Air Time 7 a.m.-12 p.m.
 News Service AP
 Transcription Service World, Cole, Lang-
 Worth

Representative Walker
 Membership NAB, BMB
 President-Owner J. I. White
 General-Station Manager B. S. Hodges, Jr.
 Commercial-Sales Promotion

Manager Dave Mosier
 Program-Pub. Prod. Mgr. Charles Whedbec
 Chief Engineer Jim Mayo

W H N C

HENDERSON—EST. 1945

MBS—KBS

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Operated By . . Henderson Radio Corp.
 Business-Studio Address . . 219 So. William St.
 Phone Number 736-1446

Transmitter Location . . 2 miles N. of Henderson
 on U. S. No. 1

Air Time Local Sunrise-Local Sunset
 News Service AP
 Transcription Service World, Lang-Worth,
 Thesaurus, Cole, Capitol

Representative Homer Griffith
 Membership NAB, BMB
 President S. S. Stevenson
 Vice-President, General Station-Commercial . .
 Sales Promotion Manager Nathan Frank
 Program Director Virginia Parham
 Production Manager Charlie Tutewailer
 Chief Engineer Lewis Hiland

W H K P

HENDERSONVILLE—EST. 1946

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Redge Bcstg. Co.
 Address Box 757
 Phone Number 700

Transmitter Location . . Chimney Rock Highway
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Membership BMB

President R. Lee Whitmire
 General Manager R. Lee Amos
 Commercial Manager Reginal Hill
 Promotion Manager Kermix Edney
 Chief Engineer Wm. M. Cox

W H K Y

HICKORY—EST. 1939

ABC—KBS

Frequency: 1290 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By The Catawba Valley
 Bcstg. Co., Inc.

Address 13th St. Radio Bldg.
 Phone Number 1195-6
 Transmitter Location . . . 2½ miles SE of Hickory
 Air Time 18 hrs. daily

News Service AP
 Transcription Service World, Associated
 Membership NAB, BMB
 President Carl V. Cline
 Gen.-Station Manager Edmund S. Long
 Chief Engineer Edmund S. Long

W H P E

HIGH POINT—EST. 1947

Frequency: 1070 Kc. Power: 1000 Watts d.
 Owned-Operated By . . High Point Enterprise,
 Inc.

Business-Studio Address . . 305-307 N. Main St.

Phone Number 3466 & 3467
 Transmitter Location... Old Thomasville Rd.
 Air Time..... Local Sunrise-Local Sunset
 News Service AP
 Transcription Service... Associated, Standard
 Representative Cox & Tanz
 Membership NAB
 President..... R. B. Terry
 Secretary & Treasurer..... D. A. Rawley
 General-Station Manager... Walter F. Hester
 Sales Manager..... Chester R. Messervey
 Chief Announcer..... William H. Alspaugh
 Musical Director..... Mary Elizabeth Clark
 Chief Engineer..... Harold C. Spengler

W M F R

HIGH POINT—EST. 1935

ABC—KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... Radio Station WMFR
 Business-Studio Address..... 164 S. Main St.
 Phone Number 4593-4
 Transmitter Location..... 164 So. Main St.
 Air Time..... 6 a.m.-12 M.
 News Service UP
 Transcription Service..... LangWorth, Capitol
 Representative Burn-Smith Co.
 Membership BMB
 President-Owner, General-Station
 Manager..... Frank S. Lambeth
 Commercial Manager..... Pat Taylor
 Sales Promotion Manager.... Gerald Sullivan
 Program Director..... Gary Davis
 Musical Director..... Harold Craven
 Chief Engineer..... Robert Moore

W J N C

JACKSONVILLE—EST. 1945

MBS—THE TOBACCO NETWORK

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By.. Jacksonville Bcstg. Co.,
 Inc.
 Business-Studio Address..... Highway 24, N.
 Phone Number 707-708
 Transmitter Location..... Highway 24, N.
 Air Time.. Mon.-Fri. 6:30 a.m.-11:30 p.m.; Sat.
 6:30 a.m.-12 M.; Sun. 8 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB
 President..... Louis N. Howard
 Station-Sales Promotion
 Manager..... Lester L. Gould
 Commercial Manager..... Rod Jones
 Program Director..... Gorton T. H. Wilbur
 Publicity Director..... Gort Wilbur
 Musical Director..... Ray Sinclair
 Chief Engineer..... Elmo Cronk

W G T L

KANNAPOLIS—EST. 1946

NORTH CAROLINA STATE NETWORK

Frequency: 870 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Fred H. Whitley
 Business Address... Cannon Blvd. & Country
 Club
 Phone Number... Kannapolis 870 & Concord
 2154
 Studio Address..... Charlotte, N. C., Concord
 Hotel, WGTL Bldg., Kannapolis
 Transmitter Location..... Route 29
 Air Time..... Local Sunrise-Local Sunset
 News Service UP
 Transcription Service... Lang-Worth, Capitol,
 World
 Representative Forjoe
 Membership NAB, BMB
 President-Owner..... Fred H. Whitley
 General-Station-Commercial-
 Sales Promotion Manager... H. A. Seville
 Program Director..... Hod Love
 Production Manager..... Irvin Carroll
 Chief Announcer..... Carl Caudill
 Musical Director..... Jean Miller
 Chief Engineer..... Foy Hinson

W F T C

KINSTON—EST. 1937

ABC

Frequency: 1280 Kc..... Power: 250 Watts
 Owned-Operated By..... Jonas Weiland
 Address..... 204 East King St.
 Phone Number 4111

W K N S

KINSTON—EST. 1947

Frequency: 1000 Kc... Power: 1000 Watts d.
 Owned-Operated By..... Kinston Bcstg. Co.
 Business-Studio Address..... Radio Building
 Phone Number 4509
 Transmitter Location..... Richlands Rd.
 Air Time..... Local Sunrise-Local Sunset
 News Service UP
 Transcription Service..... Thesaurus, World
 Representative... Joseph Hershey McGillvra
 President..... A. K. Barrus
 General-Station-Commercial
 Manager..... James W. Campbell
 Program Director..... Marshall T. Pack
 Chief Engineer..... David N. Hardison

W E W O

LAURINBURG—EST. 1947

N. C. STATE NETWORK

Frequency: 1080 Kc... Power: 1000 Watts d.
 Owned-Operated By..... Scotland Bcstg. Co.
 Business-Studio Address..... Chetwynd Hotel

. . . NORTH CAROLINA . . .

Phone Number 770
Transmitter Location... U.S. 74, 2 miles E. of
Laurinburg
Air Time..... Local Sunrise-Local Sunset
News Service UP
Transcription Service World
Membership NAB, BMB
President Edwin Pate
General Manager..... J. R. Dalrymple, Jr.
Program Director..... Ed Leach
Chief Engineer..... Truman Brock

W L O E

LEAKSVILLE—EST. 1946

MBS—TOBACCO SPORTS NETWORK—KBS
Frequency: 1490 Kc..... Power 100 Watts
Owned-Operated By..... Douglas L. Craddock
Business Address..... Boulevard Branch
Phone Number 701
Studio-Transmitter Location... Leaksville, N. C.
Air Time..... 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service AP
Transcription Service..... World, Capitol
Membership NAB, BMB
Owner-Manager..... Douglas L. Craddock
Commercial Manager..... D. M. Snodderly
Program Director..... Charles H. Slate
Chief Engineer..... Eldred Winn

W J R I

LENOIR—EST. 1946

MBS—TOBACCO NETWORK—KBS
Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... John P. Rabb
Business-Studio Address... 107 W. Ave., Union
Nat'l Bank Bldg.
Phone Number 761
Transmitter Location..... Lenoir, N. C.
Air Time..... 6 a.m.-12 M.
News Service AP
Transcription Service Thesaurus
Membership NAB
President-Owner, General-Commercial
Manager..... John P. Rabb
Station Manager..... K. Rabb
Sales Promotion Manager..... Edythe Bloker
Program Director..... Glen Whittier
Publicity Director..... George Lewis
Chief Engineer..... G. Blaine Ruckert

W B U Y

LEXINGTON—EST. 1946

KBS

Frequency: 1190 Kc..... Power: 250 Watts d.
Owned By..... Davidson County Bcstg. Co.
Operated By..... Omar G. & Greely N. Hilton
Business Address..... P. O. Box 359

Phone Number 2716
Studio Address..... 209 S. Main St.
Air Time..... Local Sunrise-Local Sunset
News Service AP
Transcription Service Lang-Worth
Representative..... Thomas F. Clark
Partners..... Omar N. Hilton, Greely N. Hilton
Station-Commercial Manager... C. Robert Ray
Chief Engineer..... Fred Honeycutt

W T S B

LUMBERTON—EST. 1946

MBS—KBS

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By... Robeson Bcstg. Corp.
Business-Studio Address... 112 W. 5th St.
Phone Number 1080
Air Time..... 6:30 a.m.-11:15 p.m.
News Service AP
Transcription Service Standard
Membership NAB
President..... Dr. E. L. Bowman
General Manager..... James MacNeil
Sales Manager..... Eleanor French
Program Director..... Coleman Patterson
Chief Engineer..... W. F. Rogers

W M A P

MONROE—EST. 1947

Frequency: 1060 Kc..... Power: 250 Watts d.
Owned-Operated By..... Union Bcstg. Corp.
Business-Studio Address..... P. O. Box 385,
Monroe, N. C.
Phone Number 1060
Air Time Local Sunrise-Local Sunset
News Service UP
Transcription Service..... Thesaurus, Capitol
Chief Executives... J. Ray Shute, Olin B. Sikes
and J. S. Beaty, Jr.
Station Manager..... Roy O. Darby, Jr.

W M B L

MOREHEAD CITY—EST. 1947

Frequency: 740 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Carteret Bcstg. Co.
Business Address..... P. O. Box 740
Phone Number 9740
Studio-Transmitter Location... Radio City,
between Morehead City and Beaufort, N. C.
Air Time..... Local Sunrise-Local Sunset
News Service UP
Transcription Service..... Standard, World
Representative... Joseph Hershey McGillvra
Membership NAB
President-Manager..... Grover C. Munden
Commercial Manager..... Charles Markey
Sales Promotion Mgr..... Paul Parker
Chief Engineer..... Ray Cummins

WMNC

MORGANTON—EST. 1947

MBS (Pending)

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Nathan J. Cooper
 Business Address P. O. Box 805
 Phone Number 1100
 Studio-Transmitter Location . Highway 181, N.
 of Morganton
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 President-Owner, General-Commercial
 Manager Nathan J. Cooper
 Sales Promotion-Production Manager,
 Publicity Director Lee Douglas
 Chief Engineer Elmer Troutman

WPAQ (CP)

MOUNT AIRY

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By Ralph D. Epperson

WHIT

NEW BERN—EST. 1942

MBS—THE TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By . The Coastal Bcstg. Co.,
 Inc.
 Business-Studio Address . U. S. Highway 17, S.
 Phone Number 4450
 Air Time Mon.-Fri. 6:30 a.m.-11:30 p.m.;
 Sat. 6:30 a.m.-12 M.; Sun. 8 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB, BMB
 President Louis N. Howard
 Station-Production
 Manager Gordon A. Scheihing
 Commercial-Sales Promotion
 Manager Richard B. Stark
 Program Director Gordon A. Scheihing
 Publicity Director Andy Anderson
 Chief Announcer Bruce Lee
 Chief Engineer William G. Haire

WNNC (CP)

NEWTON

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Newton-Conover Bcstg.
 Co.
 Business Address 211 Main St., Gastonia,
 N. C.
 Partners Earl Holder, Ray Leinbach Sr.,
 Charles C. Turner

WILX

NORTH WILKESBORO—EST. 1947

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Carolina-Northwest
 Bcstg. Co.

WKBC

NORTH WILKESBORO—EST. 1947

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Wilkes Bcstg. Co.
 Business-Studio Address Cashion Bldg.
 Phone Number 633
 Transmitter Location . Elkin Highway No. 268
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 General-Station Manager Doris B. Brown
 Commercial Manager Roland B. Potter
 Program Director, Production Manager,
 Farm Editor John T. Cashion
 Publicity Director George C. Yarbrough
 Chief Announcer Michael West
 Chief Engineer Robert L. Pinnix

WNAO

RALEIGH—EST. 1947

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By . The News & Observer
 Publ. Co.
 Business Address 114 W. Martin St.
 Studio Address 219 S. McDowell
 Transmitter Location Cary Rd.
 Air Time 6 a.m.-M.
 Transcription Service Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President Josephus Daniels
 General-Station Manager Dudley Tichenor
 Chief Engineer Bascom E. Porter

WPTF

RALEIGH—EST. 1924

NBC

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Operated By WPTF Radio Co.
 Business-Studio Address Insurance Bldg.
 Phone Number 8311
 Transmitter Location Cary, N. C.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Associated
 Representative Free & Peters
 Membership NAB, BMB
 President J. R. Weatherspoon
 General-Station Manager Richard H. Mason

. . . NORTH CAROLINA . . .

Sales Manager.....O. L. Carpenter
 Director of Advertising &
 Promotion.....R. W. Youngsteadt
 Program Manager.....Graham B. Poyner
 Chief Engineer.....Henry Hulick, Jr.
 Farm Editor.....Ted Leeper

W R A L

RALEIGH—EST. 1939

MBS—TOBACCO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Capitol Bcstg. Co., Inc.
 Business-Studio Address...130 S. Salisbury St.
 Phone Number.....6411
 Transmitter Location...E. Davie St. Extension
 Air Time.....6:30 a.m. 12 M.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Weed
 Membership.....NAB, BMB
 President.....A. J. Fletcher
 General-Station Manager.....Fred Fletcher
 Commercial Manager.....Tom Mitchel
 Program Director.....Howard Maschmeier
 Chief Engineer.....Stanley Brown

W F R C

REIDSVILLE—EST. 1947

KBS

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Operated By...Piedmont Carolina Bcstg.
 Co., Inc.
 Business-Studio Address.....18 Gilmer St.
 Phone Number.....1573-4
 Transmitter Location.....Leaksville Rd.
 Air Time.....6 a.m.-11 p.m.; 7 a.m.-10 p.m.
 Sun.
 News Service.....AP
 Transcription Service...World, Associated, Cole
 Representative.....Donald Cooke
 Membership.....NAB
 President.....H. T. Williams
 General-Station, Publicity
 Director.....W. E. Williams
 Commercial-Sales Promotion
 Manager.....George Anderson
 Program Director,
 Announcer.....Chuck Perron
 Production Manager.....Carolyn Reese
 Chief Engineer.....L. H. Alexander
 Farm Editor.....Mutt Burton

W C B T

ROANOKE RAPIDS—EST. 1940

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Station WCBT
 Incorporated
 Business-Studio Address...251 Roanoke Ave.
 Phone Number.....R-855-1, R-856-1

Transmitter Location.....E. Tenth St. Ext.
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Representative.....Burn-Smith
 Membership.....NAB, BMB
 President, General-Station Mgr...S. E. Crew
 Commercial-Sales Promotion Mgr...A. L. Drew
 Program-Publicity Director,
 Production Manager.....Jesse Helms
 Chief Announcer.....Jack Kenneth Johnson
 Musical Director.....Jerry Eton
 Chief Engineer.....C. W. Meares

W A Y N

ROCKINGHAM—EST. 1946

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Wayne M. Nelson
 Business-Studio Address...Rockingham, N. C.
 Phone Number.....611
 Transmitter Location...Rockingham, N. C.
 Air Time.....Local Sunrise-Local Sunset
 News Service.....UP
 Transcription Service.....Lang-Worth, Mac-
 Gregor, SESAC, Cole
 Membership.....NAB, BMB
 President-Owner, General
 Manager.....Wayne M. Nelson
 Commercial Manager.....Mrs. Jimmie Ellerbe
 Chief Engineer.....William E. Henley

W C E C

ROCKY MOUNT—EST. 1947

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Losh L. Horne
 Business-Studio Address...115 N. Church St.
 Phone Number.....2880
 Transmitter Location...N. C. Highway 95, 2
 miles N. W. of City
 Air Time.....Local Sunset-Local Sunrise
 News Service.....AP
 Transcription Service.....Capitol, Associated
 Membership.....NAB
 President-Owner.....Josh L. Horne
 General Manager.....Melvin J. Warner
 Commercial Manager.....Ruby Grant Dugan
 Program Director, Production
 Manager.....Ray Wilkinson
 Chief Engineer.....Warren Palmer

W E E D

ROCKY MOUNT—EST. 1933

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....W. A. Wynne
 Business Address.....Box 752
 Phone Number.....1420
 Studio-Transmitter Location...Nashville H'way
 Air Time.....6 a.m.-12 M.; 8 a.m.-M. Sun.

News Service AP
 Transcription Service World
 Membership NAB, BMB
 President-Owner, General, Station
 Manager W. A. Wynne
 Commercial Manager Jack Cummings
 Program Director Tommy Snowden
 Chief Engineer W. A. Wynne

W S A T (CP) SALISBURY

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Mid-Carolina Bcstg. Co.
 Business Address 119 Lawyers Row

W S T P SALISBURY—EST. 1939 MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Piedmont Bcstg. Corp.
 Business-Studio Address State Theater Bldg.
 Phone Number 2121
 Transmitter Location Statesville Rd.
 Air Time 7 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative McGillvra
 Membership NAB, BMB
 President, General Manager Bryce P. Beard
 Musical Director Russell B. McIntire
 Commercial Manager Katherine Murphy
 Publicity Director Pat Beard
 Chief Announcer Bill Brown
 Chief Engineer Carl B. Watson
 Farm Editor Jim Turner

W W G P SANFORD—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Lee Bcstg. Co.
 Address 23 Steele St.
 Phone Number 860
 Transmitter Location Near Tramway
 Air Time Daytime
 News Service UP
 Transcription Service World, Capitol, Cole
 Pres.-Gen. Manager W. W. Primm
 Commercial Manager L. O. Hutchins
 Promotion Manager G. C. Primm
 Program Director Gerald E. Bowman
 Chief Engineer Carey H. Olive

W O H S SHELBY—EST. 1946 MBS

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Operated By Western Carolina Radio Corp.

Business Address Box 1401
 Phone Number 340
 Studio-Transmitter Location Highway 74, W.
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Transcription Service Thesaurus
 Membership NAB
 President Lee B. Weathers
 General-Station Manager,
 Chief Engineer Robert M. Wallace
 Commercial Manager Steve Woodson
 Production Manager Milton Scarboro
 Chief Announcer Charles Bickford

W E E B SOUTHERN PINES—EST. 1947 MBS

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Sandhill Community Broadcasters, Inc.
 Business Address Box 1298
 Phone Number 6191
 News Service AP
 Representative Forjoe
 Pres.-Gen.-Comm. Mgr. Jack S. Younts
 Program Director Elizabeth M. Younts
 Production Director William E. Cox Jr.
 Chief Engineer Richard S. Philbrick

W S T S SOUTHERN PINES—EST. 1947

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By Sandhill Bcstg. Corp.
 Business Address 113 E. Broad St.
 Phone Number 8271
 News Service UP
 Transcription Service Standard
 Representative Clark
 President F. L. Beber
 General Manager Joe B. Long Jr.
 Commercial Manager Kent L. Jeffrey
 Chief Engineer Clyde E. Rhodes

W S I C STATESVILLE—EST. 1947 MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Statesville Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 1189
 Phone Number 1000
 Transmitter Location Radio Rd., P. O. Box 1189
 Air Time 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
 News Service AP
 Transcription Service World
 Membership NAB
 President Dr. James W. Davis
 General Manager Harry Gatton

• • • **NORTH CAROLINA** • • •

Program Director.....James Poston
 Publicity Director.....Miss Francis Earle
 Chief Announcer, Musical
 Director.....Albert Watson
 Chief Engineer.....T. K. Abernethy

W C P S

TARBORO—EST. 1946
 SMITH DOUGLAS NETWORK
 CAROLINA SPORTS NETWORK

Frequency: 760 Kc. Power: 1000 Watts d. only
 Owned-Operated By...Coastal Plains Bcstg.
 Co., Inc.
 Business-Studio Address....Edgecombe Bank
 Bldg.
 Phone Number.....643
 Transmitter Location...U. S. Highway No. 64,
 Rocky Mount-Tarboro
 Air Time.....5 a.m.-Local Sunset
 News Service.....AP
 Transcription Service....Lang-Worth, Capitol
 Membership.....NAB, BMB
 General Manager.....John C. Hanner
 Commercial Manager.....Porter McNair
 Program Director.....Syd Byrnes
 Publicity Director.....Ruth Brewer
 Chief Engineer.....Charles D. Chandler
 Farm Editor.....S. Welcome Stanton

W T N C

THOMASVILLE—EST. 1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Operated By...Thomasville Bcstg. Co.
 Business-Studio Address...Salem St. Extension
 Phone Number.....902
 Transmitter Location....Salem St. Extension
 Air Time.....Local Sunrise-Local Sunset
 News Service.....AP
 Transcription Service....World
 Membership.....NAB
 President.....Russell F. Van Landingham
 Station-Commercial-Sales Promotion
 Manager.....Harold Harrison
 Chief Announcer.....Harold Murray
 Chief Engineer.....L. M. Sugg

WADE

WADESBORO—EST. 1947

N. C. STATE NETWORK

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Operated By...Anson Radio & Bcstg.
 Co. Inc.
 Business-Studio Address....Lyon Bldg.
 Phone Number.....620 and 427
 Transmitter Location....Morven Rd.
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service....Thesaurus
 Representative.....Friedenberg
 Membership.....NAB

President.....Robert P. Lyon
 General-Station Manager...G. Fred Johnson
 Commercial-Sales Promotion
 Manager.....Jack Hankins
 Program-Production Manager...Jacque Larabee
 Chief Announcer, Musical
 Director.....Wm. Billingsley
 Chief Engineer.....John Thomas

W H E D (CP)

WASHINGTON

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By...Beaufort Bcstg. Co.

W R R F

WASHINGTON—EST. 1942

ABC

Frequency: 930 Kc. Power: 5000 Watts d.
 Owned-Operated By...Tar Heel Bcstg.
 System, Inc.
 Business-Studio Address...Bank of Washington
 Phone Number.....403
 Transmitter Location....U. S. Highway No. 17
 Air Time.....5:30 a.m.-local sunset
 News Service.....AP
 Transcription Service....Thesaurus
 Representative.....Forjoe
 Membership.....NAB, BMB
 President.....W. R. Roberson, Sr.
 General Manager.....W. R. Roberson, Jr.
 Station-Commercial Mgr.....T. H. Patterson
 Sales Promotion Manager, Program
 Director.....Don Pierce
 Production Manager.....Ben Roebuck
 Publicity Director, Chief
 Announcer.....Merrill Daniels
 Musical Director.....Paul Wynn
 Chief Engineer.....Issacc Murphrey
 Farm Editor.....Vernon Carter

W H C C

WAYNESVILLE—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...Smoky Mountain Bcstg.
 Business Address.....Main St.
 Phone Number.....680
 News Service.....UP
 Transcription Service....Lang-Worth
 President.....W. Curtis Russ
 General Manager.....Robert M. Wallace
 Commercial Manager.....Zeno Wall
 Program Director.....George A. Flowers
 Chief Engineer.....Don Hunnicutt

W E N C

WHITEVILLE—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Whiteville Bcstg. Co. Inc.

. . . NORTH CAROLINA . . .

Business-Studio Address P. O. Box 508
 Phone Number 120
 Transmitter Location 1 mi. from Business District
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard, World
 Membership NAB
 General-Sales Promotion Manager,
 Publicity Director Ward A. Coleman
 Commercial Manager Mrs. Margaret McNeil
 Program Director, Production
 Manager Henry Hoppe
 Chief Announcer Jim Pursell
 Chief Engineer Harold Vanderment

W G N I

WILMINGTON—EST. 1946
 MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By General Newspapers Inc.
 Business-Studio Address Radio Bldg., Princess St.
 Phone Number 2-2421-2; L.D. 30
 Transmitter Location Eagle Island at Cape River Bridge
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Capitol, Standard
 Representative Joseph Hershey McGillvra
 Membership NAB
 President Carmage Walls
 General Manager, Publicity
 Director James W. Stewart
 Commercial-Sales Promotion
 Manager Foster Edwards
 Program Director, Production
 Manager Don Barber
 Chief Announcer, Farm Editor Ed. McKay
 Musical Director Larry Hartsfield
 Chief Engineer W. P. Callahan

W M F D

WILMINGTON—EST. 1935
 ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-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
 Air Time 7:30 a.m.-11 p.m.
 News Service UP
 Transcription Service World, Cole
 Representative Burn-Smith Company
 Owner-General Mgr. B. A. Dunlea

Commercial Manager Claud O'Shields
 Program Director H. W. Lee
 Chief Engineer E. I. Herring

W G T M

WILSON—EST. 1937
 MBS—TOBACCO NETWORK

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By Watson Industries, Inc.
 Business Address P. O. Box 976
 Phone Number 2188-9
 Studio Address Herring Ave.
 Transmitter Location Rock Ridge, N. C.
 Air Time 5:30 a.m.-12:30 p.m.
 News Service UP
 Transcription Service World, Lang-Worth, Thesaurus
 Representative George P. Hollingbery
 Membership NAB, BMB
 President-Owner Penn Thomas Watson
 General Manager Allen Wannamaker
 Assistant Manager Clint Farris
 Commercial Manager Harry Severance
 Production Manager Bill Jackson
 Publicity Director Harriet Fulghum
 Musical Director Jack Townsend
 Chief Engineer W. H. Malone
 Farm Editor Lee Parker

1 BILLION POUNDS TOBACCO = \$492,000,000

ONE STATION
WGTM

Complete
 = TOBACCO-LAND COVERAGE

Now, the new 5000-watt voice of WGTM covers Wilson, world's largest bright-leaf tobacco market, and North Carolina's bright-leaf tobacco belt. Here, over a billion pounds of tobacco were produced and sold during the 1946-47 season. More than 952,539 Tar-heels in our 0.5 MV area share this wealth, offering North Carolina's richest opportunity.

For complete tobacco-land coverage . . . from the inside . . . you need only . . .

* Tobacco sales 1946-1947 season

The **NEW WGTM** 590 KC
5000 Watts
 WILSON, NORTH CAROLINA
 MBS THE TOBACCO NETWORK
 Allen L. Wannamaker, Gen. Manager

W A I R

WINSTON-SALEM—EST. 1937
ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By WAIR Bcstg. Co.
Business-Studio Address Pepper Bldg.
Phone Number 2-1133
News Service AP
Transcription Service World, Lang-Worth,
Cole

Representative Avery Knodel
Membership NAB, BMB
General Manager George Walker
Asst. Manager James Hicks
Commercial Manager C. G. Hill
Sales Promotion Manager James Hicks
Program Director Doris Pardington
Chief Announcer Gilbert Stamper
Chief Engineer Lee King

W S J S

WINSTON-SALEM—EST. 1930
NBC

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By Piedmont Publishing
Business-Studio Address 419-21 N. Spruce St.
Phone Number 4141

News Service UP
Transcription Service Associated, Standard
Representative Headley-Reed
Membership NAB, BMB
President Gordon Gray
Vice-President Harold Essex
Sales Manager Harry B. Shaw
Sales Promotion Manager Walter Blake
Program Director Robert C. Estes
Production Manager John Connas
Musical Director B. C. Dunford, Jr.
Chief Engineer Phil Hedrick

W T O B

WINSTON-SALEM—EST. 1946
MBS

Frequency: 710 Kc. Power: 1000 Watts d.
Owned-Operated By Winston-Salem Bcstg.
Business-Studio Address 826½ W. Fourth St.
Phone Number 7145
News Service AP
Transcription Service Thesaurus
Representative Taylor-Howe-Snowden
Membership NAB
President James W. Coan
General Manager John G. Johnson
Program Manager Louis T. Marsh
Production Manager Miss Elizabeth Trotman
Chief Engineer L. C. Davis

NORTH DAKOTA

*Estimated Population 552,000—% Increase —14.0—Radio Homes 118,998
Farms with Radios 57,769—Stations in State 11*

K F Y R

BISMARCK—EST. 1925
NBC—NORTHWEST NETWORK

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Bcstg. Co.
Business-Studio Address 320 Broadway
Phone Number 468
Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service UP
Transcription Service Thesaurus
Representative John Blair
Membership NAB, BMB
President, General Manager P. J. Meyer
Station Manager F. E. Fitzsimonds
Commercial Manager Robert MacLeod
Program-Publicity Director Cal Culver
Production Manager Charles Schoregge
Chief Engineer Ivar Nelson

K D L R

DEVILS LAKE—EST. 1925
MBS—GREAT NORTHERN

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated KDLR Inc.
Business-Studio Address 1025 3rd St.
Phone Number 1090
Transmitter Location East end 4th St.
Air Time Unlimited
News Service UP
Transcription Service World, SESAC
Membership BMB
President, General Manager Bert Wick
Chief Announcer Ray Kapp
Chief Engineer Richard Moritz

K D I X

DICKINSON—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Dickinson Radio Assn.
Business-Studio Address 28 1st Ave. W.
Phone Number 348
Transmitter Location N. Dickinson City Limits
Air Time Unlimited
News Service AP
Transcription Service Standard
Membership NAB

. . . NORTH DAKOTA . . .

President.....Dr. P. J. Weir
 General-Station Manager....Orville F. Burda
 Commercial Manager.....Eugene L. Spear
 Sales Promotion Manager....Orville J. Narum
 Production Manager...Warren M. Peterson
 Publicity-Musical Director...George L. Brooks
 Chief Engineer.....Quintin V. Prochaska

Transcription ServiceLang-Worth
 RepresentativeAvery Knodel
 President-OwnerDalton Le Masurier
 Commercial Manager.....Elmer O. Hanson
 Program Director.....Ralph D. Herbert
 Chief Engineer.....Arnold Petrich

K F G O

FARGO—EST. 1947

ABC

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By..Northern States Bcstg. Co.
 Business Address.....421½ N. P. Ave.
 Phone Number2-3291
 News ServiceAP
 Transcription Service.....SESAC, Standard
 RepresentativeRaymer
 President.....W. R. Haggart
 Gen.-Comm. Mgr.....Charles G. Burke
 Promotion Manager.....Frank P. Sanders
 Musical Director.....Wallace I. Bey

W D A Y

FARGO—EST. 1922

NBC—NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WDAY, Inc.
 Business-Studio Address.....Black Bldg.
 Phone Number5357
 Air TimeUnlimited
 News Service.....AP, UP
 Transcription ServiceThesaurus
 Representative.....Free & Peters
 MembershipNAB, BMB
 President, General.....E. C. Reineke
 Station Manager.....Jack Dunn
 Commercial Manager.....Tom Barnes
 Sales Promotion Manager.....Roy Pedersen
 Production Manager.....Maurie Waller
 Musical Director.....Frank Scott
 Chief Engineer.....Julius Heland

K I L O

GRAND FORKS—EST. 1941

CBS

Frequency: 1440 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Dalton LeMasurier
 Business-Studio Address.....508 First Natl.
 Bank Bldg.
 Phone Number1200
 Air Time.....6:30 a.m.-12:05 a.m.
 News ServiceUP

K N O X

GRAND FORKS—EST. 1947

MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Community Radio Corp.
 Business Address.....Box 1110
 Phone Number3500
 News ServiceUP
 Transcription ServiceWorld
 President.....Carroll E. Day
 Gen.-Com. Mgr.....Frank W. Kaull
 Prom. Mgr.-Program Dir.....Jack Kennedy
 Chief Engineer.....Eugene Zober

K S J B

JAMESTOWN—EST. 1947

CBS—MBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Jamestown Bcstg.
 Company, Inc.
 Business Address.....422 N.W. 2nd St.
 Phone Number1600
 Transmitter Location....Highway 281 South
 Jamestown
 Air Time.....6 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Adam J. Young, Jr., Inc.
 MembershipNAB, BMB
 Chief Owner.....John W. Boler
 Vice President.....Joseph Goodfellow
 Program Director.....Wm. Barry
 Promotion Manager.....Mary Tucker
 General Manager.....Donn A. Clayton
 Commercial Manager.....Wm. Hurley
 Chief Engineer.....Robert Ridgeway
(See Following Page)

K G C U

MANDAN—EST. 1928

MBS—GREAT NORTHERN BCSTG. SYSTEM
 Frequency: 1270 Kc.....Power: 1000 Watts d.;
 250 Watts n.
 Owned-Operated By...Mandan Radio Assn.,
 Inc.
 Business-Studio Address....200 Third Ave.
 Northeast
 Phone Number800-1
 Transmitter Location..3½ mi. S.E. of Mandan
 on Highway No. 10

Air Time 17½ hrs. daily
 News Service AP
 Transcription Service Lang-Worth
 Membership BMB
 President W. S. Russell
 General-Commercial-Sales Promotion
 Manager M. J. Reichert
 Program-Publicity Director, Production
 Manager Merritt W. Bushee
 Chief Announcer John Z. Miller
 Chief Engineer Ray Barnett

Membership BMB
 President, General Manager. John B. Cooley
 Station Manager C. W. Baker
 Commercial Manager E. H. Cooley
 Sales Promotion Manager. Leslie E. Maupin
 Program Director James Hautman
 Production Manager Jack Helling
 Musical Director Arturo Petrucci
 Chief Engineer C. W. Baker

K L P M

MINOT—EST. 1929

MBS—GREAT NORTHERN

Frequency: 1390 Kc. Power: 5000 Watts d.;
 1000 Watts n.

Owned-Operated By Minot Bcstg. Co.
 Business-Studio Address Fair Block
 Phone Number 1287, 684
 Transmitter Location 2 mi. S.E. of Minot
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Walker

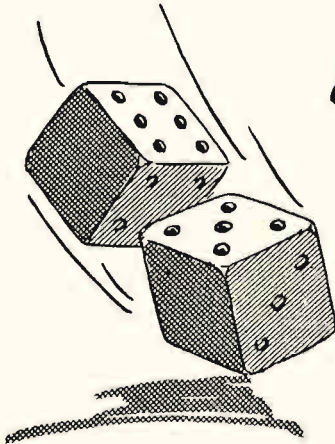
K O V C

VALLEY CITY—EST. 1936

MBS—GREAT NORTHERN—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By KOVC Inc.
 Business-Studio Address 312 Fifth Ave.
 Phone Number 408-W

Air Time 6:30 a.m.-12 p.m.
 News Service UP
 Membership BMB
 President Robert E. Ingstad
 Sales Promotion Manager Wayne King
 Program Director Wayne Grant
 Production Manager Robert Nelson
 Chief Engineer Charles Sjostrom



It's a Natural!

... and for 11 years
KSJB has been serving
 the *rich* Dakotas.

5000 WATTS • CBS AFFILIATE • 600 KILOCYCLES

Write for complete information

NATIONAL
 REPRESENTATIVE
**GEORGE
 HOLLINGBERRY**

KSJB

**JAMESTOWN
 NORTH DAKOTA**

WAKR

*TOWERS OVER
AKRON*



ABC Network
5000 WATTS
DAY and NIGHT

For the Facts Call
WEED & CO.
National Representatives

Also Operating WAKR-FM 97.5 MC. or Channel 248

Good PROGRAMS
FOR *23* YEARS

1350
CBS

WADG

FIRST IN AKR

Soon Finest in FM

AKRON, OHIO

BASIC COLUMBIA NETWORK • 5000 WATTS

ALLEN T. SIMMONS • OWNER-OPERATOR

Represented Nationally by George P. Hollingbery Co.

OHIO

Estimated Population 7,773,000—% Increase +12.5—Radio Homes 2,034,588
Farms with Radios 186,503—Stations in State 52

W A D C AKRON—EST. 1925 CBS

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By Allen T. Simmons
Business Address Box 830
Phone Number Meadowbrook 3211
Studio Address First National Tower, Okron,
Ohio & Tallmadge, Ohio
Transmitter Location State Route No. 8, N. of
Akron
Air Time 24 hrs., daily
News Service Transradio, UP
Transcription Service Standard, Lang-Worth,
World
Representative George P. Hollingbery
Owner-Manager Allen T. Simmons
Assistant Manager Robert Wilson
Executive Secretary Dolores Buehrle
Commercial Manager Fred C. Bock
Merchandising Manager M. W. Alexander
Program Director Harold Hageman
Traffic Manager Joe Jolliff
Promotion-Publicity Director Secret Williams
Chief Engineer John L. Wildermuth

W A K R AKRON—EST. 1940 ABC

Frequency: 1590 Kc. Power: 5000 Watts
Owned By Summit Radio Corp.
Operated By S. Bernard Berk
Business-Studio Address First National Tower,
106 S. Main St.
Phone Number Hemlock 6151
Transmitter Location 739 Swartz Rd.
Air Time 5:30 a.m.-1:05 a.m.; 6:55 a.m.-1
a.m., Sun.
News Service AP, UP
Transcription Service Associated, Capitol,
Thesaurus
Representative Weed
Membership NAB
President, General Mgr. S. Bernard Berk
Assistant to President Roger G. Berk
Commercial Manager Kenneth M. Keegan
Program Director Gene Trace
Publicity Director Bert Charles
Musical Director Alan Freed
Chief Engineer Irwin L. Knopp
(See Page 563)

W H K K AKRON—EST. 1945 MBS

Frequency: 640 Kc. Power: 1000 Watts

Owned-Operated By United Bcstg. Corp.
Business-Studio Address 51 W. State St.
Phone Number Blackstone 7101
Transmitter Location Akron-Penisulla Rd.
Air Time 6 a.m.-California sunset
News Service AP
Transcription Service Standard, Cole
Representative Paul H. Raymer
Membership NAB, BMB
Vice President H. K. Carpenter
General-Station Manager R. W. Richmond
Commercial Manager Philip R. Herbert
Sales Promotion Manager, Publicity
Director Thomas P. Egan
Program Director, Production Mgr. Lew Henry
Chief Announcer Jack Morrissey
Musical Director Bruce R. Blake
Chief Engineer James S. Hill
Farm Editor Cliff Rodgers

W I C A

ASHTABULA—EST. 1937

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By WICA, Inc.
Business-Studio Address 221 Center St.
Phone Number 26-221; 27-181
Transmitter Location Jefferson Rd., R.D.
Air Time 6 a.m.-local sunset
News Service UP
Transcription Service Lang-Worth
Representative Walker
Membership BMB
President, General Manager R. B. Rowley
Station Manager Walter W. Walrath
Commercial Manager Donald F. Fassett
Program Director, Production
Manager Alfred B. Newkirk
Publicity Director, Farm Editor John Strasen
Musical Director Mary Pavolino
Chief Engineer Ted Searl

W T R F

BELLAIRE—EST. 1947 MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Operated By Tri-City Bcstg. Co.
Business Address Bellaire, Ohio
Phone Number 1515
News Service AP
Transcription Service World
President Jesse A. Bloch
General Manager Robert W. Ferguson
Commercial Manager Robert J. Campbell
Promotion Manager Albert T. Fischer
Program Director Franklin Curtis
Chief Engineer George Cowen

WILE (CP) CAMBRIDGE

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By Land O' Lakes Bcstg.
Corp.
Business Address 917 Beatty Ave.
Phone Number 3545
News Service AP
Transcription Service World
President H. D. McClelland
V.P.-General Mgr. Howard A. Donahoe
Chief Engineer Wesley C. Randles

WAND

CANTON—EST. 1947

Frequency: 900 Kc. Power: 500 Watts d.
Owned-Operated By P. C. Wilson
Business Address 1414 12th St. N. E.

WCMW

CANTON—EST. 1946

Frequency: 1060 Kc. Power: 1000 Watts d.
Owned-Operated By Stark Bcstg. Corp.
Business-Studio Address 317 W. Tusc.
Phone Number 8219
Transmitter Location Hills & Dale Rd.
Air Time Local sunrise-local sunset
News Service INS
Transcription Service Thesaurus, Standard,
Lang-Worth
Representative Burn-Smith
President-Owner Merlin Schneider
General Manager Len Taylor
Vice President, Technical
Director Royal G. Lister
Commercial Manager George Starr
Sales Promotion Manager, Publicity
Director Morrey Adelman
Program Director Vic Decker
Chief Announcer Tom Morrison
Musical Director Robert Allen

WHBC

CANTON—EST. 1925

ABC

Frequency: 1480 Kc. Power: 5000 Watts
Owned By Brush-Moore Newspapers, Inc.
Operated By Ohio Bcstg. Co.
Business-Studio Address 550 Market Ave. S.
Phone Number 7166
Transmitter Location Richville, Ohio
Air Time 6:30 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
News Service AP, UP
Transcription Service Capitol
Representative William G. Rambeau
Membership NAB, BMB
President Roy D. Moore

General Manager Joseph K. Vodrey
Director of Radio Eugene Carr
Station Manager Robert C. Fehlman
Commercial Manager Gervis S. Brady
Sales Promotion Manager, Publicity
Director Julius Glass
Program Director Richard Neher
Production Manager, Musical
Director Martin Alexander
Chief Engineer Kenneth L. Sliker
Farm Editor Richard Merrin

WBEX

CHILLICOTHE—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Shawnee Bcstg. Co.

WCKY

CINCINNATI—EST. 1929

Frequency: 1530 Kc. Power: 50,000 Watts
Owned-Operated By L. B. Wilson Inc.
Business-Studio Address Hotel Gibson
Phone Number Cherry 6565
Transmitter Location near Crescent Springs,
Ky.
Air Time 5 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service INS
Transcription Service World, Standard,
Cole
Representative Ralph E. McKinnie
Membership NAB
President-Owner, General Mgr. L. B. Wilson
Station-Commercial Manager, Chief
Engineer C. H. Topmiller
Program Director, Chief
Announcer Bill Dawes
Publicity Director John Murphy
Musical Librarian Ethlyn Hale

WCPO

CINCINNATI—EST. 1922

MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Scripps-Howard Radio,
Inc.
Business-Studio Address 3800 Carew Tower
Phone Number Main 3314
Transmitter Location Daylight Bldg.
Air Time 24 hrs. daily; 18 hrs. Sun.
News Service AP, UP
Transcription Service Lang-Worth, Associated
Representative Branham
President Jack R. Howard
General Manager M. C. Watters
Station-Commercial-Sales Promotion
Manager John Patrick Smith
Program Director, Farm
Editor Glenn Clark Miller

Production Manager, Chief

AnnouncerEarl Corbett
 Publicity Director.....Doreene Cleveland
 Musical Director.....Betty Richardson
 Chief Engineer.....Glen A. Davis

W K R C
 CINCINNATI—EST. 1923

CBS

Frequency: 550 Kc.....Power: 5000 Watts d.;
 1000 Watts n.

Owned-Operated By....The Cincinnati Times-
 Star Co.

Business-Studio Address.....Hotel Alms
 Phone Number.....W00dburn 0550
 Transmitter Location.....Hotel Alms
 Air Time...7 a.m.-2 a.m.; 5:30 a.m.-2 a.m., Sun.
 News Service.....AP, UP
 Transcription Service...Standard, Lang-Worth
 Representative.....Katz Agency
 Membership.....NAB, BMB
 President.....Hulbert Taft
 Managing Director.....Hulbert Taft, Jr.
 Station Manager.....Herman E. Fast
 Commercial Manager.....U. A. Latham
 Sales Promotion Manager.....Joel W. Stovall
 Program Director.....Harvey Carey
 Production Manager.....Syd Cornell
 Publicity Director.....Charlton Wallace
 Musical Director.....Bob Snyder
 Chief Engineer.....George Wilson
 Farm Editor.....Ben Werk

W L W
 CINCINNATI—EST. 1922

NBC

Frequency: 700 Kc.....Power: 50,000 Watts
 Owned-Operated By....Crosley Bcstg. Corp.
 Business-Studio Address..Crosley Sq., 140 W.
 Ninth St.

Phone Number.....CHerry 1822
 Transmitter Location.....Mason, Ohio
 Air Time.....24 hrs. daily
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....Keenan & Eickelberg
 Membership.....NAB
 President.....James D. Shouse
 Vice-President, General
 Manager.....R. E. Dunville
 Vice-President in Charge of
 Sales.....H. M. Smith
 Director of Merchandising & Prom.
 Activities.....M. N. Terry
 Director of Sales
 Promotion.....David E. Partridge
 Vice-President in Charge of
 Pgms.....William P. Robinson
 Pro. Mgr. & Asst. Pgm.
 Director.....Chester Herman

Dir. of Publ. Relations &

Publicity.....James J. Cassidy
 Chief Announcer.....Chester Herman
 General Mgr. of Music.....Milton Weiner
 Vice-President in Charge of
 Engineering.....R. J. Rockwell
 Farm Editor.....Roy Battles

W S A I
 CINCINNATI—ES. 1923

ABC

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned By.....Marshall Field
 Operated By.....Buckeye Bcstg. Co.
 Business-Studio Address...115 E. Fourth St.
 Phone Number.....Main 1068
 Transmitter Location.....Mt. Healthy
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service...Thesaurus, Standard,
 Capitol

Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President-Owner.....Marshall Field
 General Manager.....Robert M. Sampson
 Assistant General Manager.....E. K. Bauer
 National Sales Manager..Robert H. Boulware
 Program Director.....James Leonard
 Production Manager, Chief

Announcer.....Fred Harper
 Publicity Director.....Vonne Monsell
 Musical Director.....Bruce Scott
 Chief Engineer.....William E. Symons

W G A R
 CLEVELAND—EST. 1930

CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
 Owned-Operated By....The WGAR Bcstg. Co.
 Business-Studio Address.....Hotel Statler
 Phone Number.....Prospect 0200
 Transmitter Location..Broadview & Aikins Rd.,
 Broadview Heights, O.

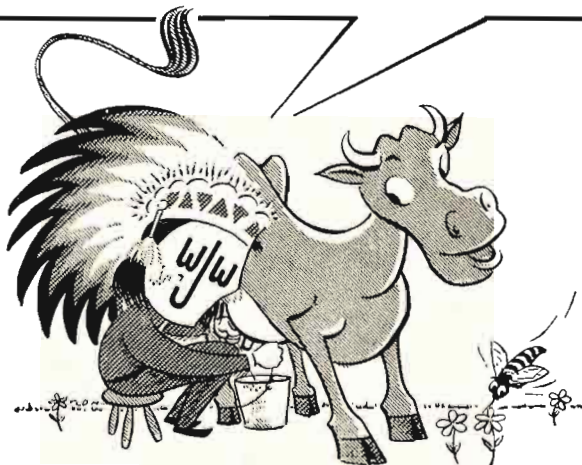
Air Time.....6 a.m.-3 a.m.
 News Service.....INS, UP
 Transcription Service.....Standard, Capitol
 Representative.....Edward Petry
 Membership.....NAB
 President.....G. A. Richards
 Vice President, General Mgr.....John F. Patt
 Sales Manager.....Harry Camp
 Sales Promotion Manager.....Jack Roeder
 Program Director.....Reginald Merridew
 Production Manager.....Wayne Mack
 Publicity Director.....Manuel Eisner
 Chief Announcer.....Charles Roberts
 Director of Music.....Henry Pildner
 Vice President in Charge of
 Engineering.....R. Morris Pierce

CLEVELAND'S

Chief

STATION

PULLS FOR YOU!



You should know what the Hoopers show . . . that morning and afternoons . . . on programs or spots . . . WJW delivers more listeners per dollar than any other Cleveland station.



BASIC
ABC Network
REPRESENTED

WJW

CLEVELAND

NATIONALLY

BY HEADLEY - REED COMPANY

850 KC
5000 Watts

568

W H K

CLEVELAND—EST. 1921
MBS

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By. United Bcstg. Co.
Business-Studio Address. 1311 Terminal Tower
Phone Number. Prospect 5800
Transmitter Location. Seven Hills Village
Air Time. 7:15 a.m.-1 a.m., Sun.; 6:30 a.m.-1
a.m., Mon.-Fri.; 7 a.m.-2 a.m., Sat.
News Service. AP, INS
Transcription Service. ASCAP, BMI,
Lang-Worth
Representative. Paul H. Raymer
Membership. NAB
General Manager. K. K. Hackathorn
Commercial Manager. J. B. Maurer
Sales Promotion Manager. Henry Norweb, Jr.
Program Director. C. M. Hunter
Production Manager. B. Koebnitz
Publicity Director. Paul Bairstow
Musical Director. Willard Pott
Chief Engineer. R. H. DeLany

W J M O

CLEVELAND—EST. 1947

Frequency: 1540 Kc. Power: 1000 Watts
Owned-Operated By. The WJMO Bcstg. Co.
Business-Studio Address. 2157 Euclid Ave.
Phone Number. Superior 4424
Transmitter Location. 2157 Euclid Ave.
Air Time. Local sunrise-local sunset
News Service. AP
Transcription Service. Capitol, Standard
Representative. Adam J. Young, Jr.
Membership. NAB
President. W. J. Marshall
General-Station Manager. Dave Baylor
Commercial Manager. Robert De Ichon
Program Director, Production
Manager. Charles Dolan
Chief Announcer. Howie Lund
Chief Engineer. Larry Shipley

W J W

CLEVELAND—EST. 1943
ABC

Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By. William M. O'Neil
Business-Studio Address. 1375 Euclid Ave.
Phone Number. SU 0101
Transmitter Location. N. Royalton, O.
Air Time. 8 a.m.-1 a.m., Sun.; 6 a.m.-1 a.m.,
Mon.-Fri.; 6 a.m.-2 a.m., Sat.
News Service. Transradio, UP
Transcription Service. Standard
Representative. Headley-Reed
Membership. NAB
President-Owner. William M. O'Neil
Assistant to President. Lawrence Webb

Commercial Manager (National). Harold W.
Waddell; (Local) W. J. Sylvester
Sales Promotion Manager. Frank H. Blumer
Program Director. Charles V. Hunter
Publicity Director. James E. Hansen
Chief Announcer. Stanley Peyton
Chief Engineer. Gerald G. Roberts

W T A M

CLEVELAND—EST. 1923
NBC

Frequency: 1100 Kc. Power: 50,000 Watts
Owned-Operated By. National Bcstg. Co., Inc.
Business-Studio Address. 815 Superior Ave.
Phone Number. CHerry 0942
Transmitter Location. Brecksville, O.
Air Time. 19½ hrs.
News Service. AP, UP
Transcription Service. Thesaurus, Standard
Membership. NAB, BMB
President. Niles Trammell
General Manager. John McCormick
Commercial Manager. Harold Gallagher
Sales Promotion Manager. H. A. Barton
Program Director. Hal Metzger
Production Manager. Fred Wilson
Publicity Director. Neil M. Flanagan
Musical Director. Walberg Brown
Chief Engineer. S. E. Leonard
Farm Editor. Jim Chapman

For Prestige . . .

AP

Membership!

A NEW VOICE

**IN
GREATER
CLEVELAND**



**SERVING THE BEST BUYING POWER
IN THE NATION'S SIXTH CITY**

The Family Station

WSRS

1490 KC

WSRS FM

95.3 MEG.

**GREATER CLEVELAND'S 1ST AND ONLY
FULL-TIME INDEPENDENT RADIO STATION**

W S R S**CLEVELAND HEIGHTS—EST. 1947**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Samuel R. Sague
 Business-Studio Address: Radio Center Bldg.,
 Cedar & Lee Rds.

Phone Number: ERview 2005
 Air Time: 18 hrs. daily
 News Service: AP
 Transcription Service: Lang-Worth, World,
 SESAC

Membership: NAB
 Owner, Chief Executive, General-Station
 Manager: S. R. Sague
 Production Mgr.: Carter Wayne
 Program Director: Hugh Sanders
 Chief Engineer: H. A. Brinkman
 Music Librarian: Isabelle Edgar
 Chief Announcer: Chick Lind

W B N S**COLUMBUS—EST. 1924**

CBS

Frequency: 1460 Kc. Power: 5000 Watts d.;
 1000 Watts n.

Owned-Operated By: Radio, Inc.
 Business-Studio Address: 33 N. High St.
 Phone Number: ADams 9265
 Transmitter Location: 1035 Barnett Rd.
 Air Time: Unlimited
 News Service: AP, PA
 Transcription Service: Thesaurus, Capitol
 Representative: John Blair
 Membership: NAB, BMB
 President: Richard S. Wolfe
 General Manager: Richard A. Borel
 Commercial Manager: W. I. Orr
 National Sales: Robert D. Thomas
 Program Director: Geer Parkinson
 Promotion Director: Jerome R. Reeves
 Musical Director: Paul Neal
 Chief Engineer: Lester H. Nafziger
 Farm Editor: Bill Zipt

W C O L**COLUMBUS—EST. 1924**

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: The Pixleys
 Business-Studio Address: E. Broad at Young
 Phone Number: MAin 4581
 Air Time: 19 hrs.
 News Service: AP, INS
 Transcription Service: World, Lang-Worth,
 Associated
 Representative: Headley-Reed
 Membership: NAB, BMB
 Executive Partner: L. A. Pixley
 General-Station Manager: Jack Kelly
 Commercial-Sales Promotion
 Manager: Frank N. Jones

Program Director, Production

Manager: Al Albinger
 Publicity Director: Blanche Dohn
 Chief Announcer: George Lyman Arms
 Musical Director: Joe Weisberg
 Chief Engineer: Leo DeConnick
 Farm Editor: T. D. Harmon

W H K C**COLUMBUS—EST. 1921**

MBS

Frequency: 610 Kc. Power: 5000 Watts d.;
 1000 Watts n.

Owned By: Cleveland Plain Dealer
 Operated By: United Bcstg. Co.
 Business-Studio Address: 22 East Gay St.
 Phone Number: Adams 1101
 Transmitter Location: 901 Obetz Rd.
 Air Time: 6 a.m.-1 a.m.
 News Service: INS, UP
 Transcription Service: Lang-Worth, Cole
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 President: Sterling Graham
 General-Station Manager: Carl M. Everson
 Commercial-Sales Promotion

Manager: Harry H. Hoessly
 Program Director, Production
 Manager: John B. Moses
 Publicity Director: Juanita Wilcox
 Chief Announcer: B. J. Sweeney
 Musical Director: Abram Ruwinsky
 Chief Engineer: Wm. B. Minor
 Farm Editor: George Zeiss

W T N S**COSHOCTON—EST. 1947**

Frequency: 1560 Kc. Power: 1000 Watts d.
 Owned-Operated By: Coshocton Bcstg. Co.
 Business Address: 14 N. Main St.
 Phone Number: 1560
 News Service: UP
 Transcription Service: Lang-Worth, Capitol,
 SESAC

Pres.-Gen. Mgr.: Bruce Wallace
 Sta. Mgr. Pro. Dir.: Fred Dodge
 Comm.-Prom. Mgr.: Richard H. Athey
 Chief Engineer: Ben Jones

W I N G**DAYTON—EST. 1921**

Frequency: 1410 Kc. Power: 5000 Watts
 Owned By: Great Trails Bcstg. Corp.
 Operated By: Radio Station WING
 Business-Studio Address: N. Main St.
 Phone Number: Adams 3288
 Air Time: 24 hrs. daily
 News Service: AP
 Transcription Service: Lang-Worth, Standard
 Representative: Weed

Membership BMB
 President Charles Sawyer
 General Manager J. P. Williams
 Station-Commercial Manager F. G. Dykstra
 Program Director Arthur Martin
 Production Manager Charles Reeder
 Publicity Director Assistant Margaret Josten
 Chief Announcer Jack Wymer
 Musical Director Charles Reeder
 Chief Engineer Lloyd House

General-Station Manager Robert H. Moody
 Commercial Manager Harvey R. Young, Jr.
 Sales Promotion Manager Stanley G. Mouse
 Program Director Lester G. Spencer
 Publicity Director Lillian Jeffries
 Chief Announcer Fred Brophy
 Musical Director Henry Lange
 Chief Engineer Ernest L. Adams
 Farm Editor Samuel Steiger

WHIO

DAYTON—EST. 1935

CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Miami Valley Bcstg.
 Corp.

Business-Studio Address 45 S. Ludlow St.
 Phone Number Ad. 2261
 Transmitter Location Hempstead Rd.
 Air Time 19 hrs. daily; 16 hrs. Sun.
 News Service AP, INS, UP
 Transcription Service Standard, Associated
 Representative George P. Hollingbery
 Membership NAB, BMB
 President James M. Cox, Jr.

WLIO (CP)

EAST LIVERPOOL

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Pottery Bcstg. Co.
 Business Address 410 North Ave., Millvale, Pa.
 Owners Earl D. Eisenhower, Dr. A. S.
 Sickman, J. Milton Hammond

WEOL (CP)

ELYRIA

Frequency: 930 Kc. Power: 100 Watts
 Owned-Operated By Elyria-Lorain Bcstg. Co.
 Business Address 330 Second St.
 Phone Number 2000
 Pres.-Gen. Mgr. Roy W. Ammel

"MARKETS
 ARE PEOPLE
 WITH
 BUYING
 POWER"

WHIO DAYTON COVERS

The No. 1 Market of the Miami Valley

WHIO, Dayton, listeners are solid citizens. 57% of 108,000 dwelling units in Dayton and Montgomery County are owner occupied. 97.5% of Dayton families and 97.1% of Montgomery County families are radio owners. Their effective buying power, estimated at \$4,903 per family in 1947 (\$1,263 higher than the national average), rests

solidly on regular employment by manufacturers of world famous products like cash registers, business and accounting machines, electric refrigerators, electric motors, rubber tires, and many others.

BMB and Hooper reports show most folks in Dayton and Miami Valley listen to WHIO. Local and national advertisers know this. Fine programs, accurate newscasts, plus *real* public service keep WHIO first among Dayton stations.



NEWS: UP, AP, INS, and CBS' Best Shows

G. P. Hollingbery Company, Representatives
 Harry E. Cummings, Southeastern Representative.

W F I N

FINDLAY—EST. 1941

KBS

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By... Fred R. Hover Estate
 Business-Studio Address... 500½ S. Main St.
 Phone Number 1330
 Transmitter Location..... Williams Rd.
 Air Time .6:30 a.m.-local sunset; 7 a.m.-local sunset, Sun.
 News Service INS
 Transcription Service.. Lang-Worth, Standard, SESAC, Cole
 Membership NAB, BMB
 General Manager..... Dimond Haver
 Sales Manager..... M. C. Clark
 Sales Promotion Manager... Richard K. Davis
 Traffic Manager..... Jean Lamb
 Chief Announcer, Farm Editor.. Fritz Sorenson
 Musical Director..... Margaret Truman
 Chief Engineer..... Edgar C. Smith

W M O H

HAMILTON—EST. 1944

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... The Fort Hamilton Bcstg. Co.
 Business-Studio Address.. Second Natl. Bank Bldg.
 Phone Number 4-6543
 Transmitter Location..... Middletown Pike
 Air Time... 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
 News Service UP
 Transcription Service Thesaurus
 Membership NAB
 President, Managing Dir..... Herbert G. Pabst
 Sales Manager..... Donald L. Chapin
 Program Director..... Don J. Meeks
 Chief Engineer..... Andrew F. Bruck
 Farm Program Director..... Luella Engel

W L O K

LIMA—EST. 1936

NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... The Fort Industry Co.
 Business Address..... 506 New Center Bldg., Detroit 2, Mich.
 Phone Number..... Trinity 17-700 Detroit
 Studio Address..... 1101 Natl. Bank Bldg.

Transmitter Location..... 1424 Rice Ave.
 Air Time..... 18 hrs. daily; 16 hrs. Sun.
 News Service AP
 Transcription Service..... Frederic W. Ziv
 Representative Headley-Reed
 Membership NAB, BMB
 President..... George B. Storer
 General Manager..... Lee B. Wailes
 Station-Sales Promotion Manager, Publicity Director J. Robert Kerns
 Commercial Manager..... Harry Jay
 Program Director..... E. C. Ulrick
 Chief Announcer..... Harley Lucas
 Chief Engineer..... Darrel Hunter

W M A N

MANSFIELD—EST. 1939

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Richland, Inc.
 Business-Studio Address... Ohio Theater Bldg.
 Phone Number 4235-6
 Transmitter Location..... Longview Ave. at N. Main
 Air Time... 6:30 a.m.-12 M.; 7:30 a.m.-12 M., Sun.
 News Service UP
 Transcription Service World
 Representative Taylor-Howe-Snowden
 Membership NAB
 President..... Monroe Rubin
 General-Station Manager..... J. M. O'Hara
 Commercial-Sales Promotion Manager Carl Kindt
 Program Director, Production Manager Harry Lytle
 Chief Engineer..... William E. Morrison

W M O A

MARIETTA—EST. 1946

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Marietta Bcstg. Co., Inc.
 Business-Studio Address..... P. O. Box 201
 Phone Number 6383
 Transmitter Location... Williamstown, W. Va.
 Air Time..... 17½ hrs. daily; 16 hrs. Sun.
 News Service UP
 Transcription Service Lang-Worth
 Program Director, Chief Announcer Harold Haught
 Chief Engineer..... Charles E. Clark

W M R N

MARION—EST. 1940

ABC—OHIO ASSN. OF BCSTRS.—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Marion Bcstg. Co.
 Business-Studio Address: P. O. Box 518
 Phone Number: 3226-7
 Transmitter Location: P. O. Box 518
 Air Time: 17 hrs.
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Horace N. Stovin
 Membership: NAB, BMB, OAB
 President, General-Station
 Manager: Robert T. Mason
 Commercial-Sales Promotion
 Manager: Clark L. Dozer
 Program Director, Production
 Manager: Sanford Marshall
 Publicity Director: John Plank
 Musical Director: Richard Cook
 Chief Engineer: Francis J. Peters
 Farm Editor: Richard Kathe

Owned-Operated By: Paul F. Braden
 Business Address: Central Ave.
 Phone Number: 2-3625
 News Service: AP
 Transcription Service: Lang-Worth, SESAC
 Pres.-Gen. Mgr.: Paul F. Braden
 Comm. Mgr. Pro. Dir.: Ranny Daly
 Promotion Manager: Don Lyons

W P T W

PIQUA—EST. 1947

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By: Miami County Bcstg.
 Business Address: 1625 W. Covington Ave.
 News Service: AP
 Transcription Service: World, SESAC
 Representative: Grant
 Pres.-Gen.-Prom. Mgr.: Richard E. Hunt
 Commercial Manager: Carroll M. Ball
 Asst. Chief Engr.-V.P.: George E. Donahue
 Secy-Treas, Chief Engr.: Byron F. London

W P F B

MIDDLETOWN—EST. 1947

Frequency: 910 Kc. Power: 1000 Watts d.

W P A Y

PORTSMOUTH—EST. 1935

CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: The Scloto Bcstg. Co.

Accent on Youth!

You profit twice when you buy time on WMRN. Teen-age acceptance of WMRN and the products it advertises is the *extra* dividend added to the



proved high adult audience response among WMRN'S more than 200,000 prosperous listeners in seven of Ohio's richest farm and home counties.

Get the facts about this responsive audience! For results right now this well-to-do section of Ohio can be easily and economically sold on your product, and an exceptionally large number of teen-age listeners can be reached at the same time. Both adults and teen-agers stay tuned to WMRN. Address inquiries to Robert T. Mason, general manager, WMRN, Marion, Ohio.



AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

Business-Studio Address.....1009 Gallia St.
 Phone Number.....Portsmouth 1010
 Transmitter Location.....1009 Gallia St.
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....William G. Rambeau
 Membership.....NAB, BMB
 Chief Executive.....Eugene Carr
 Station-Commercial Manager.....Gerald F. Boyd
 Sales Promotion Manager, Publicity
 Director.....Carl Bodner
 Program Director, Production
 Manager.....Floyd Jackson
 Chief Announcer.....Jerry Grove
 Musical Director.....Dorothy Page
 Chief Engineer.....Maurice Myers
 Farm Editor.....Frank Balmert

WLEC

SANDUSKY—EST. 1947

MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Lake Erie Bcstg. Co.
 Business Address.....Cleveland Rd. & Huntington
 Streets
 Phone Number.....5170
 News Service.....PN
 Transcription Service.....Lang-Worth, World
 President.....Lloyd A. Pixley
 V.P.-Gen. Mgr.....Albert E. Heiser
 Secty-Dir.....J. H. Kelly
 Commercial Manager.....Louis E. Mahla
 Promotion Manager.....Donald Dean
 Program Director.....J. Wagner
 Chief Engineer.....George F. Buehrle

WIZE

SPRINGFIELD—EST. 1940

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Voice of Spring-
 field, Inc.
 Business-Studio Address.....115-117 W. High St.
 Phone Number.....3-4955
 Transmitter Location.....115-117 W. High St.
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service.....Lang-Worth, Standard
 Representative.....Weed
 Membership.....BMB
 President.....Charles Sawyer
 General Manager.....J. P. Williams
 Station-Commercial Manager.....Adna H. Karns
 Program Director.....Robert Terry
 Production Manager.....Robert Christol
 Publicity Director.....Yvonne Roberts
 Musical Director.....Ernie Kendrick
 Chief Engineer.....Victor L. Bushong

WJEL

SPRINGFIELD—EST. 1947

KBS

Frequency: 1600 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Champion City Bcstg.
 Co.
 Business Address.....101 N. Fountain Ave.
 Partners.....Dr. Delbert Joseph Parsons,
 John E. Harwood, Bill Erin

WWSO

SPRINGFIELD—EST. 1947

Frequency: 1210 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Radio Springfield, Inc.
 Business Address.....Springfield, Ohio
 Phone Number.....3-6488
 News Service.....AP
 Transcription Service.....Thesaurus, World
 President.....Gus Sun
 Gen.-Comm. Mgr.....O. R. Bellamy
 Promotion Manager.....Dave Sawyer
 Program Director.....Virginia Weber
 Chief Engineer.....Robert Cory

WSTV

STEUBENVILLE—EST. 1940

MBS

Frequency: 1340 Kc.....Power 250 Watts
 Owned-Operated By.....The Valley Bcstg. Co.
 Business-Studio Address.....Exchange Realty
 Bldg.
 Phone Number.....2-6265
 Transmitter Location.....Altamont Heights
 Air Time.....7 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Joseph Hershey McGillvra
 General-Station-Commercial
 Manager.....John J. Laux
 Sales Promotion-Production Manager, Program-
 Publicity Director.....George H. Wilson
 Chief Announcer.....William Brabson
 Musical Director.....Thomas Arim
 Chief Engineer.....Charles Shepherd
 Farm Editor.....Frank Taylor

WSPD

TOLEDO—EST. 1921

NBC

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Fort Industry Co.
 Business-Studio Address.....Bcst. Bldg., 136
 Huron St.
 Phone Number.....Adams 3175
 Transmitter Location.....R.F.D. Oregon Rd.,
 Rossford, O.
 Air Time.....6 a.m.-1 a.m.; 7:45 a.m.-1 a.m., Sun.
 News Service.....AP, INS, UP

Transcription Service..Thesaurus, Lang-Worth,
Standard
RepresentativeKatz
MembershipNAB, BMB
PresidentGeorge B. Storer
Station Manager.....E. Y. Flanigan
Commercial Manager...Westford F. Shannon
Sales Promotion Manager...O. William Myers
Program Director.....Glenn C. Jackson
Production Manager.....Robert B. Evans
Musical Librarian.....Gene Williams
Chief Engineer.....Wm. M. Stringfellow
Farm Editor.....Harley West

WTOD

TOLEDO—EST. 1946

Frequency: 1560 Kc....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp.
Business-Studio Address...515 Madison Ave.
Phone Number.....Garfield 5551
Transmitter Location...Byrne & Arlington Rds.
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service..Standard, Associated,
SESAC, Lang-Worth
RepresentativeSears & Ayer
MembershipNAB
PresidentStanley Speer
Station Manager.....Sunne Miller
Musical Director.....Frieda Miller
Chief Engineer.....Robert Sowers

WTOL

TOLEDO—EST. 1938
ABC—OHIO NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Community Bcstg. Co.
Business-Studio Address.....Bell Bldg.
Phone Number.....Ad. 3291
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription ServiceWorld
Representative.....Paul H. Raymer
MembershipNAB, BMB
PresidentFrazier Reams
General Manager.....Thomas S. Bretherton
Commercial Manager.....Morton Neipp
Program Director.....Karl R. Nelson
Publicity Director.....Francis McNerney
Chief Engineer.....John Sheehan
Farm Editor.....Ken Lawrence

WRRN

WARREN—EST. 1941
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nied & Stevens, Inc.
Business-Studio Address.....108 Main St.
Phone Number2212-9

Transmitter Location.....710 Main St.
Air Time.....6:45 a.m.-12 M.
News Service.....UP
Transcription Service...Lang-Worth, SESAC
Representative.....Joseph Hershey McGillvra
MembershipNAB, BMB
PresidentPerry H. Stevens
General-Station Manager.....E. J. Pryor
Commercial Manager.....F. B. Cannon
Program Manager.....Richard G. Oram
Chief Engineer.....Robert V. Kinney
Farm Editor.....Charles R. Cleaver

WWST

WOOSTER—EST. 1947

Frequency: 960 Kc.....Power: 500 Watts d.
Owned-Operated...Wooster Republic Ptg. Co.
Business Address.....Wooster, Ohio
Phone Number760
News Service.....AP
Transcription Service.....Standard, World
President.....Raymond E. Dix
General Manager.....Harold D. Schaaf
Commercial Manager.....Ted Evans
Program Director.....James Rowe
Chief Engineer.....Russell Grunder

WRFD

WORTHINGTON—EST. 1947

Frequency: 880 Kc.....Power: 500 Watts d.
Owned-Operated By.....Peoples Bcstg Corp
Business Address.....649 High St.
News Service.....AP, INS
Transcription Service...Lang-Worth, SESAC
President.....James H. West
Station-Sales Mgr.....Edgar Parsons
Sales Promotion Mgr....Joseph D. Bradshaw
Program Director.....William Meredith
Chief Engineer.....Royce O. Woodward

WFMJ

YOUNGSTOWN—EST. 1939
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WFMJ Bcstg. Co.
Operated By.....William F. Maag, Jr.
Business-Studio Address...101 W. Boardman
Phone Number3-4121
Transmitter Location...101 W. Boardman St.
Air Time...6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service.....AP, UP
Transcription Service...Standard, Thesaurus
RepresentativeHeadley-Reed
MembershipNAB, BMB
President.....William F. Maag, Jr.
National Sales.....Phil Wood
Program Director.....Robert B. Mackall
Chief Announcer.....William Crooks
Chief Engineer.....Frank A. Dieringer

W K B N

YOUNGSTOWN—EST. 1926

CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By...WKBN Bcstg. Corp.
 Business-Studio Address...17 N. Champion St.
 Phone Number4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 RepresentativePaul H. Raymer
 Membership.....NAB, BMB
 President, General Mgr...W. P. Williamson, Jr.
 Station-Commercial Manager...J. L. Bowden
 Sales Promotion.....Howard Rempes
 Program Director.....Baldwin Harper
 Chief Engineer.....B. T. Wilkens
 Farm Editor.....Stuart Wilson

W H I Z

ZANESVILLE—EST. 1924

NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Southeastern Ohio
 Bcstg. System, Inc.
 Business-Studio Address...Lind Arcade Bldg.
 Phone Number6000
 Transmitter Location.....Newark Rd.
 Air Time.....18 hrs. daily
 News Service.....AP
 Transcription Service...Lang-Worth, Capitol
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....Clay Littick
 General Manager.....Vernon A. Nolte
 Commercial Manager.....Nate Milder
 Program Director.....Robert Maley
 Chief Engineer.....Charles E. Hartmeyer

OKLAHOMA

*Estimated Population 2,311,000—% Increase —1.1—Radio Homes 499,018
 Farms with Radios 122,148—Stations in State 35*

K A D A

ADA—EST. 1934

ABC—OKLAHOMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By...C. C. Morris
 Business-Studio Address...First Natl. Bank Bldg.
 Phone Number1212
 Transmitter Location.....N. of Ada, Okla.
 Air Time.....6 a.m.-11:05 p.m.
 News Service.....AP
 Transcription Service.....Standard
 RepresentativeTaylor-Howe-Snowden
 Membership.....NAB
 Owner.....C. C. Morris
 General Manager.....James M. Griffith
 Commercial Manager.....Leroy W. Moses
 Program Director.....Bill Hoover
 Publicity Director.....Betty Hughes
 Chief Engineer.....Harold Walker

Membership.....NAB
 President, General Mgr...Frank E. Wimberly
 Commercial Manager.....Jon Wagner
 Chief Engineer.....Ernest Baucum

K V S O

ARDMORE—EST. 1935

ABC—OKLAHOMA NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...John F. Easley
 Phone Number3030
 Air Time.....6 a.m.-11:05 p.m.
 News Service.....AP
 Transcription Service.....World, SESAC
 RepresentativeTaylor-Howe-Snowden
 Membership.....NAB
 President-Owner.....John F. Easley
 General-Station Manager.....Albert Riesen
 Commercial Manager.....Hillis Bell
 Sales Promotion Manager...John E. Riesen
 Program Director.....Dolly Dutton
 Chief Engineer.....Wm. Kolb

K W H W

ALTUS—EST. 1947

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...Altus Bcstg. Co., Inc.
 Business-Studio Address...205½ N. Main
 Phone Number1405
 Transmitter Location.....1 mi. N. of Town
 Air Time.....7 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 RepresentativeHomer Griffith

K W O N

BARTLESVILLE—EST. 1942

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...Bartlesville Bcstg. Co.
 Business Address...100 Union Natl. Bank Bldg.
 Phone Number1400
 Transmitter Location.....U. S. Highway 75
 Air Time.....6:30 a.m.-11 p.m.

News Service AP
 Transcription Service Standard
 Membership NAB
 Pres.-Gen.-Comm. Mgr. J. Fred Case
 Chief Engineer John W. Overstreet

KWCO

CHICKASHA—EST. 1946

MBS

Frequency: 1560 Kc. Power: 250 Watts
 Owned-Operated By .. Washita Valley Bcstg.
 Corp.

Business-Studio Address Briscoe Bldg.
 Phone Number 2899
 Transmitter Location .. Grand Ave., Off U. S. 81
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard
 Membership NAB
 President, Chief Engineer .. George C. Robinson
 General Manager James B. Quattlebaum
 Station Manager John Steele
 Commercial Manager Len Lyon
 Program Director George P. Miller

KRHD

DUNCAN—EST. 1947

MBS

Frequency: 1350 Kc. Power: 250 Watts d.,
 100 Watts n.

Owned-Operated By Duncan Bcstg. Co.
 Business Address P. O. Box 1192
 Phone Number 1350
 News Service UP
 Transcription Service Capitol
 Chief Owner R. H. Drewry
 Gen.-Comm.-Prom Mgr. W. Edward Evans
 Program Director Jack Raymond
 Chief Engineer W. E. Billington

KDUR (CP)

DURANT

Frequency: 1540 Kc. Power: 250 Watts
 Owned-Operated By Texhoma Bcstg. Co.
 Business Address 321 W. Main St.

KSEO

DURANT—EST. 1947

KBS

Frequency: 750 Kc. Power: 250 Watts d.
 Owned-Operated By Bennett & R. F. Story
 Business Address 129½ N. Third Ave.
 Phone Number 102
 Studio-Transmitter Location ... W. of City on
 Highway 70
 Air Time Local sunrise-local sunset

News Service AP
 Transcription Service Thesaurus
 Membership NAB
 Partners Bennett Story & R. F. Story
 General-Station Manager Weldon Stamps
 Commercial-Sales Promotion
 Manager Gerald Sanders

Program Director Muriel Mix
 Chief Announcer Jack Carter
 Chief Engineer Bill Walters
 Farm Editor Bob Beatty

KASA

ELK CITY—EST. 1932

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By .. Southwestern Bcstg. Co.
 Address 204 N. Main St.
 Phone Number 730
 Transmitter Location 204 N. Main St.
 Air Time 6 a.m.-10:30 p.m.
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 President-General Mgr. Lonnie J. Preston
 Commercial Manager J. A. Caldwell
 Promotion Manager Bob Pace
 Program Director Grace Caldwell
 Chief Engineer George Fenter

KCRC

ENID—EST. 1929

ABC—OKLAHOMA NETWORK

Frequency: 1390 Kc. Power: 1000 Watts

Owned-Operated By ... Enid Radiophone Co.
 Business-Studio Address Broadway Tower
 Phone Number 447
 Transmitter Location 318 East Willow
 Air Time ... 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service ... Standard, Thesaurus
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 President Mrs. M. C. Garber
 General Manager Milton B. Garber
 Commercial Manager H. P. Hale
 Sales Promotion Manager ... Hugh J. Finnerty
 Program-Musical

Director Dilmond D. Postlewait
 Chief Announcer Jay Jones
 Chief Engineer Murray D. Coleman

KTJS

HOBART—EST. 1947

KBS

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By T. J. Shriner

K S W O

LAWTON—EST. 1941

ABC—OKLAHOMA NETWORK

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By: Oklahoma Quality
Bcstg. Co.

Business-Studio Address: 17th & "E" Ave.
Phone Number: 1380
Transmitter Location: 1½ mi. S.E. of Lawton
Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: UP
Transcription Service: Standard
Representative: Taylor-Howe-Snowden
Membership: NAB, BMB
President: R. H. Drewry
General Manager: Allan Page
Commercial-Sales Promotion
Manager: Neil Ashlock
Program Director, Production
Manager: Morgan Roberts
Chief Engineer: C. E. Billington

K T M C

McALESTER—EST. 1946

ABC—OKLAHOMA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: J. Stanley O'Neill
Business-Studio Address: Municipal Bldg.
Phone Number: 2411-2
Transmitter Location: Corner Crisler Ave. &
A St.

Air Time: 17 hrs. daily
News Service: AP
Representative: Taylor-Howe-Snowden
Membership: NAB
President-Owner, General
Manager: J. Stanley O'Neill
Commercial-Sales Promotion
Manager: George L. Overton
Program-Publicity Director: Mollie Hutcheson
Production Manager, Musical
Director: Joan Cates
Chief Engineer: Glenn Barnett
Farm Editor: Jay Harmon

K O V E (CP)

MIAMI

Frequency: 910 Kc. Power: 1000 Watts

K B I X

MUSKOGEE—EST. 1936

ABC—OKLAHOMA NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Oklahoma Press Publ.
Co.
Business-Studio Address: 910-913 Barnes Bldg.
Phone Number: 302-3

Transmitter Location: Barnes Bldg.
Air Time: 6 a.m.-12 M.
News Service: UP
Representative: Taylor-Howe-Snowden
Membership: NAB, BMB
President: Tams Bixby, Jr.
Station-Commercial Manager: Paul A. Bruner
Program Director: Frances Estes
Publicity Director: Mavis Rogers
Chief Announcer: LaMar Plummer
Chief Engineer: Earl H. Graves
Farm Editor: Forest Eaton

K M H U (CP)

MUSKOGEE

Frequency: 1380 Kc. Power: 1000 Watts d.
500 Watts n.

K B Y E

OKLAHOMA CITY—EST. 1947

Frequency: 890 Kc. Power: 1000 Watts d.
Owned By: State Bcstg. Co.
Operated By: Radio Station KBYE
Business-Studio Address: 108 N.W. 9th
Phone Number: 7-3653-4
Transmitter Location: 57th & Eastern
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Lang-Worth, Cole
Representative: Branham
Membership: NAB
Partners: A. Earl Cullum, Jr. & James M. Collins
President: A. Earl Cullum, Jr.
Vice President-Treasurer: James M. Collins
General Manager: Tom Johnson
Station Manager: Flora Luper
Sales Promotion Manager: O. C. Brown, Jr.
Musical Director: David Tate
Chief Engineer: Clyde Mosteller

K L P R

OKLAHOMA CITY—EST. 1947

Frequency: 1140 Kc. Power: 1000 Watts d.
Owned-Operated By: Oklahoma City Bcstg.
Co.
Business Address: 132½ W. Commerce St.
Phone Number: 3-6358
Studio-Transmitter Location: 73rd St. & Shields
Bldv.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Associated
Membership: NAB
President-Owner, General Mgr.: Byrne Ross
Station-Commercial Manager: Walter Colvin
Program-Musical Director: Kathleen Burkett
Chief Announcer: Robert N. Chaddock
Chief Engineer: Jack Richmond
Farm Editor: Kelly West

In **OKLAHOMA**

It's

KOMA

OKLAHOMA CITY'S ONLY 50,000-WATT STATION

Joe Bernard, Gen. Mgr.

KTUL

TULSA'S ONLY EXCLUSIVE RADIO CENTER

5,000 WATTS DAY & NIGHT

John Esau, V.P. & Gen. Mgr.

*Programs Geared
to the Sooner Market*

OKLAHOMA'S ONLY
C B S OUTLETS

Avery Knodel, Inc.
Natl. Representatives

K O C Y

OKLAHOMA CITY—EST. 1938

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Plaza Court Bcstg. Co.
 Business-Studio Address . . . Plaza Court Bldg.
 Phone Number 3-4333
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service . . . Standard, Thesaurus
 Representative Walker
 Membership NAB, BMB
 President John D. Thomas
 General-Station Manager . . . M. H. Bonebrake
 Commercial Manager George Tarter
 Program Director Paul Buenning
 Chief Announcer Carl McDaniel
 Musical Director James D. Walker
 Chief Engineer Royden R. Freeland

K O M A

OKLAHOMA CITY—EST. 1927

CBS

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By KOMA, Inc.
 Business-Studio Address Biltmore Hotel
 Phone Number 2-3291
 Transmitter Location Moore, Okla.
 Air Time 5 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Capitol, Standard,
 Cole
 Representative Avery-Knodel
 Membership NAB, BMB
 President John Griffin
 General-Station Manager J. J. Bernard
 Commercial Manager Webster L. Benham, Jr.
 Sales Promotion Manager Raymond Ruff
 Program Director Robert M. Eastman
 Production Manager Perry Ward
 Publicity Director Gerald Parrick
 Musical Director Clarence Reynolds
 Chief Engineer M. W. Thomas
 Farm Editor Clarence Achgill

K T O K

OKLAHOMA CITY—EST. 1927

ABC

OKLAHOMA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By KTOK, Inc.
 Business Address 2004 Apco Tower
 Phone Number 3-8352
 Transmitter Location 1800 West Main
 Air Time 6 a.m.-12 M.
 News Service AP, UP
 Transcription Service World, Lang-Worth
 Representative Taylor-Howe Snowden

Membership NAB, BMB
 President O. L. Taylor
 Gen.-Station Manager Robert D. Enoch
 Commercial Manager Frank J. Lynch
 Program Director Harold M. Shreve
 Promotion Manager Phillip A. Kernan
 Chief Engineer Clifford Easum

K T O W (CP)

OKLAHOMA CITY

Frequency: 800 Kc. Power: 250 Watts d.

W K Y

OKLAHOMA CITY—EST. 1928

NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned By Oklahoma Publ. Co.
 Operated By WKY Radiophone Co.
 Business-Studio Address . . . Shirvin Tower Hotel
 Phone Number 3-4306
 Transmitter Location 1¼ mi. E. of Britton,
 Okla.
 Air Time 19 hrs. daily
 News Service AP, UP
 Transcription Service . . . Standard, Associated
 Representative Katz
 Membership NAB
 President E. K. Gaylord
 Station-Commercial Manager P. A. Sugg
 Sales Promotion Manager Gene White
 Program Director Hoyt T. Andres
 Production Manager Paul Brawner
 Publicity Director Gene White
 Chief Announcer Wakefield Holley
 Musical Director Allan Clark
 Chief Engineer H. J. Lovell
 Farm Editor Edd Lemons

K H B G

OKMULGEE—EST. 1937

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By . . . Okmulgee Bcstg. Corp.
 Business-Studio Address Petroleum Bldg.
 Phone Number 3646-7
 Transmitter Location 20th & Seminole
 Air Time 5:54 a.m.-10:30 p.m.
 News Service UP
 Transcription Service . . . Lang-Worth, Keystone
 Representative Sears & Ayer
 Membership NAB, BMB
 President-Owner, General Mgr. Pat Buford
 Commercial-Sales Promotion Manager,
 Publicity Director Lucille Buford
 Program Director, Production Manager,
 Musical Director Miss Nova Clarke
 Chief Announcer John Lenox, Jr.
 Chief Engineer Chester Ludwick
 Farm Editor E. R. Francis

KBLH

PAULS VALLEY—EST. 1948

Frequency: 1470 Kc. Power: 250 Watts d.
 Owned-Operated By James T. Jackson
 Business Address 110 E. Paul Ave.
 Phone Number 105
 News Service UP
 President James T. Jackson

WBBZ

PONCA CITY—EST. 1927

MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Adelaide Lillian Carrell
 Business-Studio Address 615 W. Grand Ave.
 Phone Number 3200-1
 Transmitter Location 615 W. Grand Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Representative Donald Cooke
 Membership NAB
 President-Owner, General-Commercial
 Manager Adelaide Lillian Carrell
 Sales Promotion Manager Charles D. Edwards
 Program-Publicity Director, Production
 Manager Bill Maugans
 Chief Engineer Nicholas J. De Francesco
 Farm Editor Bill Parker

KSMI (CP)

SEMINOLE

Frequency: 1260 Kc. Power: 500 Watts d.

KGFF

SHAWNEE—EST. 1930

ABC—OKLAHOMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Stauffer Publ., Inc.
 Operated By KGFF Bcstg. Co., Inc.
 Business Address P. O. Box 2059
 Phone Number 4390-1
 Studio Address Ninth & Bell Sts.
 Transmitter Location Shawnee Country Club,
 cor. of Bryan & Highland Sts.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 President Oscar S. Stauffer
 General Manager Roy J. Bowman
 Commercial Manager D. Frank McGee
 Sales Promotion Manager Maxine E. Bowman
 Program Director William A. Weaver
 Chief Announcer Lowell Clark
 Chief Engineer Joseph T. Gaskill

KSPI

STILLWATER—EST. 1947

MBS

Frequency: 780 Kc. Power: 250 Watts d.
 Owned-Operated By Stillwater Publ. Co.
 Business Address P. O. Box 231
 Phone Number 1831 office; 1807 studio
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service World
 Representative Burke, Kuipers & Mahoney
 Membership NAB, BMB
 President C. R. Bellatti
 General-Station Manager L. F. Bellatti
 Commercial Manager E. T. Condry, Jr.
 Program Director W. R. McKinsey

KAKC

TULSA—EST. 1946

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Public Radio Corp.
 Business-Studio Address Avey's Tulsa
 Coliseum
 Phone Number 4-2401
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB
 President Sam E. Avey
 General Manager Glenn Condon
 Commercial Manager James L. Neal
 Sales Promotion Manager James C. Crosbie
 Program Director Joan Wells
 Production Manager Allen Franklin
 Chief Engineer M. M. Donley

KFMJ

TULSA—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Fred Jones Bcstg. Co.
 Business-Studio Address Alvin Hotel, 7 E. 7th
 Phone Number 5-5555
 Transmitter Location 21st & Yale
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service World, Standard,
 SESAC
 Representative Forjoe
 Membership NAB
 President Fred Jones
 General-Station Manager Lawson Taylor
 Commercial Manager Jack Betz
 Sales Promotion Manager Jack Fitzer
 Program Director Jack Hoffman
 Publicity Director Bill Bowers
 Chief Announcer Bill Taylor
 Musical Director Jack Hoffman
 Chief Engineer Nathan Wilcox
 Farm Editor Don Emmick

K O M E
TULSA—EST. 1938

ABC—MBS—OKLAHOMA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Oil Capitol Sales Corp.
Business-Studio Address: 8th & Main
Phone Number: 3-4121
Air Time: 5:45 a.m.-11:30 p.m.
News Service: AP
Transcription Service: Standard, Lang-Worth
Representative: Taylor-Howe-Snowden
Membership: NAB
President: Harry Schwartz
General-Station Manager: Dick Campbell
Commercial Manager: J. Howard Engle
Sales Promotion Manager: Gregg Chancellor
Program Director: Hal Hough
Publicity Director: Etta May Avery
Musical Director: Sally Ann Grimes
Chief Engineer: Roy Brown

K T U L
TULSA—EST. 1934
CBS

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By: Tulsa Bcstg. Co.

KFMJ

Tulsa

Oklahoma

"Oh, What

a

Beautiful

Day"

1050 On the Dial

Business-Studio Address: Boulder-on-the-Park
Phone Number: 2-3191
Air Time: 18 hrs. daily
News Service: UP
Transcription Service: Capitol, Lang-Worth, Standard
Representative: Avery-Knodel
Membership: NAB, BMB
President: John Toole Griffin
Vice President, General Manager: John Esau
Commercial Manager: L. A. Blust
Sales Promotion Manager: Geo. L. Ketchum
Program Director: Karl Janssen
Production Manager: Ed Neibling
Publicity Director: Sadie Adwon
Chief Engineer: Robert Snider

K V O O
TULSA—EST. 1925
NBC

Frequency: 1170 Kc. Power: 50,000 Watts
Owned-Operated By: Southwestern Sales Corp.
Business-Studio Address: Philtower Bldg.
Phone Number: 2-2254
Air Time: 5:30 a.m.-12:05 a.m.
News Service: INS, UP
Transcription Service: Standard, Lang-Worth
Representative: Edward Pety
Membership: NAB, BMB
President: P. Q. Proctor
Vice President, General Manager: W. B. Way
Commercial Manager: Gustav K. Brandborg
Promotion Manager: Robert Schonhoff
Program Director: F. M. Randolph
Musical Director: Joseph O'Neill
Chief Engineer: L. W. Stinson
Farm Editor: Sam Schneider

K S I W
WOODWARD—EST. 1947
MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned By: Woodward Bcstg. Co.
Operated By: James L. Todd
Business Address: Box 508
Phone Number: 1450
Studio-Transmitter Location: 22nd & Cedar
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth, Cole
Membership: NAB
President: David D. Price
Station Manager: James L. Todd
Commercial-Sales Promotion Manager: Herbert S. Swift
Program Director: Harry Van Slycke
Chief Engineer: Robert E. Davis

26TH YEAR

1922-1948

**ONE OF THE
GREAT STATIONS
OF THE NATION**

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KGW

PORTLAND, OREGON

**AFFILIATED
WITH**



OREGON

Estimated Population 1,517,000—% Increase +39.2—Radio Homes 440,160
Farms with Radios 56,254—Stations in State 33

KWIL

ALBANY—EST. 1941

MBS—DON LEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Central Willamette
Bcstg. Co.
Business-Studio Address 15th & Elm Sts.,
Albany; Hotel Benton, Corvallis
Phone Number Albany 1234; Corvallis 1870
Transmitter Location 15th & Elm Sts.
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Standard, World
Representative Homer Griffith, John Keating
Membership NAB, BMB
President W. L. Jackson
Secretary-Treasurer R. R. Cronise
General-Station Manager Chet Wheeler
Commercial Manager Hal Ryer
Program Director LeRoy Jolley
Publicity Director Carley Copenhaver
Chief Engineer, Farm Editor Herb Davidson
Corvallis Manager Derwood Smith

KWIN

ASHLAND—EST. 1946

KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Rogue Valley Bcstg.
Co., Inc.
Business-Studio Address P. O. Box 305,
1160 Helman Rd.
Phone Number 2-1351
Transmitter Location 1160 Helman Rd.
Air Time 6:30 a.m.-11 p.m.
News Service AP
Transcription Service World, Standard,
Capitol
Representative Homer Griffith, John Keating
Membership NAB, BMB
President M. S. Hamaker
General-Station Manager R. B. Reinholdt
Commercial Manager E. P. Barnett
Program Director, Production Manager, Chief
Announcer, Musical Dir. Charles B. Field
Publicity Director Bob Reinholdt
Chief Engineer Ralph S. Click
Farm Editor Doyle D. Seely

KAST

ASTORIA—EST. 1935

MUTUAL—DON LEE—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Astoria Bcstg. Co.
Address Astoria, Ore.
General Manager L. E. Parsons

KBKR

BAKER—EST. 1939

THE OREGON TRAIL NETWORK—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Inland Radio, Inc.
Business-Studio Address First & Court Sts.
Phone Number 140
Transmitter Location East H St.
Air Time 16 hrs. daily
News Service UP
Transcription Service Thesaurus
Representative W. S. Grant, John Keating
Membership NAB, BMB
Chief Owners Marshall E. Cornett, Lee W.
Jacobs
President Marshall E. Cornett
Managing Director Lee W. Jacobs
Station-Commercial
Manager Kenneth B. Lockwood
Sales Promotion Manager, Publicity Director,
Farm Editor Milton L. Levy
Program-Musical Director Kenneth F. Holden
Production Manager, Chief
Announcer Howard Simmons
Chief Engineer Sidney S. Williams

KBND

BEND—EST. 1938

MBS—DON LEE—

KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Central Oregon Bcstg.
Co.
Business-Studio Address 1101 Wall St.
Phone Number 848
Transmitter Location 1101 Wall St.
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Membership NAB, BMB
President, General-Station Manager, Publicity
Director Frank H. Loggan
Program Director, Production Manager, Farm
Editor Kessler Cannon
Musical Director Roland McClure
Chief Engineer Robert Dickinson

KOOS

COOS BAY—EST. 1928

MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By KOOS, Inc.
Business-Studio Address 505 Hall Bldg.
Phone Number 432-3
Transmitter Location Hall Bldg.

Air Time .6 a.m.-12 M.; 7 a.m.-11 p.m., Sun.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeJohn Keating
 MembershipNAB
 President-Owner.....Sheldon F. Sackett
 General Manager.....Fred F. Chitty
 Station Manager.....Hal Shade
 Commercial Manager.....Leonard Epling
 Program Director.....Sara Spaugh
 Chief Engineer.....Roger Spaugh

KWRO

COQVILLE—EST. 1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KWRO Bcstrs.
 Business Address.....Box 359 Coos Bay, Ore.
 Partners.....William E. Walsh, Walter L. Read

KRUL

CORVALLIS—EST. 1947

FrequencyS 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Pacific States Radio Co.
 Business-Studio Address.....1225 S. Fifteenth St.
 Phone Number1504-1178
 Transmitter Location.....1225 S. Fifteenth St.
 Air Time.....6:45 a.m.-11 p.m.
 News ServiceAP
 Transcription Service.....Lang-Worth, Cole
 RepresentativeW. S. Grant
 MembershipNAB, BMB
 PresidentJ. C. Haley
 Station-Commercial Manager.....Phil Waters
 Sales Promotion Manager.....James Bailey
 Program Director, Production Mgr., C. W. Peck
 Publicity Director.....Florence Gratowski
 Chief Announcer.....Bill Karl
 Musical Director.....Jeff Evans
 Chief Engineer.....J. C. Haley, Jr.
 Farm Editor.....Gene Kilgore

KODL

THE DALLES—EST. 1940

KBS

Frequency: 1230 Kc.....Power: 250 Watts d.:
 100 Watts n.
 Owned-Operated By.....Western Radio Corp.
 Business-Studio Address.....Scenic Drive
 Phone Number2300
 Transmitter Location.....The Dalles
 Air Time.....15 hrs. daily
 News ServiceUP
 Transcription Service.....McGregor, KBS
 MembershipNAB
 President, General Mgr., V. Barney Kenworthy
 Station-Commercial Mgr., Paul E. Walden
 Sales Promotion Manager.....Lee Phillips
 Program Director.....Arthur Elliott
 Chief Engineer.....Talmage McCartney

KASH

EUGENE—EST. 1947

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Operated By.....Radio Air Ways, Inc.
 Business Address.....P. O. Box 1600
 Phone Number4595
 Studio-Transmitter Location.....Day Island Rd.
 Air Time.....6 a.m.-12 M.
 News ServiceAP
 Transcription Service.....Standard, Thesaurus
 President, General-Station
 ManagerErven L. Kincaid
 Commercial-Sales Promotion
 ManagerD. C. Banta
 Program Director, Production
 ManagerBruce Nidever
 Publicity Director.....Clare Mattingly
 Chief Announcer.....Harry Sackett
 Musical Director.....Curtis Chezem
 Chief Engineer.....William R. Riley
 Farm Editor.....William Schneeflock

KORE

EUGENE—EST. 1927

MBS—DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Eugene Bcst. Station
 Business Address.....Box 1032
 Phone Number3
 Studio-Transmitter Location.....27th & Willamette
 Sts.
 Air Time...6 a.m.-1 a.m.; 7 a.m.-12 M., Sun.
 News Service.....AP, UP
 Transcription ServiceWorld
 Representative.....John Keating, Homer Griffith
 MembershipNAB, BMB
 President-Owner.....Violet G. Motter
 General Manager.....L. W. Trommlitz
 Commercial-Promotion Mgr.....C. R. Hillyer
 Program Director.....Robert Eubanks
 Chief Engineer.....Harold Gander

KUGN

EUGENE—EST. 1946

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Valley Bcstg. Co.
 Business-Studio Address.....P. O. Box 1400
 Phone Number.....Eugene 2800
 Transmitter Location.....Coburg Rd.
 Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News ServiceAP
 Transcription Service.....Capitol, Lang-Worth
 Station Representative.....W. S. Grant
 MembershipNAB
 Co-Partners.....C. H. Fisher & B. N. Phillips
 General-Station Manager.....S. W. McCreedy
 Commercial Manager.....L. N. Young
 Program Director.....J. T. Hallock

Publicity Director.....Jim Prior
 Musical Director.....Robert Whitely
 Chief Engineer.....John Boren
 Farm Editor.....Earl Britton

K U I N

GRANTS PASS—EST. 1939

DON LEE—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Southern Oregon Bcstg.
 Co.

Business-Studio Address.....P. O. Box 148
 Phone Number.....4477
 Transmitter Location.....Highway 199
 Air Time.....17 hrs. daily
 News Service.....AP
 Transcription Service.....World, MacGregor
 Representative.....W. S. Grant
 Membership.....NAB, BMB
 President.....A. E. Voorhies
 General Manager.....Wm. B. Smullin
 Station Manager.....E. A. Malone
 Commercial Manager.....Glenn E. Nickell
 Sales Promotion Manager.....Mae Dawson
 Program Director.....Bill Smith
 Production Manager.....Harry Carmichael
 Publicity Director.....Beverly Clark
 Chief Announcer.....M. J. Guardino
 Musical Director.....Paul White
 Chief Engineer.....N. L. Williams

K F J I

KLAMATH FALLS—EST. 1922

MBS—DON LEE

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....KFJI Bcstrs.
 Business-Studio Address.....203 Main
 Phone Number.....5155
 Transmitter Location.....203 Main
 Air Time.....17½ hrs. daily
 News Service.....UP
 Transcription Service.....World
 Representative.....W. S. Grant
 Membership.....NAB
 President, General Manager.....W. D. Miller
 Commercial-Sales Promotion
 Manager.....Jack Keating

Program Director, Production Manager, Chief
 Announcer.....Dick Maguire
 Publicity-Musical Director...Dick Wentworth
 Chief Engineer, Farm
 Editor.....William P. Grimes

K F L W

KLAMATH FALLS—EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Herald Publ. Co. of
 Klamath Falls

Business-Studio Address.....1301 Esplanade
 Phone Number.....8115
 Transmitter Location.....1301 Esplanade
 Air Time.....6 a.m.-12 M,
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Homer Griffith
 Membership.....NAB, BMB
 President.....Frank Jenkins
 General-Station Manager.....H. J. Chandler
 Commercial Manager.....Max J. Frye
 Program- Publicity Director...Marjorie Eagle
 Production Manager.....Chuck Cecil
 Musical Director.....Bill Williams
 Chief Engineer.....Gilbert Walters
 Farm Editor.....Paul Alexander

K L B M

LA GRANDE—EST. 1938

KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Business-Studio Address...Old Oregon Trail
 Phone Number.....220
 Transmitter Location.....Old Oregon Trail
 Air Time.....7 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Standard, Keystone
 Membership.....NAB, BMB
 President.....Lee W. Jacobs
 Station Manager.....John G. Jones
 Commercial Manager.....Ken Lillard
 Program Director.....Marjorie Pierce
 Production Manager.....Jack Hatmaker
 Chief Engineer.....Walt Abbott
 Farm Editor.....Murray Durham

K M E D

MEDFORD—EST. 1922

NBC

Owned-Operated By.....Medford Radio Corp.
 Frequency: 1440 Kc.....Power: 1000 Watts
 Address.....Ross Lane
 Phone Number.....4000
 Studio Address.....Ross Lane
 Transmitter Location.....Ross Lane
 Air Time.....7 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Chief Owner-Gen. Mgr.....Mrs. W. J. Virgin
 Commercial Manager.....James J. Dunlevy
 Program Director.....Gladys LaMarr
 Promotion Manager.....John S. Duffy
 Chief Engineer.....Victor M. Califf

K Y J C

MEDFORD—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....Medford Printing Co.

Business-Studio Address..... Barnett Rd.
 Phone Number 9200
 Transmitter Location..... Barnett Rd.
 Air Time... 6 a.m.-12 M.; 8 a.m.-10 p.m., Sun.
 News Service AP, UP
 Transcription Service... Lang-Worth, Thesaurus,
 Cole
 Representative W. S. Grant
 Membership NAB
 President Robert W. Ruhl
 General Manager..... Gerald Latham
 Station Manager, Chief
 Engineer Collin R. Matheny
 Commercial Manager... William Woodford
 Program Manager..... Lee S. Bullis
 Farm Editor..... Chester Stuart

K N P T (CP) NEWPORT

Frequency: 1230 Kc.....Power: 250 Watts

K S R V

ONTARIO—EST. 1946
OREGON TRAIL NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... Inland Radio, Inc.
 Business-Studio Address..... Box 540
 Phone Number 212
 Air Time..... 6 am.-12 p.m.
 News Service UP
 Transcription Service... Capitol, World, NBC,
 Cole
 Representative W. S. Grant
 Membership NAB, BMB
 President Olive B. Cornett
 General Manager..... Lee W. Jacobs
 Station Manager..... Gordon L. Capps
 Commercial Manager..... John W. Powell
 Sales Promotion Manager... Elliot B. Behrens
 Program Director..... Ray Kozak
 Chief Engineer..... Charles E. Harland
 Farm Editor..... Charles Moore

K G O N

OREGON CITY—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..... Clackamas Bcstrs.
 Business Address..... Box 391
 Phone Number 7111
 Transcription Service... Capitol, Cole, Lang-
 Worth, World
 News Service AP
 Partners..... T. V. Ehmsen, R. Jarman,
 Dr. J. Fitzgibbon, F. C. Bain
 General Manager..... Floyd C. Bain
 Office Manager..... Lawrence A. Read
 Program Director..... Robert R. Roberts, Jr.
 Acct. Executive..... Howard I. Jackson
 Chief Engineer..... Temple V. Ehmsen

K W R C

PENDLETON—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By... Western Radio Corp.
 Business-Studio Address... S.W. 6th St., P. O.
 Box 178
 Phone Number 1425
 Transmitter Location..... S.W. 6th St.
 Air Time... 6 a.m.-10:15 p.m.; 10:30 a.m.-9:15
 p.m., Sun.
 News Service UP
 Transcription Service... Lang-Worth, Thesaurus
 Representative Keating, Griffith
 Membership NAB
 President, General Mgr..... V. B. Kenworthy
 Station Manager..... Ted A. Smith
 Commercial Manager..... A. L. Anderson
 Program-Production Mgr... Edward J. Warmuth
 Special Events Director... Clayton Carpenter
 Chief Engineer..... James Leach

K A L E

PORTLAND—EST. 1932
MBS—DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned By..... Journal Publishing Co.
 Operated By..... KALE, Inc.
 Business-Studio Address... 919 S.W. Taylor
 St. Bldg.
 Phone Number..... Broadway 3484
 Transmitter Location..... Sylvan, Oregon
 Air Time..... 5:45-12 M.; Sat., all night
 News Service AP, UP
 Transcription Service... Associated, Standard
 Representative John Blair
 Membership NAB
 President P. L. Jackson
 General Manager..... C. S. Jackson
 Commercial Manager..... Norman A. Davis
 Publicity Director..... Kelmar K. LeMaster
 Chief Announcer..... Lou Gillette
 Musical Director..... Al Uhles
 Chief Engineer..... A. E. Richmond
 Farm Editor..... Burton Hutton

K E X

PORTLAND—EST. 1926
ABC

Frequency: 1190 Kc.....Power: 5000 Watts
 (CP 50,000 Watts)
 Owned-Operated By... Westinghouse Radio
 Stations, Inc.
 Business Address... WRS—1619 Walnut St.,
 Phila. 3, Pa.
 Phone Number..... Rlitenhouse 6-6870
 Studio Address... 1230 S.W. Main St., Portland
 Station Phone Number..... Atwater 6214
 Transmitter Location... Clackamas, Oregon
 Air Time... 6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
 News Service..... INS, UP

Transcription Service.....Associated, SESAC
 Representative.....Free & Peters
 Membership.....BMB
 President.....Walter Evans
 Vice President.....Walter E. Benoit
 General Manager.....J. B. Conley
 Station Manager.....C. S. Young
 Sales Manager.....Eldon Campbell
 Sales Promotion Manager.....C. L. Burrow
 Program Manager.....Melvin Bailey
 Chief Engineer.....T. T. Ely

K G W

PORTLAND—EST. 1922

NBC

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By..The Oregonian Publ. Co.
 Business-Studio Address..1011 S.W. Sixth Ave.
 Phone Number.....BEacon 6364
 Air Time..6 a.m.-12 M.; 7:30 a.m.-12 M., Sun.
 News Service.....AP, INS
 Transcription Service.....Thesaurus, SESAC,
 Cole, Lang-Worth

Representative.....Edward Petry
 Membership.....NAB, BMB
 President.....Caroline P. Leadbetter
 General Manager.....M. J. Frey
 Station Manager.....H. Quenton Cox
 Commercial Manager.....Jack N. Wassan
 Sales Promotion Manager.....Bob Hancock
 Program Director.....Homer Welch
 Production Manager.....Thos. J. Swafford
 Chief Engineer.....Harold C. Singleton

K O I N

PORTLAND—EST. 1925

CBS

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....KOIN, Inc.
 Business Address.....P. O. Box 1031
 Phone Number.....Atwater 3333
 Studio Address.....New Heathman Hotel
 Air Time.....6 a.m.-12 M.
 News Service.....AP, INS, UP
 Transcription Service.....World, Capitol,
 Associated

Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President-Owner.....Marshall Field
 General-Station Mgr.....Harry H. Buckendahl
 Program Director.....Ted W. Cooke
 Production Manager.....Willard Mears
 Promotion Director.....Marc Bowman
 Chief Engineer.....L. S. Bookwalter
 Farm Editor.....Luke Roberts

K P D Q

PORTLAND—EST. 1947

Frequency: 800 Kc.....Power: 1000 Watts

Owned-Operated By.....John W. Davis
 Business-Studio Address.....Oaks Park
 Phone Number.....Vermont 6142
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Wm. G. Rambeau
 President-Owner, General-Station-Commercial
 Manager.....John W. Davis
 Program Director.....Donovan Zundel
 Chief Announcer.....Curtis Faus
 Chief Engineer.....Rodney Johnson

K W J J

PORTLAND—EST. 1927

U. P. NETWORK

Frequency: 1080 Kc.....Power: 10,000 Watts
 Owned-Operated By.....KWJJ Bcst. Co., Inc.
 Business-Studio Address.....1011 S.W. 6th Ave.
 Phone Number.....Atwater 4393-4-5
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth, Standard
 Representative.....Burn-Smith, W. S. Grant
 Membership.....NAB
 President.....W. J. Jerman
 General Manager.....John C. Egan
 Station Manager.....W. J. Jerman
 Commercial-Sales Promotion Manager,
 Publicity Director.....L. D. Henderson
 Program Director, Production
 Manager.....Jerry Speerstra
 Chief Announcer.....Art Morey
 Musical Director.....Leah Holt
 Chief Engineer.....Frank Hood

K X L

PORTLAND—EST. 1926

PACIFIC NORTHWEST BCSTRS.

Frequency: 750 Kc.....Power: 10,000 Watts d.
 Owned-Operated By.....KXL Bcstrs.
 Business-Studio Address.....Orpheum Bldg.
 Phone Number.....BR. 6451
 Transmitter Location.....Town of Harmony,
 Clackamas County, Ore.
 Air Time.....6 a.m.-local sunset; 10:05 p.m.-2
 a.m., Sun.
 News Service.....UP
 Transcription Service.....MacGregor, Lang-
 Worth, Keystone, Standard
 Representative.....Walker
 Membership.....NAB
 President, General-Station-Commercial
 Manager.....H. S. Jacobson
 Program Director.....Fred Eichorn
 Production Manager.....Jackson Fleming
 Publicity Director.....Paul Robinson
 Chief Engineer.....Ralph Mifflin
 Farm Editor.....Ben Buisman

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: News Review Company
 Business Address: 134 N. Jackson St.
 Phone Number: 4
 News Service: AP
 Transcription Service: Standard, World,
 Cole, SESAC
 Representative: John Keating, Griffith
 President: Frank Jenkins
 General Manager: Iris Rice Helliwell
 Commercial Manager: Del McKay

K S L M

SALEM—EST. 1934

MUTUAL—DON LEE—KBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By: Oregon Radio, Inc.
 Business Address: Senator Hotel Bldg.
 Phone Number: 4831
 News Service: UP, AP
 Transcription Service: World
 Representatives: Grant
 Membership: NAB, BMB
 President-Gen. Mgr.: Glenn McCormick
 Business Manager: Lee Bishop

K T I L

TILLAMOOK—EST. 1947

KBS

Frequency: 1590 Kc. Power: 250 Watts
 Owned-Operated By: Tillamook Bcstg. Co., Inc.
 Business Address: Tillamook, Ore.
 Phone Number: 1122
 News Service: AP
 Transcription Service: Cole, World
 Representative: Keating
 President: Fred H. Guyton
 General-Comm. Mgr.: Robert W. Harris

K O C O

SALEM—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned By: B. Loring Schmidt
 Business-Studio Address: 1426 Edgewater
 Phone Number: 3109, 3100
 News Service: UP
 Transcription Service: Thesaurus, Capitol
 Representative: Wm. G. Rambeau
 Membership: NAB
 President-Owner: B. Loring Schmidt
 General-Commercial Manager: Al Schuss
 Program-Publicity Director: Dave Hoss

PENNSYLVANIA

Estimated Population 10,281,000—% Increase +3.8—Radio Homes 2,497,186
 Farms with Radios 143,252—Stations in State 92

W H O L (C P)

ALLENTOWN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Allentown Bcstg. Corp.
 Business Address: 508 Hamilton St.

W K A P

ALLENTOWN—EST. 1947

KBS

Frequency: 1580 Kc. Power: 1000 Watts
 Owned-Operated By: Allentown Bcstg. Co.
 Business-Studio Address: 715 Hamilton St.
 Phone Number: 3-3166
 Air Time: Local sunrise to local sunset
 News Service: AP
 Transcription Service: World, Lang-Worth
 Representative: Forjoe
 Membership: NAB
 President: N. Joe Rahall
 Station Mgr.-Program Dir.: Ben W. Muros
 Com.-Promotion Mgr.-Pub. Dir.: O. R. Davies
 Chief Engineer: C. Frank Cordaro

W S A N

ALLENTOWN—EST. 1923

NBC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By: Lehigh Valley Bcstg. Co.
 Business-Studio Address: 39-41 N. Tenth St.
 Phone Number: Allentown 9511
 Transmitter Location: Route 1, Allentown, Pa.
 Air Time: 7 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
 News Service: AP, UP
 Transcription Service: Thesaurus, Standard
 Representative: Headley-Reed
 Membership: NAB, BMB
 President: J. Calvin Shumberger
 Vice-President, Managing Dir.:
 Station Mgr.: B. Bryan Musselman
 Commercial Office Mgr.: Olivia P. Musselman
 Program-Musical Director: George Y. Snyder
 Production Manager: William S. Davies
 Chief Announcer: John T. Van Sant
 Technical Supervisor: Reuel H. Musselman



*A complete
radio service*

AM

FM

TELEVISION

FACSIMILE

WCAU

50,000 WATTS • CBS AFFILIATE

**Philadelphia's Leading
Radio Institution**

The Philadelphia Bulletin Stations

W F B G

ALTOONA—EST. 1924

NBC—QUAKER

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Gable Bcstg. Co.
 Business-Studio Address 1320-32 11 Ave.
 Phone Number 6467
 Air Time 17 hrs. daily
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Headley-Reed Co.
 Membership NAB
 President George P. Gable
 Managing Dir.-Comm. Mgr. John M. Snyder
 Program-Publicity Dir. Wilbert Ketner
 Chief Engineer George Burgoon

W J S W

ALTOONA—EST. 1947

MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By Altoona Bcstg. Co.
 Business-Studio Address 1413 Eleventh Ave.
 Phone Number 9301 Altoona, Pa.
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Membership NAB
 President Herbert T. Wolf
 General Manager T. W. Metzger
 Station Manager James E. Moren
 Comm. Mgr.-Program Dir. Jerry McDevitt
 Sales Promotion Mgr. David Burkhart
 Publicity Director Robert Michel
 Chief Engineer C. Irving Metzger
 Farm Editor Harvey Miller

W R T A

ALTOONA—EST. 1947

ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By The Thompson Bcstg Co.
 Business-Studio Address 1421 12th Ave.
 Phone Number 6646
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service SESAC, Thesaurus
 Representative Radio Advertising
 Membership NAB
 President-Owner-General-
 Station-Commercial Mgr. Roy F. Thompson
 Sales Promotion Mgr.-
 Publicity Director J. Denny Stevens
 Program Director Dorothy M. Jones
 Production Manager Robert Klar
 Chief Engineer George R. Burgoon
 Farm Editor Robert Michael

W V A M (CP)

ALTOONA

Frequency: 1430 Kc. Power: 1000 Watts
 Business Address 423 Central Trust Bldg.

W A V L

APOLLO—EST. 1947

Frequency: 910 Kc. Power: 1000 Watts d.
 Owned-Operated By Tri-Borough Bcstg. Co.
 Business Address 4th St. & Pa. Ave.
 Phone Number 410
 News Service UP
 Transcription Service SESAC
 Owners C. F. Clifton, A. J. West
 General Manager C. F. Clifton
 Commercial Manager A. J. West
 Promotion Manager Carmen Tubby
 Program Director H. Warren Anderson
 Chief Engineer H. Edward Smith

W G P A

BETHLEHEM—EST. 1946

Frequency: 1100 Kc. Power: 250 Watts
 Owned-Operated By The Bethlehems'
 Globe Publishing Co.
 Business-Studio Address 426 Brodhead Ave.
 Phone Number 6-8074
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service World, Capitol
 Membership NAB
 Vice-President-Owner Rolland L. Adams
 General-Station Mgr. Arthur McCracken
 Commercial Manager Dave Knipe
 Sales Promotion Manager Betty Gordon
 Chief Engineer L. Edwin Rybak

W C N R

BLOOMSBURG—EST. 1946

Frequency: 930 Kc. Power: 500 Watts d.
 Owned-Operated By Columbia-Montour
 Broadcasting Corp.
 Business Address 38 W. Main St.
 Phone Number 1700
 News Service AP
 Transcription Service Thesaurus
 President Robert R. Eyerly
 Gen. Mgr.-Prog. Dir. Ed. Darlington
 Commercial Manager John B. Girton
 Chief Engineer S. E. Davis

W L T R

BLOOMSBURG—EST. 1947

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By Bloom Radio, Inc.
 Business Address 1 Washington Place

W E S B

BRADFORD—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Bradford Publications
 Business Address. 43 Main St.
 Phone Number. 3173, 7174
 Studio Address. Citizen's Nat'l Bank Bldg.
 Air Time. 7 a.m.-12 M.; 8 a.m.-12 M. Sun.
 News Service. AP
 Transcription Service. World, Standard
 Membership. NAB
 General-Station Mgr. Joseph M. Cleary
 Commercial-Promotion Mgr. Arthur H. Hertlein
 Program Director. William Peters
 Chief Engineer. Benjamin Franklin
 Technical Supervisor. Earl F. Harlan

W I S R

BUTLER—EST. 1941

KBS

Frequency: 680 Kc. Power: 250 Watts
 Owned By. David H. Rosenblum
 Operated By. Butler Bcstg. Co.
 Business-Studio Address. 357 N. Main St.
 Phone Number. 4701-4702
 Air Time. Local Sunrise-Local Sunset
 News Service. UP
 Transcription Service. Lang-Worth, World
 Representative. Forjoe
 Membership. NAB, BMB
 President-Owner.
 General-Station Mgr. David H. Rosenblum
 Commercial Manager. Kent L. Jeffrey
 Sales Promotion-Program Dir.
 Production Manager. Robert Kaufman
 Publicity Director. LaRue Hutter
 Chief Engineer. Paul Rex
 Farm Editor. Gladys Borne

W C H A

CHAMBERSBURG—EST. 1946

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Operated By. Chambersburg Bcstg. Co.
 Business-Studio Address. Craft Press Bldg.
 Phone Number. 1110-1111
 Air Time. Local Sunrise-Local Sunset
 News Service. UP
 Transcription Service. Capitol
 Representative. Forjoe
 Membership. NAB
 Vice-Pres.-Gen.-Station Mgr. John S. Booth
 Commercial Manager. Thompson K. Cassel
 Sales Promotion Mgr. M. Goodwin Clarke
 Program Director. Chas. M. Cassel
 Production Manager. Allen Saunders
 Publicity Director. David Gesler
 Musical Dir.-Farm Editor. Earl Strine
 Chief Engineer. Joseph Rose

W E S A

CHARLEROI—EST. 1947

Frequency: 940 Kc. Power: 250 Watts d.
 Owned-Operated By. Mongahela Valley
 Bcstg. Inc.
 Business Address. Charleroi, Pa.
 Phone Number. 30
 News Service. AP
 Transcription Service. Capitol, World
 President. Dr. A. S. Sickman
 General Mgr. Pierre Paulin
 Sales Mgr. C. F. Kreitzer
 Chief Engineer. Henry Niederkofler

W P W A

CHESTER—EST. 1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By. Lou Poller
 Business Address. Chester, Pa.
 Phone Number. 3-1641
 Air Time. Local Sunrise-Local Sunset
 News Service. AP
 Transcription Service. World, Capital
 Membership. NAB
 President-Owner. Lou Poller
 General-Station Manager. M. A. Mandel
 Sales Promotion Manager. Burton Levin
 Program Director. Charles Ross Capps
 Chief Engineer. Joe J. Goodman

W V C H (CP)

CHESTER

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By. James M. Tisdale
 Business Address. Wolf Building
 Phone Number. 2-8861
 News Service. UP
 Owner-Gen.-Comm. Mgr.-Chief Engr.
 James M. Tisdale
 Program Director. Edna Whittington

W C V I

CONNELLSVILLE—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Connelville Bcstrs., Inc.
 Business-Studio Address. 124 W. Crawford Ave.
 Phone Number. Connelville 2700
 Air Time. 17 hrs. daily
 News Service. UP
 Transmitter Service. Lang-Worth, SESAC
 President-Gen.-Station Mgr. J. Wylie Driscoll
 Chief Engineer. C. W. Ross

W B U X (CP)

DOYLESTOWN

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By. Charles M. Meredith

W C E D

DU BOIS—EST. 1939

CBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Tri-Country Bcstg.
 Address: 80 North Park Place
 Phone Number: 1700
 Air Time: 6:30 a.m.-12:05 a.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Joseph Hershey McGilvra
 Membership: NAB, BMB
 President: H. T. Gray
 Gen. Mgr.-Prog. Dir.: Jason S. Gray
 Commercial Manager: Les Ryder
 Promotion Manager: Virginia Ryder
 Chief Engineer: Vernon Stahl

W E S T

EASTON—EST. 1936

NBC—MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Associated Bcstrs., Inc.
 Business-Studio Address: 516 Northampton St.
 Phone Number: 6131
 Air Time: 6:30 a.m.-1 a.m.

News Service: UP
 Transcription Service: Thesaurus
 Representative: Robert Meeker
 Membership: NAB
 Station Executive: Clair R. McCollough
 National Manager: Elwood C. Anderson
 National Sales Manager: J. Robert Gulick
 Program Director: Eugene Bethman
 Chief Engineer: J. E. Mathiot

W E R C

ERIE

NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Presque Isle Bcstg. Co.
 Business-Studio Address: 121 West 10th St.
 Phone Number: 26-918
 Air Time: 6 a.m.-12:05 a.m.
 News Service: UP
 Transcription Service: Associated
 Representative: Weed
 Membership: NAB
 President: Jacob A. Young
 General Manager: Charles E. Denny
 Commercial Manager: Frank Proudfoot
 Program Director: Virginia Donachy
 Production Manager: Arthur Ingram
 Chief Engineer: L. W. Cooke, Jr.

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936



WRAW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

W GAL
 Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago • San Francisco • Los Angeles

W L E U
ERIE—EST. 1935

ABC—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... WLEU Bcstg. Corp.
 Business-Studio Address... Commerce Bldg.,
 12th & State Sts.
 Transmitter Location... Commerce Bldg.,
 12th & State Sts.
 Air Time... 6 a.m.—12 M.
 News Service... AP
 Transcription Service... World
 President... Leo J. Omelian
 Gen.-Station-Comm. Mgr... V. Hamilton Weir
 Secretary... Miss Clara A. Thene
 Musical Director... Anthony Conti
 Farm Editor... Paul Crossman

W H J B
GREENBURG—EST. 1934

Frequency: 620 Kc. Power: 250 Watts d.
 (CP—1000 Watts—unlimited)
 Owned-Operated By... Pittsburgh Radio
 Supply House
 Business-Studio Address... 128 N. Penn Ave.
 Phone Number... 3740

Transmitter Location... 128 N. Penn Ave.
 Air Time... 7 a.m.—Local Sunset
 News Service... UP
 Transcription Service... Long-Worth
 Station Representative... Rambeau
 Membership... NAB
 President... H. J. Brennen
 General-Commercial Mgr... George J. Podayn
 Program Director... John Howard
 Chief Engineer... Lyle L. Allen

W K B O
HARRISBURG—EST. 1921
 NBC—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Keystone Bcstg. Corp.
 Business-Studio Address... 31 N. Second St.
 Transmitter Location... Third & Walnut Sts.
 Air Time... 6:30 a.m.—1 a.m.
 News Service... UP
 Transcription Service... World
 Representative... Robert Meeker
 Membership... NAB
 Station Executive... Clair R. McCollough
 Station Manager... C. G. Moss
 National Sales Manager... J. Robert Gulick
 Program Director... David Bennett
 Chief Engineer... J. E. Mathiot

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936



WRAW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

W GAL
 Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

W H G B
HARRISBURG—EST. 1945
 ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Harrisburg Bcstg. Co.
 Operated By Herbert Kendrick
 Business-Studio Address 112 Market St.
 Phone Number 23456
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Weed
 Membership NAB, BMB
 Partners Herbert Kendrick & G. L. Hash
 General-Commercial Mgr. Herbert Kendrick
 Program Director Jack Hooper
 Production Manager Betsy Heagy
 Chief Announcer Stan Bowman
 Chief Engineer H. Glenwood Schlegel

W H P
HARRISBURG—EST. 1924
 CBS

Frequency: 1460 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By WHP, Inc.
 Business-Studio Address 216 Locust St.

Phone Number 4-3211
 Air Time 6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
 News Service AP, UP
 Transcription Service Associated, Standard
 Representative Bolling
 Membership NAB, BMB
 Gen.-Station-Commercial Mgr. A. K. Redmond
 Sales Promotion Mgr. Beatrice M. Potteiger
 Program-Publicity Dir. Dick Redmond
 Production Manager John Price
 Musical Director David Shoop
 Chief Engineer E. Daniel Leibensperger
 Farm Editor George H. Wirt

W A Z L
HAZLETON—EST. 1932
 NBC—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Hazleton Bcstg. Co.
 Business-Studio Address 708 Haz. Nat. Bank
 Bldg.
 Transmitter Location 708 Haz. Nat. Bank Bldg.
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Thesaurus
 Representative Radio Advertising
 Membership NAB, BMB
 President-Gen.-Station Mgr. Victor C. Diehm

WAZL
HAZLETON

MEMBER OF NAB AND BMB
NBC AFFILIATE
 9 OUT OF 10 FAMILIES
 LISTEN TO WAZL
 (BMB SURVEY)

LOCATED IN PENNSYLVANIA'S THIRD
 LARGEST POPULATED COUNTY—A RICH INDUSTRIAL REGION
 ANNUAL PAYROLL OF \$55,000,000 IN OUR
 COVERAGE AREA—PRACTICALLY ENTIRE AMOUNT SPENT HERE

FOR A BALANCED PARTICIPATION
 IT COSTS AS LITTLE AS .0019c PER LISTENER



AFFILIATE

Commercial-Sales Pro. Mgr. George Martin
 Program Dir.-Chief Announcer Don Murray
 Production Manager Dave Davies
 Publicity Director Kathryn Kahler
 Musical Director John Stanzola
 Chief Engineer Elwood Tito
 Farm Editor Paul Brown

W H O D (CP)

HOMESTEAD

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Steel City Bcstg. Corp.
 Business Address . . 1209 Grant Bldg, Pittsburgh

W H U N

HUNTINGDON—EST. 1946

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned By The Joseph F. Biddle Pub. Co.
 Operated By Radio Station WHUN
 Business-Studio Address . . 400 Washington St.
 Phone Number 1291-1292
 Transmitter Location 27th & Murray Ave.
 Air Time 17½ hrs. Daily; 16 hrs. Sun.
 News Service UP
 Transcription Service . Standard, Cole, SESAC
 President-General Manager . . John H. Biddle
 Station Manager Samuel L. Stroh, Jr.
 Commercial Manager Irvin C. Mann
 Program Director Cary H. Simpson
 Chief Announcer Michael A. Croft, Jr.
 Chief Engineer James H. Hopewell

W D A D

INDIANA—EST. 1945

CBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Indiana Bcst., Inc.
 Business-Studio Address . Indiana Theater Bldg.
 Phone Number 1780-1-3
 Transcription Location East Pike
 Air Time 7 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Standard, SESAC
 Representative Joseph Hershey McGillvra
 Membership NAB
 President-Owner-Gen. Mgr. . . . Paul J. Short
 Station-Production Mgr.-
 Program Director Paul B. McCandless
 Commercial-Sales Promotion
 Manager Frank J. Richards
 Chief Announcer-Farm Editor . . . Paul Flinn
 Chief Engineer R. F. Mihalick

W A R D

JOHNSTOWN—EST. 1946

CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Central Bcstg. Co., Inc.
 Business-Studio Address . . . 235 Franklin St.
 Phone Number 81-216—81-217
 Transmitter Location Prospect Hill
 Air Time 7 a.m.-1:30 a.m.
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NAB
 President Paul B. Short
 Vice-President-Gen. Mgr. . George D. Gartland
 Station-Sales Promotion Mgr. . Chas. R. Petrie
 Commercial Manager Joseph E. Cavanaugh
 Program Director Robt. G. Walter
 Production Manager Robt. Nelson
 Publicity Director Manana Britton
 Chief Announcer Jerry Kreeger
 Chief Engineer Millard Coleman

W C R O

JOHNSTOWN—EST. 1946

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Century Bcstg. Corp.
 Business-Studio Address 317 Main St.
 Transmitter Location Prospect Hill
 Air Time 6:45 a.m.-12 M.; 8 a.m.-12 p.m. Sun.
 News Service INS
 Transcription Service Associated
 Representative Adam J. Young, Jr.
 Membership NAB
 President John J. Keel
 General Manager John F. Hanssen
 Commercial Manager Dennis Gerken
 Chief Engineer Rexford Ackley

W J A C

JOHNSTOWN—EST. 1925

NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WJAC, Inc.
 Business-Studio Address WJAC Bldg.,
 329 Main St.
 Phone Number 2-4361
 Transmitter Location Tribune Annex
 Air Time 6:30 a.m.-12:05 a.m.;
 8 a.m.-12:05 a.m. Sun.
 News Service AP
 Transcription Service . . Lang-Worth, Standard,
 Thesaurus
 Representative Headley-Reed
 Membership NAB, BMB
 President-General Mgr. J. C. Tully
 Assistant General Station Mgr. . John P. Foster
 Program Director Campbell E. Patch
 Chief Engineer N. L. Straub

WGAL
LANCASTER—EST. 1922
NBC—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WGAL, Inc.
Business-Studio Address: 8 W. King St.
Phone Number: 5259
Transmitter Location: 8 W. King St.
Air Time: 6:30 a.m.-1 a.m.
News Service: UP
Transcription Service: Thesaurus
Representative: Robert Meeker
Membership: NAB
President: Clair R. McCullough
Station Manager: Walter O. Miller
National Sales Manager: J. Robert Gulick
Program Director: Ernest Stanzola
Chief Engineer: J. E. Mathiot

WLAN
LANCASTER—EST. 1946

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By: Peoples Bcstg. Co.
Business-Studio Address: 252 N. Queen St.
Phone Number: 7261

Transmitter Location: Gypsy Hill Rd.
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: Lang-Worth, World
Representative: Forjee
Membership: NAB
President-General-Station-Commercial:
Sales Promotion Manager: F. H. Altdorffer
Program-Publicity Director:
Production Manager: Mack Edwards
Chief Announcer: Herb Golombeck
Musical Director: Robert Q. Stetler
Chief Engineer: Robert Love
Farm Editor: Byron Phillips

WLBR
LEBANON—EST. 1946

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By: Lebanon Bcstg. Co.
Business-Studio Address: Central Bldg.,
8th & Cumberland Sts.
Phone Number: 3900
Transmitter Location: Hill Church
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: World

5 Markets it pays you to Cover!

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936



WRAW
Reading, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago • San Francisco • Los Angeles

Representative Radio Advertising
 Membership NAB, BMB
 Secretary-Treasurer Lester P. Etter
 Operations Manager Julian F. Skinnell
 Commercial Manager Phillip J. Reilly
 Production Manager Alan Bautzer
 Publicity Director Jerry Weiss
 Chief Announcer William Halpern
 Chief Engineer M. Leonard Savage

W C M B

LEMOYNE—EST. 1948

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Operated By Rossmoyne Corp.
 Business Address Lemoyne Theatre Bldg.
 Phone Number 4-3005
 News Service AP
 Transcription Service Associated
 President Edgar T. Shepard
 V.P.-General Mgr. Ed K. Smith
 Commercial Manager John Heikes
 Chief Engineer J. Howard Bair

W M R F

LEWISTOWN—EST. 1941

NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Lewiston Bcstg. Co.
 Business-Studio Address 5 W. Market St.
 Phone Number Lewistown 6757
 Transmitter Location Derry Township
 Air Time 7 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Membership NAB, BMB
 General-Station Manager Thomas W. Metzger
 Commercial-Sales Promotion Mgr.
 Program Director Ralph S. Parker
 Publicity Director Robert Wagner
 Chief Announcer George Yack
 Chief Engineer Bernard Bopp
 Farm Editor Jim Cox

W B P Z

LOCK HAVEN—EST. 1947

MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Lock Haven Bcstg. Corp.
 Business-Studio Address 132½ E. Main St.
 Phone Number 4038
 Transmitter Location Irvin St., Allison Twshp.
 Air Time 7 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard, SESAC
 Representative W. S. Grant
 Membership NAB
 President Donald C. Welch
 General Mgr.-Program Dir. Paul M. Breining
 Office Manager Mrs. Mildred Weber
 Commercial Manager Norman S. Caldwell

Production Mgr.-Publicity Dir. Willard Poff
 Chief Announcer Dave King
 Chief Engineer Kenneth B. Caum
 Farm Editor John B. McCool

W E D O

McKEESPORT—EST. 1946

Frequency: 810 Kc. Power: 1000 Watts
 Owned By Tri City Bcstg. Co.
 Operated By Edward J. Hirshberg
 Business-Studio Address 547 Fifth Ave.
 Phone Number 7167-8-9—HO 3113
 Transmitter Location N. Versailles Township
 Air Time Local Sunrise-Local Sunset
 News Service AP, INS
 Transcription Service Thesaurus, Lang-Worth,
 Capitol, MacGregor, Associated
 Station Representative Burke,
 Kuipers & Mahoney
 Membership NAB, BMB
 President-General
 Station Manager Edward J. Hirshberg
 Commercial Manager John E. Karabin
 Sales Promotion Manager P. McKim
 Program Dir.-Production Mgr. Edward J. Patrick
 Publicity Director Jerome Ripp
 Chief Announcer Garry Goodwin
 Musical Director Jimmy Rice
 Chief Engineer Wilkes Hurley
 Farm Editor Bob Badger

W M C K

McKEESPORT—EST. 1946

KBS

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By Mon-Yough Bcstg. Co.
 Business-Studio Address 516 Market St.,
 Elks Temple
 Phone Number 7194 McKeesport
 Transmitter Location Liberty Boro
 Air Time 7 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard, SESAC,
 Keystone
 Representative The Walker Co.
 President George R. Raikes
 General-Station Mgr. Jack Craddock
 Commercial-Sales Promotion Mgr. Roy Ferree
 Program Dir.-Production Mgr. Pat Haley
 Chief Announcer Tommy Stillwagon
 Chief Engineer Charles White

W B U D

MORRISVILLE—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Morrisville Bcstg. Co.
 Operated By Verna Hardin & Francis E. Streit
 Business-Studio Address 12 S. Penna. Ave.
 Phone Number Morrisville 7434 & 5273
 Transmitter Location Morrisville, Penna.
 Air Time 7 a.m.-12 M.

News Service AP
 Transcription Service Capitol, World
 Membership NAB
 General-Station Manager.....Richard M. Hardin
 Commercial Manager.....Jim Dollard
 Sales Promotion Manager, Chief
 Announcer Robert Kent
 Program Director.....William F. Hildenbrand
 Production Manager.....Chris Harwood
 Musical Director.....Rusty Austin
 Chief Engineer.....William Brewer

W H W L

NANTICOKE—EST. 1947

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Radio Anthracite, Inc.
 Business-Studio Address.....38 E. Main St.
 Phone Number.....1332, 1333, 2241
 Transmitter Location.....Avondale (Plymouth
 Township)
 Air Time.....Local sunrise-local sunset
 News Service.....AP, UP
 Transcription Service.....Capitol, Standard,
 SESAC
 Representative Forjoe
 Membership NAB, BMB
 President-Owner Henry W. Lark
 General Manager.....Milton Laughlin
 Commercial Manager.....Tom Durkin
 Program Director.....Thomas A. Bigler
 Chief Engineer.....Bernard Hyzinski

W K S T

NEW CASTLE—EST. 1938

MBS

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKST, Inc.
 Business-Studio Address.....Cathedral Bldg.,
 E. Lincoln Ave.
 Phone Number5050
 Transmitter Location.....Savannah Center Rd.
 Air Time.....6:30 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld
 Representative.....The Katz Agency
 MembershipNAB, BMB
 President, General Mgr.....S. W. Townsend
 Station-Commercial Manager, Program
 Director.....Arthur W. Graham
 Sales Promotion Manager, Publicity
 Director.....Al Francis
 Production Manager, Chief
 Announcer.....Charles Wilson
 Musical Director.....Shirley Kerr
 Chief Engineer.....Robert Emch

W K P A

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc.....Power: 250 Watts d.
 Owned-Operated By...Allegheny-Kiski Bcstg.
 Business-Studio Address.....810 Fifth Ave.

Phone Number3534
 Transmitter Location.....E. Deer Township
 Allegheny County
 Air Time.....Local sunrise-local sunset
 News ServiceUP
 Transcription Service.Lang-Worth, MacGregor,
 Cole, SESAC
 Representative.....Cox & Tanz
 General-Station Manager....Edward J. Kroen
 Chief Announcer.....Michael Felock
 Chief Engineer.....W. W. Neely

W M G W

MEADVILLE—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Dr. H. C. Winslow
 Business-Studio Address.....First Nat'l Bank
 Bldg., Chestnut St.
 Phone Number43-723
 Air Time.....6:30 a.m.-12 M.
 News ServiceUP
 Transcription Service.....Thesaurus
 MembershipNAB
 Pres.-Owner.....Dr. H. C. Winslow
 Gen.-Sta. Mgr.....Victor C. Diehm
 Commercial Manager...Mrs. Lorraine Yuhasz
 Program Director.....Thomas Tito
 Chief Engineer.....Hoyt Stout

W N A R

NORRISTOWN—EST. 1946

Frequency: 1110 Kc.....Power 500 Watts
 Owned-Operated By...Rahall Bcstg. Co., Inc.
 Business-Studio Address.....115 W. Main St.
 Phone Number7600
 Air Time.....Local sunrise-local sunset
 News ServiceUP
 Transcription Service.....Lang-Worth, World
 RepresentativeForjoe
 MembershipNAB
 President.....N. Joe Rahall
 Executive Director.....Farris E. Rahall
 Sta.-Comm. Mgr.....Tom Douds
 Prog. Dir.-Chief Announcer..Robert C. Ardrey
 Chief Engineer.....Franklin H. Bisbing

W K R Z

OIL CITY—EST. 1946

MPS—NORTHWESTERN PENN. NET—KBS
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Kenneth E. Rennekamp
 Business-Studio Address.....Veach Bldg.
 Phone NumberOil City 4-1269
 Air Time.....6:30 a.m.-12 M.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Joseph Hershey McGillvra
 President-Owner.....Kenneth E. Rennekamp
 General Manager.....C. Gene Gosch
 Program Director.....Frank Jacoby
 Chief Engineer.....Robert Shenberger

K Y W

PHILADELPHIA—EST. 1921
NATIONAL BROADCASTING CO.

Frequency: 1060 Kc.....Power: 50,000 aWtts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.

Business Address.....WRS—1619 Walnut St.
 Phone Number.....RIIttenhouse 6-6870

Station Address.....1619 Walnut St.

Station Phone Number.....LOcust 7-3760

Transmitter Location.....Whitemarsh, Pa.

Air Time....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.

News Service.....AP, UP

Transcription Service.....Associated

Representative.....Free & Peters

Membership.....BMB

WESTINGHOUSE RADIO STATIONS, INC.

Chairman.....Gwilym A. Price

President.....Walter Evans

Vice President.....Walter E. Benoit

General Manager.....J. B. Conley

Sales Manager.....B. A. McDonald

Advertising-Sales Promotion

Manager.....W. B. McGill

Program-Educational Dir....Gordon Hawkins

Engineering Manager.....George E. Hagerty

Technical Field Director.....D. A. Myer

Director of Public Relations....C. M. Meehan
 Manager, Industrial Relations....L. R. Rawlins
 Auditor.....I. C. Ruby
 Washington Representative.....F. P. Nelson

KYW PERSONNEL

President.....Walter Evans

Vice President.....Walter E. Benoit

General Manager.....J. B. Conley

Station Manager.....Robert E. White

Sales Manager.....Harvey McCall, Jr.

Advertising-Sales Promotion

Manager.....Arthur C. Schofield

Program Manager.....James P. Begley, Jr.

Publicity Representative....John P. Meagher

Musical Director.....Clarence Fuhrman

Chief Engineer.....Irvin N. Eney

Agricultural Director.....Ted Steele

W D A S

PHILADELPHIA—EST. 1922

Frequency: 1400 Kc.....Power 250 Watts

Owned-Operated By....WDAS Bcstg. Sta., Inc.

Address.....1211 Chestnut Street

Phone Number.....Locust 7-7400

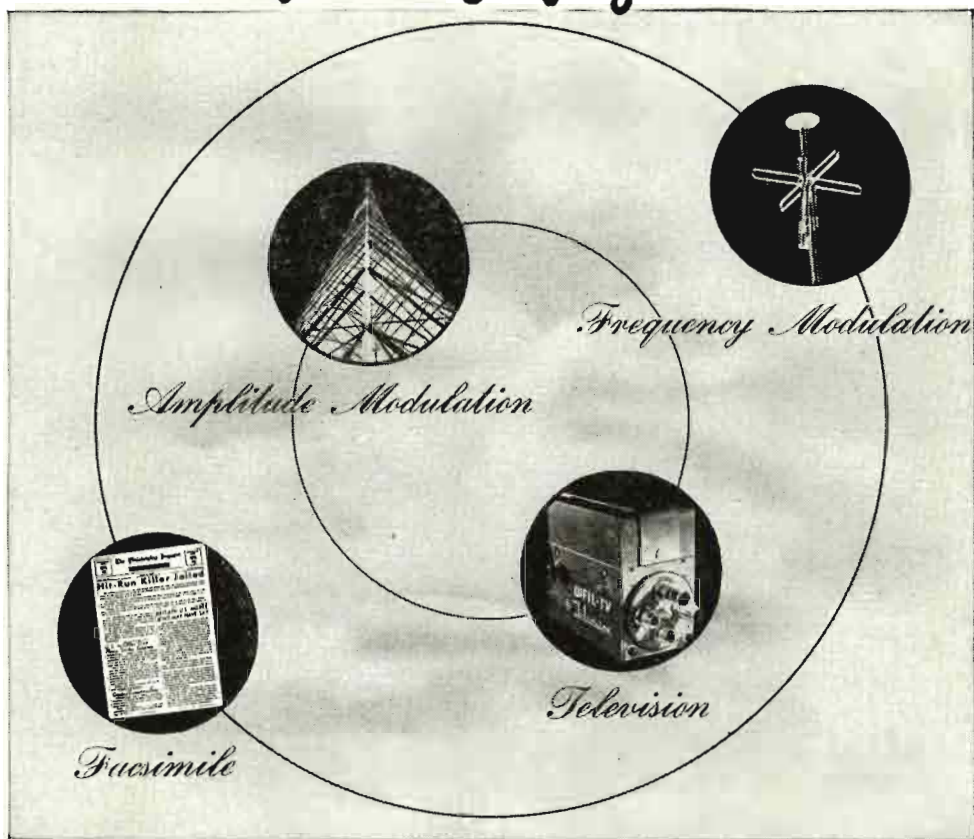
Transmitter Location.....Woodside Park

Air Time.....7 a.m.-12 M.

News Service.....AP

The
 Best Dollar Buy
 in Philadelphia
WDAS

pattern for progress..



For twenty-five years, progressive planning has kept WFIL in the forefront of the broadcasting industry. Now, new developments have placed fresh emphasis on radio stations as instruments of public expression. Frequency Modulation, Television, and Facsimile offer new and wider opportunities for public service. And—once again—WFIL has taken the lead. WFIL-FM, Philadelphia's First Commercial FM Station, has been in operation since 1941. September, 1947, saw the

inauguration of service by WFIL's television station, WFIL-TV. First demonstrations of WFIL facsimile were held in May of that same year.

The station's wholehearted entrance into these new phases of broadcasting is typical of the spirit which has highlighted WFIL's twenty-five years as a local institution. It is this same spirit which goes into the building of every WFIL program and plan of promotion ... the spirit which assures the success of your WFIL program.

**The Philadelphia Inquirer
Station**

WFIL *Philadelphia*

AN ABC AFFILIATE

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Transcription Service.....Lang-Worth, World,
SESAC
Representative.....Forjoe
Membership.....NAB, BMB
President.....William Goldman
General Manager.....Leslie W. Joy
Program Director.....Michael Deegan
Production Manager.....Gilbert Morris
Chief Engineer.....Frank W. Unterberger

W C A U
PHILADELPHIA—EST. 1922

CBS

Frequency: 1210 Kc.....Power: 50,000 Watts
Owned-Operated By..Philadelphia Record Co.
Business-Studio Address...1622 Chestnut St.
Phone Number.....LOCust 7-7700
Transmitter Location.....Moorestown, N. J.
Air Time..5:25 a.m.-1:05 a.m.; 8 a.m.-1:05 a.m.,
Sun.
News Service.....AP, UP
Transcription Service.....World
Representative..Bertha Bannan, Paul Raymer
Co.
Membership.....BMB, FMA
General Manager.....Leon Levy
Asst. Gen. Manager.....Joseph L. Tinney
Sales Manager.....Alex Rosenman
Sales Promotion Manager...Robert N. Pryor
Program Director.....Joseph T. Connolly
Publicity Director.....John J. Kelly
Chief Announcer.....Hugh Walton
Musical Director.....Joey Kearns
Chief Engineer.....George Lewis
Farm Editor.....Amos Kirby

(See Page 591)

W F I L
PHILADELPHIA—EST. 1922

ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By..The Phila. Inquirer Div.
of Triangle Publications, Inc.
Business-Studio Address.....Widener Bldg.
Phone Number.....Rittenhouse 6-6900
Transmitter Location...Whitemarsh Township,
Whitemarsh, Pa.
Air Time..5:45 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service.....AP, UP
Transcription Service.....Associated
Representative.....The Katz Agency
Membership.....NAB, BMB
General Manager.....Roger W. Clipp
Sales Director.....John E. Surrick
Promotion Director.....James T. Quirk
Program Director.....Jack Steck
Production Director.....Paul M. Frailey
Musical Director.....Norman Black
Chief Engineer.....Louis E. Littlejohn

W H A T

PHILADELPHIA—EST. 1927

Frequency: 1340 Kc.....Power: 100 Watts
(CP 250 Watts)
Owned-Operated By..Independence Bcstg. Co.
Business-Studio Address...1505 Walnut St.
Phone Number.....Rittenhouse 6-2058
Transmitter Location...Penn Shearson Hotel,
39th & Chestnut St.
Air Time.....Shares time
News Service.....AP
Station Representative...Helen Wood Colton
Membership.....NAB
President, General-Commercial
Manager.....William A. Banks
Station Manager,Program-Publicity
Director.....Dolly Banks
Musical Director.....Annette Oromaner

W I B G

PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Operated By..Seaboard Radio Bcstg.
Corp.
Business-Studio Address...1425 Walnut St.
Phone Number.....Rittenhouse 6-2300
Transmitter Location.....Conshohocken RFD
Air Time.....5:30 a.m.-2 a.m.

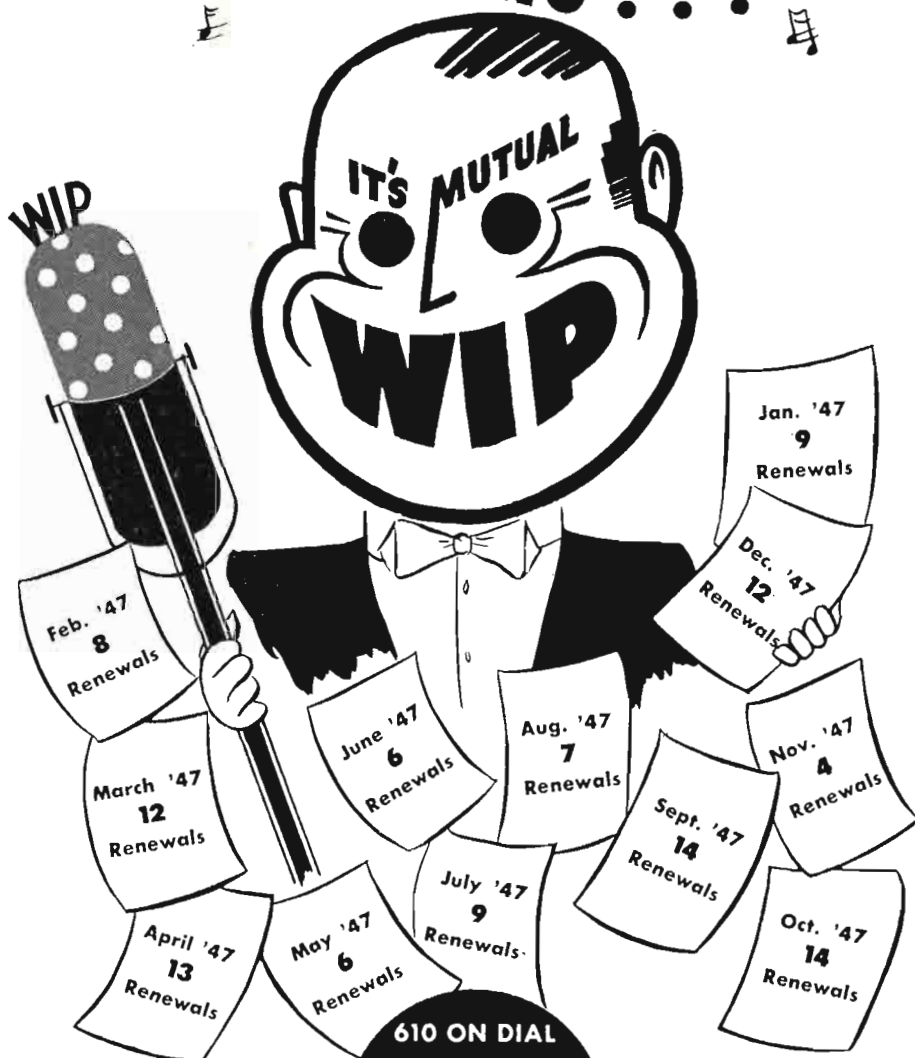
WIBG

WIBG-FM

SPORTS
NEWS
MUSIC

IN PHILADELPHIA

**THEY KEEP COMING BACK
LIKE A SONG . . .**



PHILADELPHIA'S



PIONEER VOICE

BASIC MUTUAL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

• • • PENNSYLVANIA • • •

News Service.....AP, UP
Transcription ServiceThesaurus
Representative.....Adam Young, Joe Lang
MembershipBMB
PresidentPaul F. Harron
General-Station-Commercial
Manager.....Edward D. Clery
Sales' Promotion-Production Manager,
Publicity Director.....Rupe Werling
Program Director.....Doug Arthur
Musical Director.....Eric Wilkinson
Chief Engineer.....John H. Henninger
Farm Editor.....Elwood Stutz

W I P

PHILADELPHIA—EST. 1922

MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Penn. Bcstg. Co.
Business-Studio Address.....35 S. 9th St.
Phone Number.....WAlnut 2-6800
Transmitter Location.....Bellmawr, N. J.
Air TimeUnlimited
News Service.....AP, UP
Transcription ServiceWorld
Representative.....Edward Pety
MembershipNAB, BMB
President-General Mgr...Benedict Gimbel, Jr.
V.-P., Asst. Gen. Mgr., Dir. of Sales...Gordon
R. Gray
Sales Promotion Mgr.....Ralph H. Minton
Program Director.....Murray Arnold
Production Manager.....Varner Paulsen
Publicity Director.....Samuel S. Elber
Musical Director.....Milton Starr
Chief Engineer.....Clifford C. Harris

W J M J

PHILADELPHIA—EST. 1947

Frequency: 1530 Kc...Power: 10,000 Watts d.
Owned-Operated By.....Patrick J. Stanton
Business-Studio Address.....St. James Hotel,
13th & Walnut Sts.
Phone Number.....Ki. 5-7000
Transmitter Location.....Pennsauken, N. J.
Air TimeLocal sunrise-local sunset
News ServiceAP
Transcription ServiceSESAC

W T E L

PHILADELPHIA—EST. 1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Foulkrod Radio Engineer-
ing Co.
Business-Studio Address..4312-14 N. Broad St.
Phone Number..GLadstone 5-1310; DAVenport
4-4310
Transmitter Location...."H" St. & Wyo. Ave.,
Rowlandville
Air Time.....Shares time

For Prestige..

Be able to tell
listeners that your
station is a member
of

AP

Radio members of The AP
don't buy news! They
share the news of the largest
news-gathering organization
in the world on a *cost* basis.

WPEN *does more than* *"speak your piece" for you*

Advertising does not end with the fade of a commercial's final word—not at WPEN!

Program and product promotion is a vital WPEN activity, pursued in cooperation with sponsors.

In addition to its own promotion and merchandising activities, WPEN, owned by the Sun Ray Drug Co., is able to use the parent company's merchandising facilities for display of promotional posters, distribution of program pamphlets and special window and counter displays throughout the Sun Ray Drug Co.'s 140 stores. These not only build larger audiences, but build SALES for WPEN sponsors.

950
WPEN AND WPEN-FM
THE SUN RAY DRUG STATIONS

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

. . . PENNSYLVANIA . . .

Representative Forjoe
 President, Program
 Director E. Douglass Hibbs
 General Manager Henry N. Cocker
 Chief Announcer Alan Stewart
 Chief Engineer John Field

WPEN
PHILADELPHIA—EST. 1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned By Sun Ray Drug Co
 Operated By Wm. Penn Bcstg. Co
 Business-Studio Address 1528 Walnut St.
 Phone Number Pennypacker 5-9490
 Transmitter Location 72nd & Race Sts.
 Air Time .5:58 a.m.-1 a.m.; 6:58 a.m.-1 a.m.
 Sun.

News Service AP, UP
 Transcription Service Thesaurus, Associated
 Representative Headley-Reed Co.
 Membership NAB, BMB
 President Albert J. Sylk
 General Manager Edward C. Obrist
 Comm. Mgr. Alexander W. Dannenbaum, Jr.
 Sales Promotion Mgr. Wm. B. Caskey
 Program Director John L. McClay
 Production Managers Allen Grey, Gill Babbitt
 Publicity Director Hank Enders
 Musical Director Billy Marshall
 Chief Engineer Charles W. Burtis

KDKA
PITTSBURGH—EST. 1920
 NBC

Frequency: 1020 Kc. Power: 50,000 Watts
 Owned-Operated By Westinghouse Radio
 Stations Inc.
 Business-Studio Address Grant Bldg.
 Phone Number Grant 4200
 Transmitter Location Allison Park
 Air Time .5:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News Service AP, INS, UP
 Transcription Service Associated, Thesaurus
 Representative Free & Peters
 Membership BMB
 President Walter Evans
 Vice President Walter E. Benoit
 General Manager J. B. Conley
 Station Manager Joseph E. Baudino
 Sales Manager George D. Tons
 Advertising & Sales Promotion
 Manager David N. Lewis
 Program Manager Franklin A. Tooke
 Production Manager Edward P. Young
 Publicity Representative Lee Curran
 Musical Director Bernie Armstrong
 Chief Engineer T. C. Kenney
 Agricultural Director Homer H. Martz

KQV
PITTSBURGH—EST. 1919
 MBS

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Operated By Allegheny Bcstg. Corp.
 Business-Studio Address 800 Chamber of
 Commerce Bldg.

Phone Number Atlantic 6802
 Transmitter Location Babcock Blvd., Ross
 Township

Air Time .7 a.m.-12:30 p.m.; 9 a.m.-12 M., Sun.
 News Service UP
 Transcription Service Standard, Lang-Worth,
 SESAC

Representative Weed
 Membership NAB
 President Charles T. Campbell
 Station-Commercial Mgr. James F. Murray
 Program Director W. M. Burns, Jr.
 Publicity Director Virginia B. Reed
 Chief Announcer James F. Thompson
 Musical Director John P. Murphy
 Chief Engineer Robert F. Hunt

WCAE
PITTSBURGH—EST. 1922
 ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By WCAE, Inc.
 Business-Studio Address William Penn Hotel,
 Pittsburgh, Penna.

Phone Number ATLantic 6900
 Transmitter Location Baldwin Township,
 Allegheny County, Penna.

Air Time .5:45 a.m.-1 a.m.; 8:30 a.m.-12 M.,
 Sun.

News Service AP, INS
 Transcription Service Thesaurus, Capitol
 Representative Katz
 Membership NAB, BMB
 President Leonard Kapner
 Station Manager R. Clifton Daniel
 Commercial Manager Carl Dozer
 Merchandising Manager William Kelley
 Production Manager John Leban
 Publicity Director John Wilkoff
 Chief Announcer Ralph Fallert
 Musical Director Baron Elliott
 Chief Engineer James Schultz

WJAS
PITTSBURGH—EST. 1921
 CBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By Pittsburgh Radio Supply
 House

Business-Studio Address 411 Seventh Ave.,
 Chamber of Commerce Bldg.

Phone Number Grant 4860-1-2-3-4-5
 Transmitter Location 1459 Crane Rd.,
 Greentree

Air Time 7 a.m.-12:30 a.m.; 8:30 a.m.-
 12:30 a.m., Sun.

News Service Transradio, UP
 Transcription Service Lang-Worth

Representative Wm. G. Rambeau
 Membership BMB
 President, General-Station Mgr. H. K. Brennen
 Commercial-Sales Promotion
 Manager J. H. Buchheit
 Program Director James M. Hughes
 Production Manager Charles M. Kerns
 Publicity Director Marian Caughey
 Chief Announcer Hilary Bogden
 Musical Director Lee Kelton
 Chief Engineer Walter W. McCoy

W P G H

PITTSBURGH—EST. 1947
 WESTERN PENNA. NETWORK

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By Pittsburgh Bcstg. Co.
 Business-Studio Address 220 N. Highland Ave.
 Phone Number EMerson 5000
 Transmitter Location 2500 E. Lane
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World, Capitol
 Representative Adam J. Young, Jr.
 Membership NAB
 President Henry A. Bergstrom
 General Manager George L. Young
 Program Director Dwight J. Merriam
 Chief Engineer James A. McFarland

W P I T

PITTSBURGH—EST. 1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By WPIT, Inc.
 Business-Studio Address 211 Smithfield St.
 Phone Number Grant 0794-5-6-7
 Transmitter Location Reserve Township,
 Allegheny County, Pa.
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Standard, Lang-Worth
 Representative Joseph Hershey McGillvra
 Membership NAB
 President John J. Laux
 General-Station Manager John L. Merdian
 Sales Manager Charles C. Swaringen
 Sales Promotion Manager Lee T. Sellars
 Program Director, Production
 Manager George Gailey
 Publicity Director Walter Lafferty
 Chief Announcer William Ewing
 Musical Director Stella Grace
 Chief Engineer John Berninger

W W S W

PITTSBURGH—EST. 1932

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WWSW, Inc.
 Business-Studio Address Hotel Keystone
 Phone Number Grant 5200
 Transmitter Location 331 Rising Main St.

Air Time Unlimited
 News Service AP
 Transcription Service Standard, Associated,
 Lang-Worth, Cole
 Representative Forjoe
 Membership NAB
 President, General Manager Pete Schloss
 Commercial Manager Thos. B. Price
 Program Director, Production
 Manager Fred Joyner
 Publicity Director Miss Jimmie Spanos
 Chief Announcer Ray Schneider
 Chief Engineer Henry R. Kaiser

W M A C (CP)

POTTSTOWN

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio Anthracite, Inc.

W P A M

POTTSVILLE—EST. 1947

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Miners Bcstg. Service
 Business-Studio Address 106 South Centre St.
 Phone Number Pottsville 5050
 Transmitter Location Lawton's Hill
 Air Time 7 a.m.-1 a.m.
 News Service UP
 Transcription Service Associated
 Representative Homer Griffith
 Membership NAB
 Executive Partners Joseph L. Maguire &
 James J. Curran
 General-Station-Commercial
 Manager Louis H. Murray
 Sales Promotion Mgr. Mrs. Jere H. Holden
 Program Director William Dimmerling
 Chief Announcer Joe Yorke
 Musical Director Horace Richards
 Chief Engineer George I. Hatfield

W P P A

POTTSVILLE—EST. 1946

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By Pottsville Bcstg. Co.
 Business-Studio Address 8 S. Second St.
 Phone Number Pottsville 4744
 Transmitter Location Bull's Head, Old Miners-
 ville Rd.
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World
 President-Owner, General-Station
 Manager A. V. Tidmore
 Commercial-Sales Promotion Mgr., Program
 Director, Production Mgr. John M. Naylor
 Chief Announcer Jerry Gaines
 Musical Director Lew Edwards
 Chief Engineer Julius G. Thiel

W E E U

READING—EST. 1931

ABC—QUAKER NETWORK

Frequency: 850 Kc. Power: 1000 Watts d.
(CP 1000 Watts n.)

Owned-Operated By.....Berks Bcstg. Co.
Business-Studio Address.....533 Penn St.
Phone Number.....7-335
Transmitter Location.....Spring Township
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Lang-Worth, SESAC,
Associated

Representative.....George P. Hollingbery
Membership.....NAB
President-Owner.....Hawley Quier
General Manager.....Clifford M. Chafey
Sales Manager.....K. Richard Creitz
Program Director.....E. Lester Hoffmaster
Chief Engineer.....Harold Schearer

W R A W

READING—EST. 1922

NBC

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By.....Reading Bcstg. Co.
Business-Studio Address.....19 N. Fifth St.
Phone Number.....7173
Transmitter Location.....Sixth & Penn Sts.
Air Time.....6:30 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Thesaurus, World
Representative.....Robert Meeker
Membership.....NAB
Station Executive.....Clair R. McCollough
Station Manager.....Raymond A. Gaul
National Sales Manager.....J. Robert Gulick
Program Director.....Calvin Jackson
Chief Engineer.....J. E. Mathiot

W H U M

READING—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
Phone Number.....Reading 44805
Transmitter Location.....Old Wyomissing Rd.
Air Time.....7 a.m.-12 M.
News Service.....AP
Transcription Service.....Standard

5 Markets it pays you to Cover!

WKBO

Harrisburg, Pa.

Established 1922

WEST

Easton, Pa.

Established 1936



WRAW

Reading, Pa.

Established 1922

WORK

York, Pa.

Established 1932

W GAL

Lancaster, Pa.

Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

Representative Weed
 Membership NAB
 Vice-Pres., General Station
 Manager Robert G. Magee
 Commercial-Sales Promotion
 Manager Richard G. Fichthorn
 Public Service Dir. Miss Eva Sandeff
 Chief Announcer Alan Lane
 Musical Director A. Raymond Moore
 Chief Engineer Joseph E. McCormack

W A R M

SCRANTON—EST. 1938
 ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Union Bcstg. Co.
 Business-Studio Address Bowman Bldg.
 Phone Number 4-1148
 Transmitter Location 701 O'Neill Highway,
 Dunmore, Pa.
 Air Time 17¼ hrs. daily
 News Service UP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NAB
 President-General Manager Martin F. Memolo
 Commercial-Sales Promotion
 Manager William M. Dawson
 Program Director, Production
 Manager Joe Salsburg
 Publicity Director Mary E. Lynott
 Chief Announcer Art Bolin
 Musical Director George Perry
 Chief Engineer A. W. Oschmann
 Farm Editor Jessie Landenberger

W G B I

SCRANTON—EST. 1925
 CBS

Frequency: 910 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Scranton Bcstrs., Inc.
 Business-Studio Address 1000 Wyo. Ave.
 Phone Number Scranton 6296
 Transmitter Location Drinker Turnpike
 Air Time 19 hrs., 5 min. daily
 News Service AP
 Transcription Service World
 Representative John Blair
 Membership NAB, BMB
 President Frank Megargee
 General-Commercial-Sales Promotion Manager,
 Publicity Director George D. Coleman
 Station Manager R. E. McDowell
 Program-Musical Director Frank McNaghan
 Chief Engineer K. R. Cooke

W Q A N

SCRANTON—EST. 1923

Frequency: 910 Kc. Power: 1000 Watts d.,
 500 Watts n.

Owned-Operated By The Scranton Times
 Air Time Limited

W S C R

SCRANTON—EST. 1947

Frequency: 1000 Kc. Power: 1000 Watts
 Owned-Operated By Lackawanna Valley
 Bcstg. Co.
 Business-Studio Address 116 Adams Ave.
 Phone Number 5242
 Transmitter Location 1520 N. Keyser Ave.
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Lang-Worth, Associated
 Representative Walker
 Membership NAB, BMB
 Station Manager Frank S. Blair
 Sales Manager Joseph W. Dobbs
 Program Director Frank P. Mansuy
 Publicity Director, Chief
 Announcer Charles L. Muller
 Musical Directors Margaret Petherick,
 Robert Brooks
 Chief Engineer Malcolm MacMillan
 Farm Editor Charles L. Muller

W I S L

SHAMOKIN

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio Anthracite, Inc.
 Business Address Nat'l Dime Bank Bldg.

W P I C

SHARON—EST. 1938

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By Sharon Herald Bcstg. Co.
 Business Address P. O. Box 541
 Phone Number 4113
 Transmitter-Studio Location Pine Hollow Blvd.
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Capitol, Associated,
 World, Lang-Worth
 Representative Adam J. Young, Jr.
 President, General-Station
 Manager John Fahnline, Jr.
 Sales Manager J. T. Van Sweringen
 Program Director W. Paul Gamble
 Production Manager Marc McCulloch
 Publicity Director Evelyn L. Keller
 Chief Announcer Harold Smith
 Chief Engineer A. C. Heck

W M A J

STATE COLLEGE—EST. 1945

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Centre Bcstr, Inc.
 Address Glennland Bldg.

Phone Number 4959
 News Service AP
 Transcription Service Lang-Worth
 Owners R. J. Kennard, W. K. Ulich
 General Manager Robert L. Wilson
 Commercial Manager Sidney Friedman
 Chief Engineer Douglas I. Beman

W H A B

STROUDSBURG—EST. 1947

Frequency: 840 Kc. Power: 250 Watts
 Owned-Operated By Pocono Bcstg. Co.
 Business-Studio Address 578 Main St.
 Phone Number 1102
 Transmitter Location 1 mi. S. of Stroudsburg
 on Route 90

Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Thesaurus
 Representative W. S. Grant
 General-Station-Commercial

Manager Harold B. Newman
 Program Director, Chief

Announcer Joseph Webster
 Chief Engineer George Reinhart

W V P O (CP)

STROUDSBURG

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By Pocono Record, Inc.
 Business Address 18 N. 7th St.

W K O K

SUNBURY—EST. 1933

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Sunbury Bcstg. Corp.
 Business-Studio Address 1150 N. Front St.
 Phone Number Sunbury 1325-6-7
 Transmitter Location 1150 N. Front St.
 Air Time 6 a.m.-12 M.

News Service AP
 Transcription Service World, Lang-Worth
 Representative Cox & Tanz
 Membership NAB

President Harry H. Haddon
 Secretary & Treasurer Basse A. Beck
 General Manager Homer R. Smith
 Commercial Manager Michael J. Kane
 Program Director Paul L. Miller
 Chief Engineer John W. Keller

W M B S

UNIONTOWN—EST. 1937

CBS—ATLANTIC NETWORK

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By Fayette Bcstg. Corp.
 Business-Studio Address Fayette Title &
 Trust Bldg.

Phone Number 800
 Transmitter Location Burgess Field, Fair-
 chance

Air Time 6:45 a.m.-1:05 a.m.
 News Service UP
 Transcription Service Thesaurus, Standard
 Representative Radio Advertising
 Membership NAB

President, General-Station

Manager Joseph C. Burwell
 Commercial-Sales Promotion

Manager Harry C. Burwell
 Program-Musical Director Sullivan Sages
 Production Manager, Chief

Announcer Charles Underwood
 Publicity Director Marian L. Johnston
 Chief Engineer William J. Henzly
 Farm Editor Rex Carter

W N A E

WARREN—EST. 1946

MBS

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned-Operated By Northern Allegheny
 Bcstg. Co.

Business-Studio Address 310 Second Ave.
 Phone Number 3032-3
 Transmitter Location Kinzua Rd., Warren
 Air Time 6:30 a.m.-local sunset

News Service AP
 Transcription Service Thesaurus
 Membership NAB
 President, General-Station

Manager A. David Potter, Jr.
 Commercial Manager Frank Foster

Sales Promotion Manager James W. Potter
 Program-Publicity-Musical Director, Production
 Mgr., Chief Announcer LeRoy Schneck
 Chief Engineer Homer Haines
 Farm Editor Wiles Hallock

W J P A

WASHINGTON—EST. 1942

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Washington Bcstg. Co.
 Business-Studio Address George Washington
 Hotel

Phone Number 4870
 Transmitter Location N. Strabane Township
 Air Time 7 a.m.-12:30 a.m.; 8 a.m.-12:30 a.m.,
 Sun.

News Service UP
 Transcription Service Lang-Worth

Representative Joseph Hershey McGillvra
 General-Station Manager C. B. Heller

Commercial Manager Charles R. DuVall
 Program Manager Elizabeth Leon
 Publicity Director Stan Progar
 Chief Engineer Horace E. Cooper

W B A X

WILKES-BARRE—EST. 1922
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John H. Stenger, Jr.
Business-Studio Address.....85 W. Union St.
Phone Number3-0196
Transmitter Location....Edwardsville Borough,
U. S. Route 11
Air Time.....7 a.m.-12 M.
News ServiceUP
Transcription ServiceAssociated
RepresentativeBurn-Smith
President-Owner.....John H. Stenger, Jr.
Program Director.....John H. A. Stenger, 3rd
Chief Engineer.....John H. Stenger, Jr.
Farm Editor.....Jim Hutchison

W B R E

WILKES-BARRE—EST. 1924
NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Louis G. Baltimore
Business-Studio Address.....62 S. Franklin St.
Phone Number3-3101
Transmitter Location.....Kingston, Pa.
Air Time.....7 a.m.-1 a.m.

News ServiceAP
Transcription ServiceWorld
MembershipNAB, BMB
President-Owner, General
Manager.....Louis G. Baltimore
Station-Sales Promotion
Manager.....David M. Baltimore
Sales Manager.....A. C. Baltimore
Program Director, Chief
Announcer.....Franklin D. Coslett
Musical Director.....Louis Savitt
Chief Engineer.....Charles Sakoski

W I L K

WILKES-BARRE—EST. 1946
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Wyo. Valley Bcstg. Co.
Business-Studio Address....88 N. Franklin St.
Phone Number3-7165
Transmitter Location....Bawes Ave., Kingston,
Penn.
Air Time.....16 hrs., 30 min. daily
News ServiceUP
Transcription Service..Lang-Worth, Thesaurus
Representative.....Adam J. Young, Jr.
MembershipNAB, BMB
President.....Dr. I. C. Morgan

W B A X

26 YEARS OF SERVICE

TO

NORTHEASTERN PENNSYLVANIA

FIRST IN

PUBLIC SERVICE

SPORTS and

MUSIC

W B A X

WILKES-BARRE, PA.

JOHN H. STENGER, JR., *Licensee-Owner*

MUTUAL BROADCASTING SYSTEM

General Manager.....Roy E. Morgan
 Station Manager.....Thomas P. Shelburne
 Commercial Manager.....Jerry Butler
 Program Director.....Hal Berg
 Chief Engineer.....Ted French

W R A K

WILLIAMSPORT—EST. 1930

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRAC, Inc.
 Business-Studio Address.....244 W. 4th St.
 Phone Number.....2-6116
 Transmitter Location.....1561 W. 4th St.
 Air Time...6:45 a.m.-12 M.; 8:30 a.m.-11:30
 P.M., Sun.

News Service.....UP
 Transcription Service.....Standard
 Representative.....J. P. McKinney
 Membership.....NAB, BMB
 President.....E. M. Case
 General Manager.....George E. Joy
 Office Manager.....Jean Farstad
 Commercial Manager.....J. Wright Mackey
 Program Director.....Nancy Jane Person
 Production Manager.....Irving A. Bendt, Jr.
 Chief Announcer.....Leon Kelly
 Chief Engineer.....Glen Sherman

W N O W (CP)

YORK

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Bcst. Div. Helm Coal Co.
 Business Address.....Sumner St. & WMRR
 Phone Number.....2168
 News Service.....AP
 Partners.....H. J. Williams, M. E. Cousler,
 Lowell W. Williams, Edward C. Hale
 General Manager.....Lowell W. Williams
 Chief Engineer.....Willis M. Weaver

For Prestige...

AP

Membership!

WRAC - WRAC-FM

250 Watts—1400 KC

3.2 KW—100.3 MG

It's the right combination for a REAL selling campaign in the Williamsport market.



AFFILIATE

National Representative:

J. P. MCKINNEY and SON

New York—Chicago

WILLIAMSPORT, PENNSYLVANIA

W O R K

YORK—EST. 1932

NBC—MBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By York Bcstg. Co.
 Business-Studio Address 13 South Beaver St.
 Phone Number 6629
 Transmitter Location W. Manchester
 Township, Pa.

Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Robert Meeker
 Membership NAB
 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

W S B A

YORK—EST. 1942

ABC

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By The Susquehanna Bcstg.
 Co.

Business Address P. O. Box 1112
 Phone Number York 2676; York 64413
 Transmitter-Studio Location R.F.D. No. 5
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World, Capitol
 Membership NAB, BMB
 President Louis J. Appell
 Executive Vice Prsident Walter J. Rothensies
 Station Manager Walter J. Rothensies
 Commercial Manager Sydney Robbins
 Program Director Otis Morse
 Chief Announcer Ad Wienert
 Musical Director Larry Miller
 Director of Engineering Woodrow G. Eberhart
 Farm Editor Herman Stebbins

5 Markets it pays you to Cover!

WKBO

Harrisburg, Pa.

Established 1922

WEST

Easton, Pa.

Established 1936



WRAW

Reading, Pa.

Established 1922

WORK

York, Pa.

Established 1932

W GAL

Lancaster, Pa.

Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

RHODE ISLAND

Estimated Population 761,000—% Increase +6.7—Radio Homes 195,400
Farms with Radios 3,268—Stations in State 8

W F C I

PAWTUCKET—EST. 1941

ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Pawtucket Bcstg. Co.
Business-Studio Addresses: 450 Main St., Pawtucket; Sheatton-Biltmore Hotel, Providence
Phone Number.....Perry 9540
Transmitter Location.....Lonsdale, R. I.
Air Time...5:55 a.m.-1 a.m.; 7:55-12:05 M., Sun.
News Service.....AP
Transcription Service.....Associated
Representative.....Katz
Membership.....NAB, BMB
President-Owner.....Howard W. Thornley
General-Commercial Mgr.: Wallace A. Walker
Program Director.....David Brooks
Musical Director.....Arthur Paquette
Chief Engineer.....Gilbert Johnson

W E A N

PROVIDENCE—EST. 1922

MBS—THE YANKEE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned By.....General Tire & Rubber Co.
Operated By.....The Yankee Network, Inc.
Business-Studio Address.....Crown Hotel
Phone Number.....Dexter 1500
Transmitter Location.....East Providence, R. I.
Air Time: 6:00 a.m.-1 a.m.; 8:00 a.m.-1:00 a.m. Sun.
News Service.....AP, INS, Reuters
Transcription Service: Associated, SESAC, Standard.
Representative.....Edward Petry
Membership.....NAB, BMB
Chairman of the Board.....John Shepard, 3rd
President-Owner.....William O'Neil
Station Manager.....Joseph Lopez
Commercial Manager.....Malcolm S. Parker
Production Manager.....Donald W. Morton
Chief Engineer.....Harry Tilley

W H I M

PROVIDENCE—EST. 1947

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Intercity Bcstg. Co.
Business-Studio Address.....32 Custom House
Phone Number.....Union 4211-2-3
Transmitter Location: Eastern Ave., E. Providence, R. I.
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Capitol, Standard
Representative: Adam J. Young; Kettell-Carter
Membership.....NAB

President, General-Station-Sales
Promotion Manager.....Robert T. Engles
Commercial Manager.....Brenton G. Meader
Program Director, Production
Manager.....C. George Taylor
Chief Announcer.....William Whalen
Musical Director.....Barbara Barry
Chief Engineer.....Carroll Philbrook

W J A R

PROVIDENCE—EST. 1922

NBC—NEW ENGLAND REGIONAL

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Co.
Business-Studio Address.....176 Weybosset St.
Phone Number.....Gaspee 1071
Transmitter Location: Wampanoag Trail, East Providence, R. I.
Air Time.....Unlimited
Transcription Service.....World
Representative.....Weed
Membership.....BMB
President.....Mortimer L. Burbank
General Manager.....John J. Boyle
Program Director.....M. Sothern Abbott
Chief Engineer.....Thomas C. J. Prior

W N A F

PROVIDENCE—EST. 1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Operated By.....Community Bcstg. Service Co.

W R I B

PROVIDENCE—EST. 1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By: Rhode Island Bcstg. Co.
Business-Studio Address.....Narragansett Hotel
Phone Number.....Union 4512
Transmitter Location: Water St., E. Providence, R. I.
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Associated, SESAC
Representative.....Forjoe & Co.
Membership.....NAB
President.....Frank Rao
General Manager.....Nicholas Ruggie-i
Sales, Commercial Mgr.: Anthony Petronella
Sales Promotion Manager.....Noel C. Breault
Production Manager, Publicity
Director.....Fabian Hume
Chief Announcer, Musical Director: Don Rogers
Chief Engineer.....James Drake

... and in New England, too, it's CBS

WPRO

PROVIDENCE

*covering the No. 2 Market
in this rich area*

630

5000 WATTS ★ BASIC CBS ★ 630KC ➔

W P R O PROVIDENCE

CBS

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By.: Cherry & Webb Bcstg. Co
Business-Studio Address. 15 Chestnut St.
Phone Number. Plantations 9776
Transmitter Location. East Providence, R. I.
Air Time: 6 a.m.-1:05 a.m.; 8 a.m.-12:05 a.m.,
Sun.

News Service. AP, UP
Transcription Service. Thesaurus, Lang-Worth
Representative. Paul H. Raymer Co.
Membership. NAB, BMB
President. William S. Cherry, Jr.
General-Commercial
Manager. Arnold F. Schoen, Jr.
Program Director. John A. Owen
Chief Engineer. John V. Ferri

W W O N

WOONSOCKET—EST. 1946

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Associated Electronics
Enterprises, Inc.
Business-Studio Address. 99 Main St.
Phone Number. 3900
Transmitter Location. Getchell Ave.
Air Time: 6 a.m.-12:05 a.m.; 8 a.m.-11:15 p.m.,
Sun.

News Service. AP
Transcription Service: World, Capitol, Standard
Representative. William G. Rambeau
President, General Manager. Garo W. Ray
Station, Sales Promotion
Manager. Mitchell F. Stanley
Commercial Manager. Jean Bergeron
Program Director, Chief
Announcer. Bill Metcalf
Chief Engineer. George W. Travis

SOUTH CAROLINA

*Estimated Population 1,918,000—% Increase +1.0—Radio Homes 312,498
Farms with Radios 67,853—Stations in State 33*

W A I M

ANDERSON—EST. 1935

CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Wilton E. Hall
Business-Studio Address. Anderson College
Phone Numbers. 800, 2239 and 1444
Transmitter Location. Anderson College
Air Time. 4:55 a.m.-12:15 a.m.
News Service. AP, INS
Transcription Service: NBC, Lang-Worth, World,
Associated.

Representative. Burn Smith Co.
Membership. NAB, BMB
President-Owner, Chief
Executive. Wilton E. Hall
General-Station Manager. Glenn P. Warnock
Sales or Commercial Manager. C. B. Goodyear
Program Director. James Coggins
Publicity Director. John Davenport
Musical Director. John Townsend
Chief Engineer. S. A. Azar

W B S C

BENNETTSTVILLE—EST. 1947

MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. Loys Marsden Hawley

W F A K

CHARLESTON—EST. 1947

MUTUAL BROADCASTING SYSTEM

Frequency: 730 Kc. Power: 1000 Watts
Owned-Operated By. Charleston Bcstrs.
Business-Studio Address. 149 Wentworth St.
Phone Numbers. 3-6428-9
Transmitter Location. Windermere, S. C.
Air Time. Local sunrise-local sunset
News Service. Local sunrise-local sunset UP
Transcription Service. Capitol
Representative. Forjoe
President-Owner. J. B. Fuqua
General, Commercial Mgr. Tom Means
Sales Promotion Manager, Publicity
Director. Fred Bernstein

Program Director, Production
Manager. James A. Klosky
Chief Announcer. Tom Hennesy
Chief Engineer. Carlton Modlin
Farm Editor. Wilbur Crutchley

W V S C (CP)

BARNWELL

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Edisto Bcstg. Co.
Business Address. Bank of Barnwell Bldg.

WHAN

CHARLESTON—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
ABC

Owned-Operated By: Charleston Bcstg. Co.
Business-Studio Address: 152 Market St.
Phone Number: 3-1643
Transmitter Location: Saint Andrew's Parish
Air Time: 6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service: UP
Transcription Service: Lang-Worth
Representative: Avery-Knodel
Membership: NAB, BMB
President: Harry J. O'Neil
General-Station-Commercial

Manager: C. Wylie Calder
Sales Promotion Manager: M. Anthony Young
Program Director, Production

Manager: Vernon M. Bushong
Publicity Director: Traynor Ferillo
Chief Announcer: Bill Mims
Musical Director: Hubert Peale
Chief Engineer: William Birchfield
Farm Editor: Harry Giana is

Business-Studio Address: Francis Marion Hotel
Phone Number: 7611
Transmitter Location: Eagles' Nest, St. Andrews Parish.

Air Time: 18 hrs, 5 min. daily
Transcription Service: World, M. M. Cole
Representative: Free and Peters
Membership: NAB, BMB
President-Owner, General-Station

Manager: John M. Rivers
Commercial-Sales Promotion

Manager: Roland Weeks
Program Director, Production

Manager: Russell D. Long
Publicity Director: Annie L. Quarterman
Musical Director: Mrs. Pearl Baum
Chief Engineer: Wilbur R. Albee
Farm Editor: Chuck Simpson

WTMA

CHARLESTON—EST. 1939

NBC

Frequency: 1250 Kc.
Power: 5000 Watts d.; 1000 Watts n.

Owned-Operated By: Atlantic Coast Bcstg. Co.
Business Address: P. O. Box 297

Phone Number: 2-2961
Studio Address: 133 Church Street

Transmitter Location: St. Andrews Parish
Air Time: Unlimited

News Service: AP
Transcription Service: Associated

WCSC

CHARLESTON—EST. 1930

COLUMBIA Bcstg. SYSTEM, INC.

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By: John M. Rivers



WCSC

The CBS station for the Coastal Carolinas

1390 Since 1930

Charleston, S. C.'s Oldest and Best Station *

*Hooper Survey

Represented Nationally by Free & Peters, Inc.

Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 President.....Edward Manigault
 General-Station Manager.....Robert E. Bradham
 Sales Promotion Manager: A. Franz Witte, Jr.
 Program, Musical Director, Production
 Manager.....William N. Abbott
 Publicity Director.....Robert E. Bradham
 Chief Engineer.....Douglass M. Bradham

WUSN (CP) CHARLESTON

Frequency: 1450 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Southern Bcstg. Co.
 Chief Owner.....C. Norwood Hastie
 Part-Owner-Mgr.....B. M. Middleton
 Part-Owner-Comm. Mgr.....J. D. Hastie

WCOS COLUMBIA—EST. 1939 ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Columbia
 Business-Studio Address.....1202 Main St.
 Phone Number.....25601
 Transmitter Location.....200 Senate St.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB
 President.....E. D. Black
 General-Station Manager.....W. C. Bochman
 Commercial Manager.....Dixon Harp
 Program Director.....H. M. McElveen Jr.
 Production Manager.....Richard Goode
 Chief Announcer.....Bernard Moses
 Chief Engineer.....R. D. Lambert Jr.
 Farm Editor.....Byron Parker

WIS COLUMBIA—EST. 1930 NBC

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By: The Surety Life Insurance
 Co.
 Business-Studio Address.....1811 Main St.
 Phone Number.....2-2135
 Transmitter Location.....Bluff Rd.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....Herman N. Hipp
 General Manager.....G. Richard Shafto
 Managing Director, Commercial
 Manager.....J. Dudley Saumenig

Promotion Manager.....Steve Libby
 Program Director.....Frank Harden
 Chief Announcer.....Mackie Quave
 Publicity Director.....Steve Libby
 Musical Director.....Jane Pate
 Chief Engineer.....Herbert Eidson, Jr.
 Farm Editor.....Clair Shadwell

WKIX COLUMBIA—EST. 1945 CBS

Frequency.....1490 (1320 CP) Kc.
 Power...250 W. (CP—1000 W. d.; 500 W. n.)
 Owned-Operated By: Inter-City Advertising Co
 Business-Studio Address.....1127 Lady St.
 Phone Number.....28659
 Transmitter Location.....Two Notch Rd.
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 General Manager.....C. Durham Moore
 Commercial Manager.....Charles W. Burdsal
 Sales Promotion Manager: Thomas C. Chandler
 Program Director.....Michael C. Turner
 Chief Announcer.....Wally Smith
 Chief Engineer.....E. E. Hampton

WNOK COLUMBIA—EST. 1947 MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Palmetto Radio Corp.
 Business Address.....921 Huger St.
 News Service.....AP
 Transcription Service.....Cole
 President.....Samuel Litman

WLAT CONWAY—EST. 1945 MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Coastal Bcstg. Co.
 Operated By.....L. M. Hawley & H. M. Hanks
 Business Address.....Box 497
 Phone Number.....340
 Studio-Transmitter Location.....12th Ave.
 Air Time.....6:30 a.m.-11:15 p.m.
 News Service.....AP
 Transcription Service.....Standard & M. M. Cole
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB
 President.....L. M. Hawley
 Vice-President.....H. L. Hanks
 General-Station Manager,
 Program Director.....Edward Browning, Jr.
 Chief Engineer.....H. L. Hanks
 Farm Editor.....V. M. Johnson

Ride the
WFBC

Buy



ways

It's the **STELLAR SELLER** in

Greater

GREENVILLE

South Carolina's TOP MARKET

Primary Coverage of 13 Counties

648,661 PEOPLE . . . 92,588 RADIO HOMES

NBC for the Greenville, Spartanburg, Anderson Market

Represented by
EVERY-KNODEL, INC.

WDSC

DILLON—EST. 1946
MUTUAL BROADCASTING
SYSTEM, INC.

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By: The Border Bcstg. Co., Inc.
Business-Studio Address: Dillon, S. C.
Phone Numbers: 470-1
Transmitter Location: U. S. Highway 301
Air Time: 13½ hrs. daily
News Service: UP
Transcription Service: Standard, Capitol, M. M. Cole.

Representative: Joseph Hershey McGillvra, Inc.
Membership: NAB, BMB
President: E. H. Brown
General Manager: Henry E. Sullivan
Commercial Manager: Joseph Martin
Farm Editor: W. J. Bunn

WJMX

FLORENCE—EST. 1947

Frequency: 970 Kc. Power: 5000 Watts d.
Owned-Operated By: Atlantic Bcstg. Co.
Business Address: P. O. Box 406
Phone Number: 2494-5
Transmitter-Studio Location: Highway 52, 3 mi. N. of Florence

Air Time: 6 a.m.-local sunset
News Service: AP
Transcription Service: Capitol World, Associated

Membership: NAB, BMB
President, General Mgr.: Eugene E. Stone
Station-Commercial Manager: Paul H. Benson
Sales Promotion-Production Manager:

Program Director: Jack Gaaney
Publicity Director: Richard D. Ward
Chief Announcer: Jim Player
Musical Director: Lillian Brunson
Chief Engineer: Frank A. Jenne
Farm Editor: Bob Forbes

WOLS

FLORENCE—EST. 1937

ABC—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Florence Bcstg. Co.
Business-Studio Address: 129 S. Dargan St., P. O. Box 789

Phone Number: Offices: 354-5; Transmitter: 1913

Transmitter Location: Charleston Hi-way
Air Time: 6:30 a.m.-12 M.
News Service: UP
Transcription Service: Standard, Lang-Worth
Membership: NAB, BMB

President, General-Station
Manager: Melvin Purvis
Commercial Manager: A. P. Skinner

Program Director: Bruce Buchanan
Chief Engineer: W. A. Pritchett

WFGN (CP)

GAFFNEY

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By: Cherokee Radio Co.
Business Address: P. O. Box 66 (Temp.)
News Service: UP
President: A. Ray Godshall
General Manager: Bob Liverance
Chief Engineer: Bob Liverance

WESC

GREENVILLE—EST. 1947

Frequency: 660 Kc. Power: 5000 Watts d.
Owned-Operated By: Greenville Bcstg. Co.
Business-Studio Address: 1 College St.
Phone Number: 8200

Transmitter Location: 5 mi. N.W. of Greenville
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Associated, Standard, Lang-Worth

Representative: McGillvra
Membership: NAB, BMB
President, General-Station

Manager: Scott Russell
Commercial-Sales Promotion

Manager: Cliff W. Bowers
Program Director: Ken Keese
Chief Announcer: Art Roberts
Chief Engineer: L. W. Elias

WFBC

GREENVILLE—EST. 1933

NBC

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By: Greenville News-Piedmont Co.

Business Address: 305 S. Main St.
Phone Number: 362-3
Studio Address: Poinsett Hotel

Transmitter Location: Gantt Station
Air Time: 5 a.m.-12:05 a.m.; 7:30 a.m.-12:05 a.m., Sun.

News Service: UP
Transcription Service: Thesaurus
Representative: Avery-Knodel
Membership: NAB, BMB

President: Roger C. Peace
General Manager: Bevo Whitmire
Commercial Manager: Robert Q. Glass, Jr.
Sales Promotion Manager, Publicity

Director: N. P. Mitchell
Program Director, Production

Manager: L. Byron Jenkins
Chief Announcer: Norvin C. Duncan
Musical Director: Alice Wyman
Chief Engineer: William E. Garrison
Farm Editor: R. H. Martin

W M R C

GREENVILLE—EST. 1940

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Textile Bcstg. Co., Inc.
 Business-Studio Address Prevost Bldg.
 Phone Number 5730
 Transmitter Location 400 Mayberry St.
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service World, SESAC
 Representative Burn-Smith
 Membership NAB, BMB
 President Robert A. Jolley
 General-Station Mgr. W. Ennis Bray
 Commercial-Sales Promotion Manager,
 Publicity Director C. B. Denison
 Program Director, Production
 Manager Bill Arrington
 Musical Director Jimmy Simpson
 Chief Engineer George D. Tate
 Farm Editor Paul L. Fisher

W C R S

GREENWOOD—EST. 1941

NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Grenco, Inc.
 Business Address 216 Textile Bldg.
 Phone Number 4300
 Transmitter-Studio Location Wilson St.
 Air Time 17½ hrs. daily
 News Service AP
 Transcription Service Thesaurus
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB
 President Douglas Featherstone
 General-Station Mgr. Dan Crosland
 Commercial-Sales Promotion
 Manager Ralph Norman
 Musical-Program Director, Production
 Manager Randy Davidson
 Publicity Director Miss Martha Wofford
 Chief Engineer Charles M. Sparks

W H S C

HARTSVILLE—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Hartsville Bcstg. Co., Inc.
 Operated By Radio Station WHSC
 Business-Studio Address College Ave.
 Phone Number 654
 Transmitter Location 1 mi. S. of Hartsville on
 Highway 15-A
 Air Time 6:55 a.m.-11:15 p.m.; 8:30 a.m.-
 11:15 p.m., Sun.
 News Service AP

Transcription Service Thesaurus
 President C. H. Campbell
 General-Station-Sales Promotion Manager,
 Musical Director Raymond Caddell
 Sales Manager Jack Frierson
 Program Director, Chief
 Announcer Jimmy Brazzell
 Publicity Director Eleonor Flowers
 Chief Engineer Donald A. Brien

W L B G (CP)

LAWRENS

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By WLBG, Inc.

W K D K

NEWBERRY—EST. 1946

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Newberry Bcstg. Co.
 Business-Studio Address 11 Radio Dr.
 Phone Number 143
 Transmitter Location 11 Radio Dr.
 Air Time 7 a.m.-12 M.
 News Service AP
 Transcription Service World
 Membership NAB
 President, Treasurer, General
 Manager C. A. Kaufmann
 Secretary John F. Clarkson
 Station-Commercial-Sales Promotion Manager,
 Publicity Director, Farm Editor . . Charles Bowers
 Program Director Ann Fleniken
 Production Manager, Chief
 Announcer Jack Gifford
 Musical Director Hank Jacobsen
 Chief Engineer Geo. N. Martin

W F R N (CP)

ORANGEBURG

Frequency: 910 Kc. Power: 1000 Watts d.
 Owned-Operated By Orangeburg Radio Co.
 Business Address 63 Ellis Ave.
 Partners Frank B. Best, Frank B. Best Jr.

W R N O

ORANGEBURG—1946

MBS—DIXIE BCSTG. SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WRNO, Inc.
 Business Address Box 662
 Phone Number 1420
 Studio-Transmitter Location Extension Whit-
 man St.
 Air Time 6:30 a.m.-12 M.
 News Service AP

Transcription Service Cole
 Membership NAB
 Secretary R. L. Easley
 Vice President G. Paul Browne
 Commercial Manager Willard R. Hasbrouk
 Program Director, Chief
 Announcer Harry Carroll
 Publicity Director Bernado Hildebrand
 Musical Director Barbara Nichols
 Chief Engineer Billy Gunter

W V R A (CP) ORANGEBURG

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Sims Publishing Co.

CALL LETTERS TO BE ASSIGNED (CP)

ROCK HILL

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By Tri-County Bcstg. Co.

W R H I

ROCK HILL—EST. 1944 MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By York County Bcstg. Co.
 Partners Ernest H. Carroll, Virginia B.
 Carroll, James S. Beaty, Jr., Wm. C. Beaty.

W O R D

SPARTANBURG—EST. 1940 NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By The Spartan Radiocast-
 ing Co.

Business-Studio Address 291 E. Main St.
 Phone Number 6000
 Transmitter Location 3½ mi. N.E. of
 Spartanburg
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 President, General Manager, Walter J. Brown
 Station Manager J. W. Kirkpatrick
 Commercial Manager John C. Carrington
 Sales Promotion-Production Manager, Publicity-
 Program Director Sterling W. Wright
 Musical Director Charles Spears
 Chief Engineer Clyde J. Burdette
 Farm Editor Cecil D. Ross

W S P A

SPARTANBURG—EST. 1929 CBS

Frequency: 950 Kc. Power: 5000 Watts

Owned By Surety Bcstg. Co.
 Operated By Spartanburg Advertising Co.
 Business-Studio Address Box 1717, 224 East
 Main St.

Phone Number 2900
 Transmitter Location 3½ mi. N.W. of City
 Air Time 5 a.m.-1 a.m.
 News Service UP
 Transcription Service Associated
 Representative George P. Hollingbery
 Membership NAB, BMB
 Vice President & General

Manager G. Richard Shaffo
 Managing Director Roger A. Shaffer
 Commercial Manager Guy Vaughan, Jr.
 Program Director Ed McGrath
 Chief Announcer Grover Golightly, Jr.
 Musical Director Hal Moore
 Chief Engineer Harold R. Beckholt
 Farm Editor Cliff D. Gray

W A L D

WALTERBORO—EST. 1947 MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Waterboro Bcstg. Co.
 Phone Number 3861
 News Service AP
 Transcription Service Associated
 President R. M. Jefferies
 General Manager Charles A. Thoman
 Commercial Manager Beulah Glouer
 Promotion Manager Roger A. Clark
 Program Director Peter Edman
 Chief Engineer Louis Neale

W F I G

SUMTER—EST. 1940 MBS—SOUTHERN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Station WFIG, Inc.
 Business-Studio Address Radio Center Bldg.
 Phone Number 1340
 Transmitter Location 1 mi. E. of Sumter on
 Highway 76
 Air Time 18 hrs. daily
 News Service AP
 Transcription Service Thesaurus
 Representative Joseph Hershey McGillvra
 President Hubert D. Osteen
 General-Station Mgr. T. Doug Youngblood
 Commercial-Sales Promotion
 Manager Charles H. Pointel, Jr.
 Program Director Robert R. Hannah
 Production Manager Paul Reidy
 Publicity Director M. E. Pointel
 Chief Announcer Bob Hannah
 Musical Director William Moore
 Chief Engineer James L. Williams
 Farm Editor T. O. Bowen

SOUTH DAKOTA

Estimated Population 564,000—% Increase —12.3—Radio Homes 132,515
Farms with Radios 57,691—Stations in State 13

K A B R

ABERDEEN—EST. 1934

MBS

GREAT NORTHERN BROADCASTING SYSTEM
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By Aberdeen Bcstg. Co., Inc.
Business-Studio Address 117½ S. Main St.
Phone Number 4626
Transmitter Location Wylie Park, Northwest
of Aberdeen, S. Dak.
Air Time 7 a.m.-12 M.
News Service AP
Transcription Service Standard Radio
Representative Walker
Membership NAB-BMB
President H. C. Jewett, Jr.
General-Station Manager, Pub. Dir. R. A. Fahy
Sales-Promotion Mgr. Fred C. Stellner
Program Director E. C. Pieplow
Chief Announcer Edward L. Weeks
Chief Engineer Delbert T. Hunt
Farm Editor Russell V. Kaber

K S D N

ABERDEEN

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Aberdeen News Co.
News Service AP
Transcription Service Capitol
President Henry J. Schmitt
General Manager Byron McElligott
Comm.-Prom. Mgr. Byron McElligott

K D S J

DEADWOOD—EST. 1947

KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Heart of The Black Hills
Broadcasting Co.
Business-Studio Address Franklin Hotel
Phone Number 186
Transmitter Location Boulder Canyon Rd.
Aire Time Unlimited
News Service UP
Transcription Service Thesaurus, Keystone
Representative Thomas Clark
Supervisor of Operation John Daniels
Station-Commercial-Sales Promotion Mgr.,
Publicity Dir.-Chief Announcer Truman H.
Walrod
Production Mgr.-Musical Director
Farm Editor Melvin Rochester
Chief Engineer Eli Daniels

K I J V

HURON—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By James Valley Bcstg. Co.
Business-Studio Address 34 - 2nd St., S. E.
Phone Number 765
Transmitter Location Lot 6, Prospect Addition
Air Time 6 a.m.-12 M.; 7 a.m.-11 a.m. Sun.
News Service UP
Transcription Service Thesaurus
Representative Universal
Membership NAB
President, Gen. Sta. Mgr. G. W. Chitty
Commercial Manager Bob Brandt
Program Director Dale Larson
Production Manager Margery King
Chief Announcer Leo Borin
Chief Engineer Donald Volkman

K M H K

MITCHELL—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Mitchell Bcstg. Assn.
Business-Studio Address 117-119 N. Main St.
Phone Number 621
Transmitter Location ½ mile E. of city on
highway U. S. 16
Air Time 18 hrs. daily
News Service UP
Transcription Service Capitol
Membership NAB
President, General-Station-Program-Production
Mgr., Musical Director Raymond V. Eppel
Commercial Director B. Harland Ohde
Chief Announcer Ken Bryant
Chief Engineer Donald Dahl

K G F X

PIERRE—EST. 1916

KBS

Frequency: 630 Kc. Power: 200 Watts
Owned By Estate of Dana McNeil
Operated By Ida A. McNeil
Business-Studio Address Box 16, 203 Summit
Ave., W.
Phone Number 351
Air Time 9:30 a.m.-local sunset
News Service UP
Transcription Service KBS
Membership BMB
Director Ida A. McNeil
Chief Engineer Charles Hobbs

KOTA

RAPID CITY—EST. 1936

CBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By . . . Black Hills Bcstg. Co.
 of Rapid City
 Business Address . . . Alex Johnson Hotel, 6th &
 St. Joseph St.
 Phone Number 2000
 Studio Address . . . 10th floor, Alex Johnson
 Hotel
 Transmitter Location . . . 5 miles S. of Rapid
 City on State Highway No. 79
 Air Time . . . 6 a.m.-12 M.; 7 a.m. to 12 M. Sun.
 News Service UP
 Transcription Service . . . Standard, Capitol,
 Lang-Worth
 Representative Hal Holman
 Membership NAB, BMB
 President-Owner, General-Station
 Manager Robert J. Dean
 Commercial-Sales Promotion
 Manager Stanley Lieberman
 Program Director Abner H. George
 Production Manager Ellen Crilley
 Publicity Director Don Therkelsen
 Chief Announcer Harry S. Petersen
 Musical Director John Simpson
 Chief Engineer A. E. Griffiths

WCAT

RAPID CITY—EST. 1922

Frequency: 1230 Kc. Power: 100 Watts d.
 Owned-Operated By . . . South Dakota School
 of Mines & Technology

KELO

SIOUX FALLS—EST. 1937

NBC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By . . . Midcontinent Bcstg. Co.
 Business-Studio Address . . . Phillips Ave. at
 Eighth St.
 Phone Number 6363
 Transmitter Location 8 mi. S.E. of city
 Air Time 19 hrs. daily
 News Service UP
 Transcription Service . . . Standard, Capitol
 Representative John E. Pearson
 Membership NAB, BMB
 Pres., General-Station Mgr. . . . Sam Fantle, Jr.
 Commercial Manager Ted Matthews
 Sales Promotion-Production Manager, Publicity
 Director Tony Moe
 Program Director, Chief
 Announcer Evans Nord
 Musical Director Jack Douglas
 Chief Engineer Lester C. Froke
 Farm Editor Don Morse

KISD

SIOUX FALLS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KDAK, Inc.
 Business Address 355 Boyce Bldg.

KSOO

SIOUX FALLS—EST. 1927

Frequency: 1140 Kc. Power: 5000 Watts
 Owned-Operated By Sioux Falls Bcstg.
 Association, Inc.
 Business-Studio Address . . . 317 South Phillips
 Phone Number 757
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President Morton H. Henkin
 General Manager George R. Hahn
 Sales Promotion Manager George Rohn
 Chief Engineer Maxwell F. Staley
 Farm Editor Ralph D. Wennblom

KWAT

WATERTOWN—EST. 1940

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Midland Nat'l Life
 Address Kemp & Broadway
 News Service UP
 Transcription Service Cole
 President F. L. Bramble
 Comm.-Prom. Mgr. M. W. Plowman
 Program Director Bernice Dowling
 Chief Engineer Francis Alwin

WNAX

YANKTON—EST. 1927

ABC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By Cowles Bcstg. Co.
 Business-Studio Address . . . 2nd & Capital Sts.
 Phone Number 442-3
 Transmitter Location . . . Yankton, South Dakota
 (5 mi. E. of city)
 Air Time . . . 5:30 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP, UP
 Transcription Service Standard, Cole
 Representative Katz
 Membership NAB, BMB
 President Gardner Cowles
 General Manager Robert R. Tincher
 Commercial Manager Don E. Inman
 Program Director Herb Howard
 Production Manager Fred D. Greenlee
 Publicity Director Muriel Titus
 Musical Director Rex D. Hayes
 Chief Engineer Clifton M. Todd
 Farm Service Director Chris Mack

TENNESSEE

Estimated Population 3,079,000—% Increase +5.6—Radio Homes 597,686
Farms with Radios 157,983—Stations in State 53

W L A R

ATHENS—EST. 1946

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Athens Bcstg Co.
Business Studio Address.....Hitch Bldg.
Phone Number.....891 (or 893 transmitter)
Transmitter Location.....Decatur Rd.
Time on the Air.....5:45 A. M.-12 M.
Pres.-Owner-Gen.Mgr.....Lowell F. Arterburn
Commercial Manager.....Virgil Lindnere, Jr.
Program Director.....Otis Parker
Chief Engineer.....R. R. Magill

W C Y B

BRISTOL

(See Listing Bristol, Va.)

W O P I

BRISTOL—EST. 1929

NBC—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radiophone Bcstg.
Station WOPI, Inc.
Business-Studio Address.....310 State St.
Phone Number.....WOPI-AM or 3730
Transmitter Location.....Old Abingdon Pike,
Northeast of Bristol.
Air Time.....6 a.m.-12:05 a.m.
Transcription Service.....L'gworth, World-Capitol
Representative.....Burn-Smith
Membership.....NAB, BMB
President-General-Station-Sales Promotion
Manager.....W. A. Wilson
Commercial Manager.....Ray L. Russell
Chief Announcer.....Stuart O'dell
Chief Engineer.....R. V. Robinson

W A G C

CHATTANOOGA—EST. 1946

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Tennessee Valley
Brcstg. Co.
Business-Studio Address.....Hotel Patten
Phone Number.....7-1128
Transmitter Location.....Rossville Blvd.
Air Time.....5:55 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....William G. Rambeau
General Manager.....A. B. Campbell
Program Director.....June Thurman

Musical Director.....Robert Morrison
Chief Engineer.....Charles Stokely

W A P O

CHATTANOOGA—EST. 1936

NBC

Frequency: 1150 Kc.....Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By.....WAPO Bcstg. Service
Business-Studio Address.....Read House
Phone Number.....6-6141
Transmitter Location.....Pineville Rd.
Air Time.....5:30 a.m.-12 m.
News Service.....AP
Transcription Service.....NBC Associated
Representative.....Headley-Reed
Membership.....NAB, BMB
Chief Executives.....Ramon G. Patterson,
Louise P. Pursley
General Station Manager.....R. G. Patterson
Sales Promotion.....Helen Patterson
Program Director.....Frances Harley
Chief Engineer.....B. B. Barnes

W D E F

CHATTANOOGA—EST. 1941

NBC

Frequency: 1370 Kc.....Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By.....WDEF Bcstg. Co.
Business-Studio Address.....Volunteer Bldg.
Transmitter Location.....Moccasin Bend
Air Time.....5:30 a.m.-12 m.
News Service.....UP
Transcription Service.....Capitol & Cole
Station Representative.....Weed
President-Owner or Chief Exec.....Joe W. Engel
General-Commercial Manager.....Ken Flenniken
Program Director.....Charles Gullickson
Publicity Director.....Walter H. Stamper, Jr.
Chief Engineer.....B. C. Baker

W D O D

CHATTANOOGA—EST. 1925

CBS

Frequency: 1310 Kc.....Power: 5,000 Watts
Owned-Operated By.....WDOD Bcstg Corp.
Business Studio.....Hamilton National Bank Bldg.
Transmitter Location.....Baylor School Rd.
Air Time.....5:30 a.m.-12:05 p.m.
News Service.....UP
Transcription Service.....Standard
Representative.....Paul H. Raymer
Membership.....NAB
President.....Norman A. Thomas

• • • **T E N N E S S E E** • • •

Vice-President.....Earl W. Winger
General-Commercial Mgr.....Ralph H. Patt, Jr.
Sales Promotion Mgr.....Elmer D. Kammer
Program Dir.-Prod. Mgr....Gaylord McPherson
Publicity Director.....Sue Johnson
Chief Engineer.....Roy Owens

W J V W
CHATTANOOGA*

Frequency 1490 Kc.....Power: 250 Watts
Applicant.....Joe V. Williams, Jr.
Address.....1011 Hamilton Natl. Bank Bldg.

W J Z M
CLARKESVILLE—EST. 1941
MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned ByCampbell & Sheftall
Operated ByE. T. Campbell
Business-Studio Address.....411 Madison St.
Phone Number2295-2296
Transmitter LocationMartin St.
Air Time.....6 a.m.-12 m., 8 a.m.-10 p.m. Sun.
News Service.....AP
Transcription ServiceWorld
MembershipNAB, BMB
General Sta. Mgr.-part Owner..E. T. Campbell
Commercial Manager.....Clay Cline, Jr.
Sports Editor.....Bill Snyder
Chief Engineer.....John H. Bailey
Farm Program Director.....Roy Smith

W B A C
CLEVELAND—EST. 1945
MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Robert W. Rounsaville
Business-Studio Address.....Radio Center,
P. O. Box 677
Phone Number.....62-3
Transmitter Location...Chattanooga Highway
Air Time18 hrs. daily
News Service.....UP
Transcription ServiceLang-Worth
MembershipNAB
Pres.-Owner-Gen. Mgr. Robert W. Rounsaville
Station-Commercial Mgr.....A. D. Smith Jr.
Sales Promotion Mgr.-Pub. Dir....Sam Davis
Program Dir.-Production Mgr.....Art Selley
Chief Announcer-Farm Editor....Dan McNew
Musical Director.....Larry Carrothers
Chief Engineer.....Jim Byerly

W K R M
COLUMBIA—EST. 1946
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...The Middle Tennessee
Bcstg Co., Inc.

Business-Studio Address.....P. O. Box 71
Phone Number1340
Transmitter Location.....One mile from
Columbia on U. S. Highway 43
Air Time.....5:55 a.m.-12:05 a.m.
News ServiceUP
Transcription ServiceNBC
MembershipNAB, BMB
Pres.-Gen.-Sta.-Comm. Mgr...R. M. McKay, Jr.
Sales Promotion Mgr.-Program Dir...Chesley J.
Smith
Chief Announcer.....Charles W. Brewer
Musical Director.....Clydene Barnett
Chief Engineer.....Revis V. Hobbs
Farm Editor.....Melvin Dugger

W H U B
COOKEVILLE—EST. 1940
CBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Business Address.....Cookeville, Tenn.
Phone Number.....200
Studio Address.....523 Spring St.
Transmitter LocationHickory St.
Air Time.....6 a.m.-11:05 p.m.
News ServiceUP
Transcription ServiceLang-Worth
MembershipNAB
Pres.-Gen.-Commercial Mgr....M. L. Medley
Station Director.....Joe Mabry

W D S G
DYERSBURG—EST. 1946
MBS-LION NET-UNIVERSAL NET-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..State Gazette Bcstg. Co.
Business-Studio AddressBox 58
Phone Number77
Transmitter Location...Highway 51 North
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World
MembershipNAB
General ManagerFrank Armstrong
Comm.-Sales Promotion Mgr...Chas. R. Bowen
Program Dir.-Production Mgr....Norb Beckers
Publicity Director.....Ray Brown
Chief Engineer.....C. W. Morrow
Farm EditorFrank Armstrong

W B E J
ELIZABETHTON-JOHNSON CITY—
EST. 1946
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned ByElizabethton Bcstg. Co.
Operated By.....Robt. W. Rounsaville
Business-Studio Address.....Elk Ave., P. O.
Box 829

Phone Number Call WBEJ
 Transmitter Location State Line Rd.
 Air Time 18 hrs. daily
 News Service UP
 Transcription Service Thesaurus
 President-Partner-General Mgr. Robert W. Rounsaville
 Station-Commercial Mgr. Thad Fitch
 Sales Promotion Mgr.-Pub. Dir. Bill Wagner
 Program Dir.-Production Mgr. Bill Edgar
 Chief Announcer Les Lamb
 Chief Engineer Condon Bowers
 Farm Editor Bill Hale

W E K R (CP)
FAYETTEVILLE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Elk River Bcstrs.
 Partners R. M. McKay, Sr.,
 R. M. McKay, Jr., James M. McGrew, Revis V.
 Hobbs, R. A. Largent

W H I N (CP)
GALLATIN

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By Summer County Bcstg. Co.

W G R V
GREENEVILLE—EST. 1946
 MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned By Radio Greenville Inc.
 Operated By Robert W. Rounsaville
 Business-Studio Address Radio Bldg.,
 P. O. Box 234
 Phone Number Call WGRV
 Transmitter Location Arnold Rd.
 Air Time 18 hrs. daily
 News Service UP
 Transcription Service Capitol
 Pres.-Gen. Mgr. Robert W. Rounsaville
 Station-Commercial Mgr. Paul Metcalfe
 Sales Promotion Mgr.-Pub. Dir. Hugh Pickle
 Program Director Ed Daniels
 Production Mgr.-Farm Editor Bill Lowery
 Chief Announcer Bob Corley
 Chief Engineer Laile Hampton

W H B T
HARRIMAN—ES. 1946
 MBS-KBS

Frequency: 1230 Kc. Power 250 Watts
 Owned-Operated By The Harriman
 Bcstg. Co., Inc.
 Business-Studio Address Crescent and Devonia
 Phone Number 870 & 850
 Transmitter Location Margrave
 Air Time 6 a.m.-12 m.

News Service UP
 Transcription Service Standard, Thesaurus
 Station Representative Cox & Tanz
 Membership NAB
 President Jere B. Brewer
 Sec.-Treas. Neil L. Shields
 Vice Pres-Gen. Mgr. F. L. Crowder
 Sta.-Operations Mgr., W. Lawrence Hedgpeth
 Promotion-Traffic Mgr. Montarie P. Hedgpeth
 Publicity Director W. Lawrence Hedgpeth
 Sports Director John Fielder
 Chief Engineer Kenneth Hargis
 Farm Editor Bill Law.ence

W T J S
JACKSON—EST. 1931

AMERICAN BROADCASTING CO.

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By Sun Publishing
 Company
 Address 104 Baltimore St.
 Phone Number 7-3316
 Air Time 7 a.m. to 12 midnight
 News Service UP, AP
 Transcription Service World
 Representative The Branham Company
 President and Gen. Mgr. A. A. Stone
 Manager Frank S. Proctor
 Asst. Manager Leslie R. Brooks
 Studio Director Sam D. Lollar
 Promotion Manager Glenn E. Johnson
 Chief Engineer Robert M. Gordon

W E T B
JOHNSON CITY—EST. 1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Operated By East Tenn. Bcstg. Co.
 Business Address (Temp.) Press-Chronicle Bldg.
 Phone Number 2281
 Trans-Studio Address 1½ miles from
 downtown Johnson City on Highways US
 19 and 23 to Erwin, Tenn. and Ashville, N. C.
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Transcription Service World, Capitol
 Representative Helen Wood & Colton
 Membership NAB, BMB
 Pres-General Mgr. Carl A. Jones, Jr.
 Commercial Manager Chas. W. Powe's
 Program Director Arthur Borgesen
 Chief Engineer E. B. Jones

W J H L
JOHNSON CITY—EST. 1938
 ABC

Frequency: 910 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By WJHL, Inc.
 Business-Studio Address 143 W. Main St.
 Phone Number 2780

Transmitter Location . . . Johnson City-Kingsport
 Highway
 Air Time 6 a.m.-12 m.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NAB, BMB
 President W. Hanes Lancaster
 Gen.-Comm. Mgr. Ken Marsh
 Sales Promotion Mgr. Harry Hudson
 Program-Publicity Dir. Berney Burleson
 Chief Anouncer Ed Cowell
 Chief Engineer O. K. Garland

W T V N (CP)
JOHNSON CITY

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Washington County
 Bcstg. Corp.
 Business Address John Sevier Hotel

W K P T

KINGSPORT—EST. 1940
NATIONAL BROADCASTING CO.
TENNESSEE VALLEY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Kingsport Broadcast-
 ing Co., Inc.
 Address Box 870
 Phone Number 2870
 Studio Address 107 W. Market
 Transmitter Location Johnson City H'way
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth;
 Standard. Thesaurus.
 Representative Burn-Smith Co.;
 Harry Cummings
 Membership NAB, BMB
 President C. P. Edwards, Jr.
 General Manager A. F. Martin
 Commercial Manager Phil J. Weaver
 Program Director Paul L. Overbay
 Chief Engineer Thomas Phillips, Jr.

W B I R

KNOXVILLE—EST. 1941
ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Radio Station WBIR, Inc.
 Operated By The Nunn Stations
 Business-Studio Address 406 W. Church
 Phone Number 4-3321
 Transmitter Location Concord & Painter Sts.
 Air Time Unlimited
 News Service UP
 Transcription Service Associated. Capitol
 Representative John E. Pearson
 Membership NAB, BMB

President Gillmore N. Nunn
 Gen.-Sta.-Comm. Sales Promotion Mgr.
 John P. Hart
 Program-Pub. Dir.-Prod. Mgr. Tys Terwey
 Musical Director James T. Pitts, Jr.
 Chief Engineer J. Rex Horton

W I B K

KNOXVILLE—EST. 1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By Independent Bcstg. Co.
 Business-Studio Address 908 S. Gay St.
 Phone Number 4-9866
 Transmitter Location W. Knoxville
 Air Time Local Sunrise-Local Sunset
 News Service AP, INS
 Transcription Service C. P. MacGregor
 Representative Donald Cooke
 Membership NAB
 Pres.-Gen.-Sta. Mgr. Marvin I. Thompson
 Commercial Manager Kenneth N. McClure

W K G N

KNOXVILLE—EST. 1947
MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned By WKGN Bcstg. Co.
 Operated By Clarence Beaman, Jr.
 Business-Studio Address. Park Natl. Bank Bldg.
 Phone Number 40766
 Transmitter Location Ailor Ave.
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President Clarence Beaman, Jr.
 Station Director Charles T. DeVois
 Chief Engineer Claude Bass

W N O X

KNOXVILLE—EST. 1921
CBS

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Operated By Scripps-Howard
 Radio, Inc.
 Business-Studio Address 110-112 S. Gay St.
 Phone Number 3-3171
 Transmitter Location Anderson Rd., near
 Beverly
 Air Time 5 a.m.-1:05 a.m., 5 a.m.-2 a.m. Sat.
 News Service UP
 Transcription Service Standard
 Representative The Branham Co.
 President Jack R. Howard
 Gen.-Sta. Mgr. R. B. Westergaard
 Commercial Manager O. L. Smith
 Program Dir.-Farm Editor. Charles McMahon
 Publicity Director Sarah Booth
 Chief Announcer Lowell Blanchard
 Musical Director Jerv Collins
 Chief Engineer Ray Evans

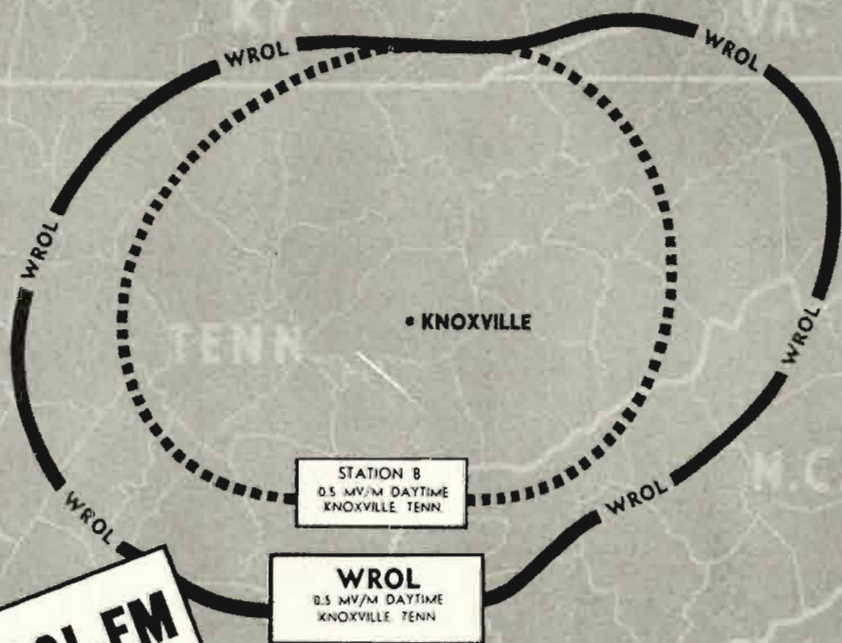
WROL

EAST TENNESSEE'S GREATEST COVERAGE

5000 WATTS
DAY AND NIGHT

620 K C S

KNOXVILLE, NBC FOR EAST TENNESSEE



WROL-FM
97.3 MG.
CHANNEL
247

JOHN BLAIR & COMPANY • HARRY CUMMINGS, Jacksonville, Fla.
National Advertising Rep. Southeastern Advertising Rep.

W R O L

KNOXVILLE—EST. 1927

NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By S. E. Adcock
 Business-Studio Address 531 S. Gay St.
 Phone Number 2-7111
 Transmitter Location Holston Hills
 Air Time 5 a.m.-12 m.
 News Service AP
 Transcription Service NBC, World
 Representative John Blair
 Membership NAB, BMB
 Pres.-Gen.-Sta. Mgr. S. E. Adcock
 Comm.-Sales Promotion Mgr. C. H. Frazier
 Program Dir.-Production Mgr. John Reese
 Chief Announcer Allen Stout
 Musical Director Harry Nides
 Chief Engineer Fred M. Andrews

W J J M

LEWISBURG—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Estate of James J. Murray
 Operated By Louis D. Lingner
 Business Address Box 20
 Phone Number 780
 Studio-Transmitter Location East Hill
 Air Time 5 a.m.-10 p.m., 7 a.m.-10 p.m. Sun.
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 General Manager Louis D. Lingner
 Program Director Daryl L. Laub
 Publicity Director Nikki Beach
 Chief Announcer-Mus. Dir. Allen D. Walker
 Chief Engineer J. E. Sowell

W M M T

McMINNVILLE—EST. 1947

MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By McMinnville Bcstg.
 Co., Inc.
 Business Address P. O. Box 241
 Phone Number 401
 Studio Address Cumberland Amusement
 Co. Bldg.
 Transmitter Location N. Chancery St.
 Air Time 6 a.m.-12 p.m.
 News Service UP
 Transcription Service World
 Membership NAB
 Gen.-Sta. Mgr. Royce Richards
 Comm.-Sales Promotion Mgr. Roy Wood Jr.
 Program-Musical Dir. Ernie Richards
 Publicity Director Sue Downs
 Chief Announcer Roy Crocker
 Chief Engineer Claude Haston
 Farm Editor E. V. Massey

W G A P

MARYVILLE—EST. 1947

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Gateway Bcstg. Co.
 Business-Studio Address 503 Blount
 Phone Number 2490
 Transmitter Location Louisville Pike
 Air Time 5 a.m.-12 p.m.
 News Service UP
 Transcription Service Thesaurus, Lang Worth
 Membership NAB
 Partners George R. Dempster, V. H. McLean
 Gen.-Sta.-Production Mgr.-Program Pub. Dir.
 Robert M. Claflin
 Comm.-Sales Promotion Mgr. John F. Main
 Chief Engineer Curtis S. Lamarr

W D I A

MEMPHIS—EST. 1947

CARDINAL FOOTBALL NET

Frequency: 730 Kc. Power: 250 Watts d.
 Owned By Bluff City Bcstg. Co.
 Operated By Bert Ferguson, John R. Pepper
 Business-Studio Address 2074 Union Ave.
 Phone Number 36-2703
 Transmitter Location 1125 University
 Air Time Local Sunrise-Local Sunset
 News Service INS, UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership NAB, BMB
 Chief Execs. John R. Pepper, Bert Ferguson
 General Manager Bert Ferguson
 Sales or Commercial Mgr. Lou Zlotky
 Program Dir.-Production Mgr. Gene Allan Carr
 Publicity Director Christine Cooper
 Chief Announcer-Musical Dir. Al Beck
 Chief Engineer Frank T. Edwards

W H B Q

MEMPHIS—EST. 1925

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Harding College.
 Searcy, Arkansas
 Business-Studio Address Hotel Gayoso
 Phone Number 8-6868
 Transmitter Location 46 Neely St.
 Air Time 6 a.m.-12 m.
 News Service AP
 Transcription Service Capitol
 Representative The Walker Co.
 Membership NAB, BMB
 Gen.-Sta.-Sales Promotion Mgr. E. A. Alburty
 Commercial Manager E. Pournelle
 Program Dir.-Production Mgr. Lade T. Conlee

**— MORE LISTENERS
PER DOLLAR . . .
IN MEMPHIS**

*(If we used a full page of solid type—
We Couldn't Say More!)*

W H H M

**INDEPENDENT—BUT NOT ALOOF
MEMPHIS, TENNESSEE**

PATT McDONALD, GENERAL MANAGER ★ FORJAE & CO., REPRESENTATIVES

• • • **T E N N E S S E E** • • •

Publicity Director.....Emily Wilson
Musical Director.....Anita Grilli
Chief Engineer.....W. M. Roy

W H H M

MEMPHIS—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Mid-South Bcstg. Corp.
Business-Studio Address.....Sterick Bldg.
Phone Number.....37-4422
Transmitter Location.....Somerville St.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard, Lang Worth
Representative.....Forjoe
Membership.....NAB
President.....P. E. Furlow
Gen.-Sta.-Commercial Mgr.....Patt McDonald
Sales Promotion Mgr.-Program Dir.-Farm Editor,
Alan Avery
Production Manager.....Elmore Richmond
Publicity Director.....J. Wilson
Chief Announcer.....Al Martin
Musical Director.....Bill Gordon
Chief Engineer.....Wm. Marsh

W M C

MEMPHIS—EST. 1922

NBC

Frequency: 790 Kc.....Power 5000 Watts
Owned-Operated By.....Memphis Publishing Co.
Business-Studio Address.....Goodwyn Inst. Bldg.
Phone Number.....8-7464
Transmitter Location.....Five Points
Air Time.....18½ hrs. daily, 17 hrs. Sun.
News Service.....UP
Transcription Service.....Thesaurus, SESAC,
Lang-Worth
Representative.....The Branham Co.
Membership.....NAB, BMB
President.....John H. Sorrells
General Manager.....H. W. Slavick
Commercial Manager.....J. C. Eggleston
Local Sales Manager.....Earl Moreland
Program Manager.....Wilson Mount
Production Manager.....W. R. Brazzil
Publicity Director.....Walter E. Frase
Chief Announcer.....Charles B. Sullivan
Musical Director.....Noel Gilbert
Chief Engineer.....E. C. Frase, Jr.
Farm Editor.....Walter Durham

W M P S

MEMPHIS—EST. 1925

ABC

Frequency: 680 Kc.....Power: 10,000 Watts d.,
5,000 Watts n.
Owned-Operated By.....WMPS, Inc.
Business-Studio Address.....62 N. Main St.

Phone Number.....5-2721
Transmitter Location.....N. Benjestown Rd.
Air Time.....5 a.m.-1 a.m., 6 a.m.-12 m. Sun.
News Service.....AP, UP
Transcription Service.....Standard
Representative.....Taylor-Howe-Snowden
Membership.....NAB
Gen. Mgr.-Vice Pres.....H. R. Krelstein
Merchandising Dir.....W. B. Rudner
Program Director.....Robert Neal Hobgood
Publicity Director.....Matty Brescia
Chief Announcer.....Fred G. Christensen
Musical Director.....Berl Olswanger
Chief Engineer.....J. G. Deaderick

W R E C

MEMPHIS—EST. 1922

CBS

Frequency: 600 Kc.....Power: 5,000 Watts
Owned-Operated By.....WREC Bcstg. Service
Business-Studio Address.....Hotel Peabody Bldg.
Phone Number.....5-1313
Transmitter Location.....Radio Center
Air Time.....5 a.m.-12:05 p.m.
News Service.....UP
Transcription Service.....World, Lang-Worth,
McGregor
Representative.....Katz
Membership.....NAB, BMB
Pres-Owner-Gen. Mgr.....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Dir.-Production Mgr.....Roy Wooten
Publicity Director.....Mildred Hughes Allen
Chief Engineer.....S. D. Wooten, Jr.

W C R K

MORRISTOWN—EST. 1947

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Cherokee Bcstg. Corp.
Phone Number.....1450
News Service.....AP
Transcription Service.....World
President.....H. S. Walters
General Manager.....Hal Falter
Commercial Manager.....Howell Ashford
Promotion Manager.....Bill Cooper
Program Director.....Bob Tamblyn
Chief Engineer.....Larry Martin

W G N S

MURFREESBORO—EST. 1947

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Murfreesboro Bcstg.
Business-Studio Address.....118 N. Church St.
Phone Number.....1450
Air Time.....6 a.m.-11 p.m.

News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Hal Holman
 Membership.....NAB
 Pres.-Gen.-Sta. Mgr.....Cecil H. Elrod
 Commercial Sales Promotion Mgr.....Harold
 Huffines
 Program Dir.-Chief Announcer..Howard Byrum
 Prod. Mgr.-Farm Editor.....Heyward Moore
 Publicity Director.....Mary Nell Morris
 Chief Engineer.....Glenn Snoddy

W K D A

NASHVILLE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Capitol Broadcasting
 Company
 Business-Studio Address...American National
 Bank Bldg.
 Phone Number.....4-0511
 Transmitter Location.....2nd Ave. S. &
 Peabody St.
 Air Time...5 a.m.-1 a.m.; 7 a.m.-1 a.m. Sun.
 News Service.....AP
 Transcription Service...Capitol, Lang-Worth
 Membership.....NAB
 Partners...T. B. Baker, Jr. & A. G. Beaman
 General Manager.....T. B. Baker, Jr.
 Musical Director.....Roland Felts
 Chief Engineer.....O. C. Griffin, Jr.

W L A C

NASHVILLE—EST. 1926

CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
 Owned-Operated By.....J. T. Ward
 Business-Studio Address..Third National Bank
 Bldg.
 Phone Number.....6-0161
 Transmitter Location.....Dickerson Rd.
 Air Time.....5 a.m.-1 a.m.
 News Service.....UP
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President-Owner.....J. T. Ward
 General-Station-Commercial
 Manager.....F. C. Sowell
 Promotion Manager, Publicity
 Director.....W. H. Shaw
 Program Director.....Paul Oliphant
 Musical Director.....Fred Murff
 Chief Engineer.....F. D. Binns

W M A K

NASHVILLE—EST. 1948

MBS

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By..Volunteer State Bcstg.
 Co., Inc.

Business Address.....Maxwell House
 News Service.....UP
 President.....Frank W. Mayborn
 General Manager.....Edward M. Kirby
 Chief Engineer.....Shelton Weaver

W S I X

NASHVILLE—EST. 1927

ABC

Frequency: 980 Kc.....Power: 5,000 Watts
 Owned-Operated By...Jack M. Draughon &
 Louis R. Draughon
 Business-Studio Address.....Nashville Trust
 Bldg.
 Phone Number.....5-5431
 Transmitter Location...McGavoc Pike, RFD.
 Air Time...6 a.m.-12 p.m.; 7 a.m.-12 p.m. Sun.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Katz
 Membership.....NAB, BMB
 Partners.....Jack M. Draughon & Louis R.
 Draughon
 General Manager.....Jack M. Draughon
 Sales Manager.....Eugene S. Tanner
 Program Director.....Otis Roush
 Production Manager.....R. L. Chaudoin
 Chief Engineer.....Dr. Fred Schumann

W S M

NASHVILLE—EST. 1925

NBC

Frequency: 650 Kc.....Power: 50000 Watts
 Owned-Operated By.....WSM, Inc.
 Business Address.....National Life Bldg.
 Phone Number.....6-7181
 Transmitter Location.....Franklin, Tenn.
 Air Time.....Unlimited
 News Service.....AP; INS
 Representative.....Edward Petry & Co., Inc.
 Membership.....NAB, BMB
 President.....John H. DeWitt, Jr.
 General Manager.....Harry Stone
 Program Director.....Jack Stapp
 Promotion Director.....Bill Graham
 Chief Engineer.....George Reynolds

W A T O

OAK RIDGE—EST. 1948

MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Pellegrin & French
 Business-Studio Address...Municipal Market
 Bldg.
 Phone Number.....Oak Ridge 5-3535
 Transmitter Location...Municipal Market Bldg.
 Air Time...6 a.m.-12 M.; Sun. 8 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Lorenzen & Thompson

Membership NAB
 General Manager Marshall H. Pengra
 Sales-Commercial Mgr. Harry C. Weaver
 Program Dir.-Chief Announcer. Arthur J. Metzler
 Musical Director James Scott
 Chief Engineer John Fleet

W O N D (CP)

OAK RIDGE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Highlands Bcstrs., Inc.

W P T N (CP)

PARIS

Frequency: 910 Kc. Power: 1000 Watts d.
 Owned-Operated By. Broadcasters Associates
 Partners. . . James H. McKee, Odes E. Robinson

W T P R

PARIS—EST. 1946

KBS

Frequency: 710 Kc. Power: 250 Watts
 Owned-Operated By. Kentucky Lake Bcstg.
 System, Inc.

Business Address Box 240
 Phone Number 1700-1701
 Studio Address 100½ Market St.
 Transmitter Location. . . Clifty Rd., off High-
 way 69

Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Thomas F. Clark
 President, General-Station

Manager E. Weeks Smith
 Commercial-Sales Promotion Manager,
 Publicity Director. Parkman R. Feezor
 Program Director Bettye Baggett
 Production Manager,

Chief Announcer Joseph A. Brandt
 Musical Director James A. Brice
 Chief Engineer Carlos Steele
 Farm Editor Ernest Greer

W K S R

PULASKI—EST. 1947

MBS

Frequency: 730 Kc. Power: 250 Watts
 Owned By Pulaski Broadcasting Co.
 Operated By. . Robert W. Rounsaville, Partner
 Business-Studio Address. . Radio Bldg., P. O.
 Box 1050

Phone Number 661 & 634
 Transmitter Location. . Lawrenceburg Highway
 Air Time Local Sunrise-Local Sunset
 News Service UP
 President-Partner, General

Manager Robert W. Rounsaville

Station-Commercial Mgr. Virgil Trimm
 Sales Promotion Manager, Publicity
 Director Hugh Brewer
 Program Director, Production
 Manager Bill Schoocraft
 Chief Announcer, Farm Editor. Joe Price
 Chief Engineer. Elton Chick

W H A L

SHELBYVILLE—EST. 1946

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Shelbyville Bcstg. Co.
 Business Address. 112½ East Side Square
 Partners. J. O. Fly, Sr.,
 Geo. F. Fly, Harvard P. Smith

W J I G (CP)

TULLAHOMA

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By. Tri-Cities Bcstg. Co.
 Business Address. Box 411
 Partners. Raymond L. Prescott, Jr. and
 Henry L. Wilson

W E N K

UNION CITY—EST. 1946

MBS—DIXIE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Union City Bcstg. Co.
 Business-Studio Address. . First & Washington
 St.

Phone Number 1240
 Transmitter Location. . . U. S. Highway No.
 45, 1½ miles N. E. of City

Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB

President, Station Mgr. B. Cary Brummel
 General Manager A. B. Robinson
 Commercial Manager. David Capps
 Program Director James Blaine
 Production Manager. Lou Wrather
 Publicity Director. Charles Black
 Chief Announcer. Jack Dill
 Musical Director. John Roach
 Chief Engineer. James Thomas
 Farm Editor. Hank Huggins

W C D T (CP)

WINCHESTER

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Arthur D. Smith, Jr.
 Owner. Arthur D. Smith

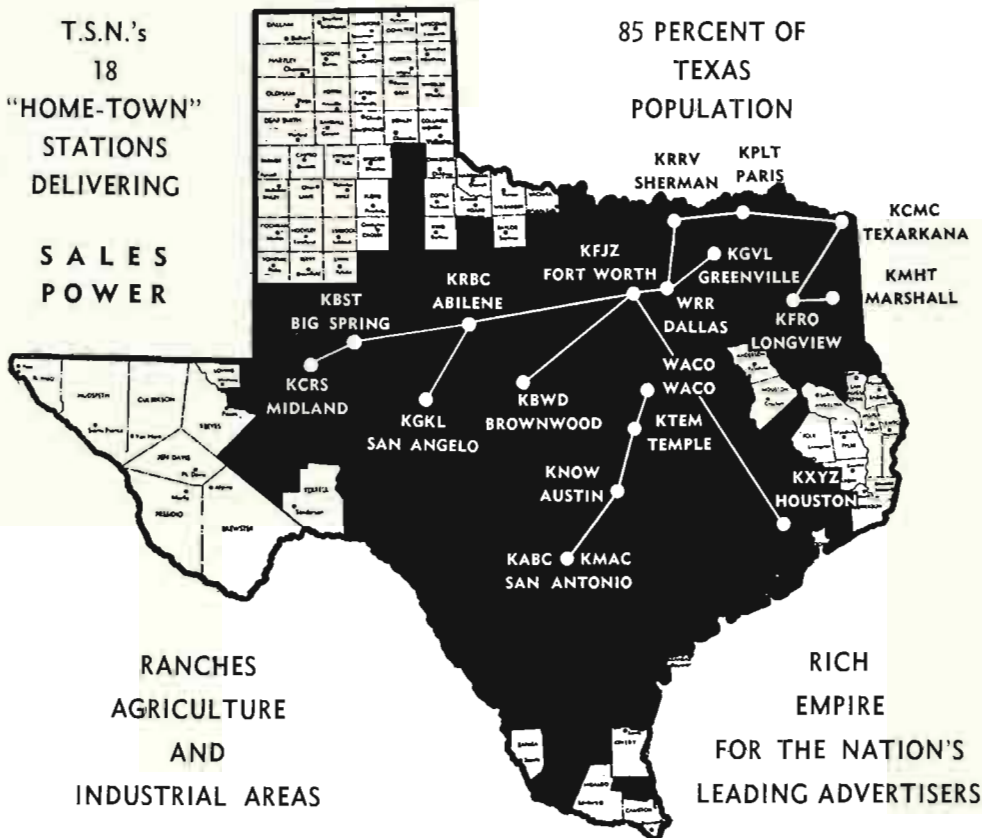
TEXAS' 4 MAJOR MARKETS . . .

COVERED BY T.S.N.

T.S.N.'s
18
"HOME-TOWN"
STATIONS
DELIVERING

SALES
POWER

85 PERCENT OF
TEXAS
POPULATION



RANCHES
AGRICULTURE
AND
INDUSTRIAL AREAS

RICH
EMPIRE
FOR THE NATION'S
LEADING ADVERTISERS

WITH T.S.N.'s ONE PACKAGE, YOU CAN COVER THE G-R-E-A-T
MARKETS OF TEXAS
HERE IS THE MARKET DATA!

Population	5,814,500
Families	1,608,500
Retail Sales	\$3,559,325,000
Food Store Sales.....	839,761,000
Gen. Mdse. Store Sales.....	562,729,000
Drug Store Sales.....	159,322,000
Effective Buying Income.....	5,284,363,000
Gross Farm Dollars.....	932,995,000

Source: Sales Management's Survey of Buying Power,
May 10, 1947.

TEXAS STATE NETWORK

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVE

WEED AND COMPANY

NEW YORK • BOSTON • DETROIT • CHICAGO • ATLANTA • SAN FRANCISCO • HOLLYWOOD

TEXAS

Estimated Population 7,118,000—% Increase +11.0—Radio Homes 1,481,168
Farms with Radios 267,440—Stations in State 131

K R B C

ABILENE—EST. 1936

ABC—TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Reporter Bcstg. Co.
Business Address.....Abilene, Texas
Phone Number.....6255
Studio Address.....Windsor Hotel
Transmitter Location.....341 Ambley Ave.
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Thesaurus, Lang-Worth
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....M. B. Hanks
Vice President, Station Mgr....Howard Barrett
Commercial Manager.....Forest Lane
Program Director.....Bro Mingus
Production Manager.....Dorothy Estep
Publicity Director.....Charles Manes
Chief Engineer.....J. B. Casey

K B K I

ALICE—EST. 1947

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Alice Bcstg. Co.
Business Address.....P. O. Box 731
Phone Number.....1360-8
Studio Address.....Alice Hotel
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Lang-Worth, Capitol
Representative.....Donald Cooke, Gene Grant
Membership.....NAB
President.....E. G. Lloyd, Jr.
General-Station Manager.....Leon Lloyd
Program Director.....Jaye Allyn Frye
Chief Engineer.....John H. Mayberry

K V L F

ALPINE—EST. 1947

MBS—SOUTHWEST NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address.....P. O. Box 779
Phone Number.....37
Studio Address.....Holland Hotel
Air Time.....15 hrs. daily
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Katz Agency
Membership.....NAB
President.....Barney H. Hubbs
General Manager.....Jack Hawkins
Station Manager.....George H. Peters, Jr.
Commercial Manager.....George Peters
Chief Engineer.....Jack Cecil

K A M Q

AMARILLO—EST. 1947

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Top of Texas Bcstg. Co.
Business Address.....1301 Polk St.
Phone Number.....2-6543
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Griffith
President.....Walter G. Russell
General Manager.....W. J. Dickerson
Commercial Manager.....Jack Petrie
Promotion Manager.....W. J. Dickerson
Program Director.....Ray Whitworth
Chief Engineer.....Stewart Parsons

K F D A

AMARILLO—EST. 1939

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Amarillo Bcstg. Corp.
Operated By.....Gilmore Nunn, J. Lindsay Nunn
Business-Studio Address.....109 E. 5th St.
Phone Number.....5343
Transmitter Location.....109 E. 5th St.
Air Time.....6 a.m.-12 p.m.; 7 a.m.-12 p.m., Sun.
News Service.....UP
Transcription Service.....World, Capitol
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Gilmore Nunn
General-Commercial Mgr.....H. P. Roberson
Program Director.....Bill Fairley
Publicity Director.....Bill Kelley
Chief Announcer.....Noel Luddy

K G N C

AMARILLO—EST. 1922

NBC—LONE STAR CHAIN

Frequency: 710 Kc.....Power: 10000 Watts d.,
1000 n.
Owned-Operated By.....Plains Radio
Broadcasting Co.
Address.....Radio Building, 8th & Harrison
Phone Number.....4242
Transmitter Location.....Bellaire Park
Air Time.....18 hours per day
News Service.....AP & UP
Transcription Service.....Lang-Worth, Standard,
M. M. Cole
Representative.....Taylor Howe Snowden, Radio
Sales
Membership.....NAB, BMB
President.....Gene A. Howe
Exec. General Mgr.....O. L. Taylor
General Manager.....Aubrey Jackson
Program Director.....Bob Watson
Chief Engineer.....William H. Torrey

K V A I

AMARILLO—EST. 1947

MBS

Frequency: 940 Kc. Power: 1000 Watts
 Owned-Operated By..Plains Empire Bcstg. Co.
 Business Address.....1014 W. 7th St.
 Phone Number.....2-6773
 News Service.....UP
 President-General Mgr.....Lonnie J. Preston
 Commercial Manager.....Jim Rennie
 Chief Engineer.....George McBride

K B U D (CP)

ATHENS

Frequency: 1410 Kc. Power: 250 Watts d.
 Owned-Operated By..The Henderson County
 Bcstg. Co.
 Business Address.....3524 S. Henderson St.,
 Fort Worth
 Partners.....J. B. McNutt, Jr., Merl Saxon

K N O W

AUSTIN—EST. 1926

TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..Frontier Bcstg. Co., Inc.
 Business-Studio Address..520 Capital National
 Bank Bldg.
 Phone Number.....2-6213
 Transmitter Location.....First & Tillery Sts.
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Weed
 Membership.....NAB, BMB
 President.....Gene L. Cagle
 Station Manager.....Louis R. Cook
 Commercial Manager.....M. H. Coleman
 Program-Publicity Director...Conrad Vernon
 Musical Director.....Marjorie Doggett
 Chief Engineer.....James E. Lewis

K T B C

AUSTIN—EST. 1939

CBS

Frequency: 590 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Texas Bcstg. Corp.
 Business-Studio Address.....Brown Bldg.,
 P. O. Box 717
 Phone Number.....2-2424
 Transmitter Location.....Manchaca Rd.
 Air Time.....18½ hrs. daily; 18 hrs. Sun.
 News Service.....UP
 Transcription Service.....World
 Membership.....Taylor-Howe-Snowden
 Membership.....NAB
 President.....Claudia T. Johnson

Vice President, General-Station

Manager.....J. C. Kellam
 Sales Manager.....Willard Deason
 Publicity Director.....Harvey O. Payne
 Chief Announcer.....Jack Gwyn
 Musical Director.....Christine Tinsley
 Chief Engineer.....Frank W. Yeagley
 Farm Editor.....K. D. Willingham

K T X N (CP)

AUSTIN

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Thomas G. Harris
 General Manager.....Thomas G. Harris

K V E T

AUSTIN—EST. 1946

MBS

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Austin Bcstg. Co., Inc.
 Business-Studio Address...113 West 8th St.,
 Box 116
 Phone Number.....88521
 Transmitter Location.....Old Burnet Rd.
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe
 Membership.....NAB
 President, General-Station
 Manager.....John B. Connally
 Commercial-Sales Promotion Mgr..J. J. Pickle
 Program-Publicity Director, Production
 Manager.....Fred M. Caldwell
 Musical Director.....Carl F. Mann
 Chief Engineer.....Frank Yeagley

K R U N

BALLINGER—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..Runnels County Bcstg.
 Co.
 News Service.....AP
 Transcription Service.....Standard
 President-General Manager.....R. E. Bruce
 Program Director.....J. M. Isaacs
 Chief Engineer.....J. O. Braden

K I O X

BAY CITY—EST. 1947

MBS

Frequency: 1270 Kc. Power: 1000 Watts
 Owned By.....Bay City Bcstg. Co.
 Operated By.....J. G. Long
 Business Address.....Box 1391
 Phone Number.....642-3
 Studio-Transmitter Location..State Highway 35,
 2 mi. from Bay City city limits, E.
 Air Time..6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.

News Service AP
 Transcription Service Thesaurus
 Representative Homer Griffith
 Membership NAB, BMB
 President, Managing Director J. G. Long
 General Manager Verne V. Trembley
 Station Manager Royce A. Collier
 Commercial Manager George S. Lanham
 Program Director Mrs. Olgie Premont
 Production Manager Joseph Zimmerman
 Publicity Directors Verne Trembley,
 Royce Collier
 Chief Announcer Bob Premont
 Musical Director Roy Nichols
 Chief Engineer Frank Woods

K F D M
 BEAUMONT—EST. 1924
 ABC

Frequency: 560 Kc. Power: 1000 Watts
 (CP 5000 Watts)
 Owned-Operated By Beaumont Bcstg. Corp.
 Business Address P. O. Box 2950
 Phone Number 2-7758
 Studio Address Edson Hotel, Cor. Liberty &
 Pearl Sts.
 Transmitter Location Cor. Doucette &
 Grove Sts.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth, Standard
 Representative Free & Peters
 Membership NAB, BMB
 President D. A. Cannan
 General-Station Manager C. B. Locke
 Commercial Manager Ed. E. Carroll
 Sales Promotion Manager Helen Caldwell
 Program Director Dave Russell
 Production Manager Conrad Bering
 Publicity Director Ralph Ramos
 Chief Announcer Jim Griffith
 Chief Engineer Lawrence Sanders

K P B X
 BEAUMONT—EST. 1947

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Operated By KP BX Bcstg. Co.
 Business-Studio Address New Crosby Hotel
 Phone Number .. Studios: 2-0201; Transmitter:
 715
 Transmitter Location 4945 Fannett Rd.
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard, MacGregor,
 SESAC
 Representative Forjoe
 Membership NAB
 President, General-Station-Commercial
 Manager Wm. Paul Beville
 Program-Musical Director James Simmons
 Chief Engineer R. H. Murdock

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
 News Service AP
 Transcription Service Thesaurus,
 Capitol, Associated
 Membership NAB, BMB
 President-Owner E. C. Davis
 General Manager Phillip E. Dusenbury
 Chief Engineer M. J. Easterwood, Jr.

K T R M
 BEAUMONT—EST. 1947
 KBS

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By KTRM, Inc.
 Business Address 230 Orleans St.
 Phone Number 2-8478
 News Service AP, INS
 Transcription Service World
 President-General Manager Jack Neil
 Commercial Manager G. L. Kirk
 Chief Engineer Ben F. Hughes

A STRATEGIC SPOT

Play your radio shots so you won't miss. In this very important THREE KEY CITY MARKET . . . Beaumont, Port Arthur, and Orange . . . your sure shot is KFD M!

BEAUMONT TEXAS
KFD M
 560 KC. 1000 WATTS

REPRESENTED BY
FREE & PETERS, INC.
 AFFILIATED WITH
 MODERN BROADCASTING CO. INC.

K B S T

BIG SPRING—EST. 1936

ABC—TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Big Spring Herald
 Bcstg. Co., Inc.
 Business-Studio Address 702 Johnson St.
 Phone Number 1500
 Transmitter Location . . . 1 mi. N.E. of Big Spring
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative John E. Pearson
 Membership NAB, BMB
 General-Station Manager Jack Wallace
 Commercial-Sales Promotion Mgr. Bill Cox
 Program-Publicity Director Lloyd Hawkins
 Chief Engineer Andrew Jones

K F Y N (CP)

BONHAM

Frequency: 1420 Kc. Power: 250 Watts
 Owned-Operated By Frank Svoboda

K H U Z

BORGER—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By R. G. Hughes
 Business Address Highway 117
 Phone Number 1600
 Studio-Transmitter Location . . . Off Highway 117,
 Clayton St.
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth, World
 SESAC
 Membership NAB
 President-Owner R. G. Hughes
 General Manager Wayne Phelps
 Sales Manager Les Helmes
 Program Director Hal Moon
 Chief Engineer Herman Kreiger

K N E L

BRADY—EST. 1935

KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By G. L. Burns
 Business Address Brady, Texas
 Phone Number 77
 Studio Address Brady, Texas
 Transmitter Location 1 mi. E. of Brady
 Air Time Unlimited
 News Service AP
 General Station Manager G. L. Burns
 Commercial-Sales Promotion Mgr. C. D. Reed
 Program Director Gene Burns
 Chief Engineer Cecil Nelin

K S T B

BRECKENRIDGE—EST. 1947

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By . . . Stephens County Bcstg.
 Co.
 Business Address Miller Bldg.
 Partners Robert W. Chapman,
 Manning L. Trammell

K W H I

BRENHAM—EST. 1947

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Thomas S. Whitehead
 News Service UP
 Transcription Service Lang-Worth
 President-General Mgr. Tom S. Whitehead
 Chief Engineer H. B. Balch

K V A L

BROWNSVILLE—EST. 1946

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By KEEW, Ltd.
 Address 2701 San Benito Highway
 Phone Number 1273
 Transmitter Location 2701 San Benito
 Highway
 Air Time 6 a.m. to Midnight
 News Service AP
 Representative Free & Peters
 Membership NAB, BMB
 President T. Frank Smith
 General Manager Byron Winstead
 Commercial Manager Dick Smith
 Promotion Manager Duane McCoy
 Program Director Fred McCall
 Chief Engineer Leonard Dutton

K B W D

BROWNWOOD—EST. 1941

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1380 Kc. Power: 1000 Watts d.:
 500 Watts n.
 Owned By Brown County Bcstg. Co.
 Operated By Wendell Mayes
 Business-Studio Address 800 Hawkins St.
 Phone Number 2401-2
 Transmitter Location Williams Ranch Rd.
 Air Time 18 hrs. daily; 17 hrs. Sun.
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB
 President, General-Station
 Manager Wendell Mayes
 Commercial Manager F. T. Wilson
 Program Director Howard Edwards
 Chief Announcer William T. Field
 Chief Engineer A. W. Stewart

KORA

BRYAN—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Bryan Bcstg. Co.
 Business Address 305 W. 26th St.
 Phone Number 2-1451
 News Service AP
 Transcription Service Thesaurus
 Owner-General Manager David C. Jones, Jr.
 Commercial Manager Maxine Saunders
 Promotion Mgr.-Program Dir. Cecil Beardon
 Asst. Mgr. & Chief Engineer Robert M. Shuffler

KCTX

CHILDRESS—EST. 1947

MBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By Golden West Bcstg.
 Business-Studio Address 217½ North Main
 Phone Number 1086
 Transmitter Location ½ mi. S.W. of Childress
 Air Time Local sunrise-local sunset
 News Service AP
 Membership NAB
 President, Commercial Mgr. Richard M. Hagan
 General-Station Manager George D. Cowan
 Program Director James D. Abbott
 Publicity Director Peggy Bellah
 Chief Engineer Hal S. Christensen

KCLE

CLEBURNE—EST. 1947

Frequency: 1120 Kc. Power: 250 Watts d.
 Owned-Operated By Marti, Inc.
 Business-Studio Address 919 North Main
 Phone Number 1025-6; Transmitter 181
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Capitol
 Membership NAB
 General Mgr., Chief Engineer: George W. Marti
 Station Manager Jo C. Marti
 Commercial Manager John Marti
 Program Director Billie D. Moorman
 Farm Editor C. A. Munch

KSTA

COLEMAN—EST. 1947

Frequency: 1000 Kc. Power: 250 Watts d.
 Owned-Operated By Coleman County Bcstg. Co.
 Business Address Box 827
 Phone Number 8406
 News Service UP
 Transcription Service Capitol
 General Manager Jack South
 Chief Engineer A. W. Stewart

WTAW

COLLEGE STATION—EST. 1921

ABC

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By A. & M. College of Texas
 Business Address College Station
 Phone Number 4-6724
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Homer Griffith
 Membership NAB, BMB
 Station-Commercial Manager W. R. Pierre
 Sales Promotion Manager B. J. Cook
 Publicity Director Mary Jo Trimble
 Chief Engineer Frank J. Sosolik
 Farm Editor Andy Adam

KEYS

CORPUS CHRISTI—EST. 1941

CBS

Frequency: 1440 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Nueces Bcstg. Co.
 Business-Studio Address Centre Theatre Bldg.
 Phone Number 2-7411
 Transmitter Location Cantwell Lane
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 General Manager Bill Hughes
 Station-Commercial Manager Kelly Wolford
 Program Director Bill McRae
 Production Manager Mary Ann Adams
 Publicity Director Roamsay Minnich
 Chief Announcer, Musical Dir. Ralph Davis
 Chief Engineer Harold Griffith

KRIS

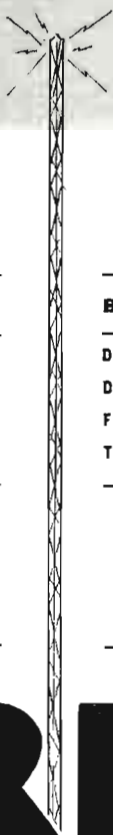
CORPUS CHRISTI—EST. 1937

NBC—TEXAS QUALITY NETWORK

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Gulf Coast Bcstg. Co.
 Business-Studio Address P. O. Box 840
 Phone Number 6354
 Transmitter Location Shore Drive
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Representative Free & Peters
 Membership NAB, BMB
 President, General-Station Mgr. T. Frank Smith
 Commercial Manager W. M. Eikner
 Promotion Manager Jack Lozier
 Program Director, Production
 Manager Charles Nethery
 Chief Engineer Ted Gilliland

KRLD

Oldest CBS AFFILIATE IN TEXAS ★ ONLY FULL-TIME 50,000-WATT STATION SERVING THE BIG DALLAS-FORT WORTH *Area!*



BMB DATA — NIGHTTIME

BMB %	No. of Counties	1946 Radio Families	Families Nighttime Audience
DALLAS 93%		96,600	90,520
Dallas County 92%		128,720	118,890
FORT WORTH 88%		64,650	56,910
Tarrant County 87%		79,850	69,450
50% or more	126	693,350	531,290
40% " "	182	861,430	606,010
30% " "	249	1,028,750	661,970
20% " "	362	1,320,120	730,870
10% " "	597	2,111,860	842,560

BMB DATA — DAYTIME

BMB %	No. of Counties	1946 Radio Families	Families Daytime Audience
DALLAS 81%		96,600	79,030
Dallas County 81%		128,720	104,230
FORT WORTH 75%		64,650	48,620
Tarrant County 77%		79,850	61,680
50% or more	104	979,980	494,840
40% " "	138	1,086,900	542,920
30% " "	172	1,187,690	578,030
20% " "	236	1,459,310	654,200
10% " "	335	1,770,240	692,670

Number 1
Radio Station

KRLD

Number 1
Radio Market South

The Times Herald Station

Represented by the Branham Company

KSIX

CORPUS CHRISTI—EST. 1947

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Corpus Christi Bcstg. Co.
 Inc.
 Business-Studio Address. 533 Upper N.
 Broadway
 Phone Number 2-9242
 Transmitter Location. Whelan Dr.
 Air Time. 6 a.m.-12 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 Membership NAB
 President, General-Station
 Manager. Vann M. Kennedy
 Commercial Manager. Charles R. Manning
 Sales Promotion Manager. Ray Lewis
 Program-Musical Director, Production Manager,
 Chief Announcer. Jack Foster
 Publicity Director. Mary Tompkins
 Chief Engineer. Troy Whitiker

KWBU

CORPUS CHRISTI—EST. 1943

Frequency: 1030 Kc. Power: 50,000 Watts d.
 Owned By. Baylor University of Waco, Texas
 Operated By. Radio Station WKBJ (Depart-
 ment of Baylor University)
 Business Address. P. O. Box 898
 Phone Number 5258
 Studio Address. White Plaza Hotel
 Transmitter Location. Gregory, Texas
 Air Time. Daytime license
 News Service AP
 Representative Branham
 General Manager. Carr P. Collins
 Station Manager. Homer Hogan
 Program Director, Farm Editor. Bob McBride
 Chief Announcer. Martin Lucas
 Musical Director. Rose Belek
 Chief Engineer. Nestor Cuesta

KAND

CORSICANA—EST. 1937

KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Alto, Inc.
 Business-Studio Address. State National
 Bank Bldg.
 Phone Number 2486-7-8
 Transmitter Location. U. S. Highway 75
 Air Time. 6 a.m.-11 p.m.
 News Service UP
 Transcription Service. Standard, Thesaurus,
 Cole
 Representative Branham
 Membership NAB, BMB
 Vice President. J. C. West
 General Manager. Ernest T. Jones
 Chief Engineer. E. R. Hellums

KIXL

DALLAS—EST. 1947

Frequency: 1040 Kc. Power: 1000 Watts d.
 Owned-Operated By. Variety Bcstg. Co., Inc.
 Business-Studio Address. 1401 S. Akard St.
 Phone Number. Riverside 4521
 Air Time. Local sunrise-local sunset
 News Service AP
 Transcription Service. World, Standard
 Representative William G. Rambeau
 Membership NAB
 President, General Manager. Lee Segall
 Station Manager. Tom Massey
 Program Director. Charles Payne
 Production Manager. John Wilson
 Chief Engineer. Bob Tripp

KLIF

DALLAS—EST. 1947

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By. Trinity Bcstg. Corp.
 Business-Studio Address. Chif Towers Hotel,
 Phone Number. W-0328
 Air Time. Local sunrise-local sunset
 News Service UP
 Transcription Service Associated
 Representative. Burke, Kuipers & Mahoney
 Membership NAB
 President. Barton R. McLendon
 Executive Director. Gordon B. McLendon
 Station-Commercial Mgr. Aubrey H. Escoe
 Promotion Director. David A. Ward
 News Director, Farm Editor. Loren Watson
 Publicity Director. David A. Ward
 Chief Engineer. Glenn Callison

KRLD

DALLAS—EST. 1926

CBS

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Operated By. KRLD Radio Corp.
 Business-Studio Address. Hotel Adolphus
 Phone Number Central 6811
 Transmitter Location. Garland, Texas
 Air Time. 5:30 a.m.-2 a.m.
 News Service. AP, INS
 Transcription Service. Standard, Capitol
 SESAC
 Representative Branham
 Membership NAB, BMB
 Chairman of Board. Tom C. Gooch
 President. John W. Runyon
 Managing Director. Clyde W. Rembert
 Commercial Manager. Wm. A. Roberts
 Sales Promotion-Asst. Manager, Publicity
 Director J. W. Crocker
 Program Director. Roy George
 Production Manager. John Hicks
 Chief Announcer. Ves R. Box
 Musical Director. Hugh Fowler
 Chief Engineer. Roy M. Flynn

DOWN TEXAS WAY...



use Station

WFAA

RADIO SERVICE OF THE DALLAS MORNING NEWS

TO MAKE

Sales the Easy Way!

It's as simple as

1 • 2 • 3

**to make the rich
DALLAS - FT. WORTH
market *PAY!***

1

**STATION
W F A A**

2

**FREQUENCIES
820 + 570**

3

**NETWORKS
NBC-ABC-TQN**

★ Advertisers who use WFAA to cover the Dallas-Fort Worth market get what they want—*complete coverage from one Station, on two frequencies, and with the top attractions of three networks, to provide greater audience appeal and sales impact on the Southwest's greatest market.*

Station **WFAA**
DALLAS, TEXAS

and
WFAA
F M

★ Now—WFAA-FM is operating with 14,000 watts, radiated power at 98 Megacycles—Channel 250, bringing to the Dallas-Fort Worth markets this new form of radio service with all of the advantages this finer, better broadcasting offers.

Represented Nationally

EDWARD PETRY and COMPANY

K S K Y

DALLAS—EST. 1941

Frequency: 660 Kc. Power: 1000 Watts d.
Owned-Operated By. Sky Bcstg. Service
Business-Studio Address. Hotel Stoneleigh,
2927 Maple Ave.

Phone Number. Central 6193-4
Transmitter Location. Bruton Rd., Dallas
County

Air Time. 6 a.m.-local sunset
News Service. AP
Transcription Service. Associated
Membership. NAB
President. A. L. Chilton
Station-Commercial-Sales Promotion

Manager. R. G. Terrill
Program Director. Leonard Holland
Chief Announcer, Farm

Editor. Richard F. Parker
Musical Director. John A. Hitt
Chief Engineer. Morris M. Ming

W F A A

DALLAS—EST. 1922

NBC—ABC—TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50,000 Watts
(570 Kc.) (5000 Watts)
Owned-Operated By. A. H. Belo Corp.
Business Address. 815 Commerce St.
Phone Number. Central 2451
Studio Address. 1122 Jackson St.
Transmitter Location. Grapevine, Texas;
Arlington, Texas

Air Time. 18 hrs. daily (dividing time on 820
and 570 Kc. with Fort Worth)

News Service. AP, UP
Transcription Service. Lang-Worth, Thesaurus
Representative. Edward Petry
Membership. NAB, BMB
President. E. M. Dealey
General Manager. Martin B. Campbell
Commercial Manager. Ralph W. Nimmons
Sales Promotion Manager. Robert E. Summers
Program Director. Ralph K. Maddox
Production Manager. Elliott Robertson
Publicity Director. Louis Breault
Chief Announcer. Hal Thompson
Chief Engineer. Raymond Collins
Farm Editor. Murray Cox

W R R

DALLAS—EST. 1920

MBS—TEXAS STATE NETWORK

Frequency: 1310 Kc. Power: 5000 Watts d.
Owned-Operated By. City of Dallas, Texas
Business-Studio Address. Municipal Radio
Bldg., State Fair Grounds

Phone Number. Tenison 3-6101
Transmitter Location. White Rock Lake

Air Time. 5:30 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service. AP
Representative. Weed
Membership. NAB, BMB
Chairman. E. O. Cartwright
General-Station Mgr. Charles B. Jordan
Commercial Manager. Dale Drake
Program Director. Pete Teddlie
Production Manager. Roy I. Newman
Publicity Director. Pete Teddlie
Musical Director. James Thornhill
Chief Engineer. Durward J. Tucker
Farm Editor. Al Jones

K D L K

DEL RIO—EST. 1947

MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Del Rio Bcstg. Co.
Phone Number. 1150
Representative. Griffith
President-General Mgr. James A. Clements
Promotion Manager. Gonzalo G. Moyo
Program Director. John Harris
Chief Engineer. Norman Lassetter

K D N T

DENTON—EST. 1938

KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Harwell V. Shepard
Address. Radio Center
Phone Number. 276
Transmitter Location. Highway No. 24
Air Time. 7 a.m. to 10 p.m.
News Service. UP
Transcription Service. Thesaurus
Membership. BMB
Owner-Gen. Manager. Harwell V. Shepard

K U R V

EDINBURG—EST. 1947

Frequency: 710 Kc. Power: 250 Watts d.
(CP 1000 d. & n.)

Owned-Operated By. James Cullen Looney
Business-Studio Address. San Antonio Highway
Phone Number. 710
Transmitter Location. 2 mi. N. of Edinburg
Air Time. Local sunrise-local sunset
News Service. UP
Transcription Service. World
Representative. Forjez
Membership. NAB, BMB
President-Owner. James Cullen Looney
General-Commercial Mgr. Louis Aiken, Jr.
Station-Sales Promotion Mgr. Jane Trimmer
Program Director. Stuart Graymount
Production Manager. Allan Dale
Chief Engineer. Warren Chase

QUIZ QUICKIES

(FOR SHREWD TIME-BUYERS)

1. Why do we use a double-barrel shotgun?

To get the bird! Two shots *double* your chances of getting the big ones.



KFJZ

WRR



2. Why do we use the KFJZ-WRR combination in Ft. Worth-Dallas?

To get the sale! Two stations for one price give you a *double shot* at this rich market.

Fort Worth-Dallas Area

Population 1,900,000

Buying Income \$2,000,000,000

Radio Homes 410,033



NATIONAL REPRESENTATIVE
WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

KELP

EL PASO—EST. 1947

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By Paso Bcstg. Co., Inc.
 Business-Studio Address 106 Texas St.,
 P. O. Box 1348
 Phone Number 3-3658
 Transmitter Location 1 mi. E. of El Paso on
 Highway 80
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Capitol
 Representative John E. Pearson
 Membership BMB
 President Ed V. Mead
 General Manager, Sec.-Treas. Tim Carroll
 Commercial Manager J. J. Walden, Jr.
 Chief Engineer Jesse M. Neil, Jr.

KEPO

EL PASO—EST. 1947

ABC

Frequency: 690 Kc. Power: 5000 Watts
 Owned-Operated By H. J. Griffith
 Business Address 2419 N. Piedras St., Dallas
 Phone Number 5-2731
 News Service UP
 Transcription Service Standard
 Representative Raymer
 President H. J. Griffith
 General Manager Willard L. Kline
 Commercial Manager Larry Clair
 Program Director John Hicks
 Chief Engineer E. L. Gernoetz

KROD

EL PASO—EST. 1940

CBS—SOUTHWEST

Frequency: 600 Kc. Power: 1000 Watts d.;
 500 Watts n. (CP 5000 d. & n.)
 Owned-Operated By Roderick Bcstg. Corp.
 Business Address P. O. Box 1799
 Phone Number 2-6551
 Studio Address 2201 Wyoming St.
 Transmitter Location Hammett Blvd.
 Air Time Unlimited
 News Service AP, INS
 Transcription Service Associated, Standard,
 Cole
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 President Dorrance D. Roderick
 General Manager Val Lawrence
 Sales Promotion Manager Frank Junell
 Program Director Ted Hunt
 Production Manager Dick Weaver
 Publicity Director Tom Wisehart
 Chief Engineer Edward P. Talbot
 Farm Editor Robert Canavan

KSET

EL PASO—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Sunland Bcstg. Co.
 Business Address 307 Mills St.
 Phone Number 3-2693
 News Service AP
 Transcription Service World, Long-Worth
 President Edward D. Hodge
 General Manager Vincent W. McConn
 Commercial Manager William H. Gerlach
 Program Director David E. Bigley
 Chief Engineer Lloyd W. Hilburn

K T S M

EL PASO—EST. 1929

NBC

Frequency: 1380 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Tri-State Bcstg. Co., Inc.
 Business-Studio Address 801 N. Oregon St.
 Phone Number Main 3122
 Transmitter Location First Ave., Lower Valley,
 El Paso, Texas
 Air Time 6 a.m.-11:30 p.m. except Sat.-12 p.m.
 News Service UP
 Transcription Service Thesaurus, Lang-Worth
 Representative George P. Hollingbery
 Membership NAB, BMB
 President Mrs. Frances Walz Bredberg
 General-Station Manager Karl O. Wyler
 Commercial-Sales Promotion Manager, Publicity
 Director Roy T. Chapman
 Program Director, Production Mgr. Jack R. Rye
 Chief Announcer Allan Johnston
 Musical Director Jack B. Chapman
 Chief Engineer Kenneth J. Walton

KFJZ

FORT WORTH—EST. 1922

MBS—TEXAS STATE NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By Tarrant Bcstg. Co.
 Business-Studio Address 1201 W. Lancaster
 Ave.
 Phone Number 3-3474
 Transmitter Location Birdville, Texas
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Representative Weed
 Membership NAB
 President, General-Station Mgr. Gene L. Cagle
 Commercial-Sales Promotion Manager, Publicity
 Director Clyde D. Pemberton
 Program Director, Chief
 Announcer Walton K. Blanton
 Chief Engineer Truett Kimzey

RING COWBELL RING

A Favorite Airmark in Texas

For Over 25 Years . . .



The musical clang of the cowbell has guided worried Southwest farmers and ranchers to lost or strayed livestock for many decades.

By the same token, the cowbell airmark on WBAP has guided listeners to 820 kcs. since 1922 and 570kcs. since 1938. Here they know they're finding the very cream of radio entertainment.

So it is with WBAP's long, quarter-century list of prestige clients. To them the cowbell means RESULTS--results obtained by these millions of loyal listeners, lasting production and a truly great coverage.

Check the facts with WBAP or Free and Peters today. Put a cowbell around the neck of your lost or strayed sales in this rich Ft. Worth-Dallas market area.

In operation this year--WBAP-TV and WBAP-FM.

ABC
370 Kc.
5,000 watts

NBC
820 Kc.
50,000 watts



WBAP
THE STAR-TELEGRAM STATION
SINCE 1922

Lone Star
Chain

Texas Quality
Network

FORT WORTH 2, TEXAS

Arnon Carter, Pres.
Harold Hough, Dir.

George Cranston, Mgr.
Keith Baldwin, Com. Mgr., AM

Roy Bacus, Com. Mgr., TV

FREE & PETERS, INC. National Representatives

Ft. Worth
Star-Telegram Bldg.
3-1224

Dallas
1260 Petroleum Bldg.
Embroider 4355

San Francisco
48 Ruten
Sutter 4153

Atlanta
322 Palmer Bldg.
Main 3647

New York
444 Madison Ave.
Rm. 5-4130

Chicago
180 N. Michigan
Franklin 6373

Minneapolis
3102 Hennepin
Hennepin 2151

KWBC

FORT WORTH—EST. 1946

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By Worth Bcstg. Co.
 Business-Studio Address Houston & 9th
 Phone Number 2-9231
 Transmitter Location Old Denton Rd. in
 Tarrant County
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard, McGregor
 Representative Rambeau
 Membership NAB
 President P. W. Seward
 General-Station Manager Forrest Wallace
 Program Director, Production
 Manager Ralph Widman
 Chief Engineer Melvin Parsons
 Farm Editor Lewis Love

KCNC

FORT WORTH—EST. 1946

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Operated By Blue Bonnet Bcstg. Corp.
 Business Address 705½ Main St.
 Phone Number 2-7175
 News Service AP
 Transcription Service Lang-Worth, Capitol
 Representative Walker
 President-General Mgr. J. H. Speck
 Vice President A. Earl Cullum, Jr.
 Secy.-Treas. Elliott Wilkinson
 Asst. Mgr.-Tech. Dir. Jack Hopkins
 Program Director Jim Bradley
 Chief Engineer Chester Grubbs

KXOL

FORT WORTH—EST. 1947

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By Fort Worth Bcstg. Co.
 Business-Studio Address 1216 Pennsylvania
 Ave.
 Phone Number 31448
 Transmitter Location Corner Piper Lane &
 Calloway Rd.
 Air Time 18 hrs. daily
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 President F. M. Skinner
 Secretary, General-Station-Commercial
 Manager Russ N. Lamb
 Program Director, Production Manager,
 Chief Announcer Bill Herring
 Publicity Director Bob Mayberry
 Vice President, Chief Engineer John R. Crouse

WBAP

FORT WORTH—EST. 1922

NBC-ABC-LSC-TEXAS QUALITY NETWORK
 Frequency: 820 (570) Kc. Power: 50,000 Watts
 (5000 Watts)
 Owned-Operated By Carter Publications, Inc.
 Business-Studio Address Medical Arts Bldg.
 Phone Number 3-1234
 Transmitter Location Grapevine, Texas &
 Arlington, Texas
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service Cole, World
 Representative Free & Peters
 Membership NAB, BMB
 President Amon G. Carter
 Radio Director Harold V. Hough
 Station Manager George Cranston
 Natl. Sales Director Keith Baldwin
 Commercial Manager Roy I. Bacus
 Sales Promotion Manager Jack Rogers
 Program Director Ed Lally
 Production Manager A. M. Woodford
 Publicity Director Jack Rogers
 Chief Announcer Frank Mills
 Musical Director Gene Baugh
 Chief Engineer R. C. Stinson
 Farm Editor Layne Beaty

KNAF

FREDERICKSBURG—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Gillespie Bcstg. Co.
 Business-Studio Address Security State Bank
 Bldg.
 Phone Number 311
 Transmitter Location N.W. of Town
 Air Time 6:30 a.m.-10 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 General-Commercial Manager Jerry Fisher
 Program Director Betty Grobe
 Chief Engineer T. L. Kidd
 Farm Editor Mike Davis

KGAF

GAINESVILLE—EST. 1947

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Gainesville Bcstg. Co.
 Business Address Training School Road
 Phone Number 1600
 News Service AP
 Representative Thesaurus, Standard
 President Joe M. Leonard, Sr.
 General Manager Joe M. Leonard, Jr.
 Commercial Mgr. Louis C. Pitchford, Jr.
 Chief Engineer William R. Johnson

K G B C

GALVESTON—EST. 1947

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By James W. Bradner
 Business Address Commerce Bldg.
 Phone Number 4329
 News Service AP
 Transcription Service Capitol
 President-General Mgr. James W. Bradner, Jr.
 Commercial Manager Floyd Smith
 Program Director Dean Turner
 Chief Engineer Jesse Simms

K L U F

GALVESTON—EST. 1928

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By The KLUF Broad-
 casting Co.
 President Geo. Roy Clough

K C T I

GONZALES—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts d.
 Owned-Operated By Gonzales Bcstg. Co.
 Business Address 425 St. George St. (Temp.)
 Phone Number 692
 News Service AP
 Transcription Service Capitol
 Representative Gene Grant, Cooke
 Chief Owner Lawrence M. Walshak,
 Frank Wilson, Jr.
 Gen.-Commercial Mgr. Lawrence M. Walshak
 Promotion Manager Frank Wilson, Jr.
 Program Director Rosemary Hermann
 Chief Engineer Frank Wilson, Jr.

K R C T

GOOSE CREEK—EST. 1947

KBS

Frequency: 650 Kc. Power: 250 Watts d.
 Owned-Operated By Bay Broadcasting Co.
 Business Address Box 622

K R E L

GOOSE CREEK—EST. 1947

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By Tri-Cities Bcastg. Co.
 Business Address P. O. Box 419
 Phone Number 1360
 News Service UP
 Transcription Service Lang-Worth, Associated
 President Robert Matherne
 General Manager Virgil G. Evans
 Commercial Manager Isabelle McConnell
 Promotion Manager Virgil G. Evans
 Program Director Harold Orton
 Chief Engineer Harold Rench

K G V L

GREENVILLE—EST. 1946

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Truett Kimzey
 Business-Studio Address Graham-Fagg Bldg.
 Phone Number 2066
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Membership NAB
 President-Owner Truett Kimzey
 General-Station Manager Earle Fletcher
 Program Director Jimmy Jones
 Chief Engineer Tom E. Clyce

K G B S

HARLINGEN—EST. 1941

CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Harbenito Bcstg. Co., Inc.
 Business Address Box 711
 Phone Number 2200
 Air Time 5:30 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Associated, Standard,
 Capitol
 Representative Burke, Kuipers & Mahoney
 Membership NAB, BMB
 President McHenry Tichenor
 General Manager Troy R. McDaniel
 Commercial Manager Dave Bennett
 Program Director Frank Parker
 Chief Engineer W. O. Porter

K G R I

HENDERSON—EST. 1947

Frequency: 1000 Kc. Power: 250 Watts d.
 Owned-Operated By Henderson Bcstg. Co.

K A T L

HOUSTON—EST. 1947

TEXAS STATE NETWORK

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Texas Bcstrs.
 Business-Studio Address State National Bldg.
 Phone Number Preston 3108-9-10
 Transmitter Location Post Oak Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Weed
 Membership NAB
 President William Harry Talbot
 General-Station Mgr. King Howard Robinson
 Commercial Manager William C. Burks
 Sales Promotion Manager Geneva Bond
 Program Director William S. Newkirk
 Production Manager Larry Blieden
 Chief Engineer John O. Webb

KLEE

HOUSTON

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....W. Albert Lee
 Business Address.....Milby Hotel
 Phone Number.....Preston 1161
 Transcription Service.....World
 Representative.....Raymer
 President.....W. Albert Lee
 General Manager.....Ray E. Bright
 Program Director.....Winthrop C. Sherman
 Chief Engineer.....Paul Huhndorff

KPRC

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Houston Post Co.
 Business-Studio Address.....Lamar Hotel
 Phone Number.....Fairfax 7101
 Transmitter Location.....Deepwater, Texas
 Air Time.. 5:30 a.m.-12 M.; 6 a.m.-12 M., Sun.
 News Service.....AP
 Transcription Service...Thesaurus, Standard
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President-Owner.....W. P. Hobby
 General Manager.....Jack Harris
 Commercial Manager.....Jack McGrew
 Sales Promotion Manager...Chas. C. Dyer, Jr.
 Production Manager.....William Sprague
 Publicity Director.....Barbara Liggett
 Chief Engineer.....Harvey Wheeler
 News Editor.....Pat Flaherty

KTHT

HOUSTON—EST. 1944

MBS

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....Texas Star Bcstg.
 System
 Business-Studio Address.... 4000 S. Main St.
 Phone Number.....Capitol 6246
 Transmitter Location... La Porte Highway at
 San Jacinto Monument
 Air Time..... 6 a.m.-2 a.m.
 News Service.....UP
 Transcription Service.....Associated, Capitol
 Representative.....Walker
 Membership.....NAB, BMB
 President.....Roy M. Hofheinz
 Attorney-Executive Asst.... John Erle Stephen
 General-Station-Commercial-Sales Promotion
 Manager.....Ted Hills
 Program Director, Production
 Manager.....Jack Edmonds
 Public Relations.....John Erle Stephen
 Musical Director.....Glenn Miller
 Chief Engineer.....Louis Jelly

KTRH

HOUSTON—EST. 1930

CBS

Frequency: 740 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KTRH Bcstg. Co.
 Business-Studio Address.....Rice Hotel
 Phone Number.....Preston 4361
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair
 Membership.....NAB, BMB
 Station Manager.....B. F. Orr
 Commercial Manager.....Ray Herndon
 Program Director.....Ted Nabors
 Production Manager.....Edward Fritsch
 Publicity Director.....George McCormack
 Chief Engineers.....Lester Mullan, Tom Hiner
 Farm Editor.....George Roesner

KXYZ

HOUSTON—EST. 1930

ABC

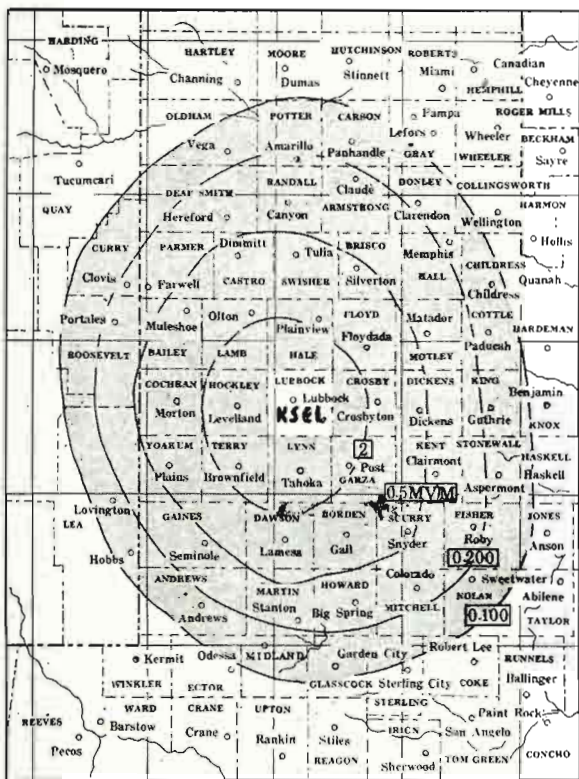
Frequency: 1320 Kc.....Power: 5000 Watts
 Owned By.....Harris County Bcst. Co.
 Business-Studio Address..Fifth Floor Gulf Bldg.
 Phone Number.....Capitol 6151
 Air Time.....20 hrs. daily
 News Service.....AP
 Transcription Service...Lang-Worth, Standard
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President-Owner.....M. Tilford Jones
 Station Manager.....R. H. Reinecker
 Sales & Commercial Mgr....Wm. F. Bennett
 Sales Promotion Manager...Arthur I. Finger
 Production Manager.....Bob Blase
 Publicity Director.....Audrey Jones Beck
 Chief Engineer.....Gerald R. Chinski

KSAM

HUNTSVILLE—EST. 1938

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....J. G. Long, et al
 Business Address.....P. O. Box 312
 Phone Number.....666
 Studio-Transmitter Location...Highway 75S
 Air Time.....7 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Homer Griffith
 Membership.....BMB
 President-Owner.....J. G. Long
 General Manager.....Verne Trembley
 Station-Commercial Mgr....Harvard C. Bailes
 Program Director.....James C. Dorrell
 Chief Engineer.....John W. Neathery
 Farm Editor.....Don L. Gulihur



Speaking of SURVEYS

...AND WHO ISN'T?

POPULATION 671,200
RETAIL SALES \$859,446,000

CITY OF LUBBOCK POP.
1940 CENSUS
35,440

ESTIMATED POP. 1947
51,607

YOU SHOULD INVESTIGATE

KSEL'S

CASH



REGISTER-ABILITY

Any survey will prove that cash results are what count! While making the survey, ask the merchant if he is listening to his cash register. (He invariably answers "yes".) Then ask which program he has on, and he'll say a program of sales and expansion.

You're invited to survey any of our accounts. You'll very quickly get the complete story concerning KSEL's Cash Register-Ability.

Popularity of KSEL's programming throughout our entire coverage area is attested by the tremendous station mail. One of our Disk Jockeys . . . Wayne Allen . . . pulled 7,845 letters while plugging one song in a recent contest.

KSEL can Sell for YOU!

TEST CAMPAIGNS INVITED . . . PREFER THE DIFFICULT TYPE

1000 DAY
500 NIGHT

KSEL

950 KC

NATIONAL REPRESENTATIVE, HAL HOLMAN CO.

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO

LUBBOCK, TEXAS

K E B E

JACKSONVILLE—EST. 1947

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Bill A. Laurie
 Business Address..... P. O. Box 1312
 Phone Number 2211-2
 Studio Address..... Pierce Lane & Lake St.
 Transmitter Location..... Keebie Hill
 Air Time Unlimited
 News Service UP
 Transcription Service... Lang-Worth, SESAC
 Membership NAB, BMB
 President-Owner, General Mgr.. Bill Laurie
 Station Manager, Publicity..... Emo Laurie
 Commercial Manager..... Bob Stoner
 Program Director..... Tommy Perryman
 Chief Engineer..... Wm. M. McCreary, Jr.

K O C A

KILGORE—EST. 1936

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.. Oil Capitol Bcstg. Assn.
 Business Address..... P. O. Box 989
 Phone Number 897-8
 Studio Address..... Radio Bldg.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Membership BMB
 President, General Manager... Roy G. Terry
 Station-Commercial Manager... H. A. Degner
 Sales Promotion-Production Mgr.. R. J. Audrey
 Program Director..... H. W. Haygood
 Publicity Director..... Bette Chapman Balch
 Chief Engineer..... Karem O. Soule

K P E T

LAMESA—EST. 1947

KBS

Frequency: 690 Kc. Power: 250 Watts
 Owned-Operated By..... Lamesa Bcstg. Co.
 Business-Studio Address.... 408 North Second,
 P. O. Box 30
 Phone Number 690
 Transmitter Location... W. of Lamesa Country
 Club
 Air Time Daytime
 News Service UP
 Membership NAB
 Partners..... R. O. Parker, Ross A. Woodson,
 Kermit S. Ashby
 General-Station Manager..... Kermit Ashby
 Sales Promotion Mgr., Director... Clayton Jay
 Program Director..... Mrs. O. K. Connor
 Production Manager..... J. D. Fulcher
 Chief Engineer..... Eugene R. Cornelius

K P A B

LAREDO—EST. 1938

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Laredo Bcstg. Co.
 Business-Studio Address.... Hamilton Hotel
 Phone Number 2124-5
 Air Time..... 7 a.m.-12 M.
 Representative..... John E. Pearson
 Membership NAB
 President..... Howard W. Davis
 General Station Manager. Mrs. Doane Chapman
 Program Director..... Geneva Chambers
 Chief Engineer..... K. Hulan Smith

K V O W

LITTLEFIELD—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... J. C. Rothwell
 Business-Studio Address... Highway 84 W.,
 P. O. Box 192
 Phone Number 400
 Transmitter Location..... Highway 84 W.
 Air Time..... 6 a.m.-11 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President-Owner, General Mgr.. J. C. Rothwell
 Station-Commercial Manager.... J. B. McShan
 Program Director..... M. K. Jones
 Chief Engineer..... J. D. Zachary

K F R O

LONGVIEW—EST. 1934

ABC—TEXAS STATE NETWORK—KBS

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By..... Voice of Longview
 Business-Studio Address.... Curtis Building,
 P. O. Box 792
 Phone Number 411
 Transmitter Location..... U. S. Highway 80
 Air Time... 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
 News Service AP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Membership NAB, BMB
 President..... James R. Curtis

K S E L

LUBBOCK—EST. 1946

Frequency: 950 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..... Lubbock Bcstg. Co.
 Business Address..... Box 1524
 Phone Number 6376
 Studio Address..... 203 Ferguson Bldg.
 Transmitter Location. Half mile E. of Lubbock
 Air Time.... 6 a.m.-1 a.m.; 7 a.m.-M. Sun.

News Service AP
 Transcription Service... Lang-Worth, Thesaurus,
 Cole
 Representative Hal Holman
 Membership NAB
 President..... Walter G. Russell
 General-Station Manager..... Clyde H. Smith
 Commercial Manager... Sloan Fortenberry, Jr.
 Program Director, Chief
 Announcer..... R. D. Preusch
 Chief Engineer..... Roger V. Hively

K C B D

LUBBOCK—EST. 1946

MBS

Frequency: 1590 Kc..... Power: 1000 Watts
 Owned-Operated By..... Caprock Bcstg. Co.
 Business-Studio Address..... 1803 Broadway
 Phone Number 6348
 Transmitter Location..... Slaton Highway
 Air Time..... 6 a.m.-12 p.m.
 News Service AP
 Transcription Service World
 Representative..... John E. Pearson
 Membership NAB
 President, General Manager... Joe H. Bryant
 Asst. Manager, Program
 Director..... Robert L. Snyder
 Commercial Manager..... George T. Dale
 Sales Promotion Manager, Publicity
 Director Leroy Land
 Chief Engineer..... Frank Lee

K F Y O

LUBBOCK—EST. 1927

ABC—TEXAS QUALITY NETWORK

Frequency: 1340 Kc..... Power: 250 Watts
 Owned By..... Plains Radio Bcstg. Co.
 Operated By..... Licensee
 Business-Studio Address..... 914 Ave. J
 Transmitter Location..... 2512 Fifth St.
 Air Time..... 6 a.m.-M.
 Transcription Service Capitol
 Representative Taylor-Howe-Snowden
 President..... Gene A. Howe
 Executive General Manager... O. L. Ted Taylor
 Station Manager..... DeWitt Landis
 Commercial-Sales Promotion
 Manager Gordon Thompson
 Program Director, Production Mgr. Leon Harris
 Chief Announcer, Musical
 Director John Kennedy
 Chief Engineer..... W. S. Bledsoe
 Farm Editor..... Jack Creel

K R B A

LUFKIN—EST. 1938

MBS—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By... Valley Bcstg. Assn., Inc.
 Darrell E. Yates

Business-Studio Address... 110 Cotton Square,
 Box 755
 Phone Number..... 272 & 234
 Transmitter Location... Nacogdoches Highway
 Air Time..... 6 a.m.-12 M.
 News Service..... AP, UP
 Transcription Service Lang-Worth
 Representative..... Cox & Tanz
 Membership NAB
 President-Owner, General-Station- Sales
 Promotion Manager..... Darrell E. Yates
 Commercial Manager..... Dave Runnells
 Program Director, Production
 Manager..... Allen Earl Vinson
 Publicity Director..... Helen Campbell
 Chief Announcer..... Royce Christenson
 Chief Engineer..... Ambrose Maxlm

K T R E

LUFKIN

Frequency: 1420 Kc..... Power: 1000 Watts
 Owned-Operated By... Forest Capitol Bcstg. Co.
 Business Address..... 114½ N. First St.
 Phone Number..... 1420
 News Service..... AP
 Transcription Service..... World, Capitol
 Representative Taylor-Howe-Snowden
 President..... E. L. Kurth
 General Mgr.-Commercial Mgr. Richman Lewin
 Promotion Manager..... Ray Gordon
 Program Director..... Ed Henry
 Chief Engineer..... Fred Hill

K R I O

McALLEN—EST. 1947

TEXAS STATE NETWORK

Frequency: 910 Kc..... Power: 1000 Watts
 Owned-Operated By... Valley Bcstg. Associa-
 tion, Inc.
 Business Address..... Valley Mercantile Bldg.
 Phone Number..... McAllen 1440, 1700, 6047
 Studio Address..... Betty Rose Subdivision
 Transmitter Location..... 7 Miles N. 10th St.
 Air Time..... 6 a.m.-M.
 News Service..... AP, UP
 Transcription Service..... Standard, SESAC
 Representative Homer Griffith
 Membership NAB
 President..... Bryce Ferguson
 General-Station Manager... Ingham S. Roberts
 Sales Promotion Manager, Special Events
 Director, Farm Editor..... Wm. J. Dickson
 Chief Engineer..... Sherman L. Spencer

K M A E

McKINNEY—EST. 1947

Frequency: 1600 Kc..... Power: 500 Watts d.
 Owned-Operated By... McKinney Air Enterprises
 Business Address..... 218 E. Virginia St.

K M H T

MARSHALL—EST. 1947

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Marshall Bcstg. Co.
 Business-Studio Address 109 West Rusk St.
 Phone Number 828
 Transmitter Location Jefferson Rd.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Membership NAB
 President J. P. Duncan
 General Manager Myrl Stein
 Commercial Manager James B. Jack
 Program Director John Scogin
 Publicity Director Mary Dorothy Womack
 Chief Announcer Hal McWilliams
 Musical Director Katie Hylton
 Chief Engineer Wm. Lindsay

K C R S

MIDLAND—EST. 1935

KBS—TEXAS STATE NETWORK

Frequency: 550 Kc. Power: 5000 Watts, d.;
 1000 Watts n.
 Owned By Clarence Scharbauer, Jr. &
 Mrs. Ruth Scharbauer
 Operated By Clarence Scharbauer Estate
 Business Address Midland, Texas
 Phone Number 1080
 Transmitter Location West Highway 80
 Air Time 15 hrs., 45 min. daily
 News Service AP
 Transcription Service Standard, Thesaurus
 Membership NAB, BMB
 President Clarence Scharbauer, Jr.
 Co-owner, Mrs. Ruth Scharbauer
 General-Station Manager J. M. McDonald
 Commercial-Sales Promotion
 Manager Gladys L. McDonald
 Program Director Wayne M. Harrell
 Chief Announcer, Musical
 Director David H. Cole
 Chief Engineer Milton H. Sparks

K O R C

MINERAL WELLS

KBS

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Operated By Alfred Achilles Carcanges
 Business Address Box 31
 Phone Number 319
 News Service AP
 Transcription Service Standard
 Owner-General Mgr. Achilles Corcanges
 Asst. Manager Jeri Brown
 Commercial-Promotion Mgr. William H. Guy
 Program Director Don Wilson, Jr.
 Asst. Commercial Manager Raymond W. Crowl
 Chief Engineer W. D. Pickett, Jr.

K V K M

MONAHANS—EST. 1947

MBS—SOUTHWEST NETWORK—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Monahans Bcstrs.
 Business Address Box 297
 Phone Number 438-439
 Studio Address 317 St. Hoxie
 Transmitter Location 1 mile W. on H'way 82
 Air Time 7 a.m.-10:30 p.m.
 News Service UP
 Transcription Service Capitol
 Representative Taylor-Howe Snowden
 Membership NAB
 President, General-Station
 Manager Charles W. Stuckey
 Commercial-Sales Promotion
 Manager James E. Stanton
 Program Director William Cook
 Publicity Director Miss Jackie Tipton
 Musical Director Wayne Atkinson
 Chief Engineer Forrest W. Tipton

K O S F

NACOGDOCHES—EST. 1947

KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Kelly Bell
 Business Address P. O. Box 242
 Phone Number 1230
 Studio Address Lufkin Rd.
 Transmitter Location Lufkin Highway, 1 1/2
 miles S. of court house
 Air Time 16 hrs. daily
 News Service UP
 Transcription Service Lang-Worih
 Membership NAB
 Owner, General Manager Kelly Bell
 Station-Commercial Manager Everett Johnston
 Chief Engineer Tom Kennesson

K S F A

NACOGDOCHES—EST. 1947

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By Nacogdoches Bcstg. Co.
 Business Address 1509 N St.
 News Service AP
 Transcription Service Standard
 President Wilbur C. Fouts
 Commercial Manager Morris M. McKnight
 Promotion Manager Wilbur C. Fouts
 Program Director Robert M. White

K E C K

ODESSA—EST. 1947

Frequency: 920 Kc. Power: 1000 Watts, d.
 Owned-Operated By Ector County Bcstg. Co.
 Business Address Box 672
 Phone Number 791

Studio Address 120 W. 3rd
 Transmitter Location W. Highway 80
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Transcription Service Standard, Associated,
 Lang-Woith, MacGregor
 Representative Donald Cooke
 Membership NAB, BMB
 President Ben Nedow
 General-Station Manager Jan King
 Commercial Manager Tom Magowan
 Sales Promotion Manager Virginia Heflin
 Program Director Bill Chambers
 Production Manager Glenn Hill
 Publicity Director Roy Elsner
 Chief Announcer John Vacca
 Musical Director Glenda Huffman
 Chief Engineer Jim Kimbrell
 Farm Editor John Howlette

KOSA

ODESSA—EST. 1947

CBS—SOUTHWEST NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southwestern Bcstg. Co.
 Business-Studio Address 115 West Sixth St.
 Phone Number 4301
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Capitol, SESAC
 Representative Taylor-Howe-Snowden
 President Paul Moss
 General-Station Manager Cecil L. Trigg
 Commercial Manager Robert Montgomery
 Sales Promotion Manager, Publicity
 Director Bruce McLaughlin
 Program Director John Guffey
 Production Manager, Chief
 Announcer Ed Costello
 Musical Director Charles Clary
 Chief Engineer James A. Simpson
 Oil News Editor John Braue

KRIG

ODESSA—EST. 1946

MBS

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By Oil Center Bcstg. Co.
 Business-Studio Address 111 E. Fifth
 Phone Number 871-2
 Transmitter Location 8/10th miles S. of City
 limits on Crane Highway
 Air Time 18½ hrs. daily-16 hrs. Sun.
 News Service UP
 Transcription Service World
 Representative Homer Griffith
 Membership NAB, BMB
 President R. O. Canon
 General-Commercial Manager A. C. Etter
 Chief Announcer, Musical Director Bob Evans
 Chief Engineer Paul E. Farmer

KOGT

ORANGE

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By Sabine Area Bcstg. Corp.
 Business Address 407 Tenth St.
 Phone Number 4381
 News Service UP
 Transcription Service Associated, Capitol
 President J. Jacobs
 V. P. & General Mgr. Arthur P. Kay, Jr.
 Commercial Manager Floyd Murray
 Promotion Mgr.-Program Dir. Sam Leavitt
 Chief Engineer Arthur P. Kay, Jr.

KNET

PALESTINE—EST. 1937

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Palestine Bcstg. Corp.
 Business-Studio Address 219 Municipal Bldg.
 Phone Number 8686
 Transmitter Location Jackson Hi-way
 Air Time 6 a.m.-12 N.
 News Service UP
 Transcription Service Thesaurus
 Representative Burke, Kuipers & Mahoney
 Membership NAB
 President Gordon B. McLendon
 General-Station Manager J. J. Brown
 Commercial Manager Dennis Sullivan
 Sales Promotion Manager LaVeda Wilbanks
 Program Director Marvin Crain
 Chief Engineer Melvin Wagner
 Farm Editor Art Mentor

KPDN

PAMPA—EST. 1936

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By C. H. Hoiles, Harry
 Hoiles and Jane Hailes Hardis
 Business Address Box 901
 Phone Number 1100-1
 Transmitter Location East of city limits
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 Station Manager John Michel
 Program Director Ken Palmer
 Chief Engineer D. E. Smith

KPLT

PARIS—EST. 1936

ABC—TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By North Texas Bcstg. Co.
 Business Address Corner S. Main W. Kaufman

• • • **T E X A S** • • •

Phone Number.....1124
Studio Address.....Gibraltar Hotel
Air Time...6 a.m. to 12 M. (125 hrs. weekly)
News Service.....AP
Membership.....NAB
President.....A. G. Pat Mayse
General Station Manager.....Boyd Kelley
Commercial Manager.....Aubrey T. Harris
Program-Production Manager, Publicity
Director, Chief Announcer.....Bill Richie
Chief Engineer.....Robert Harmon

K I U N

PECOS—EST. 1935

MBS—SOUTHWEST NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Jack W. Hawkins &
Barney Hubbs
Business-Studio Address.....316 S. Cedar St.
Phone Number.....21
Transmitter Location.....1.1 miles N. city, Old
Carlsbad Road
Air Time.....7 a.m.-10:15 p.m.
News Service.....UP
Transcription Service.....Keystone
Representative.....Taylor-Howe-Snowden
Membership.....NAB
President-Partner.....Jack W. Hawkins
Program Director, Production
Manager.....W. D. Martin, Jr.
Publicity Director.....Barney Hubbs
Chief Engineer.....Harry Boehnemann

K V O P

PLAINVIEW—EST. 1943

MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....W. J. Harpole
Business-Studio Address.....Viegel Bldg.
Phone Number.....1490
Transmitter Location.....Wayland College
Grounds, W. of Plainview
Air Time.....6 a.m.-12-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Homer Griffith
Membership.....NAB, BMB
President-Owner.....W. J. Harpole
General Manager.....William T. Kemp
Commercial Manager.....Rial L. Campbell
Chief Engineer.....Carl Cook
Farm Editor.....Larry Darley

K O L E

PORT ARTHUR—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Port Arthur Bcstg. Co.
Business Address.....P. O. Box 1126

Phone Number.....2-9436
Studio Address...Payne Bldg., 400 Fourth St.
Transmitter Location...New Beaumont High-
way at 27th St.
Air Time.....5:55 a.m.-12:30 a.m.
News Service.....AP
Transcription Service.....Thesaurus, Lang-Worth
Membership.....NAB, BMB
Chief Executives.....Socs Vratiss, Mary Anne
Petru
General-Station Manager.....Socs Vrais
Commercial Manager.....Gray Harrower
Sales Promotion Manager.....Bob Wass
Program-Publicity Director.....Hal Parkes
Production Manager.....Mary Anne Petru
Chief Announcer.....Harry Norman
Chief Engineer.....Joe Miller

K P A C

PORT ARTHUR—EST. 1934

MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....Port Arthur College
Business-Studio Address...1515 Lakeshore Dr.
Phone Number.....7458
Transmitter Location...4 miles Southeast of
Port Arthur
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service...World, Cole, Standard
Membership.....NAB
President, General Manager...W. D. Mauldin
Station Manager.....Marge Vickers
Commercial Manager...George Crouchet, Jr.
Sales Promotion Manager...Ruby Broyles
Program Director.....Corinne Enos
Production Manager.....Carrol Vines
Publicity Director.....Anna Lee Barras
Chief Engineer.....Morris Glenn Boatright

K G K L

SAN ANGELO—EST. 1928

ABC—TEXAS STATE NETWORK

Frequency: 960 Kc.....Powers: 5000 Watts, d.;
1000 Watts n.
Owned-Operated By.....KGKL, Inc.
Business-Studio Address...St. Angelus Hotel
Phone Number.....6715
Transmitter Location.....2 miles Northwest of
San Angelo
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....H. C. Ragsdale
General-Station Manager...Lewis O. Seibert
Commercial Manager.....Robert Bradbury
Program Director.....Evelyn Nettleton
Chief Engineer.....Frank Jones

K T X L

SAN ANGELO—EST. 1945

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Westex Bcstg.
 Business Address P. O. Box 1565
 Phone Number 7183
 News Service AP
 Transcription Service Capitol
 General Manager Ingram S. Roberts
 Commercial Manager Mike Shapiro
 Program Director Jack Stelling
 Chief Engineer Jack Proctor

K A B C

SAN ANTONIO—EST. 1926

ABC—TEXAS STATE NETWORK

Frequency: 680 Kc. Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By Alamo Bcstg. Co., Inc.
 Business-Studio Address Milam Bldg.
 Phone Number F-3126
 Transmitter Location Leon Valley
 Air Time 6 a.m.-12 p.m.
 News Service AP
 Transcription Service World
 Representative John Blair
 Membership NAB, BMB
 President Gene L. Cagle
 Station-Commercial Manager Bill Michaels
 Sales Promotion Manager, Publicity
 Director L. Jerry Spengler
 Program-Production Manager Harold Carr
 Chief Announcer James O. Wiggins
 Musical Director Miss Sybil Chastang
 Chief Engineer Joseph B. Haigh
 Farm Editor Barclay Russell

K C O R

SAN ANTONIO—EST. 1946

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By Raoul A. Cortez
 Business-Studio Address 214 Broadway
 Phone Number Cathedral 1301
 Transmitter Location 314 Alta Cita St.
 Air Time 6 a.m.-Local Sunset
 News Service AP, UP
 Membership NAB
 President Raoul A. Cortez
 General-Station Manager Chas. F. Harris
 Commercial-Sales Promotion
 Manager Wm. P. Smythe
 Program Director Leonardo A. Astol
 (Spanish); Marvin F. Broyles (English)
 Chief Engineer Kenneth R. Hyman
 Farm Editor Jimmy Farmer

K I T E

SAN ANTONIO—EST. 1947

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Charles W. Belthrope
 Business Address Transit Tower
 Phone Number Fanning 0335
 News Service AP
 Representative Rambeau
 President-General Mgr. Charles W. Belthrope
 Program Director Alec Chesser, Jr.
 Chief Engineer L. E. Richards

K M A C

SAN ANTONIO—EST. 1926

MBS—THE TEXAS STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By The Walmac Co.
 Business-Studio Address 222-224 W. Com-
 merce St.
 Phone Number Cathedral 6211
 Transmitter Location 319 Ave. A
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth, Cole,
 W. E. Long
 Representative John E. Pearson
 Membership NAB
 President, General-Station
 Manager Howard W. Davis
 Commercial Manager Earl J. Hawthorne
 Sales Promotion Manager, Publicity
 Director Shirley A. Minor
 Program Director, Production
 Manager A. S. Bessan
 Chief Announcer Bud Whaley
 Chief Engineer Charles L. Brady

K O N O

SAN ANTONIO—EST. 1927

Frequency 1400 Kc. Power: 250 Watts
 Owned By Mission Bcstg. Co.
 Operated By Eugene J. Roth
 Business-Studio Address 317 Arden Grove
 Phone Number Fannin 5171
 Transmitter Location 317 Arden Grove
 Air Time 5 a.m.-12 M.; 6 a.m.-12 M. Sun.
 News Service AP, UP
 Transcription Service Standard, SESAC
 Representative Forjoe
 Membership NAB, BMB
 President-Owner Eugene J. Roth
 General Manager Jack L. Pink
 Assistant Station Manager Bob A. Roth
 Commercial Manager James M. Brown, Jr.
 Program Director Albert F. LaCoste
 Production Manager Robert F. Jenkins
 Publicity Director Jack Shoemaker
 Chief Announcer Raymond J. Hunt
 Musical Director Lewis C. Fay
 Chief Engineer George W. Ing

K T S A

SAN ANTONIO—EST. 1922

CBS

Frequency: 550 Kc. Power: 5000 Watts d.
1000 Watts n.

Owned-Operated By... Sunshine Bcstg. Co.
Business-Studio Address... Gunter Hotel
Phone Number... Garfield 1251
Transmitter Location... St. Hedwig Rd.
Air Time... 6 a.m.-12 M.
News Service... AP, UP
Transcription Service... Lang-Worth, SESAC,
Thesaurus

Representative... Taylor-Howe-Snowden
Membership... NAB, BMB
President... Gene A. Howe
General-Station Manager... George W. Johnson
Commercial Manager... Rex Preis
Sales Promotion Manager, Publicity
Director... Bill Lamar
Program Director... Merrill Myers
Chief Announcer... Pat White
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
Air Time... 5:45 to 12 midnight
News Service... AP, INS, UP
Transcription Service... Standard, Capitol
Membership... NAB, BMB
Chairman of Board... G. A. C. Hallf
Pres. and Gen. Mgr... Hugh A. L. Hallf
Asst. Gen.-Commercial Mgr... Jack Keasler
Program Director... Monte Kleban
Promotion Manager... Arthur L. Forrest
Tech. Director... Charles Jeffers

K R R V

SHERMAN-DENISON—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc. Power: 1000 Watis
Owned-Operated By... Red River Valley Bcstg.
Corp.

Business Address... 421 N. Crockett St. (Sher-
man)—Fannin & Owing (Denison)
Phone Number... Sherman 201; Dennison 423
Studio Address... Sherman, Tax. & Denison,
Tex.

Transmitter Location... Highway 75, between
Sherman & Denison
Air Time... 6 a.m.-12 M.
News Service... UP
Transcription Service... World, Thesaurus

Representative... John E. Pearson
Membership... NAB, BMB
President... G. H. Wilcox
Manager... Sherman Studio, L. L. Hendrick
Manager... Denison Studio, B. V. Hammond, Jr.
Program Director... W. E. Wilcox
Chief Engineer... T. E. Spellman

K T A N

SHERMAN—SET. 1947

Frequency: 1500 Kc. Power: 250 Watts d.
Owned-Operated By... Denison Bcstg. Corp.
Business Address... Sherman, Tex.
Phone Number... 2910
News Service... AP
Owners... E. S. Scarborough,
Joel Carro
Commercial-Promotion Mgr... Otis McKinzie
Program Director... E. S. Scarborough
Chief Engineer... Stafford Davis

K D W T

STAMFORD—EST. 1947

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... David W. Ratliff
Business Address... Stamford, Texas
Phone Number... 840
Studio-Transmitter Location... Highway 380
Air Time... 7 a.m.-10 p.m.
News Service... AP
Transcription Service... Keystone
Representative... Cox & Tanz
President, General Mgr... David W. Ratliff
Program-Publicity Director,

Production Manager... Richard Embody
Farm Editor... J. D. Fulcher

K S T V

STEPHENVILLE—EST. 1947

Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Operated By... Doyle E. Collup
Business Address... Box 34
Phone Number... 950
News Service... UP
Transcription Service... Lang-Worth
Owner-General Manager-

Chief Engineer... Doyle E. Collup
Commercial Manager... Maidee McNamara
Program Director... Marilyn Rocquemore

K S S T

SULPHUR SPRINGS—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Hopkins County Bcstg.
Co.
Business Address... Pulley Bldg.

KXOX

SWEETWATER—EST. 1939

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Sweetwater Radio, Inc.
 Operated By J. Harley Hubbard
 Business-Studio Address P. O. Box 570
 Phone Number 2341
 Transmitter Location Roby Highway 70
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Standard, Cole
 President-Owner J. S. McBeath
 General-Station Manager J. Harley Hubbard
 Commercial Manager Elwood Fritsch
 Program Director Zeb Williams
 Chief Announcer Doyce Elliott
 Chief Engineer J. T. Allen

KTEM

TEMPLE—EST. 1936

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bell Bcstg. Co., Inc.
 Business-Studio Address Kyle Hotel
 Phone Number 5252
 Transmitter Location 1/2 mile north Temple
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President Frank W. Mayborn
 General Manager Burton Bishop
 Station Manager C. F. Whitesides, Jr.
 Commercial Manager J. E. Callaway
 Sales Promotion Manager Keith Tye
 Program Director Jim Hairgrove
 Publicity Director Arne Eckstrom
 Chief Engineer Homer H. Cook

KCMC

TEXARKANA—EST. 1932

ABC—TEXAS STATE NETWORK

Frequency: 1230 Kc. Power 250 Watts
 Owned-Operated By KCMC, Inc.
 Address Gazette News Bldg.
 Phone Number 832
 Air Time 6 a.m. to 12 p.m.
 News Service AP
 Transcription Service Thesaurus, SESAC
 Representative Taylor-Howe Snowden
 Membership NAB, BMB
 General Manager Frank O. Myers
 Commercial Manager Thomas Dillahunt
 Promotion Manager Donald H. Myers
 Program Director Herman Cecil
 Chief Engineer Harvey Robertson

KTFS

TEXARKANA—EST. 1946

MBS—RAZORBACK—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Texarkana Bcstg. Co.
 Business-Studio Address 409 1/2 Stateline Ave.
 Phone Number 867-8
 Transmitter Location S. Robinson Rd.
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Membership NAB
 General-Commercial Mgr. David M. Segal
 Sales Promotion Manager Kurt Leichter
 Program Director Les Eugene
 Production Manager Norman Bale
 Chief Engineer Henry N. Fones

KGKB

TYLER—EST. 1930

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned By East Texas Bcstg. Co.
 Business-Studio Address 115 S. College
 Phone Number 1106-7
 Air Time 5:30 a.m.-12 M.
 News Service UP
 Transcription Service Standard, Lang-Worth,
 Cole
 Representative Gene Grant, John E. Pearson
 Membership NAB, BMB
 President, General-Station Mgr. Jas. G. Ulmer
 Sales Promotion Manager James G. Ulmer, Jr.
 Production Manager John W. Reavley
 Program Director, Farm Editor J. Edwin Smith
 Production Manager John W. Reavley
 Publicity Director Martha Hancock
 Chief Engineer John B. Sheppard

KRST

TYLER—EST. 1947

Frequency: 1530 Kc. Power: 1000 Watts d.
 Owned-Operated By Rose Capital Bcstg. Co.
 Business Address 118 W. Dabbs

KTBB

TYLER—EST. 1947

Frequency: 600 Kc. Power: 500 Watts d.
 Owned-Operated By Blackstone Bcstg. Co.
 Business Address Blackstone Hotel
 Phone Number 7010
 News Service AP
 Transcription Service Thesaurus
 Director S. H. Bathwell
 General-Commercial Mgr. M. E. Dambom
 Program Director Lawrence Birdsong, Jr.
 Asst. Manager David Bothwell
 Chief Engineer R. A. Wieman

KVOU

UVALDE—EST. 1947

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Uvalde Bcstrs.
 Operated By Edward J. Harpole
 Business-Studio Address 1490 Batesville Rd.
 Phone Number 717
 Air Time 6:45 a.m.-10 p.m.
 Transcription Service Keystone
 Representative Homer Griffith
 Membership NAB
 President-General Mgr. Edward J. Harpole
 Station Manager Needham Cain
 Commercial Manager William T. Kemp
 Program Director Joe Watson, Jr.
 Publicity Director Needham Cain
 Chief Engineer Sam Barker

KVWC

VERNON

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Northwestern Bcstg. Co.
 Business Address 1813 Wilbarger St.
 Phone Number 1048
 Transmitter Location One mile due E. of
 courthouse on highway
 Air Time Unlimited
 News Service AP
 Transcription Service Keystone
 President R. H. Nichols
 General Manager W. D. Dixon
 Commercial Manager Howard Kelly
 Program Director Bob Hardison
 Production Manager Ted Stafford
 Chief Engineer Herman Ridgway

KVIC

VICTORIA—EST. 1939

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned By Radio Enterprises, Inc.
 Operated By J. G. Long
 Business-Studio Address Box 725
 Phone Number 1106-1107
 Transmitter Location 2 miles out on the Cue-o
 Highway
 Air Time 5 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Homer Griffith
 Membership NAB, BMB
 President-Owner J. G. Long
 General Manager Verne Trembley
 Station Manager Robt. Tharp
 Commercial Manager R. E. Norton
 Program Director Jim Trueheart
 Musical Director, Chief Engineer Bob McCown
 Farm Editor Sam Taylor

KWTX

WACO—EST. 1941

MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated KWTX Bcstg. Co., Inc.
 Business-Studio Address 108½ S. 6th St.
 Phone Number 5770
 News Service AP
 Transcription Service World
 Representative Homer Griffith
 Membership NAB
 President Gov. Beauford H. Jester
 General Manager M. N. Bostick
 Commercial Manager J. M. Brinegar
 Sales Promotion Manager Nat Tannenbaum
 Program Director Gerry Lansing
 Production Manager Robert Charles
 Publicity Director Rex Bowden
 Chief Engineer Leo Burch

WACO

WACO—EST. 1922

ABC—TEXAS STATE NETWORK

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By Frontie Bcstg. Co.
 Business-Studio Address Amicable Bldg.
 Phone Number 9315
 Air Time 18 hrs. daily
 News Service AP
 Representative Hayes & Hayes, Weed
 Membership NAB, BMB
 General-Station Manager R. E. Lee Glasgow
 Commercial Manager Stanley Wilson
 Program-Musical Director Bob Walker
 Publicity Director Mike Rinehart
 Chief Engineer Jesse H. Dove

KRGV

WESLACO—EST. 1927

NBC—TEXAS QUALITY NETWORK

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By KRGV, Inc.
 Business-Studio Address 201 Border St.
 Phone Number 375-6
 Transmitter Location 201 Border St.
 Air Time 5:45 a.m.-12 M.; 7 a.m.-12 M. Sun.
 News Service AP, UP
 Transcription Service Lang-Worth, SESAC
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 Executive General Manager O. L. Taylor
 General Manager Byron W. Ogle
 Assistant Manager Dick Watkins
 Commercial Manager Phil Dixon
 Sales Promotion Manager Ted Cressner
 Program Director Dick Howell
 Publicity Director Thelma Pearce
 Chief Engineer O. L. Hartwig

K W F T
WICHITA FALLS—EST. 1939
 CBS

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By: KWFT, Inc.
 Business Address: Box 420
 Phone Number: 4182-3
 Studio Address: Kemp Hotel
 Transmitter Location: 3½ miles W. of City
 Air Time: 5:43 a.m.-11:10 p.m.
 News Service: UP
 Transcription Service: Standard, Thesaurus, Cole
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 President, General-Station
 Manager: Kenyon Brown
 Commercial Manager: Sherrill Edwards
 Assistant Manager: A. L. Pierce
 Program Director: Mott Johnson

Musical Director: Lillie Mae Comiskey
 Chief Engineer: Herbert T. Wiley
 Farm Editor: Carter McGregor

K F D X
WICHITA FALLS—EST. 1947

Frequency: 990 Kc. Power: 5000 Watts d.: 1000 n.
 Owned-Operated By: Darrold A. Cannan
 Business Address: City Nat'l Bank Bldg.
 Phone Number: 2-8668
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Taylor-Howe-Snowden
 President: Darrold A. Cannan
 General Manager: Charles E. Clough
 Commercial-Promotion Mgr.: Arthur Busbey, Jr.
 Program Director: Syd Grayson
 Chief Engineer: John Adams

UTAH

*Estimated Population 637,000—% Increase +15.8—Radio Homes 154,654
 Farms with Radios 20,173—Stations in State 17*

K B U H
BRIGHAM—EST. 1947

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Operated By: S. L. Stephens, Sr.
 Business Address: Forest St.
 News Service: UP
 Transcription Service: Capitol
 Chief Owner: S. L. Stephens
 General Manager: Ken Housman
 Promotion Manager: Sam Stephens, Jr.
 Program Director: Kenneth King

K S U B
CEDAR CITY—EST. 1937
 CBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Southern Utah Bcstg. Co.
 Business-Studio Address: Hotel El Escalante,
 189 North Main St.
 Phone Number: 398-9
 Transmitter Location: 591 West 2 South
 Air Time: 7 a.m.-10 p.m.
 Transcription Service: KBS
 Membership: NAB, BMB
 President-Owner: Ivor Sharp
 General Manager: Lennox Murdoch
 Resident Manager: Roscoe A. Grover
 Program Director, Farm
 Editor: Richard B. Pratt
 Musical Director: Roy L. Halvorsen
 Chief Engineer: Hurschell G. Urie

K V N U
LOGAN—EST. 1938

MBS—INTERMOUNTAIN NETWORK—KBS
 Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Cache Valley Bcstg. Co.
 Business-Studio Address: 1393 N. Main St.
 Phone Number: 1400
 Transmitter Location: P. O. Box 264
 Air Time: 6 a.m.-12 p.m.
 News Service: UP
 Transcription Service: World
 Representative: Avery-Knodel
 Membership: NAB, BMB
 President: Herschel Bullen
 General-Station-Commercial Sales Promotion
 Manager, Publicity Director, Farm
 Editor: Reed Bullen
 Program Director: Arthur Higbee
 Production Manager: Richard Barber
 Chief Announcer: Thomas Wayman
 Chief Engineer: Carrell Secrist

K L O
OGDEN—EST. 1929
 MBS—INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5,000 Watts
 Owned-Operated By: Interstate Bcstg. Corp.
 Business-Studio Address: Ben Lomond Hotel
 Phone Number: 5721
 Transmitter Location: Kaneshville
 Air Time: 6 a.m.-12 M

News ServiceUP
 Transcription ServiceStandard
 RepresentativeAvery-Knodel
 MembershipBMB
 P.esident, General Mgr.....A. L. Glasmann
 Station Manager.....George B. Morgan
 Commercial-Sales Promotion
 Manager.....Art M. Mortensen
 Program Director, Production
 Manager.....Collin W. Lowder
 Publicity Director.....James E. Muse
 Chief AnnouncerCharles Rashall
 Musical DirectorMel Standaage
 Chief Engineer.....Wayne T. Boothe

KOPP

OGDEN—EST. 1947

Frequency: 730 Kc.....Power: 1000 Watts
 Owned-Operated By.....James B. Littlejohn
 Business-Studio Address.....W. 12th St.
 Phone Number.....4223 & 5822
 Air Time.....Local Sunrise-Local Sunset
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativeHomer Griffith
 MembershipNAB
 President-Owner, General-Station
 Manager.....James B. Littlejohn
 Commercial-SalesEddie Denkema
 Production Manager.
 Chief Announcer.....Cliff Owen
 Publicity Director.....Gil Henry
 Musical Director.....Forrest Kyle
 Chief Engineer.....Robert Sevy

KVOG (CP)

OGDEN

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business Address.....P. O. Box 325
 President-General Mgr.....Arch G. Webb

KOAL

PRICE—EST. 1936

MBS—INTERMOUNTAIN—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Eastern Utah Bcstg. Co.
 Business-Studio Address.....P. O. Box 591
 Phone Number.....Price 200
 Transmitter Location.....P. O. Box 591
 Air Time.....6:30-11 p.m.
 News ServiceUP
 RepresentativeAvery-Knodel
 MembershipNAB
 President, General-Station-Sales Promotion
 Manager, Program Director...Jack Richards
 Asst. Mgr.-Prod. Mgr.....Carl P. Wolfrom
 Chief Engineer.....Leo. E. Reid

KCSU

PROVO—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....The Central Utah
 Broadcasting Co.
 Business Address.....P. O. Box 627
 Phone Number2802
 Transmitter Studio...University Ave. at 12th So.
 Air Time.....7 a.m.-12 M.
 News ServiceUP
 Transcription Service.....Standard, Capitol
 MembershipNAB
 President-Co-owner-Commercial
 Manager.....Frank A. Van Wagenen
 General Manager-Co-owner,
 Station Manager...Harold E. Van Wagenen
 Program Director.....Lawson S. C. Davies
 Chief Engineer.....Dowden Sallsbury

KNEU (CP)

PROVO

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Lester R. Taylor
 Business Address.....109 N. 4th West

KOVO

PROVO—EST. 1938

MBS—INTERMOUNTAIN NETWORK

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Operated By.....KOV0 Bcstg. Co.
 Business-Studio Address...108 W. Center St.
 Phone Number1680-1
 Transmitter Location...17th S. & Seventh W.
 Air Time6 a.m.-1 a.m.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeAvery-Knodel
 MembershipNAB
 President, General- Station
 Manager.....Clifton A. Tolboe
 Commercial Manager.....S. Garn Carter
 Sales Promotion Mgr...Mack B. Cunningham
 Program Director.....LaThair H. Curtis
 Chief Engineer.....Henry Keyes

KSVC

RICHFIELD—EST. 1947

Frequency: 690 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Sevier Valley Bcstg. Co.
 Business Address.....Richfield, Utah
 Phone Number690
 News ServiceUP
 Transcription ServiceWorld
 PresidentWilliam L. Warner
 Gen.-Commercial Mgr...William L. Warner, Jr.
 Promotion Mgr.-Program Dir.....Art Tucker
 Chief Engineer.....David I. Hansen

4 out of 5 Salt Lake Wholesalers

recommend **KSL**

TO COVER THE INTERMOUNTAIN MARKET



KSL COVERAGE FITS THE INTERMOUNTAIN MARKET

Heads of each of the 54 Intermountain wholesalers, jobbers and brokers listed in Salt Lake City were asked by mail from an independent source, "Which of the following stations would you recommend to your manufacturers to give them best coverage of your Intermountain Market?" (The five Salt Lake City stations were listed alphabetically). 4 out of 5 named KSL as their choice.

BUSINESS MEN concerned with the Intermountain area realize that KSL serves their needs most completely and most economically, that, in fact, KSL is the only single medium reaching every portion of this important western market. When planning your next campaign, see your nearest Radio Sales representative for KSL figures and availabilities.

KSL

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY



REPRESENTED BY RADIO SALES THE SPOT BROADCASTING DIVISION OF CBS

KALL

SALT LAKE CITY—EST. 1945

MBS—INTERMOUNTAIN NETWORK

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By... Salt Lake City Bcstg. Co., Inc.

Business-Studio Address... 248 S. Main St.
Phone Number 4-1843
Transmitter Location... 386 West Gregson Ave.
Air Time... 6 a.m.-1 a.m.
News Service... AP, INS, UP
Transcription Service... Associated, MacGregor, Cole

Representative Avery-Knodel
Membership BMB
President... George C. Hatch
Executive Vice-President.

Manager... Alvin G. Pack
Commercial Manager... Thomas H. Anderson
Sales Promotion Manager... John H. Hinckley
Program Director... Craig Rogers
Production Manager, Chief

Announcer Vern Bruggeman
Publicity Director... Jack Goodman
Musical Director... Earl Donaldson
Chief Engineer... Stanley Benson
Farm Editor... Stanley C. Farnsworth

KDYL

SALT LAKE CITY—EST. 1922

NBC—UTAH-IDAHO NETWORK

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By... Intermountain Bcstg. Corp.

Business-Studio Address... Tribune-Telegram Bldg. & KDYL Playhouse, 68 Regent St.

Phone Number 5-2991
Transmitter Location... 10th W. & 33rd S.
Air Time... 6 a.m.-1 a.m.
News Service INS, UP
Transcription Service... World, Theasurus

Representative John Blair
Membership NAB, BMB
President, General-Station Mgr... S. S. Fox
Commercial Manager... George A. Provol
Sales Promotion Manager... Emerson Smith
Program Director, Chief

Announcer K. W. Richins
Production Manager... Dan Rainger
Publicity Director... Del Leeson
Musical Director... Eugene Jelesnik
Chief Engineer... John M. Baldwin
Farm Editor... Will Wright

KNAK

SALT LAKE CITY—EST. 1945

Frequency... 1400 Kc. (CP-1280 Kc)

Power... 250 Watts (CP 500 Watts)
Owned-Operated By... Granite District Radio Broadcasting Co.

Business-Studio Address... 29 Continental Bank Bldg.

Phone Number 58113 & 59125
Transmitter Location... 1016 W. 6th S.
Air Time... 6:30 a.m.-2 a.m.

News Service AP
Transcription Service Lang-Worth
Representative W. S. Grant Co.
President... Howard D. Johnson
General-Station Mgr... Richard F. Connor
Commercial Manager... Ray Noll
Sales Promotion Mgr... Howard M. Buchman
Program Director... Edward G. Black
Production Manager... Albert R. Collins
Publicity Director-Musical

Director... Charlotte R. Kapsa
Chief Announcer... R. E. O'Brien
Chief Engineer... Myron E. May

KSL

SALT LAKE CITY—EST. 1924

CBS

Frequency: 1160 Kc. Power: 50,000 Watts
Owned-Operated By... Radio Service Corp. of Utah

Business-Studio Address... 10 S. Main St.
Phone Number 5-4641
Transmitter Location... Saltair, Utah
Air Time... 20 hrs. daily

News Service AP, UP
Transcription Service... Capitol, Associated
Representative Radio Sales
Membership NAB, BMB
President... J. Reuben Clark, Jr.
Vice-President-General Mgr... Ivor Sharp
Ex. Asst... Ralph W. Hardy, Public Affairs;
C. Richard Evans

Commercial Manager... F. B. McLatchy
Sales Promotion Manager, Publicity
Director... Ray Bergman
Program Director, Production

Manager... Eugene Halliday
Chief Announcer... Paul Royall
Musical Director... Lowell Durham
Chief Engineer... C. Richard Evans
Farm Editor... El Von Orme

KUTA

SALT LAKE CITY—EST. 1938

ABC

ROCKY MOUNTAIN BCSTG. SYSTEM

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By... Utah Bcstg. & Television Co.

• • • UTAH - VERMONT • • •

Business-Studio Address.....29 S. State St.
 Phone Number.....3-2737
 Transmitter Location.....N. Salt Lake
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....Standard, Lang-Worth,
 World
 Representative.....Katz
 Membership.....NAB, BMB
 President, General-Commercial
 Manager.....Frank C. Carman
 Station Manager, Program Director,
 Production Manager.....Ray Fadel
 Sales Promotion Manager,
 Publicity Director.....Al Thomas
 Chief Announcer.....Marshall Small
 Musical Director.....Ed Stoker, Jr.
 Chief Engineer.....C. Wendell Bell
 Farm Editor.....Eugene Miller

K J A M

VERNAL—EST. 1946

FRONTIER BCSTG. SYSTEM—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Uintah Bcstg. Co., Inc.
 Business-Studio Address.....Hotel Vernal
 Phone Number.....494 & 495
 Transmitter Location.....Hotel Vernal
 Air Time.....7 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....World, Keystone
 Representative.....W. S. Grant
 President.....James C. Wallentine
 General Manager.....Howard D. Johnson
 Station Manager, Program
 Director.....Leland E. Walker
 Commercial Manager.....Grant E. Parry
 Chief Engineer.....Erwin W. Boelter

VERMONT

*Estimated Population 364,000—% Increase +1.3—Radio Homes 87,584
 Farms with Radios 21,305—Stations in State 7*

W C A X

BURLINGTON—EST. 1931

CBS

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....WCAX Bcstg. Corp.
 Business-Studio Address.....135 Main St.
 Phone Number.....Burlington 2000
 Transmitter Location.....Colchester
 Air Time.....6 a.m.-12:05 a.m.; 8 a.m.-11:30
 p.m. Sun.
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....Weed
 Membership.....NAB, BMB
 President, General-Station
 Manager.....C. P. Hasbrook
 Commercial-Sales Promotion
 Manager.....John D. Swan
 Publicity Director, Farm
 Editor.....Lawrence F. Killick
 Chief Engineer.....James W. Tierney

W J O Y

BURLINGTON—EST. 1946

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Vermont Bcstg. Co-p.
 Business-Studio Address.....633 Main St.
 Phone Number.....5400-5401
 Transmitter Location.....633 Main St.
 Air Time.....17 hrs. daily
 News Service.....AP

Transcription Service.....NBC, Thesaurus
 Representative.....Joseph Hershey McGillvra;
 Bertha Bannan
 Membership.....NAB
 Station Manager.....A. E. Spokes
 Commercial Manager.....T. R. Morrow
 Program Director.....Val Carter
 Production Manager.....Herb Davis
 Musical Director.....Frank House
 Chief Engineer.....John C. Quill
 Farm Editor.....Bill Brennan

W S K I

MONTPELIER-BARRE—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Taylor-Jacobs
 Business Address.....Union Mutual Bldg.
 Phone Number.....1740
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Kettell-Carter
 Business Manager.....Carl R. Taylor
 Commercial Manager.....B. M. Jacobson
 Promotion Manager.....E. Dean Finney
 Program Director.....Robert Bamnon
 Chief Engineer.....James F. McKernan

W H L W (CP)

RUTLAND

Frequency: 1000 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Herbert L. Wilson

W S Y B

RUTLAND—EST. 1930

MBS—YANKEE NETWORK—KBS

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Operated By...Philip Weiss Music Co.
 Business-Studio Address.....80 West St.
 Phone Number.....1247
 Transmitter Location.....Creek Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Joseph Hershey McGillivra
 Membership.....NAB, BMB
 President, General-Station- Commercial
 Manager.....Philip Weiss

W W S R

ST. ALBANS—EST. 1931

KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
 Owned-Operated Bq....Vermont Radio Corp.
 Address.....32 N. Main St.
 Phone Number.....1390
 Transmitter Location.....Swanton Road
 Air Time.....Local sunrise-local sunset

Transcription Service.....World
 Representative.....Walker
 News Service.....UP
 President.....Lloyd Squier
 General Manager.....Warren Marsden
 Program Director.....Stuart Perry
 Chief Engineer.....Theodore Boisvert

W D E V

WATERBURY—EST. 1931

MBS—YANKEE NETWORK—KBS

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....L. E. Squier
 Business-Studio Address.....8 Stowe St.
 Phone Number.....400-1
 Transmitter Location.....Blush Hill
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....Walker
 Membership.....NAB, BMB
 President-Owner, General-Station
 Manager.....L. E. Squier
 Commercial Manager, Program Director,
 Chief Announcer.....Thomas L. Dodd, Jr.
 Production Manager.....Craig S. Parker
 Chief Engineer, Farm Editor..Harold M. Grout

VIRGINIA

*Estimated Population 3,019,000—% Increase +12.7—Radio Homes 575,518
 Farms with Radios 104,762—Stations in State 41*

W P I K

ALEXANDRIA—EST. 1945

Owned-Operated By...Potomac Bcstg. Corp.
 Business Address.....P. O. Box 298
 Phone Number.....Overlook 3000
 Studio Address.....Hotel George Mason
 Transmitter Location..Telegraph Rd., Fairfax
 County, Va.
 Air Time.....Local Sunrise-Local Sunset
 Transcription Service.....Lang-Worth, World
 Representative.....Friedenberg
 President, General-Station Manager,
 Program Director.....Howard B. Hayes
 Commercial-Sales Promotion
 Manager.....Henry Z. Ungar
 Production Manager, Musical
 Director.....Herbert Deberry
 Chief Announcer.....Tony Howard
 Vice-President, Chief
 Engineer.....Carl L. Lindberg

Owned-Operated By..Northern Virginia Bcstg.,
 Inc.
 Business Address....Box 391, Arlington, Va.
 Phone Number.....Owens7800
 Studio Address.....3102 - 10th Rd. N.
 Transmitter Location..Baileys Crossroads, Va.
 Air Time.....Local Sunrise-Local Sunset
 News Service.....UP
 Transcription Service.....Capitol, Standard
 Representative.....Burn-Smith
 Membership.....NAB
 President.....R. Kilbourne Castell
 Sec.-General Counsel....Frank U. Fletcher
 Station Manager.....Raymond W. Baker
 Commercial Manager...William W. Jefferay
 Traffic Manager.....Mary Coury
 Musical Director.....Millicent Thomas
 Chief Engineer.....Earl Merryman
 Farm Editor.....Connie B. Gay
 Frequency: 730 Kc.....Power: 1000 Watts

W A R L

ARLINGTON—EST. 1946

Frequency: 780 Kc.....Power: 1000 Watts

W E A M

ARLINGTON—EST. 1947

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By..Arlington-Fairfax Bcstg.
 Co., Inc.

Business-Studio Address.....Radio Building
 Phone Number.....OWens 7100
 Transmitter Location.....19th and Frederick
 Air Time.....Local Sunrise-Local Sunset
 News Service.....AP
 Washington City News Service
 Transcription Service.....Associated, Lang-Worth
 Representative.....Adam J. Young
 Membership.....NAB, BMB
 President.....J. Maynard Magruder
 General-Commercial Mgr. Raymond Brown, Jr.
 Station-Sales Promotion Manager.
 Publicity Director.....Howard Stanley
 Program Director, Production Manager.
 Chief Announcer.....Matthew Warren
 Musical Director.....David Hill
 Chief Engineer.....Richard Washington
 Farm Editor.....Jerry Strong

W K L V

BLACKSTONE—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Frank H. Wagner

W C Y B

BRISTOL—EST. 1946

Frequency: 690 Kc.....Power: 10,000 Watts
 Owned-Operated By.....Appalachian Bcstg.
 Corp.
 Business-Studio Address.....Cumberland & Front
 St.
 Phone Number.....3560
 Transmitter Location.....Bristol, Va., Wallace Rd.
 Air Time.....Local Sunrise-Local Sunset
 News Service.....AP
 Transcription Service.....Associated, Thesaurus
 Membership.....NAB
 General Manager, Chief
 Engineer.....R. H. Smith
 Sales Manager.....J. Fey Rogers
 Program Director.....Warren Wright
 Chief Announcer.....Tom Dunn
 Musical Director.....Ralph Randall

W F H G

BRISTOL—EST. 1947

MUTUAL NETWORK

Frequency: 860 Kc.....Power: 1000 Watts
 Owned By.....Blanco Radio Co., Inc.
 Operated By.....R. B. Helms
 Business Address.....Radio Station WFHG.
 Hotel Bristol
 Phone Number.....3620
 Studio Address.....Hotel Bristol, Corner Cumber-
 land and Moore Sts.
 Transmitter Location.....Shell Plant Rd.
 Air Time.....Local Sunrise-Local Sunset
 News Service.....AP
 Transcription Service.....Standard

Membership.....NAB
 President.....R. B. Helms
 General-Station Manager.....William J. Thomas
 Commercial Sales Promotion
 Manager.....J. L. Boling
 Program Director, Production Manager,
 Publicity Director.....Eva Moore
 Chief Announcer.....Sidney Tear
 Musical Director.....Lee Goeller
 Chief Engineer.....John Hughlett
 Farm Editor.....Herm Rose

W C H V

CHARLOTTEVILLE—EST. 1934

ABC—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Barham & Barham
 Business-Studio Address.....4th & E. Market Sts.
 Phone Number.....Charlottesville 2500
 Transmitter Location.....Richmond Rd. (Route 250
 E.)
 Air Time.....6:30 a.m.-M.; 7:55 a.m. Sun.
 News Service.....AP
 Transcription Service.....NBC, Thesaurus
 Representative.....Cox & Tans
 Membership.....NAB, BMB
 President.....Charles Barham, Jr.
 Commercial-Sales Promotion Manager,
 Program Director.....Randolph Bean
 Chief Announcer.....Carl S. Goodwin
 Musical Director.....Fred A. Dabney, Jr.
 Chief Engineer.....Walter W. Gray
 Farm Editor.....Norman Kelsey

W KEY

COVINGTON—EST. 1941

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Earl M. Key
 Business-Studio Address.....219 W. Main St.
 Phone Number.....840
 Transmitter Location.....Clifton Forge Rd.
 Air Time.....7 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB, BMB
 Owner, General-Station Mgr.....Earl M. Key
 Commercial Manager.....William P. Mitchell
 Sales Promotion Manager,
 Publicity Director.....Kenneth L. Bryant
 Chief Announcer, Musical Dir.....John Lee Davis
 Program Director.....T. Carroll Harrison
 Chief Engineer.....Lawrence L. Kennedy

W S V S

CREWE—EST. 1947

KBS

Frequency: 60 Kc.....Power: 1000 Watts
 Owned-Operated By.....Southern Va. Bcstg.
 Corp.

Business-Studio Address.....117 Carter St.,
Crewe; Herald Bldg., Farmville; 121 N. Main
St., Blackstone
Phone Number3192
News Service.....AP
Transcription Service.....World, Keystone
Membership.....NAB
President.....C. S. Willis
General Manager.....Maxey E. Stone
Program Director.....Robert W. Hutchison
Chief Engineer.....C. E. Wilson

W B T M
DANVILLE—EST. 1930
ABC

Frequency: 1330 Kc. Power: 500 W., 1000 w.n.
Owned-Operated By...Piedmont Bcstg. Corp.
Business-Studio Address.....Hotel Danville
Phone Number2350
Transmitter Location.....Sandy Creek
Air Time.....6a.m.-12 M.
News Service.....AP
Transcription Service.....Lang-Worth, NBC
Representative.....George P. Hollingbery
Membership.....NAB, BMB
President.....L. N. Dibrell
General-Station Mgr.....R. Sanford Guyer
Commercial Manager.....E. G. Gardner
Sales Promotion Manager.....A. C. Evans
Program Director.....Milton Adams
Production Manager.....Ray Schreiner
Chief Engineer.....Lyle Motley

W D V A
DANVILLE—EST. 1947
MBS

Frequency: 1250 Kc. Power: 5000 Watts, d.;
1000 Watts, n.
Owned-Operated By..Virginia-Carolina Bcstg.
Corp.
Business-Studio Address..American National
Bank Building
Phone Number5300
Transmitter Location..Route 6, Martinsville Rd.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Capitol
Representative.....Walker Co.
Membership.....NAB, FMA
President.....J. D. Pruitt
General Manager.....Walter M. Windsor
Commercial-Assistant General
Manager.....William P. Hefferman
Program Director.....Charles J. Holmes
Continuity Director.....Virginia Murphy
Musical Director.....Clark McClellan
Chief Engineer.....Albert H. Carr
Farm Editor.....Frank B. Raymond

WFLO

FARMVILLE—EST. 1946

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By.....Colonial Bcstg. Corp.
Business Address.....P. O. Box 242
Phone Number600
News Service.....UP
Transcription Service...NBC, Cole, Associated
President.....Carla B. Keys
Gen.-Comm. Mgr.....James C. Wilson
Program Director.....Louis E. Hubbard Jr.
Chief Engineer.....Charles K. Chrismon

WFVA

FREDERICKSBURG—EST. 1939

ABC—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Fredericksburg Bcstg.
Corp.
Business Address.....P. O. Drawer 269
Phone Number1261
Studio Address.....528 Wolfe St.
Transmitter Location.....King's Highway
Air Time.....Unlimited
Transcription Service.....Lang-Worth
V-Pres. & Gen'l Mgr.....Richard F. Lewis, Jr.
Station & Com'l Mgr.....Walter F. Harris, Jr.
Chief Engineer.....W. S. Candler

WFTR

FRONT ROYAL—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Sky Park Bcstg. Corp.
Business Address.....Front Royal
News Service.....UP
Transcription Service.....Thesaurus
President.....H. F. Minter
Gen. Mgr.-Chief Engineer.....Warren S. Bell

WBOB

GALAX—EST. 1947

MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...Carroll-Grayson Bcstg.
Corp.
Business-Studio Address.....Poplar Knob Rd.
Phone Number300
Transmitter Location.....Poplar Knob
Air Time.....6 a.m.-11:30 p.m.
News Service.....AP
Membership.....NAB
President.....Robert V. Morris
General-Station Manager, Chief
Engineer.....Carl E. Duckett
Commercial Manager.....Joseph P. Crockett
Program Director.....Muriel M. Bell
Production Manager.....J. W. White, Jr.
Publicity Director.....W. Edward Boyer

WSVA

HARRISONBURG—EST. 1935

NBC

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By: Shenandoah Valley
 Bcstg. Corp.
 Business-Studio Address: Newman Bldg.
 Phone Number: Harrisonburg 550 & 875
 Air Time: 6 a.m. to Local Sunset
 News Service: UP
 Transcription Service: NBC, Thesaurus
 Representative: R. B. Harrington
 Membership: NAB, BMB
 President, Gen. Mgr.: Frederick L. Allman
 Commercial Manager: Robert B. Harrington
 Program Director: Richard H. Johnson
 Chief Engineer: Warren L. Braun

WLVA

LYNCHBURG—EST. 1930

ABC

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By: Lynchburg Bcstg C.orp.
 Business-Studio Address: Allied Arts Bldg.
 Transmitter Location: West of Lynchburg
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Standard, BMI, Lang-
 Worth
 Membership: NAB, BMB
 President: Edward A. Allen
 General-Station Manager: Philip P. Allen
 Commercial Manager: Joseph F. Wright, Jr.
 Chief Announcer: Wayne Tyler
 Musical Director: Jimmye McNeely
 Chief Engineer: John T. Orth
 Farm Editor: Joseph B. Roberts

WVOD

LYNCHBURG—EST. 1947

MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By: Old Dominion Bcstg.
 Corp.
 Business Address: P. O. Box 918
 Phone Number: 7000
 Studio Address: 10th & Main Sts.
 Transmitter Location: Boonsboro Rd.
 Air Time: 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
 News Service: AP, UP
 Transcription Service: World
 Representative: Walker
 Membership: NAB, BMB
 President: David H. Dillard
 General-Station Manager: Jack Weldon
 Commercial-Sales Promotion
 Manager: Everette Weaver
 Program-Publicity Director: Jay Seibel
 Production Manager: Norman Simpson
 Musical Director: Walter Stamm
 Chief Engineer: Forest Pinkerton

WMVA

MARTINSVILLE—EST. 1941

NBC—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Martinsville Bcstg. Co.,
 Inc.
 Business Address: Martinsville, Va.
 Phone Number: 2152
 Studio-Transmitter Location: Figsboro Rd.
 Air Time: 6 a.m.-11:15 p.m.
 News Service: AP
 Membership: NAB
 President: William C. Barnes
 General-Station Manager: John W. Shultz
 Commercial-Sales Promotion Manager:
 Publicity Director: Charles F. Adams
 Program Director: Barbara Harding
 Musical Director: Paul E. Zimmerman
 Chief Engineer: Dewey W. Muse

WGH

NEWPORT NEWS—EST. 1928

ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Hampton Roads Bcstg.
 Corp.
 Business-Studio Address: Portlock Bldg., Nor-
 folk, Va. Warwick Hotel, Newport News, Va.
 Phone Number: Norfolk 2-7031; Newport
 News 7-1312
 Transmitter Location: Boat Harbor, End Jeffer-
 son Ave.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth, Associated
 Representative: Free & Peters
 Membership: NAB, BMB
 President: Raymond B. Bottom
 General Manager, Vice-Pres.: General-
 Station Manager: Edward E. Bishop
 Commercial Manager: Edward E. Edgar
 Sales Promotion Manager: Joe Brown
 Program Director: Jack A. Black
 Chief Engineer: Charles A. Runyan

WHYU

NEWPORT NEWS—EST. 1947

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By: Eastern Bcstg. Corp.
 Business Studio Address: 114-24th St.
 Phone Number: 31632
 Transmitter Location: Newport News, Va.
 Air Time: Local Sunrise-Local Sunset
 News Service: UP
 Transcription Service: Lang-Worth, SESAC
 President: Dr. J. A. Gill
 General-Station Manager: Ed Harris
 Commercial Manager: F. A. McMahon
 Sales Promotion Manager: E. M. Hutton
 Program Director: A. Boyd Harrier, Jr.
 Chief Engineer: Orville K. Gibboney

WCAV

NORFOLK—EST. 1947

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By... Cavalier Bcstg. Corp.
 Business Address... Helena Bldg.
 Phone Number... 23266
 News Service... UP
 Transcription Service... Associated, Standard
 President... Joseph Light
 Secy-Gen. Mgr... Irving M. Kipnes
 Dir. of Sales... Don Kelly
 Program Director... Hugh E. Whiteside
 Prom.-Adv. Dir... Ray E. Daniels
 Chief Engineer... William M. Manrov

WLOW

NORFOLK—EST. 1946

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By... Commonwealth Bcstg.
 Corp.
 Business Address... 105 Brooke Ave.
 Phone Number... 45678
 Studio Address... 219 Granby St.
 Transmitter Location... Western Branch
 Air Time... Local Sunrise-Local Sunset
 News Service... UP
 Transcription Service... Associated
 Representative... Farjoe
 Membership... NAB
 President... E. L. Scott
 General Manager, Farm Editor... Ralph Wasdon
 Station Manager... W. M. Carpenter
 Commercial Manager... James D. Cherry
 Program Director... Ray Penner
 Publicity Director... F. Gene Abrams
 Chief Engineer... Jack Siegel

WTAR

NORFOLK—EST. 1923

NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned By... Norfolk Newspaper, Inc.
 Operated By... WTAR Radio Corp.
 Business-Studio Address... National Bank of
 Commerce Bldg. Anne County, Va.
 Phone Number... 25671
 Transmitter Location... Glen Rock, Princess
 Air Time... 6 a.m.-1 a.m.
 News Service... AP, UP, PA
 Transcription Service... Standard, Lang-Worth
 Representative... Edward Petry
 Membership... NAB, BMB
 General Manager... Campbell Arnoux
 Commercial Manager... John W. New
 Program Director... Henry Cowles Whitehead
 Production Manager... Clyde Moser
 Chief Announcer... Blair Eubanks
 Chief Engineer... John Peffer

WNVA

NORTON—EST. 1945

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Blanfox Radio Co., Inc.
 Address... Cury Bldg.
 Air Time... 7 a.m.-11 p.m.
 News Service... AP
 Transcription Service... Lang-Worth
 President... R. B. Helms
 General Manager... Jack T. Helms
 Commercial Manager... Bill Halland
 Program Dir.-Prom. Mgr... Bill Benesch
 Chief Engineer... Gene Tommerdahl

WSSV

PETERSBURG—EST. 1945

MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Southside Va. Bcstg.
 Corp.
 Business-Studio Address... 112 West Tabb St.
 Phone Number... 3881
 Transmitter Location... Lt. Run
 Air Time... 6:30 a.m.-12 M.
 News Service... AP
 Transcription Service... Standard
 Representative... Burns-Smith
 President, General-Station
 Manager... Louis H. Peterson
 Commercial Manager... Arthur H. Beckwith
 Program Director... Stuart M. Gates
 Production Manager... Lillian C. Treaster
 Publicity Director... Nellie W. Andrews
 Chief Announcer... Lyle C. Bradley
 Musical Director... Robert E. Wayne
 Chief Engineer... Edward F. Schwarz
 Farm Editor... James J. McMillen

WSAP

PORTSMOUTH—EST. 1943

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Portsmouth Radio Corp.
 Business-Studio Address... 205 Professional
 Bldg.
 Transmitter Location... 1318 Spratley St.
 Phone Number... 6383-4
 Air Time... 6 a.m.-1 a.m.
 News Service... UP
 Transcription Service... World, Thesaurus
 Representative... Joseph Hershey McGillvra
 Membership... NAB
 President... Tom Gilman
 Gen. Mgr... J. L. Norfleet
 Prog. Dir... George Brantly
 Chief Eng... Chas. R. Sledge

W P U V

PULASKI—EST. 1946
MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Southwest Bcstg. Co.
Address: P. O. Box 351, Cool Springs, Va.
Phone Number: 3-3931
Transmitter Location: Cool Springs
Air Time: 6 a.m.-11:15 p.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Sears & Ayer, Inc.
Membership: NAB
President: Howard R. Imboden
General Manager: William R. Murray
Commercial Manager: Allen S. Aden
Program Director: James H. Mayes
Chief Engineer: Fitzgerald McDaniel

W B B L

RICHMOND—EST. 1924

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Grace Covenant
Presbyterian Church

W L E E

RICHMOND—EST. 1945
MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Lee Bcstg. Corp.
Business-Studio Address: Broad-Grace Arcade
Phone Number: 3-6741
Transmitter Location: Colorado Ave. & Sumpter
Air Time: 6 a.m.-1 a.m.; 6:30 a.m.-1 a.m., Sun.
News Service: AP
Transcription Service: Standard
Representative: Headley-Reed
President: Thomas G. Tinsley, Jr.
General-Commercial Mgr.: Irvin G. Abeloff
Program-Publicity Director: Harvey Hudson
Musical Director: Miss Roberta Morris
Chief Engineer: George W. McGuigan, Jr.

W M B G

RICHMOND—EST. 1926
NBC

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: Havens & Martin, Inc.
Business-Studio Address: 3301 W. Broad St.,
P. O. Box 5229
Phone Number: 5-8611
Transmitter Location: Staples Mill Rd. at
Broad St.
Air Time: 6:30 a.m.-1 a.m.
News Service: Transradio
Transcription Service: NBC, Lang-Worth
Representative: John Blair
Membership: NAB, BMB

President, General-Station

Manager: Wilbur M. Havens
Local Commercial Manager: Wm. J. Filer
National Commercial Mgr.: Ralph Wallerstein
Sales Promotion Manager, Publicity
Director: Walter A. Bowry, Jr.
Program Director, Production
Manager: Allan J. Phaup, Jr.
Chief Engineer: Wilfred H. Wood

W R N L

RICHMOND—EST. 1937
ABC

Frequency: 910 Kc. Power: 5000 Watts
Owned By: Richmond Newspapers, Inc.
Operated By: Richmond Radio Corp.
Business-Studio Address: 323 East Grace St.
Phone Number: 3-3436
Transmitter Location: Wilkinson Rd.
Air Time: 5:30 a.m.-1 a.m.; 7 a.m., Sun.
News Service: AP
Transcription Service: Standard, Capitol
Representative: Edward Petry
Membership: NAB, BMB
President: D. Tenant Bryan
Gen.-Sta.-Commercial Mgr.: E. S. Whitlock
Production Manager: Richard A. Velz
Chief Engineer: Vincent Wolstenholme

SPOTLIGHT
on the
great
Southern
Market

WRNL

5000 WATTS
RICHMOND
VIRGINIA

EDWARD PETRY & CO., Inc.
National
Representatives

WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc. Power: 50,000 Watts
 Owned-Operated By.....Larus & Brothor Co.
 Business-Studio Address.....Hotel Richmond
 Phone Number.....3-6633
 Transmitter Location.....Edgeworth,
 Henrico County, Va.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....Radio Sales
 General Manager.....C. T. Lucy
 Commercial Manager.....Barron Howard
 Promotion Manager.....Jack Stone
 Program Director.....Samuel S. Carey
 Production Manager.....John B. Tansey
 Public Relations Director.....Walter R. Bishop
 Chief Engineer.....D. C. Woods

WXGI

RICHMOND—EST. 1947

Frequency: 740 Kc. Power: 1,000 Watts d.
 Owned-Operated By.....Radio Virginia, Inc.
 Business-Studio Address.....100 W. Franklin St.
 Phone Number.....7-4684-6
 Transmitter Location.....German School Rd.
 Air Time.....Local Sunrise-Local Sunset
 News Service.....AP
 Transcription Service.....Associated, Lang-Worth
 Representative.....Lorenzen & Thompson
 Membership.....NAB
 Pres.-Gen. Mgr.....Douglas H. Robertson
 Station Manager.....Lew Kent
 Sales or Commercial Mgr.....Charles L. Kessler
 Publicity Director.....Douglas H. Robertson
 Chief Announcer.....Nelson Griggs

WDBJ

ROANOKE—EST. 1924

CBS

Frequency: 960 Kc. Power: 5,000 Watts
 Owned-Operated By.....Times-World Corp.
 Business-Studio Address.....124 W. Kirk Ave.
 Phone Number.....8131
 Transmitter Location.....Colonial Avenue,
 Colonial Heights
 Air Time.....18 hrs., daily; 16 hrs., Sun.
 News Service.....AP, UP
 Transcription Service.....World, Lang-Worth
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President-Owner or Chief Exec.....J. P. Fishburn
 General Manager.....Ray P. Jordan
 Sales or Commercial Mgr.....John W. Harkrader
 Program Director.....Paul E. Reynolds
 Production Manager.....Irving Sharp
 Director of Promotion.....Clifford B. Huffman
 Chief Engineer.....J. Edw. Newman

WROV

ROANOKE—EST. 1946

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Radio Roanoke, Inc.
 Business-Studio Address.....600 Mt. Trust
 Bank Bldg.
 Phone Number.....3-4444
 Transmitter Location.....Cleveland Ave. at 15th St.
 Air Time.....6 a.m.-12 M.; 8 a.m.-12 p.m. Sun.
 News Service.....UP
 Transcription Service.....Capitol, Lang-Worth
 Representative.....Burn-Smith
 Membership.....NAB
 General, Station, Commercial, Sales Promotion
 Manager.....Frank E. Koehler
 President.....Leo F. Henebry
 Production Manager.....Gordon R. Phillips
 Engineer in Chg.....Frank Hall

WSLS

ROANOKE—EST. 1940

ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Roanoke Bcstg. Corp.
 Business-Studio Address.....Shenandoah Life Bldg.
 Phone Number.....9227
 Transmitter Location.....Shenandoah Life Bldg.
 Air Time.....5:30 a.m.-12:02 a.m.
 News Service.....AP
 Transcription Service.....SESAC, Lang-Worth,
 Thesaurus, Associated
 Representative.....Weed
 Membership.....NAB, BMB
 President.....Paul C. Buford
 Exec. Vice-Pres., Sta. Mgr.....James H. Moore
 Business, Commercial Mgr.....Horace Fitzpatrick
 Program Director.....Robert W. Menefee
 Production Manager.....Francis Ballard
 Publicity Director.....Doris Irvin
 Chief Engineer.....J. P. Briggs

WTON

STAUNTON—EST. 1945

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Charles P. Blackley
 Business-Studio Address.....Morrison Bldg.
 Phone Number.....1400
 Transmitter Location.....Waynesboro Rd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB
 Owner, Gen. Mgr.....Charles P. Blackley
 Commercial Manager.....Charles E. Seebeck
 Program Director.....Fulton A. King
 Chief Announcer.....Fulton A. King
 Chief Engineer.....Rex C. Houser

W L P M
SUFFOLK—EST. 1940
 ABC—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Suffolk Bcstg. Corp.
 Business-Studio Address 105 Bank Street
 Phone Number 1420
 Transmitter Location Rt. 460, one mile
 N. W. of Suffolk
 Air Time 6:30 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Sears & Ayer
 Membership NAB
 President, General, Station, Commercial,
 Sales Promotion Manager Fred L. Hart
 Program Director Allen B. Jones
 Production Manager Earl Hundley
 Publicity Director John McNamara
 Chief Announcer Allen Jones
 Musical Director Ida Barrett
 Chief Engineer V. W. Rupp
 Farm Editor L. E. Pettyjohn

WAY B

WAYNESBORO—EST. 1947
 MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By The Waynesboro
 Broadcasting Corp.
 Business Address P. O. Box 938

Phone Numbers: Studios 999... Transmitter 998
 Studio Address 526 W. Main St.
 Transmitter Location Hermitage Rd.,
 Waynesboro, Va.
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service Lang-Worth, World,
 Features, Keystone
 Membership NAB
 Pres.-Gen. Mgr. Earl M. Key
 Sta. Mgr.-Prog. Dir. Paul Marlowe
 Commercial Manager Edward F. Libby
 Prod. Mgr.-Musical Dir. Paul M. Shue
 Chief Engineer Edward R. Goodwin

WINC

WINCHESTER—EST. 1941
 ABC—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Richard Field Lewis Jr.
 Business Address Box 605 Winchester, Va.
 Phone Number 4855
 Studio-Transmitter Location 514 Kerr St.
 News Service UP
 Air Time 17 hrs., daily
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President-Owner, General Station Manager
 Richard Field Lewis Jr.
 Commercial, Program Manager, Farm Editor
 John Carl Morgan
 Chief Engineer Philip B. Whitney

WASHINGTON

*Estimated Population 2,233,000—% Increase 28.6—Radio Homes 653,015
 Farms with Radios 73,397—Stations in State 38*

KXRO

ABERDEEN—EST. 1927
 MBS—DON LEE—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By KKRO Inc.
 Business-Studio Address 207½ E. Market St.
 Phone Number 4098
 Transmitter Location 1308 Coolidge Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Homer Griffith Co.
 Membership NAB, BMB
 President Harry R. Spence
 General Station Mgr. Fred G. Goddard
 Commercial Manager Bertha G. Ruby
 Sales Promotion Manager John Duane Johnson
 Program Director Stan Spiegle
 Chief Engineer Billy G. Cunningham

KVOS

BELLINGHAM—EST. 1927
 ABC—KBS

Frequency: 790 Kc. Power: 1,000 Watts
 Owned-Operated By KVOS, Inc.
 Business-Studio Address 1321 Commercial St.
 Phone Number 790
 Transmitter Location 2074 Yew St.
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M. Sun.
 News Service UP
 Transcription Service World, C. P. MacGregor
 Representative Homer Griffith
 Membership BMB
 President Rogan Jones
 General, Station, Sales Promotion Manager
 Ralph Miller
 Commercial Manager Fred Elsethagen
 Program Director Dave Gordon
 Chief Engineer Ernest Harper

KBRO

BREMERTON—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...Bremerton Bcstg. Co.
 Business-Studio Address...205 Washington Ave.
 Phone Number1970
 Transmitter Location...205 Washington Ave.
 Air Time.....18 hrs., daily
 News ServiceAP
 Transcription Service.....World
 Representative.....John Keating
 Membership.....NAB
 President.....Bruce Bartley
 General Manager.....Dick Brombie
 Commercial Manager.....Hal C. Moan
 Program Director.....William L. Fox
 Chief Engineer.....Andrew K. Jordan

KELA

CENTRALIA AND CHEHALIS

MBS—DON LEE—KBS

Frequency: 1470 Kc. Power: 1,000 Watts
 Owned-Operated By...Central Bcstg. Corp.
 Business Address...P. O. Box 720 Central,
 P. O. Box 827, Chehalis.
 Phone Number...Centralia 6-3321; Chehalis 7-2-1
 Studio, Transmitter Location.....Midway
 between Centralia and Chehalis on High-
 way 99
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Representative.....John Keating
 Membership.....NAB
 Owner...J. Elroy McCaw, Mrs. Mabel A. Gwinn
 General, Station Manager.....Joe Chytil
 Sales or Commercial Mgr....Robert S. Brister
 Program Director.....Glasco Branson
 Production Manager, Farm Editor
 Dudley Gaylord, Jr.
 Publicity Director.....Schuyler Hill
 Chief Announcer.....Les Keiter
 Chief Engineer.....Ellwood W. Lippincott

KXLE

ELLENSBURG—EST. 1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Central Washington
 Bcstrs, Inc.
 Business-Studio Address.....Rt. 2, Box 689
 Phone Number2-4406
 Transmitter LocationRt. 2
 Air Time.....6:30 a.m.-10 p.m.
 News ServiceUP
 Transcription Service...Lang-Worth, MacGregor
 Representative.....Walker Co., Tracy Moore
 President.....Goodwin Chase Jr.
 Station Manager.....Joe Kendall
 Commercial Mgr. Chief Engineer, Bob Vaughan
 Musical Director.....Wendall Kinney
 Farm Editor.....Martin Koschmann

KRKO

EVERETT—EST. 1922

MBS—DON LEE—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...The Everett Bcstg.
 Co., Inc.
 Business-Studio Address.....KRKO Bldg.
 Transmitter Location.....KRKO Bldg.
 Air Time.....6 a.m.-12 M.
 News ServiceUP
 Transcription Service.....Standard, Sesac
 Representative...John Keating, Homer Griffin
 Membership.....NAB, BMB
 President, General, Station, Commercial
 Manager.....William R. Taft
 Production Manager, Publicity, Program
 Director.....Marlin E. Smythe
 Musical Director.....Merlin Matheny
 Chief Engineer.....Earl E. Gerdon

KWLK

LONGVIEW—EST. 1938

MBS—DON LEE—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...Twin City Bcstg. Corp.
 Business-Studio Address...14th & Hudson
 Transmitter Location...Ocean Beach Highway
 Air Time.....6 a.m.-12 M.
 News ServiceUP
 Representatives...Homer Griffith, John Keating
 Membership.....NAB
 President.....C. O. Chatterton
 Publicity Director.....Marwayne Borg
 Chief Announcer.....Forrest Bishop
 Chief Engineer.....Marvin Johnston
 Farm Editor.....Don Bailey

KSEM

MOSES LAKE—EST. 1947

KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...Jessica L. Longston,
 C. V. Zaser, L. Bernice Brownlow
 Business-Studio Address...Moses Lake, Ephrata
 Transmitter Location...Moses Lake, Wash.
 Air Time.....7 a.m.-10 p.m.
 News ServiceUP
 Transcription Service.....World, KBS
 President.....Jessica L. Longston
 General Manager.....Vicki Zaser
 Station Manager.....Don G. Bennett
 Program Director.....Catherine Lick
 Production Manager.....Ken Jackson
 Publicity Director.....Ken Goddard
 Chief Announcer.....Gordon Milspaw
 Musical Engineer.....John H. Thatcher

KBRC

MOUNT VERNON—EST. 1946

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned By Beckley Radio Co.
 Operated By Leo H. Beckley
 Business Address P. O. Box 240
 Phone Number 8955
 Studio-Transmitter Location Anacortes
 Memorial Highway
 Air Time 6 a.m.-Local Sunset
 News Service UP
 Transcription Service Standard, Cole
 Representatives John Keating, Pacific Coast
 Membership NAB
 Pres., General, Station Mgr. Leo H. Beckley
 Commercial, Sales Promotion Mgr. Bud Clark
 Program Dir. Chief Announcer Paul Herbold
 Production Manager Gwendolyn Rucker
 Publicity Director, Farm Editor
 Marolin Anderson
 Chief Engineer Walter Stewart

KG Y

OLYMPIA—EST. 1921

MBS—DON LEE—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Tom Olsen
 Business-Studio Address Rockway Leland Bldg.
 Phone Number 6636
 Transmitter Location Rockway Leland Bldg.
 Air Time 17½ hrs.
 News Service UP
 Transcription Service World
 Membership NAB
 Pres., General, Station Manager Tom Olsen
 Commercial Manager J. Harris Dorr
 Sales Promotion Manager Elmer Holmberg
 Program Director Eve Knutsen
 Chief Announcer, Chief Engineer C. A. Roark

KOMW

OMAK—EST. 1947

Frequency: 680 Kc. Power: 1000 Watts d.
 Owned-Operated By Miller Publishing Co.
 Business Address Box 151
 Phone Number Omak 00
 News Service UP
 Transcription Service Lang-Worth
 President Don T. Miller
 General Manager Erin W. Thomas
 Commercial Manager C. Nat Harris
 Program Director Nancy Reeves
 Chief Engineer William Weiss

KPKW

PASCO—EST. 1945

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Western Radio Corp.

KONP

PORT ANGELES—EST. 1945

KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Radio Pacific, Inc.
 Business Address Port Angeles, Wash.
 News Service UP
 Phone Number 1700
 Representative Keating
 Membership NAB, BMB
 Pres.-Treas. Berth Webster
 General Manager C. N. Webster
 Station Manager Frank Adams

KXRN

RENTON—EST. 1947

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By Interlake Bcstg. Corp.
 Business Address N. Park St. & 7th Ave.
 Phone Number 6262
 Transcription Service Capitol
 Pres.-Gen. Mgr. Robert S. McCaw
 Comm.-Prom. Mgr. Dudley K. Randal
 Program Director Wm. Shela

KING

SEATTLE—EST. 1927

Frequency: 1090 Kc. Power: 10,000 Watts
 Owned-Operated By King Bcstg. Co.
 Business-Studio Address 2101 Smith Tower
 Phone Number MAin 1090
 Air Time 18 hrs., daily
 News Service AP, UP
 Transcription Service Lang-Worth, Associated
 Representative Weed
 Membership NAB
 President Mrs. A. Scott Bullitt
 General Manager Henry B. Owen
 Commercial Manager John H. Eichhorn
 Production Manager Curt Roberts

KIRO

SEATTLE—EST. 1927

CBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Operated By Queen City Bcstg. Co.
 Business-Studio Address 66 Cobb Bldg., and
 Olympic Hotel
 Phone Number Seneca 1500
 Air Time 18 hrs.
 News Service AP
 Transcription Service Standard, Associated
 Representatives Free, Peters
 Membership NAB, BMB
 President Saul Haas
 Vice Pres.-Manager Loren B. Stone
 Commercial Manager William F. Tucker
 Sales Promotion Manager C. A. Bond
 Production Manager William R. Corcoran

KJR
SEATTLE—EST. 1923

ABC

Frequency: 950 Kc. Power: 5,000 Watts
Owned-Operated By.....Totem Bcstrs. Inc.
Business-Studio Address.....Skinner Bldg.
Phone Number.....Elliott 5890
Transmitter Location.....2600—26th Ave., S. W.
Air Time.....18 hrs., daily; 17 hrs., Sun.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel
Membership.....NAB, BMB
Pres.-Owner, Chief Exec.....Marshall Field, 3rd
General, Station Manager.....J. Archie Morton
Sales Manager.....Arthur Gerbel, Jr.
Sales Promotion Manager.....Maitland Jordan
Program Director.....Roland Bradley

KOL

SEATTLE—EST. 1922

Frequency: 1300 Kc. Power: 5,000 Watts
Owned-Operated By.....Seattle Bcstg. Co.
Business-Studio Address.....Northern Life Tower
Phone Number.....MA 2312
Transmitter Location.....Harbor Island
Air Time.....6 a.m.—12 p.m.
News Service.....AP, UP
Representative.....Headley-Reed Co.
Membership.....BMB
President, General Mgr.....Archie Taft, Jr.
Station Manager.....O. A. Runchey
Program Dir., Production Mgr.....Johnie Forrester
Publicity Director.....Sharon Kane
Chief Engineer.....Perry Lind

KOMO

SEATTLE—EST. 1926

NBC

Frequency: 1,000 Kc. Power: 5,000 Watts,
CP 50,000 Watts
Owned-Operated By.....Fisher's Blend
Station, Inc.
Business-Studio Address.....100—4th Ave., N.
Phone Number.....MAin 1401
Transmitter Location.....Vashon Island, Wash.
Air Time.....18 hrs. daily
News Service.....AP, UP
Transcription Service.....Lang-Worth, Associated,
Capitol
Representative.....Edward Pety
Membership.....NAB, BMB
President, General Manager.....O. W. Fisher
Vice President.....R. D. McCornack
Commercial Manager.....Ray Baker
Manager, National Sales and Sales Service,
Merchandising and Promotion Manager
Richard E. Green
Program Manager.....W. W. Warren
Production Manager.....Frederick J. Patterson
Chief Engineers.....F. J. Brott, S. D. Bennett

KRSC

SEATTLE—EST. 1926

Frequency: 1150 Kc. Power: 1,000 Watts
Owned-Operated By.....Radio Sales Corp.
Business-Studio Address.....2939 4th South
Phone Number.....Elliott 2480
Air Time.....6 a.m.—2 a.m.
News Service.....AP
Transcription Service.....Associated, Cole
Representative.....W. S. Grant
Membership.....NAB
President.....P. K. Leberman
General, Station Mgr.....Robt. E. Priebe
Commercial Manager.....Romig C. Fuller
Publicity Director.....Lyle Burt
Chief Engineer.....George A. Freeman

KTW

SEATTLE—EST. 1920

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated By First Presbyterian Church
Business Address.....7th Ave. & Spring St.
Phone Number.....Main 2056
President.....Dr. F. Paul McConkey
General Manager.....James S. Ross
Comm. Mgr.-Prog. Dir.....Don Bevilacqua
Chief Engineer.....James S. Ross

KXA

SEATTLE—EST. 1924

Frequency: 770 Kc. Power: 1000 Watts d.
Owned-Operated By.....KXA, Inc.
Address.....312 Bigelow Bldg.
Phone Number.....Seneca 1000
Air Time Limited—Local Sunup-Local Sundown
News Service.....UP
Transcription Service.....Standard
Representative.....Bolling
Membership.....Nab, BMB
President.....W. I. Dumm
General Manager.....Rodney G. McArdle
Commercial Manager.....Robert A. Kilpatrick
Promotion Manager.....James D. Neidigh Jr.
Chief Engineer.....John DuBuque

KFIO

SPOKANE—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Spokane Bcstg. Corp.
Address.....526 Riverside Ave.
Phone Number.....Riverside 8033
Transmitter Location.....526 Riverside Ave.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Cole
Representative.....Joseph Hershey McGillvra
Membership.....NAB
President.....Arthur L. Smith
General Manager.....R. G. McBroom

KGA

SPOKANE—EST. 1933

ABC

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Operated By: Louis Wasmer
 Business-Studio Address: Radio Central Bldg.
 Phone Number: MAin 5383
 Transmitter Location: 4102 S. Regal
 Air Time: 18 hrs. daily, 17 hrs Sun.
 News Service: UP
 Transcription Service: Capitol, Associated
 Representative: Edward Petry
 Membership: NAB
 President: Louis Wasmer
 General, Station Manager: Harvey Wixson
 Program Director: Robert E. Plummer
 Chief Engineer: A. G. Sparling

KHQ

SPOKANE—EST. 1923

NBC

Frequency: 590 Kc. Power: 5,000 Watts
 Owned-Operated By: KHQ, Inc.
 Business-Studio Address: Radio Central Bldg.
 Phone Number: MAin 5131
 Transmitter Location: 4102 S. Regal St.
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M. Sun.
 News Service: AP
 Transcription Service: Associated, Sesac
 Membership: NAB, BMB
 President, Gen., Sta. Mgr.: Richard O. Dunning
 Sales Promotion Manager: Robert Wesson
 Program Director: R. W. Brazeal
 Chief Engineer: John Walker
 Farm Editor: Glenn Lorang

KNEW

SPOKANE—EST. 1947

MBS

DON LEE

Frequency: 1430 Kc. Power: 5,000 Watts
 Owned By: Coeur d'Alene Bcstg. Co.
 Operated By: Radio Station KNEW
 Business-Studio Address: Sprague & Wall
 Phone Number: Riverside 8035
 Transmitter Location: Old Palouse Highway,
 Spokane, Wash.
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: World
 Representative: Gilman, Micoll & Ruthman
 Membership: NAB
 President-Owner: Burl C. Hagadone
 General, Station Manager: Harry Lantry
 Commercial Manager: Wm. C. Rhodes
 Program Director: Paul Crain
 Musical Director: Anthony Pinski
 Chief Engineer: C. W. Evans

KREM

SPOKANE—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Cole E. Wylie
 Business-Studio Address: 242 Riverside Ave.
 Phone Number: MAin 3333
 Transmitter Location: 242 Riverside Ave.
 Air Time: 6:30 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: W. S. Grant
 President-Owner, General, Station Manager:
 Cole E. Wylie
 Commercial Manager: Robert H. Temple

KXLY

SPOKANE—EST. 1922

CBS

PACIFIC NORTHWEST BCSTRS.

Frequency: 920 Kc. Power: 5,000 Watts
 Owned-Operated By: Symons Bcstg Co.
 Business-Studio Address: Symons Bldg.
 Phone Number: MAin 1218
 Transmitter Location: Rt. 3, Spokane Wash.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, MacGregor
 Representative: Walker, Tracy Moore
 Membership: NAB
 President: E. B. Craney
 General Manager: R. B. Wheeler
 Commercial Manager: B. W. Woolston
 Sales Promotion Manager: John Funk
 Program Director: George McGowan
 Chief Engineer: George Langford

KMO

TACOMA—EST. 1926

Frequency: 1360 Kc. Power: 5,000 Watts
 Owned-Operated By: Carl E. Haymond
 Business-Studio Address: 914½ Broadway
 Phone Number: MAin 4144
 Transmitter Location: Highway 99, Colonial
 Garden area
 Air Time: 6 a.m.-12 M.; 7 a.m.-11 p.m. Sun.
 News Service: UP
 Transcription Service: Standard, Capitol
 Representatives: John Keating,
 Duncan Scott, Joseph Hershey McGillvra
 Membership: NAB
 President-Owner: Carl E. Haymond
 Dir. of Operations: James Murphy
 Station Manager: Jerry Geehan
 Sales Promotion Manager, Publicity Director:
 Raymond McKenzie
 Program Director: Ted Knightlinger
 Musical Director: Janet Ferris
 Chief Engineer: Max Bice

KTBI

TACOMA—EST. 1941

KBS

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Tacoma Bcstrs., Inc.
 Address 2715 Center St.
 Phone Number BRoadway 2241
 Air Time 7 a.m.-12 M.
 Transcription Service Associated, World
 Membership NAB, BMB
 President Harold J. Quilliam
 Gen. Mgr.-Prog. Dir. Burke Ormsby
 Commercial Manager King Mitchell
 Chief Engineer Harold Dillon

KVI

TACOMA—EST. 1927

MBS—DON LEE

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By Puget Sound Bcstg. Inc.
 Business Address Rust Bldg.
 Phone Number BRoadway 4211
 Studio Addresses Camlin Hotel, Seattle;
 Rust Bldg., Tacoma
 Transmitter Location Point Heyer, Vashon
 Island, Wash.
 Air Time 5:30 a.m.-M.; 7 a.m.-12 M. Sun.
 News Service AP
 Transcription Service Associated, Lang-Worth
 Representative George P. Hollingbery Co.
 Membership NAB
 Pres.-Gen. Sta. Mgr. Vernice Irwin
 Commercial Manager Earl T. Irwin
 Sales Promotion Manager Robert Hayward
 Program Director Dorothy D. Butler
 Chief Engineer D. M. MacDonough

KVAN

VANCOUVER—EST. 1939

Frequency: 910 Kc. Power: 1,000 Watts
 Owned-Operated By Vancouver Radio Corp.
 Business-Studio Address 707½ Main St.
 Phone Numbers Vancouver 150, Portland,
 Ore, Becon 4927
 Transmitter Location Shore Smith Lake,
 Portland, Oregon
 Air Time 6 a.m.-1 a.m.; 7 a.m.-12 p.m. Sun.
 News Service UP
 Transcription Service World, Standard
 Representative John Keating
 Membership NAB
 President Sheldon F. Sackett
 General Manager Fred F. Chitty
 Asst. Manager, Commercial Manager
 Marcus F. DeLaunay
 Sales Promotion Manager Alan Torbett
 Program Director, Production Mgr. Robert Deihl
 Publicity Director, Farm Editor George Conner
 Chief Engineer Edgar Means

KUJ

WALLA WALLA—EST. 1931

MBS—DON LEE

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By KUJ Inc.
 Business-Studio Address 55 E. Main St.
 Phone Number 1230
 Transmitter Location U. S. Highway 410— 3
 mi. West Walla Walla City Center
 Air Time Unlimited
 News Service UP
 Transcription Service Langworth
 Representatives Gilman, Nicoll,
 John Keating
 Membership NAB, BMB
 President-Gen. Sta. Mgr. H. E. Studebaker
 National Sales Manager Don Wike
 Local Sales Manager Norval Arnes
 Program Director Howard Rhoads
 Public Relations Don Keith Van Velzer
 Chief Engineer Milton MacLafferty

KWVB

WALA WALA—EST. 1946

KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Walla Walla Bcstg. Co.
 Address Book Nook Bldg.
 Phone Number 4103
 Transcription Service Thesaurus, Standard
 News Service AP
 Representative Grant
 President John W. Kendall
 V.P.-Gen. Mgr. Arthur W. Lindsay
 Commercial Manager Kenneth K. Williams
 Program Director Orville Claire Banks
 Promotion Manager Adaline Bussard
 Chief Engineer John L. Kelley

KPQ

WENATCHEE—EST. 1929

ABC

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By Wescoast Bcstg Co. Inc.
 Business-Studio Address 2nd & Columbia
 Phone Number 2757
 Transmitter Location Junction of Wenatchee
 & Columbia Rivers
 Air Time 6:00 a.m. to 12:05 p.m.
 News Service UP
 Transcription Service World, MM COLE
 Representative J. H. McGillvra, Keating Co.
 Membership NAB, BMB
 President-Owner R. Jones
 General Sales Manager J. W. Wallace
 Commercial Sales Promotion Mgr. Pat O'Hallo
 Commercial Sales Promotion Manager
 Pat O'Halloran
 Production Manager W. M. Green
 Publicity Director Dorothy B. Maus
 Chief Engineer Geo. Frese

K I M A

YAKIMA—EST. 1945
CBS

Frequency: 1460 Kc. Power: 500 Watts
Owned-Operated By... Cascade Bcstg. Co., Inc.
Business-Studio Address... Terrace Heights Rd.
Phone Number... 6104
Transmitter Location... Terrace Heights Rd.
Air Time... 5:00 a.m. to Midnight
News Service... AP
Transcription Service... Thesaurus, Lang-Worth, Associated, SESAC
Representative... Weed
Membership... NAB, BMB
President-Owner... A. W. Talbot
General Manager-Vice-President, General Station Manager... R. Lee Black
Commercial Manager... Doris Zietzke
Sales Promotion Manager-Publicity Director
Hershel Cary
Chief Announcer... Thomas C. Bostic
Musical Director... Ben Weaver
Chief Engineer... J. Barry Watkinson
Farm Editor... Dick Landis

K I T

YAKIMA—EST. 1929
ABC

Frequency: 1280 Kc. Power: 1000 Watts
Owned By... Valley Broadcasters
Operated By... Carl E. Haymond
Business-Studio Address... 414 E. Yakima Ave.

Phone Number... 8115
Transmitter Location... Wash. Ave.
Air Time... 6 a.m.-12 M 7 a.m.-12 M Sun.
News Service... AP, UP
Transcription Service... Capitol, Standard, Lang-Worth, SESAC, Cole
Representatives... Joseph Hershey McGillvra
Duncan A. Scott & Company, John Keating
President... Carl E. Haymond
Director... James A. Murphy
Station Manager... John K. Clarke
Commercial Manager... Harrison A. Miller
Sales Promotion Manager-Publicity Director
William B. Hansen
Program Dir.-Production Mgr... James W. Nolan
Chief Announcer... Don White
Musical Director... Gene Hess
Chief Engineer... H. B. Murphy
Farm Editor... John Roberts

K Y A K

YAKIMA—EST. 1947
MBS—DON LEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Yakima Bcstg. Corp.
Business Address... Fair Ave. & Mead St.
Phone Number... 2-7143
News Service... AP
Pres.-Gen. Mgr... Robert S. McCaw
Vice-President... J. Elroy McCaw
Commercial Manager... Seymour Spring
Promotion Manager... Robert B. Dyal
Prog. Dir.-Chief Engr... Gordon Allen

WEST VIRGINIA

*Estimated Population 1,849,000—% Increase —2.8—Radio Homes 370,664
Farms with Radios 66,201—Stations in State 31.*

W J L S

BECKLEY—EST. 1939
CBS

Frequency: 560 Kc. Power: 1000 Watts D., 500 Watts N.
Owned-Operated By... Joe L. Smith, Jr.
Business-Studio Address... WJLS Building
Phone Number... Beckley 7311
Transmitter Location... 1 m'le SE Beckley
Air Time... 6 a.m. to 1 a.m.
News Service... UP
Transcription Service... Standard
Representative... Burn Smith
Membership... NAB, BMB
President... Joe L. Smith, Jr.
General-Station Manager... Virginia N. Cooper
Commercial Manager... Robert Burns
Sales Promotion Mgr... Penton B. Boggs, Jr.
Program Director... George A. Hartrick
Chief Engineer... A. J. Ginkel

W W N R

BECKLEY—EST. 1946
NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Rahall Bcstg Co.
Business-Studio Address... 1565 Harper Road
Phone Number... 9300-9309
Transmitter Location... 1565 Harper Road
Air Time... 6 a.m.-12:30 a.m.
News Service... AP
Transcription Service... Lang-Worth
Representative... Joseph Hershey McGillvra
Membership... NAB, BMB
President-General Manager... N. Joe Rahal
Station Manager... C. Alden Baker
Commercial Manager... Charles R. French
Program Director... Don Hays
Chief Engineer... James Bucy

WHIS

BLUEFIELD—EST. 1929

NBC

Frequency: 1440 Kc. 1000 Watts D., 500
Watts N. (CP 5000 Watts)
Owned-Operated By. . . Daily Telegraph Ptg. Co.
Business-Studio Address. . . 623 Commerce St.
Phone Number. 7114
Transmitter Location. Harry Heights
Air Time. 5 a.m.-12:30 a.m.
News Service. AP
Transcription Service. World
Representative. Katz
President-Owner. H. I. Shott
General Mgr., Chief Engr. P. T. Flanagan
Commercial Manager. C. H. Murphey
Program Director. Melvin Barnett

WCAW

CHARLESTON—EST. 1946

Frequency: 1400 Kc. 250 Watts
Owned-Operated By. Capitol Bcst Corp.
Business Address. 1600 McCorkle Ave., SE
Phone Number. Capitol 37-503
Transmitter Location. 1600 McCorkle Ave., SE
Air Time. Unlimited
News Service. AP
Transcription Service. Langworth; Capitol
Representatives. Gilman, Nicoll & Ruthman
Membership. NAB
President. Garland F. Wilkinson
General-Station Manager. Joseph J. Hergel
Commercial Manager. Robert E. Bell
Program Director. James M. Flenniken
Publicity Director. Robert E. Bell
Chief Engineer. William D. Stone

WCHS

CHARLESTON—EST. 1927

CBS—W. VA. NETWORK

Frequency: 580 Kc. Power: 5,000 Watts
Owned-Operated By. Charleston Bcst. Co.
Business-Studio Address. 1016 Lee St.
Phone Number. 28-131
Transmitter Location. Kanawha Country Club
Rd.
Air Time. 5:30 a.m.-1 a.m.
News Service. AP, UP
Transcription Service. Standard
Representative. Branham
Membership. NAB, BMB, FMA
President. John A. Kennedy
General Station Commercial
Manager. Howard L. Chernoff
Sales Promotion Manager. Jack Herman
Program Director. Berton Sonis
Chief Engineer. Odes E. Robinson

WGKV

CHARLESTON—EST. 1939

NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Kanawha Valley
Bcstg. Co., Inc.
Business-Studio Address. 208 Dickinson St.
Phone Number. 37-541
Transmitter Location. Coal Branch Heights
Air Time. Unlimited
News Service. AP
Transcription Service. Thesaurus
Representative. Joseph Hershey McGillvra
Membership. NAB
President. Richard M. Venable
General-Station Manager. John S. Phillips
Promotion Manager. Raymond R. Rebhann
Program Director. C. P. Vogel, Jr.
Publicity Director. Raymond R. Rebhann
Chief Engineer. George Whiteman

WKNA

CHARLESTON—EST. 1946

ABC

Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By. Joe L. Smith, Jr.
Business-Studio Address. 804 Kanawha Blvd.
Phone Number. 39-971
Transmitter Location. Tyler Mountain Rd.
Air Time. 6 a.m.-1 a.m.
News Service. AP
Transcription Service. Standard
Representative. Weed
Membership. BMB
President. Joe L. Smith, Jr.
General Station- Commercial
Manager. John T. Gelder
Sales Promotion Manager, Program
Director. Frank E. Shaffer
Chief Engineer. Taylor Marcum
Farm Editor. Bill Gentry

WTIP

CHARLESTON—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned By. Chemical City Bcstg. Co.
Operated By. Gus Zaharis
Business-Studio Address. Capitol & Fife
Phone Number. 20-136
Transmitter Location. Oakwood Road
Air Time. 6 a.m.-1 a.m.
News Service. AP
Transcription Service. Associated
Representative. Forjoe
Membership. NAB
President-General Manager. Gus Zaharis
Station Manager, Program-Publicity-
Director. Richard Glaser
Commercial Manager. Ernie Thomas

W B L K

CLARKSBURG—EST. 1937

NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By News Publishing Co.
 Business Address Wheeling, W. Va.
 Studio Address 114½ Pike St.
 Transmitter Location Glen Elk
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Membership NAB
 President Austin Wood
 General Manager George Clinton
 Station, Commercial Sales
 Promotion Manager Fred Zimmerman
 Publicity Director Kathryn Vennari
 Chief Engineer Joseph Wright

W H A R

CLARKSBURG—EST. 1946

MBS—ABC—KBS

Frequency: 1340 Power: 250 Watts
 Owned-Operated By
 Mountain State Broadcasting Co., Inc.
 Business-Studio Address 1200 East Pike St.
 Phone Number 5775, 6174
 Transmitter Location 1200 East Pike St.
 Air Time 7 a.m.-12 M
 News Service UP
 Transcription Service McGregor-SESAC
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB
 President-Principal Owner, General-
 Station Manager Glacus G. Merrill
 Commercial Manager Jimmie Darnall
 Sales Promotion Manager Joseph Fawley
 Program Director Ruth Parsons
 Production Manager Tom Brooks
 Chief Engineer Andrew Kovlan

W P D X

CLARKSBURG—EST. 1946

Frequency: 750 Kc. Power: 1000-W
 Owned-Operated By Clarksburg Bcstg. Corp.
 Business-Studio Address 339 W. Main St.
 Phone Number 6060
 Transmitter Location Country Club Road
 Air Time Local Sunrise-Local Sunset
 News Service UP
 Transcription Service World & Capitol
 President O. L. Billingsley
 General-Station Manager R. C. Warden
 Commercial-Sales Promotion
 Manager Joseph Larosa
 Program Director Dewitt Wyatt
 Production Manager Bob Walsh
 Publicity Director Ruth Lawson
 Chief Engineer Robert D. Hough

W D N E

ELKINS—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By West Va. Radio Corp.
 Business Address Box 967
 News Service AP
 Transcription Service Standard
 President H. C. Greer

W M M N

FAIRMONT—EST. 1926

CBS

Frequency: 920 Kc. Power: 5000 Watts
 Owned By Fort Industry Co.
 Operated By Monongahela Valley Bcstg. Co.
 Business-Studio Address 208 Adams St.
 Phone Number 3100
 Air Time 5 a.m.-Midnight
 News Service AP
 Transcription Service Lang-Worth, Thesaurus
 Membership NAB, BMB
 President George B. Storer
 General Manager Lee B. Wailes
 Station Manager Allen L. Haid
 Commercial Manager Charles E. Smith
 Program Director Frank Lee
 Publicity Director Charles McGrath
 Chief Engineer Joseph Strelauski

W V V W

FAIRMONT—EST. 1946

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Fairmont Bcstg. Co. Inc.
 Business Address WVWV Radio Park
 Phone Number 5000
 News Service AP
 Transcription Service World, Associated
 General Manager J. Patrick Beacom
 Vice-President J. Harvey McCoy
 Commercial Manager John F. Watkins
 Chief Engineer J. Harvey McCoy

W H T N

HUNTINGTON—EST. 1947

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Operated By Greater Huntington
 Radio Corporation
 Business Address P. O. Box 2165,
 Phone Number 33453-4
 Studio Address 1112½ 4th Ave.
 Air Time Local Sunrise-Local Sundown
 News Service UP
 Transcription Service Associated, MacGregor
 Representative Friedenber Agency
 Membership NAB
 President-Owner A. B. Hyman
 Vice-President, General Mgr. Myer Layman
 Commercial Manager John Roy Wolfe, Jr.
 Chief Engineer Harold F. Sturm

W P L H

HUNTINGTON—EST. 1946

MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Huntington Bcstg. Corp.
 Business-Studio Address.....1105 Fourth Ave.
 Phone Number.....33421
 Transmitter Location.....16th St. & Jackson Ave.
 Air Time.....17½ hrs. daily—16 hrs. Sun.
 News Service.....AP
 Transcription Service.....Capitol & Standard Radio
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB
 President-General Manager.....F. J. Evans
 Commercial Manager.....Bernard Sammons
 Sales Promotion Manager.....Lillian P. Swann
 Program Director.....Jay Caldwell
 Publicity Director.....Lucille Theen
 Chief Engineer.....William H. Hansher, Jr.

W S A Z

HUNTINGTON—EST. 1926

ABC—W. VA. NETWORK

Frequency: 930 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....WSAZ, Inc.
 Business-Studio Address.....912½ Third Ave.
 Phone Number.....4106
 Transmitter Location.....28th St. W. & C. &
 O. R. R.
 Air Time.....6 a.m.—1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, SESAC
 Representative.....Branham
 Membership.....NAB, BMB
 President.....John A. Kennedy
 General Manager.....Howard L. Chernoff
 Station-Commercial Manager.....Marshall Rosene
 Sales Promotion Manager.....
 Publicity Director.....Lawrence Rogers
 Program Director-Farm Editor.....Ted Eiland
 Production Manager-Chief Announcer.....
 Musical Director.....Bert Shimp
 Chief Engineer.....Leroy Kilpatrick

W L O G

LOGAN—EST. 1940

KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Clarence H. Frey &
 Robert O. Greever
 Business Address.....Box 720 (mail) 433
 Stratton St.
 Studio-Transmitter Location.....Kanada St.
 Air Time.....14 hrs. daily
 News Service.....UP
 Membership.....NAB, BMB

W E P M

MARTINSBURG—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Martinsburg Bcstg. Co.
 Business-Studio Address...W. King St., P. O.
 Box 874
 Phone Number.....1146
 Transmitter Location.....W. King St.
 Air Time.....16½ hrs. daily
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 Partnership...C. M. Zinn & C. Leslie Golliday
 General Manager.....C. Leslie Golliday
 Commercial Manager.....E. W. Dockeney
 Program Director.....Amos Harper
 Publicity Director.....Ruby Ware
 Chief Engineer.....James Coale

W M O N

MONTGOMERY—EST. 1946

MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Fayette Associates, Inc.
 Business-Studio Address.....1028 First Ave.
 Phone Number.....620-621
 Transmitter Location.....1028 First Ave.
 Air Time.....6 a.m.—12 M
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB
 President, Commercial-Sales
 Promotion Manager.....Andrew W. Vickers
 Program Director.....James M. Holmes
 Production Manager.....Sydney Henry
 Chief Announcer.....Paul Rhone
 Musical Director.....Jack Clement
 Chief Engineer.....Campbell Craver

W A J R

MORGANTOWN—EST. 1940

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....W. Va. Radio Corp.
 Business-Studio Address.....446 Spruce St.
 Phone Number.....9488-9489
 Transmitter Location.....100 Charleston Ave.
 Air Time.....7 a.m.—12 M
 News Service.....AP
 Transcription Service.....World
 Representative.....Homer Griffith Co.
 Membership.....NAB
 President.....H. C. Greer
 General Manager.....Numa Fabre, Jr.
 Commercial Manager.....John W. Johns
 Sales Promotion Manager.....F. G. Raese
 Program Director.....George Kapel
 Publicity Director.....Rosemary Pearson
 Musical Director.....Eleanor Negri
 Chief Engineer.....Ray Spence

WOAY

OAK HILL—EST. 1947

Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Operated By Robert R. Thomas, Jr.
Business-Studio Address Oak Hill, W. Va.
Phone Number 651
Transmitter Location Oak Hill, W. Va.
Air Time Local sunrise-sunset
News Service AP
Transcription Service Capitol
Representative Harry Friedenber
Membership NAB, BMB
President-Owner, General- Manager,

Chief Engineer Robert R. Thomas, Jr.
Station-Sales Promotion Manager, Program-
Publicity Director Harold B. Shaw
Chief Announcer Dennis Hollandsworth
Musical Director Vincent W. Moon, Jr.
Farm Editor Hugh McPherson

WCOM

PARKERSBURG—EST. 1947

ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Parkersburg Bcstg. Co.
Business-Studio Address 317 Ninth St.
Phone Number 6800-1
Transmitter Location 2801 New York Ave.
Air Time 6:55 a.m.—12:05 a.m.
News Service UP
Transcription Service World
Representative Donald Cooke
Membership NAB
General Manager Carl L. Loose
Ass't. Manager, Program

Director Paula M. Carr
Commercial Manager Laurence V. Murphy
Publicity Director Mrs. Margaret Stern
Chief Announcer Michael Olds
Chief Engineer Buford P. Barickman
Farm Editor Dorothy Chadwick Rapp

WPAR

PARKERSBURG—EST. 1935

CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Ohio Valley Bcstg. Corp.
Business-Studio Address 211 5th St.
Phone Number 2530
Transmitter Location Route 2, Parkersburg,
W. Va., Box 109
Air Time 6:30 a.m.-1:05 a.m.
Transcription Service Standard, SESAC
Representative Branham
President Austin V. Wood
Ex Vice-President, General

Manager Geo. H. Clinton
Educational Director, Sales
Promotion Manager John W. Evans
Program Director Sherman Grimm
Chief Engineer Vilah Brooks

WLOH

PRINCETON

MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Mountain Bcstg.
Business Address Princeton
Phone Number 567
News Service UP
Transcription Service Thesaurus
President Frank G. McKenzie
Gen.-Comm.-Prom. Mgr. Robert C. Wolfenden

WRON

RONCEVERTE—EST. 1947

MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By William E. Blake
Business Address Ronceverte, W. Va.
Phone Number 300
Studio Address Shanklin Building
Transmitter Location Charlotte Heights
Air Time 5 a.m.-12 p.m.—8 a.m.-12 p.m., Sun.
News Service AP
Transcription Service Thesaurus
Representative Joseph Hershey McGillvra
Membership NAB
President, General-Station

Manager William E. Blake
Commercial Manager Clyde Porterfield
Program Director Arch Holsten
Publicity Director, Chief Announcer Art Kellar
Chief Engineer S. Herbert Jackson
Farm Editor Arch Holsten

WBRW

WELCH—EST. 1940

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By MacDowell Service Co.
Business-Studio Address Riverside Drive
Phone Number 818
Transmitter Location Riverside Drive
Air Time 6 a.m.-12 M
News Service AP
Transcription Service Standard
Representative Forjoe & Co.
Membership NAB, BMB
President J. G. Hunt
General Manager John P. Sinclair
Program Director John J. Villani
Chief Engineer Howard R. King

WHAW (CP)

WESTON

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Lewis Service Corp.
Business Address 238 Main St.

WKWK

WHEELING—EST. 1941

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned By: Community Bcstg., Inc.
 Operated By: Radio Station WKWK
 Business-Studio Address: Pythian Building,
 16th & Market Sts.
 Phone Number: 5320
 Transmitter Location: Pythian Building,
 16th & Market Sts.
 Air Time: 18 hours
 News Service: UP
 Transcription Service: Standard
 Station Representative: Weed
 Membership: NAB, BMB
 President: Joe L. Smith, Jr.
 General-Station-Commercial
 Manager: John B. Reynolds
 Program Director, Production
 Manager: Albert H. Stewart
 Publicity Director: Nancy A. Hilmes
 Chief Announcer: Ray Vingri
 Chief Engineer: Fred A. Baker

WWVA

WHEELING—EST. 1926

CBS

Frequency: 1170 Kc. Power: 50000 Watts
 Owned-Operated By: West Va. Bcstg. Co.
 Address: Hawley Bldg.

Phone Number: Wheeling 5383
 Transmitter Location: St. Clairsville, Ohio
 Air Time: 4:30 a.m.-1 a.m.;
 7 a.m.-1 a.m. Sun.
 News Service: AP
 Transcription Service: Lang-Worth, Cole
 Representative: Petry
 Membership: NAB, BMB
 President: George B. Storer
 V.P. in chg. of Operations: Wm. E. Rine
 Sales Promotion Mgr.: Howard W. Meagle
 Ass't Mgr.-Dir.: Paul J. Miller
 Program Director: Paul A. Myers
 Chief Engineer: Edwin L. Kelm

WBTH

WILLIAMSON—EST. 1939

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Williamson Bcstg. Corp.
 Business Address: 2nd Ave. at Court St.
 Phone Number: 1241-2
 Transmitter Location: 2nd Ave. at Court St.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World Bcstg. System
 Membership: NAB, BMB
 President: Mrs. Lewis C. Tierney
 General-Station-Commercial
 Manager: Alice Shein
 Sales Promotion-Production Manager,
 Program Director: Robert E. Spiros
 Chief Engineer: Robert W. Bullio

WISCONSIN

Estimated Population 3,283,000—% Increase +4.6—Radio Homes 829,246
 Farms with Radios 156,442—Stations in State 41

WHBY

APPLETON—EST. 1925

MBS—KBS

WISCONSIN NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: WHBY, Inc.
 Address: 600 S. Lawe St.
 Phone Number: 1161
 Transmitter Location: 600 S. Lawe St.
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Representative: Griffith
 Transcription Service: Lang-Worth
 Membership: NAB, BMB
 General Manager: Earl H. Huth
 Commercial Manager: W. O. Porsow
 Program Dir.-Prod. Mgr.: Rodger Mueller
 Promotion Manager: F. Douglas Chingo
 Chief Engineer: George Merkl

WATW

ASHLAND—EST. 1940

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Upper Mich.-Wisc.
 Bcstg. Co., Inc.
 Business-Studio Address: Northern State Bank
 Phone Number: 1420
 Transmitter Location: Ellis Ave.
 Air Time: 6:25 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Standard
 Representative: The Walker Co.
 Membership: BMB
 President: William L. Johnson
 General Manager & Vice-President: J. W. Huss
 Assistant Station Manager: T. G. Hogan
 Commercial Manager: J. A. Marta
 Program-Musical Director: Mary Jean Anno
 Production Manager: Arnold Peterson
 Chief Engineer: Otto Link

WBIZ

EAU CLAIRE—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....WBIZ, Inc.
 Business Address.....609 Cameron
 Phone Number.....2-1969
 News Service.....UP
 Transcription Service.....World
 Pres.-Gen. Mgr.....James J. Conroy
 Commercial Manager.....Ray L. Watton
 Program Director.....Fred Riddell
 Traffic Manager.....Alvina Britz
 Chief Engineer.....Claude Thomas

WEAU

EAU CLAIRE—EST. 1937
NBC—ARROWHEAD—NORTHWEST
NETWORK

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By.....Central Bcstg. Co.
 Address.....203 S. Barstow St.
 Phone Number.....6149
 Transmitter Location.....Smyour Road
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, Thesaurus
 Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 Pres.-Gen. Mgr.....Walter C. Bridges
 Commercial Manager.....James Clyde Riddle
 Program Director.....Jack Kelly
 Chief Engineer.....Thorwald O. Jorgenson

WRFW

EAU CLAIRE—EST. 1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Chippewa Valley
 Radio & Television Corp.
 Business-Studio Address.....21½ S. Barstow St.
 Phone Number.....4170
 Air Time.....Local sunrise-local sunset
 President.....T. K. Werner
 Station Manager.....Jack Kelly

KFIZ

FOND-DU-LAC—EST. 1922
MBS—WISCONSIN NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....KFIZ Bcstg. Co.
 Address.....18 W. First St.
 Phone Number.....356
 Transmitter Location.....18 W. First St.
 Air Time.....Unlimited
 News Service.....UP
 Membership.....NAB, BMB
 Exec. V.P.-Prom. Mgr.....Emery W. Martin
 Gen.-Comm. Mgr.....Lynn N. Fairbanks
 Commercial Director.....Emery W. Martin
 Program Director.....Lucille A. Fairbanks
 Chief Engineer.....Wendall Meyers

W DUZ

GREEN BAY—EST. 1947

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Green Bay Bcstg. Co.
 Business Address.....Nicolet Bldg.
 Phone Number.....Howard 6300
 News Service.....UP
 Transcription Service.....SESAC, Lang-Worth
 Representative.....Taylor-Howe-Enowden
 Pres.-Gen. Mgr.....Ben A. Laird
 Commercial Manager.....F. M. Cooper
 Program Director.....Robert C. Nelson
 Chief Engineer.....Paul C. Tyrrel

WJPG

GREEN BAY—EST. 1947
WISCONSIN NETWORK

Frequency: 810 Kc. Power: 1 Kw.
 Owned-Operated By.....Green Bay Newspaper
 Company
 Business Address.....Green Bay, Wisc.
 Phone Number.....Howard 6400
 Studio Address.....428 Cherry St.
 Transmitter Location.....Bellevue Rd., S. of
 Green Bay, Wisc.
 Air Time.....Local sunrise-Local sunset
 News Service.....AP
 Transcription Service.....Thesaurus & Standard
 Representative.....McGeehan & O'Mara
 Membership.....NAB, FMA
 General Manager.....A. B. Turnbull
 Station Manager.....John M. Walter
 Commercial Manager.....Glen Holznecht
 Program Director.....Russell Widoe
 Production Manager.....Bob Smith
 Chief Engineer.....Elmo W. Reed

WTAQ

GREEN BAY—EST. 1922
CBS

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By.....WHBY Inc.
 Business-Studio Address.....Bellin Building
 Phone Number.....Adams 1
 Transmitter Location.....West De Pere, Wisc.
 Air Time.....24 hours daily
 News Service.....AP
 Transcription Service.....World, SESAC
 Representative.....Weed & Co.
 Membership.....BMB
 Managing-Director.....Rev. M. J. Beemster
 General-Station Manager.....Haydn R. Evans
 Commercial Manager.....Al Michel
 Sales Promotion Manager, Publicity
 Director.....Lee Stinson
 Program Director.....Clair Stone
 Chief Announcer.....Don Arthur
 Musical Director.....Clarence Edges
 Chief Engineer.....Wallace E. Stangel
 Farm Editor.....Eddy Jason

WCLO

JANESVILLE—EST. 1930

MBS—WISC. NETWORK—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Southern Wisconsin
Radio, Inc.

Business-Studio Address 200 E. Milwaukee St.
Phone Number 2550
Transmitter Location 1436 Oakhill Ave.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth & Thesaurus
Representative Rambeau
Membership NAB, BMB
Chief Executive Sidney H. Bliss
General-Commercial
Manager Vern W. Williams
Promotion Manager Joseph G. Urban
Chief Engineer Wayne Clay
Farm Editor Grant H. Ritter

WLIP

KENOSHA—EST. 1947

Frequency: 1050 Kc. Power: 250 Watts
Owned By Kenosha Bcstg. Co.
Operated By Wm. L. Lipman
Business-Studio Address 625 - 57th St.
Phone Number 6162
Transmitter Location 625 - 57th St.
Air Time Day
News Service UP
Transcription Service Lang-Worth
Representative J. P. McKinney & Son
Membership NAB
Chief Executive, General-Station
Manager Wm. L. Lipman
Commercial Manager John Livingston
Program-Publicity Director Richard V. Driscoll
Chief Engineer Willard L. Thiel
Farm Editor Lee Edwards

WKBH

LA CROSSE—EST. 1923

NBC

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By WKBH Incorporated
Business-Studio Address 409 Main St.
Phone Number 450
Transmitter Location Gilette St. near Highway
16, La Crosse
Air Time 6 a.m.-12 p.m.
News Service AP
Transcription Service Lang-Worth & World
Representative Taylor-Howe-Snowden
Membership NAB, BMB
General Manager Howard Dahl
Program Director Berneice Callaway
Production Manager Ray Plamadore
Musical Director Beverly Dittman
Chief Engineer Alvin Leeman

WKTY (CP)

LA CROSSE

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By Le Crosse Bcstg. Co.
Business Address 515 State Bank Bldg.

WLCX

LA CROSSE—EST. 1947

ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Bermac Radio, Inc.
Business-Studio Address State Bank Bldg.
Phone Number 4379
Transmitter Location Lang Drive
Air Time 6 a.m.-12 M & 8 a.m.-12 M. Sun.
News Service UP
Transcription Service Standard
President Margaret B. Mac Lennan
General-Station Manager E. W. Berg
Commercial Manager Millard Berg
Sales Promotion Manager Robert A. Gaumer
Program Director, Production
Manager Joe N. Snyder
Chief Announcer Carlton Beaudette
Chief Engineer Albert I. Rauscher

WLDY (CP)

LADYSMITH

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By O. J. Falge
Business Address Highway 8
News Service UP
President O. J. Falge
Gen.-Comm.-Prom. Mgr.-Prog. Dir. Loren F.
Bridges
Chief Engineer Darrell H. Holbrook

WIBA

MADISON—EST. 1925

NBC

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By Badger Bcstg. Co.
Business-Studio Address 110 E. Main St.
Phone Number Fairchild 8800
Transmitter Location Town of Fitchburg,
Dane County, Wisc.
Air Time 6 a.m.-12M
News Service AP, UP
Transcription Service Standard
Representative Avery-Knodel
Membership NAB, BMB
President William T. Evjue
General Manager Kenneth F. Schmitt
Business Manager Howard A. Johnson
Program Director Robert N. Dick
Publicity Director Peg Bolger
Musical Director Virginia Hodell
Chief Engineer Norman Hahn
Farm Editor Chuck Mittlestadt

WKOW

MADISON—EST. 1945

MBS

Frequency: 1070 Kc. Power: 10,000 Watts d.
5000 Watts n.

Owned-Operated By: Monona Bcstg. Co.
Business-Studio Address: 215 W. Washington Ave.

Phone Number: Gifford 7100

Transmitter Location: McFarland, Wisc.

Air Time: 18½ hrs. daily

News Service: UP

Representative: Headley-Reed Co.

Membership: NAB

President: Stewart Watson

Gen.-Comm.-Sales Prom. Mgr.-Pub. Director

Harry H. Packard

Prog. Supervisor-Prod. Mgr.-Musical Director

Kenneth W. Dillon

Chief Announcer: R. B. Streeter

Chief Engineer: V. A. Vanderheiden

Farm Editor: Buck Leverton

Owned-Operated By: Francis M. Kadow

Business-Studio Address: Radio Building

Phone Number: 5015-6015-7015-8015

Transmitter Location: Mikadew Theater Bldg.

Air Time: 6:57 a.m.-M

News Service: UP

Transcription Service: World

Representative: McGeehan & O'Mara

Membership: NAB

President, General-Station-Commercial

Manager, Publicity

Director: Francis M. Kadow

Sales Promotion Manager: Robert Churchill

Program Director, Production

Manager: George H. Erdman

Chief Announcer: Jack Leon

Musical Director: El. Roy

Chief Engineer: W. F. Duben

Farm Editor: A. E. Reedy

WMAM

MARINETTE—EST. 1939

NBC

Frequency: 570 Kc. Power: 250 Watts d.
100 Watts n.

Owned-Operated By: M & M Bcstg. Co.

Business-Studio Address: Radio Park, foot
of Wells St.

Phone Number: 570

WOMT

MANITOWOC—EST. 1926

MBS—WISCONSIN—KBS

Frequency: 1240 Kc. Power: 250 Watts

WISCONSIN'S
newest and
MOST POWERFUL
RADIO STATION

WKOW
AFFILIATED M. B. S.

MADISON 3, WISCONSIN
Represented by HEADLEY-REED COMPANY

10,000
Watts
1070
on your
dial

Transmitter Location.....Radio Park
 Air Time.....6:30 a.m.-12 p.m.
 News Service.....UP
 Representative.....Radio Adv. Co.
 Membership.....BMB
 President.....W. E. Walker
 General-Station Manager.....J. D. Mackin
 Commercial Manager.....H. L. Emich
 Sales Promotion Manager.....Mary Kay
 Program Director, Production
 Manager.....Patrick Kehoe
 Chief Engineer.....A. L. Stewart
 Farm Editor.....John Bell

W D L B
 MARSHFIELD—EST. 1947
 KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Dairyland's Bcstg.
 Service, Inc.
 Business-Studio Address..1710 N. Central Ave.
 Phone Number.....1212
 Transmitter Location.....1710 N. Central Ave.
 Air Time....6:30 a.m.-10 p.m.; 7 a.m.-10 p.m.,
 Sun.
 News Service.....UP
 Transcription Service...World-SESAC-Keystone
 Representative.....Homer Griffith
 President.....Lloyd L. Felker
 General-Station Manager....George F. Myer
 Commercial-Sales Promotion
 Manager.....Robert W. Behling
 Program Director.....Roy LaMere
 Chief Engineer.....Gerald J. Boos

W I G M
 MEDFORD—EST. 1941
 KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Dairyland's Bcstg.
 Service, Inc.
 Business-Studio Address.....Medford
 Phone Number.....5147
 Transmitter Location.....Highway 13
 Air Time.....7:30 a.m.-10 p.m., 8-6, Sun.
 News Service.....UP
 Transcription Service.....SESAC
 President.....Lloyd L. Felker
 General-Station Manager....George F. Meyer
 Commercial-Sales Promotion Manager,
 Program Director.....Irma Meyer
 Chief Announcer.....Dick Johnson
 Chief Engineer.....Raymond Bohnert
 Farm Editor.....Homer Porter

W E M P
 MILWAUKEE—EST. 1935
 ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Milwaukee Bcstg. Co.

Business-Studio Address.....710 N. Plankinton
 Ave.
 Phone Number.....Marquette 772.
 Transmitter Location..5335 W. McKinley Blvd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....Capitol Library
 Representative.....Avery-Knodel
 President.....Robert M. LaFollette
 General-Station Manager...Hugh K. Boice, Jr.
 Commercial Manager.....John Gagliano
 Sales Promotion Manager, Publicity
 Director.....Karl Gierhahn
 Program Director, Production
 Manager.....Bert Mulroy
 Chief Announcer.....Tom Shanahan
 Musical Director.....Elmer Ihrc
 Chief Engineer.....Rolland Paske

W E X T

MILWAUKEE—EST. 1947

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WEXT, Inc.
 Business Address.....Century Bldg.
 Phone Number.....Marquette 6542
 News Service.....INS, UP
 Transcription Service.....SESAC, Capitol
 Representative.....Young
 President.....Gerald A. Bartell
 Gen.-Comm. Mgr.....John M. Printup
 Station Manager.....Albert B. Gale
 Promotion Manager.....Lee K. Beznor
 Program Director.....Rosa B. Evans
 Chief Engineer.....Ralph E. Evans

W F O X

MILWAUKEE—EST. 1946

Frequency: 860 Kc.....Power: 250 Watts
 Owned-Operated By...Wisc. Bcstg. System, Inc.
 Business-Studio Address..739 North Broadway
 Phone Number.....Broadway 1272-3-4
 Transmitter Location.....208 East Wisconsin
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....Standard
 Representative....Joseph Hershey McGillvra
 President, General-Station
 Manager.....Charles J. Lanphier
 Program Director, Production
 Manager.....Carl Zimmermann
 Publicity Director.....Grace Landre
 Chief Announcer.....Paul Bartell
 Musical Director.....Walter Behl
 Chief Engineer.....George A. Dodge
 Farm Editor.....John Van Osch

W I S N

MILWAUKEE—EST. 1922

Frequency: 1150 Kc.....Power: 500 Watts
 Owned-Operated By.....Hearst Radio, Inc.

Address.....123 W. Michigan St.
 Phone Number.....Daly 6474
 Transmitter Location....Town of Greenfield
 Air Time.....6 a.m.-M.
 News Service.....UP, INS
 Transcription Service.....World, Standard
 Representative.....The Katz Agency
 Membership.....NAB, BMB
 General Manager.....G. W. Grignon
 Local Commercial Mgr.....R. E. Shireman
 Program Director.....Jack Raymond
 Promotion Manager.....Ellis Saxton
 Chief Engineer.....Donald A. Weller

W M A W

MILWAUKEE—EST. 1948

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned By.....Midwest Bcstg. Co.
 Business-Studio Address.....723 N. Third St.
 Phone Number.....Daly 2154
 Transmitter Location....S 118th & West Grange,
 Hales Corners, Wisconsin
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service..Associated, Lang-Worth
 Representative.....Free & Peters
 V. P., Gen. Mgr.....George E. Inghram
 Asst. General Manager...Woods O. Dreyfus
 Commercial Mgr.....James G. Sandison
 Program Director.....Charles G. Chan
 Production Manager.....Hal Walker
 Promotion Mgr.....Paul Miles
 Chief Engineer.....R. H. Host

W M L O

MILWAUKEE—EST. 1947

Frequency: 1290 Kc.....Power: 1000 Watts d.
 Owned-Operated By....Cream City Bstg. Co.
 Business-Studio Address..2625 W. Wisc. Ave.
 Phone Number.....West 1290
 Transmitter Location....Whitefish Bay
 Air Time.....6 a.m.-local sunset
 News Service.....UP
 Transcription Service....Cole, Lang-Worth
 Representative.....Forjoe & Co.
 Membership.....NAB
 Chief Exec., V. P., Gen. Mgr.....Jerome Sill
 Commercial Manager.....Dale F. Darr
 Sales Promotion Manager...Richard E. White
 Program Director.....Lan Singer
 Chief Engineer.....Paul Mueller

W T M J

MILWAUKEE—EST. 1927

NBC

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Journal Co.
 Business Address.....333 W. State St.
 Phone Number.....Marquette 6000
 Studio Address.....720 E. Capitol Dr.

Transmitter Location.....Route 5, Box 817,
 Waukesha, Wisconsin
 Air Time....5:30 a.m.-12:30 a.m.; 7 a.m.-12:30
 a.m., Sun.
 News Service.....AP
 Transcription Service..Thesaurus, Associated
 Representative.....Edward Petry
 Membership.....NAB, BMB
 General Manager.....W. J. Damm
 Asst. General Manager....L. W. Herzog
 Station-Commercial Mgr.....R. G. Winnie
 Promotion Manager, Publicity
 Director.....R. B. Wallace
 Program Director.....E. J. Robertson
 Chief Announcer.....Robert Heiss
 Musical Director.....Maurice Kipen
 Chief Engineer.....Wm. Hebal

W N A M

NEENAH—EST. 1947

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Neenah-Menasha
 Bcstg. Co.
 Business-Studio Address..101 East Wisc. Ave.
 Phone Number.....4615
 Transmitter Location....Rt. 1, Neenah
 Air Time.....6 a.m.-local sunset
 News Service.....UP
 Transcription Service....World
 Representative.....Rambeau
 Membership.....NAB, BMB
 V. P., Gen. Mgr.....Don C. Wirth
 Commercial-Sales Promotion
 Manager.....Karl Gorsche
 Program-Publicity Director, Farm
 Editor.....Howard Hanson
 Production Manager, Chief
 Announcer.....Don Cavitt
 Musical Director.....Marion Maves
 Chief Engineer.....E. W. Fliegel

W O S H

OSHKOSH—EST. 1941

ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Oshkosh Bcstg. Co.
 Business-Studio Address....151½ Main St.
 Phone Number.....Stanley 4580
 Transmitter Location..County Trunk A, Bowen
 St. Rd.
 Air Time....6:30 a.m.-11 p.m.; 8 a.m.-11 p.m.,
 Sun.
 News Service.....UP
 Transcription Service....World
 Representative.....Donald Cooke
 Membership.....NAB, BMB
 Senior Partner & Executive
 Director.....Myles H. Johns
 General Manager.....George Greeley
 Commercial Manager.....Allen Embury
 Program Director.....Sherwood Lorenz
 Chief Engineer.....Glen Wheeler

W O B T

PELICAN—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... The Oneida Bcstg. Co.
 Business Address... 29 Frederick St.
 Rhinelander, Wisc.

W I B U

POYNETTE—EST. 1925

MBS—WISC. NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Wm. C. Forrest
 Business Address... RFD No. 2, Poynette
 Phone Number... 97 R 5.
 Transmitter Location... RFD No. 2, Poynette
 Air Time... 6:30 a.m.-11 p.m.
 News Service... UP
 Transcription Service... Standard, SESAC
 Representative... Burn-Smith
 President, General-Station Manager, Farm
 Editor... Wm. C. Forrest
 Commercial-Sales Promotion-Production Mgr.,
 Publicity Director... Ralph O'Connor
 Program Director... Sarah Forrest
 Chief Announcer... Lee Wesner
 Musical Director... George Gross
 Chief Engineer... L. Stanley Sadler

W R J N

RACINE—EST. 1928

ABC—WISCONSIN NETWORK—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Racine Bcstg. Corp.
 Business Address... 441 Main St.
 Phone Number... Jackson 290-121
 Transmitter Location... Mt. Pleasant
 Air Time... 6:15 a.m.-10:15 p.m.
 News Service... AP
 Representative... Walker Co.
 Membership... NAB, BMB, FMA
 President... Frank R. Starbuck
 General Manager... Harry R. LePoidevin
 Station-Commercial Mgr... Harold J. Newcomb
 Program Director... Lyman Merens
 Publicity Director... Amelia A. French
 Chief Engineer... Francis Lee Dechant

W O B T

RHINELANDER—EST. 1947

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Oneida Bcstg. Co.
 Business-Studio Address... Route 8 East
 Phone Number... 1240
 Transmitter Location... Route 8 East
 Air Time... 6:45 a.m.-11 p.m.
 News Service... UP

Transcription Service... Lang-Worth
 Membership... NAB
 President... John R. Tomek
 General Manager... Geo. A. Richards
 Sales Promotion Manager... Gregory McElrone
 Program Director... Clyde D. Lake
 Chief Engineer... Chas. Bresette

W J M C

RICE LAKE—EST. 1939

MBS—ARROWHEAD NORTHWEST

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... WJMC, Inc.
 Business-Studio Address... 1615 S. Main St.
 Phone Number... 550
 Air Time... 6:25 a.m.-11 p.m.
 Transcription Service... Associated
 Representative... Geo. P. Hollingberry
 Membership... BMB
 President... Walter C. Bridges
 Station Manager... Greg Rouleau
 Program Director, Farm Editor... Harry Wills
 Publicity Director... Betty Gregory
 Chief Engineer... Robert Kolsky

W H B L

SHEBOYGAN—EST. 1924

ABC—WISC.

Frequency: 1330 Kc. Power: 1000 Watts d.
 250 Watts n.
 Owned-Operated By... WHBL, Inc.
 Business-Studio Address... Press Bldg.
 Phone Number... 4844
 Air Time... 7 a.m.-11 p.m.
 News Service... AP
 Transcription Service... World
 Membership... NAB, BMB
 President... A. Matt Werner
 General-Commercial Mgr... G. P. Richards
 Program Director... Glen James
 Publicity Director... Doris Donnie
 Chief Engineer... Herbert J. Mayer

W D S M

SUPERIOR—EST. 1937

ABC—NORTHLAND NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Ridson, Inc.
 Business-Studio Address... Nation Bldg.
 Phone Number... 4451
 Air Time... 6:25 a.m.-11:30 p.m.
 News Service... AP
 Transcription Service... Lang-Worth, SESAC
 Representative... Free & Peters
 Membership... NAB
 President... Robert Ridder
 General-Station Mgr... Carl Bloomquist
 Commercial Manager... Clifford Lue
 Program Director... Lewis Martin
 Chief Engineer... Melvin Lasky

W S B R

SUPERIOR—EST. 1946
KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By WSBR, Inc.
Address 1st & Baker Ave.
Phone Number Melrose 4794
News Service AP
Transcription Service Standard
President Ford S. Campbell
General Manager James J. Conroy
Comm. Mgr.-Prog. Dir. Arthur C. Robinson
Promotion Manager Laurie E. Carlson
Chief Engineer Olaf N. Gabrielson

W A U X

WAUKESHA—EST. 1946

Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Operated By Waukesha Bcstg. Co.
Business Address 319 W. Main St.
Phone Number 6619
Transmitter Location Highway 18
Air Time 6:30 a.m.-sunset
Transcription Service Cole
News Service AP
President Carl Taylor
Vice President Lloyd Berlingham
Secy.-Treas. Russ Salter
General Manager Mig Figi
Program Director Ralph Andrews
Chief Engineer Charles Kaetel

W F H R

WISCONSIN RAPIDS—EST. 1940
MBS—WISC. NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By William F. Huffman
Business Address 141 W. Grand Ave.
Phone Number 1340
Air Time Unlimited
News Service AP
Transcription Service Capitol
Membership NAB, BMB
President William F. Huffman
General Mgr. Geo. T. Frechette
Commercial Manager Bruce G. Beichl
Production Manager Arnie Strobe
Chief Engineer Victor W. Nickel

W S A U

WAUSAU—EST. 1937
CBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By The Journal Co.
Business-Studio Address 125 3rd Street
Phone Number 6521
Air Time 6:30 a.m.-11:05 p.m.
News Service AP
Transcription Service World
Representative Edward Petry
V. P., Gen. Mgr. Walter J. Damm
Station Manager Ben F. Hovel
Commercial Manager J. W. Killeen
Chief Engineer R. W. Richardt

WYOMING

*Estimated Population 275,000—% Increase +9.7—Radio Homes 69,626
Farms with Radios 11,332—Stations in State 9*

K D F N

CASPER—EST. 1930

MBS—INTERMOUNTAIN NETWORK—KBS
Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By Donald L. Hathaway
Business-Studio Address Box 930
Phone Number 407
Transmitter Location Box 930
Air Time 6:45 a.m.-11 p.m.; 8 a.m.-10:30 p.m.,
Sun.
News Service UP
Transcription Service Thesaurus
Representative Sears & Ayer; Avery-Knodel
Membership NAB, BMB
Owner, General Mgr. Donald L. Hathaway
Commercial Manager Frederic Hulsmith
Program Director Marcus R. Nichols
Production Manager William Shutts
Publicity Director John Morehead
Chief Engineer Donald L. Hathaway

K V O C

CASPER—EST. 1946

ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By KVOC Bcstg. Co.
Business Address 1540 So. Wolcott St.,
P. O. Box 2090
Phone Number 130
Transmitter Location 1540 So. Wolcott St.,
P. O. Box 2090
Air Time Unlimited
News Service AP
Transcription Service Standard
Membership NAB, BMB
President E. E. Hanway
Gen.-Sta. Mgr. John R. Bailey, Jr.
Comm.-Sales Prom. Mgr. D. R. Christopher
Program Director E. L. Rock
Publicity Director Kathryn L. Warner
Chief Engineer G. L. Schmehl

K F B C

CHEYENNE—EST. 1940

ABC—PURPLE SAGE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Frontier Bcstg. Co.
 Business-Studio Address Plains Hotel
 Phone Number 4461
 Air Time 6 a.m.-12 M.
 News Service JP
 Transcription Service Thesaurus
 Membership NAB, BMB
 President Tracy S. McCracken
 Treasurer, General-Station Mgr. Wm. C. Grove
 Commercial Manager Frank Flynn
 Sales Promotion Manager Robert True
 Program Director Dale Sunderland
 Production Manager Chuck Maxwell
 Chief Engineer Harold Roberts

K O D I

CODY—EST. 1947

MBS—WYOMING NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Absaroka Bcstg. Co.
 Business-Studio Address Cody
 Phone Number 444
 Transmitter Location 1/2 mi. S. of Cody, Wyo.
 Air Time 6:30 a.m.-10 p.m.
 News Service AP
 Transcription Service World, Cole
 Membership NAB
 President, General Mgr. Breck Moran
 Program Director Louise G. Metz
 Chief Engineer Phillip H. Barnhart

K P O W

POWELL—EST. 1941

MBS—INTERMOUNTAIN—KBS

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By Albert J. Meyer
 Business Address 243 E. 2nd St.
 Phone Number 222
 Transmitter-Studio Location 2 mi. S. of Powell
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service Cole, SESAC
 Representative Avery-Knodel
 Membership NAB, BMB
 President, General Mgr. A. J. Meyer
 Commercial Manager Del Brandt
 Chief Engineer Del Brandt

K R A L

RAWLINS—EST. 1947

ABC—PURPLE SAGE NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts

Owned By Rawlins Bcstg. Co.
 Business-Studio Address Rawlins
 Phone Number 1015
 Air Time 6:30 a.m.-10:30 p.m.
 Transcription Service Thesaurus
 President Tracy S. McCracken
 General-Station Mgr. Max M. Young
 Program Director Clark Grove
 Chief Engineer Clark Grove

K V R S

ROCK SPRINGS—EST. 1938

MBS—INTERMOUNTAIN—KBS

Frequency: 1360 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Wyo. Bcstg. Co.
 Business-Studio Address 1307 Wyo. St.
 Phone Number 93-4
 Air Time 17 hrs. daily
 News Service AP
 Transcription Service Standard
 Membership NAB, BMB
 Pres., Program Dir. Marjorie L. McCracken
 General-Commercial Mgr. H. L. McCracken
 Production Manager Michael Reid
 Chief Engineer Archie W. Buchanan

K W Y O

SHERIDAN—EST. 1934

MBS—INTERMOUNTAIN NETWORK—KBS

Frequency: 1410 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Big Horn Bcstg. Co., Inc.
 Business Address Box 727
 Phone Number 601-2
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NAB, BMB
 President R. E. Carroll
 General-Station Manager J. W. Carroll
 Commercial Manager R. C. Epperson
 Program Director Nova Spracklen
 Chief Engineer Robert Crossthwaite

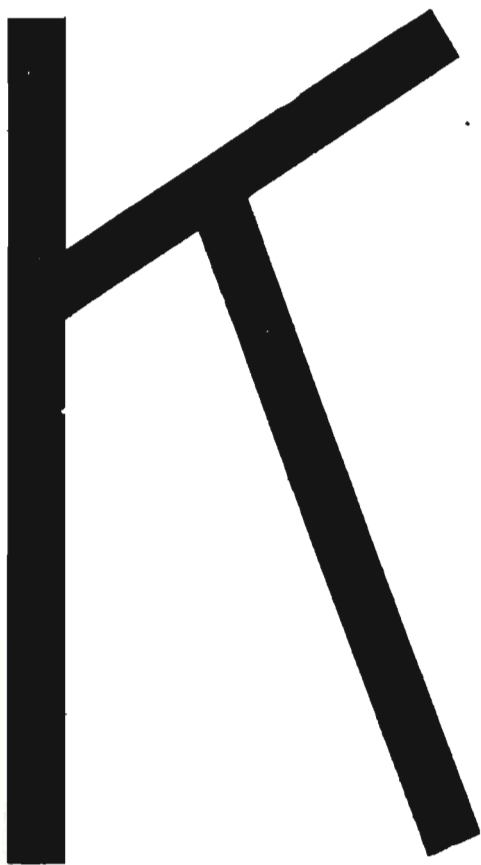
K W O R

WORLAND—EST. 1946

KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Joseph P. Ernst
 Address Box 92
 Phone Number 308
 News Service AP
 Air Time 7 a.m.-11 p.m.
 Owner-General Manager Joseph P. Ernst
 Commercial Manager Mildred V. Ernst
 Chief Engineer Joseph P. Ernst

ALASKA'S TWO GREAT STATIONS



FAR-

FAIRBANKS, ALASKA

10,000 Watts—660 Kc.

Covering the greater portion of the rich Alaska market, and serving the world's largest placer gold mining fields—Alaska's huge military bases—the Mantanuska farming area—the Alaska Railroad Belt—the North Pacific fishing industry—and Alaska's BOOMING civilian population.

ANCHORAGE, ALASKA

5,000 Watts — 550 Kc.

ENI-

(KENI will be on the air approximately April 1, 1948. We invite you to write us for full particulars—including our attractive combination rates).

National Advertising Manager

GILBERT A. WELLINGTON

1011 American Bldg., Seattle 4, Wash.

TERRITORIES — — POSSESSIONS

Alaska

KBYR (CP)

ANCHORAGE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Keith Capper
Business Address: Box 1296

KENI*

ANCHORAGE—EST. 1948

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: Midnight Sun Bcstg. Co.
Business-Studio Address: 4th Ave. Bldg.
Transmitter Location: Chester Creek
Air Time: 6:30 a.m.-12 M.
News Service: PA
Transcription Service: Thesaurus
Representative: Gilbert Wellington
Membership: NAB
President: Austin E. Lathrop
General-Station Manager: Alvin O. Bramstedt
Program Director: Allan B. Walker
Chief Engineer: Jack M. Walden

* Scheduled to go on air May 1, 1948

KFQD

ANCHORAGE—EST. 1924

ALASKA BROADCASTING SYSTEM—KBS
Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Alaska Bcstg. Co.
Business Address: Securities Bldg., Seattle
1, Wash.
Phone Number: Main 8637
Air Time: 18 hrs. daily
News Service: AP
Transcription Service: Lang-Worth
Representative: Pan American
Owner, General Manager: Wm. J. Wagner
Commercial Manager: Ken B. Laughlin
Program Director: Jay Stauter
Chief Announcer: Tom Durrant
Chief Engineer: Robert Nichols

KFAR

FAIRBANKS—EST. 1939
ARMED FORCES RADIO SERVICE

Frequency: 660 Kc. Power: 10,000 Watts

Owned-Operated By: Midnight Sun Bcstg. Co.
Business-Studio Address: Lathrop Bldg.
Phone Number: East 380-A
Transmitter Location: Farmer's Loop Rd.
Air Time: 7 a.m.-12 M.
News Service: PA
Transcription Service: Thesaurus
Representative: Gilbert A. Wellington
Membership: NAB
President: Austin E. Lathrop
General-Station Mgr.: Alvin O. Bramstedt
Program Director: Allan B. Walker
Production Manager, Chief

Announcer: Arvid Erickson
Musical Director: Jean Stevens
Chief Engineer: August G. Hiebert
Farm Editor: Loren T. Oldroyd

KFRB

FAIRBANKS—EST. 1924

ALASKA BCSTG. SYSTEM—KBS

Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By: Alaska Bcstg. Co.
Business Address: Securities Bldg., Seattle
1, Wash.
Phone Number: Main 8637
Air Time: 18 hrs. daily
News Service: AP
Transcription Service: Lang-Worth
Representative: Pan American
Owner, General Manager: Wm. J. Wagner
Commercial Manager: Ken B. Laughlin
Program Director: Jay Stauter
Chief Engineer: Robert Nichols

KINY

JUNEAU—EST. 1936

ALASKA BROADCASTING SYSTEM—KBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By: Alaska Bcstg. Co.
Business Address: Box 1040, Anchorage
Phone Number: Main 143
Studio Address: Decker Bldg, Juneau
Transmitter Location: Rock Fill, South Juneau
Air Time: 8 a.m.-10:17 p.m.
News Service: AP
Transcription Service: Keystone
Representative: Pan American
Membership: NAB
Owner: William J. Wagner
Station Mgr., Pgm. Dir.: Richard Peter
Chief Announcer: John Gullico
Chief Engineer: O. A. Thorgaard

Alaska

K T K N

KETCHIKAN—EST. 1942
CBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By: Wm. J. Wagner
Manager: Jim Fletcher
Program Director: Jim Kemp
Chief Engineer: Al Frazee

Owned-Operated By: Big Island Bcstg. Co., Ltd.
Business-Studio Address: 140 Haili St., P. O. Box 1602
Phone Number: 2177-8; 3858
Transmitter Location: 4.5 mi. W. of Hilo
Air Time: 6 a.m.-11:05 p.m.
News Service: UP
Transcription Service: Thesaurus, Lang-Worth
Representative: John Blair
General-Station Manager: A. H. Green
Commercial-Sales Promotion Manager: R. B. Groesbeck
Program-Musical Director: Ethyl Green
Publicity Director: Tom O'Brien
Chief Engineer: H. L. Marques

K I B H (CP)

SEWARD

Frequency: 1340 Kc. Power: 250 Watts
Business Address: Box 1040, 412 4th Ave., Anchorage, Alaska
Owned-Operated By: Wm. J. Wagner
Owner: Wm. J. Wagner

K G M B

HONOLULU—EST. 1936
CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By: Hawaiian Bcstg. System, Ltd.
Business-Studio Address: 1534 Kapiolani Blvd.
Phone Number: Honolulu 2323
Transmitter Location: 1534 Kapiolani Blvd.
Air Time: 5:45 a.m.-12:30 a.m.
News Service: UP
Transcription Service: Standard, AMP, World
Representative: Free & Peters
President, General-Station-Commercial Manager: J. Howard Worrall
Sales Promotion Manager, Program Director: E. Fitz Donnell, Jr.
Production Manager: Joe Lawrence Worthy
Publicity Director: Louis T. Dwyer
Chief Announcer: Leo Rumsey
Chief Engineer: Ernest G. Lindemann

Hawaii

K H B C

HILO—EST. 1936

CBS—HAWAIIAN BCSTG. SYSTEM, LTD.
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Hawaiian Bcstg. System, Ltd.
Business Address: P. O. Box 1476
Phone Number: 3877; 2216
Transmitter-Studio Location: 1283 Kalaniana'ole Ave.
Air Time: 6 a.m.-11 p.m.; 6:30 a.m.-11 p.m. Sun.
News Service: AP, INS
Transcription Service: Standard, World
Representative: Free & Peters
President, General Mgr.: J. H. Worrall
Station Manager: C. T. Thurston
Commercial Manager: Rex Wills, II
Program Director: Marion Stutes
Chief Engineer: Charles Lynn Rhoads

K G U

HONOLULU—EST. 1922
NBC

Frequency: 760 Kc. Power: 2500 Watts
Owned-Operated By: Marion A. Mulrony
Address: P. O. Box 3110
Phone Number: 2311
News Service: UP
Transcription Service: Thesaurus
Air Time: 6 a.m.-11 p.m.
Representative: The Katz Agency
Pres.-Exec.-Gen. Mgr.: Lorin P. Thurston
Comm.-Ass't Mgr.: George T. Plummer
Program Director: Linton Latimer
Sales & Prom. Mgr.: Bernard E. Cooney
Station Manager-Chief Engr.: M. A. Mulrony

K I P A

HILO—EST. 1947

MBS—DON LEE

Frequency: 1110 Kc. Power: 1000 Watts

K H O N

HONOLULU—EST. 1946

MBS—DON LEE—ALOHA NETWORK

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By... Aloha Bcstg. Co., Ltd.
 Business Address... P. O. Box 1380
 Phone Number... 95295
 Transmitter-Studio Location... 1810 Makanoe Lane

Air Time... 6 a.m.-11:30 p.m.
 News Service... UP
 Transcription Service... Lang-Worth, Capitol, Standard, MacGregor

Representative... John Blair
 Membership... NAB
 President... R. M. Fitkin
 Station Manager... Webley Edwards
 Commercial Manager... L. Roy Turner
 Program Director... Alexa Cogswell
 Chief Announcer... Kenneth McCoy
 Chief Engineer... Ira G. Mercer

K P O A

HONOLULU—EST. 1946

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By... Island Bcstg. Co.
 Business-Studio Address... 1330 Beratania St., P. O. Box 3499

Phone Number... 95281
 Transmitter Location... Kapolani & Date Sts.
 Air Time... Unlimited

News Service... AP
 Transcription Service... Lang-Worth
 Representative... Ed. Petry
 Membership... NAB

President, General-Station Mgr... John Keating
 Commercial Manager... Richard Downie
 Sales Promotion Manager... R. J. McCollum
 Program-Publicity Director... Don Klein
 Production Manager... Hal Lewis
 Chief Announcer... Larry Grant
 Musical Director... Wm. Silva
 Chief Engineer... Robt. Bird

K U L A

HONOLULU—EST. 1947

ABC

Frequency: 690 Kc. Power: 10,000 Watts
 Owned-Operated By... Pacific Frontier Bcstg. Co., Ltd.

Business Address... P. O. Box 1479
 Phone Number... 90926
 Studio Address... 1585 Kapiolani Blvd.

Transmitter Location... 4617 Kalaniana'ole Highway

Air Time... 5 a.m.-12 M.
 News Service... UP
 Transcription Service... Capitol
 Representative... Avery-Knodel
 Membership... NAB
 President, Board of Directors... Harold T. Kay
 General-Station Manager... Frank V. Webb, Jr.
 Program Director... Robert F. Shield
 Musical Librarian... Patricia Rivas

K T O H

LIHUE, KAUAI—EST. 1940

MBS—DON LEE—ALOHA BCSTG. SYSTEM
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Garden Island Publishing Co.

Business-Studio Address... Box 1748
 Phone Number... 261, 361
 Transmitter Location... 1 mi. N.E. of Lihue, Kauai

Air Time... 16¼ hrs. daily
 News Service... UP

Transcription Service... Standard, Capitol
 Representative... John Blair
 Membership... NAB
 General Manager... Charles J. Fern
 Commercial Manager... Dwight Mossman
 Program Director... Raymond K. Sasaki
 Chief Engineer... Katashi Nose

K M V I

WAILUKU—EST. 1947

MBS—ALOHA NETWORK

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By... Maui Publishing Co., Ltd.

Business Address... P. O. Box 374
 Phone Number... 996

Transmitter-Studio Location... Waahumanu Ave.
 Air Time... 6 a.m.-11 p.m.

News Service... UP
 Transcription Service... Standard, MacGregor, Lang-Worth, Cole

Representative... John Blair
 Membership... NAB
 President... J. Walter Cameron
 General Manager... Ezra J. Crane
 Commercial Manager... Charles C. Young
 Program Director... Richard E. Mawson
 Chief Announcer... Martin Sebastian
 Musical Director... Robert Cooke
 Chief Engineer... Robert Jones

The Link of the Americas

WNEL

SAN JUAN, PUERTO RICO

5000 Watts

—

Full Time

—

860 Kc

DIRECTIONAL ANTENNA

N.B.C. AFFILIATE

WNEL

JUAN PIZA

New York Office:
470 Park Avenue

ELdorado 5-6788

Puerto Rico

W C M N

ARECIBO—EST. 1947

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By: Caribbean Bcstg. Co.
 Business Address: Box 755
 Phone Number: 589
 Pres.-Gen.-Comm. Mgr.: Byron Mitchell Jr.
 Program Director: Grimaldi Grau
 Chief Engineer: Jose Soler

W K V M

ARECIBO—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned By: American Colonial Bcstg. Co.

W R I A

CAGUAS—EST. 1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Inter-American Radio
 Business Address: Aguilera & Corchado Sts.
 Phone Number: 678
 Pres.-Gen. Mgr.: Eduardo Biascochea
 Commercial Manager: Jorge L. Arzuaga
 Prom. Mgr.-Prog. Dir.: Fermin F. Bonnin
 Chief Engineer: Eduardo Biascochea

W M D D

FAJARDO—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Madrazo & Diaz Atilas
 Business Address: Bunoz Rivera esq. Barcelo
 Phone Number: 132
 Transcription Service: SESAC
 Owners: Madrazo Atilas, Diaz Atilas
 Gen.-Comm. Mgr.: Agustin R. Camunas
 Program Director: Ruben Diaz Atilas
 Chief Engineer: George Schellhas

W E C W

MAYAGUEZ—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Electronics Corp. of P.R.
 Business Address: P. O. Box 791
 Phone Number: 990
 Studio Address: Post & Palmer Sts.
 Transmitter Location: Guanajibo Rd.
 Air Time: 6:30 a.m.-10:30 p.m.
 Membership: P. R. Assn. of Broadcasters
 President, General Mgr.: Santiago E. Caino
 Program Director: Osvaldo Domenech
 Chief Announcer: Anibal Irizarry
 Musical Director: Harold Rivera
 Chief Engineer: Jesús M. Avilés

W K J B

MAYAGUEZ—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Jose' Bechara Jr.
 Business Address: Box 1293
 Phone Number: 983
 Studio Address: Minerva St. No. 8
 Transmitter Location: Guanajibo Ave.
 Air Time: 16¼ hrs. daily
 Pres.-Gen. Mgr.: Jose' Bechara Jr.
 Sta.-Comm.-Sales Prom Mgr.: Rafael Izquierdo
 Prog.-Musical Director: Arturo Cortes
 Production Manager: Dieguita Rivera
 Publ. Dir. Chief Announcer: Gilbert Mamary
 Chief Engineer: Henry Fishbach

W O R A

MAYAGUEZ—EST. 1944

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By: Radio Americas Corp.
 Business Address: Box 43
 Phone Number: 1150
 News Service: AP
 President: Maj. Alfred R. de Arellano Jr.
 General Manager: David Brown
 Commercial Manager: Plinio Gonzalez
 Promotion Manager: Reinaldo M. Dupont
 Program Director: Juan Llibre
 Chief Engineer: Rafael Perez

W P B P

MAYAGUEZ—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Paradise Bcstg. Co.
 Phone Number: 24
 Partners: Jose M. Sepulveda, Jose M. Rodriguez Quinones

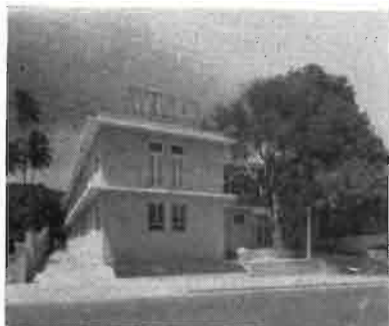
W P R A

MAYAGUEZ—EST. 1937

BBC

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Operated By: Porto Rico Adv. Co.
 Business Address: P. O. Box 869
 Phone Number: 269, 869
 Studio Address: Rio Street corner of Mackinley St.
 Transmitter Location: Barrio Sabanetas
 Air Time: 16½ hrs. daily
 Representative: Cox & Tanz
 Membership: NAB
 President, General Manager: Andres Camara
 Station Manager: Luis E. Freyre
 Commercial Manager: Virginia Di Cristina
 Program Director: Esteban Rosado Baez
 Production Manager: Natividad Lopez
 Chief Engineer: Luis E. Freyre

**2,000,000
AMERICAN CITIZENS
IN
PUERTO RICO**



THEIR YEARLY PURCHASES FROM THE UNITED STATES AMOUNT TO THE IMPRESSIVE FIGURES OF \$225,000,000. AND MORE IMPRESSIVE IS THE FACT THAT THEIR PREFERRED DIAL IS WIAC. HERE INDEED IS A MARKET THAT SHOULD NOT BE OVERLOOKED. WIAC OFFERS YOU 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



WAPA is Puerto Rico's first
10,000 watt station.

Puerto Rico is the \$200,000,000 market
in the Caribbean where the Americas meet.

"THE VOICE OF THE CARIBBEAN"

680 kc — San Juan, Puerto Rico — 10,000 watts

WAPA

FIRST in POWER—PROGRAMS—PERFORMANCE

Represented by

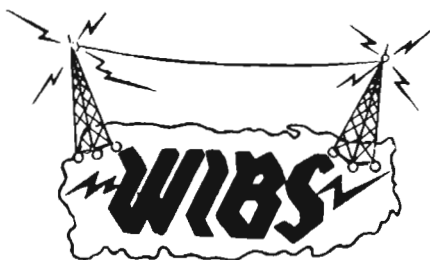
PAUL H. RAYMER COMPANY

José Ramón Quiñones
Owner

Harwood Hull, Jr.
General Manager

WAPA reaches all Puerto Rico and beyond to
the shores of South and Central America.

Puerto Rico has more radios per 1,000
people than any country in the Caribbean.



RADIO STATION WIBS

VOICE OF THE TROPICS

SAN JUAN, PUERTO RICO

BOX 4809 — TELEPHONE 2-1558

STUDIOS AND OFFICES:

1105 FDEZ. JUNCOS AVE. — STOP 17

10,000 WATTS — 740 KILOCYCLES

FULL COVERAGE — DIRECTIONAL ANTENNA

NEWS COMMENTATOR — PRODUCER — ANNOUNCER

EMILY AULL

Transradio Press News—WNEL—1942

Musical America—WNEL—1943 and 1944

International Highlights—WNEL—1943 and 1944

Melody Time—WIAC—1944

Associated Press News—WIAC—1944 and 1945

Musical America—WIAC—1945 and 1946

Preludio—WIAC—1946

Starlight—WIAC—1947

Unity Viewpoint—WAPA—1947

Sunset—WIBS—1947

WARNER AULL, announcer in English, Spanish and Portuguese.

Warner Aull has appeared as guest announcer on WKAQ

P. O. Box 4528

SAN JUAN, PUERTO RICO

W P A B

PONCE—EST. 1939

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By... Portorican American
 Business-Studio Address... 17, León St.
 Phone Number... 783, 1177
 Air Time... Unlimited
 News Service... AP
 Membership... NAB
 Treasurer-Manager... A. Giménez Aguayo
 Commercial Manager... Antonio Miró
 Chief Engineer... Fernando Zapater, Jr.

W P R P

PONCE—EST. 1936

Frequency: 1420 Kc. Power: 250 Watts
 Owned-Operated By... Voice of Puerto Rico, Inc.

W A P A

SAN JUAN—EST. 1947

MBS—ABC

Frequency: 680 Kc. Power: 10,000 Watts
 Owned-Operated By... José Ramón Quiñones
 Business Address... Box 4563
 Phone Number... 2-1448; 2-4271
 Studio Address... 357 Ponce de León Ave.
 Transmitter Location... Guaynabo, P. R.
 Air Time... 6 a.m.-11 p.m.
 Transcription Service... Thesaurus
 Representative... Paul H. Raymer
 President... José Ramón Quiñones
 General-Commercial Mgr... Harwood Hull, Jr.
 Program Director... Santiago García
 Musical Director... Alicia Moreda
 Chief Engineer... José A. Fernández
 Farm Editor... Guillermo Atilés

(See Page 701)

W I A C

SAN JUAN—EST. 1947

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By... Radio Station WIAC, Inc.
 Business Address... Box 4504
 Phone Number... 2-0014
 Studio Address... Ponce de León 654
 Transmitter Location... Isla Verde Road
 Air Time... 6 a.m.-12 M.
 News Service... AP
 Transcription Service... Standard
 Membership... NAB
 President... Mrs. Enrique Abarca
 General-Station Manager... Tomás Muñiz
 Commercial Manager... Enrique Abarca
 Program Director... Rafael H. Benítez
 Production Manager... Edwin Figueroa
 Musical Director... Mrs. E. Babin
 Chief Engineer... Alfonso Sánchez

(See Page 700)

W I T A

SAN JUAN—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Electronic Enterprises
 Business Address... Box 3726, Santuroe P. R.
 Transcription Service... SESAC
 President... V. H. Meador
 General Manager... Antonio Alfonso
 Chief Engineer... George Mayer

W N E L

SAN JUAN—EST. 1935

NBC

Frequency: 860 Kc. Power: 5000 Watts
 Owned-Operated By... Juan Piza
 Business Address... 258 Brau St.
 Phone Numbers... 2-1300, 2-1309
 Transmitter Location... Green Island
 Air Time... 6 a.m.-12 M.
 Membership... NAB
 Owner... Juan Piza
 General Mgr... Eli B. Canel
 Commercial Mgr... Rodulfo Blanco
 Adv. & Sales Promotion Mgr... Camilo Fraticelli
 Chief Engineer... Robert Marye

(See Page 698)

W K A Q

SAN JUAN—EST. 1922

CBS

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By... Radio Corp. of P. R.
 Business Address... WKAQ Bldg.
 Phone Number... 2-2021
 News Service... AP
 Transcription Service... Associated
 Representative... Clark-Wandless
 Membership... NAB
 General-Station Manager... A. P. del Valle
 Commercial Manager... J. C. Irizarry
 Chief Engineer... Paul A. Girard

W I B S

SANTURCE—EST. 1947

Frequency: 740 Kc. Power: 10,000 Watts
 Owned-Operated By... Jose E. del Valle
 Business Address... 52 Wilson St.
 Transmitter Location... Sabana Seca
 Air Time... 6 a.m.-11 p.m.
 Owner... Jose E. del Valle
 General Mgr... Adolfo Garcia Veve
 Office Mgr... Josefina Llobet
 Program Dir... Herdy Yumar
 Musical Dir... Luis Benjamin
 Chief Engineer... Rafael Jose Acosta

CBC NETWORKS COVER *Canada*

Serving...

ALL REGIONS FROM ATLANTIC TO PACIFIC

- extensive national coverage
- intensive regional coverage
- ON THREE NETWORKS
- IN TWO LANGUAGES

Yours through the facilities of the CBC whose networks bring to Canadian homes a variety of daily radio entertainment unsurpassed anywhere. MUSIC . . . DRAMA . . . NEWS . . . SPORTS all the best from the national and international fields assure a sponsor on a CBC network of a large, interested and responsive audience.

CBC DOMINION NETWORK

30 basic and 14 supplementary stations. Intensive coverage of all major markets in all regions.



CBC TRANS-CANADA NETWORK

24 basic and 9 supplementary stations. Comprehensive coverage coast to coast.

CBC FRENCH NETWORK

13 stations. Thorough coverage of Quebec and contiguous French speaking areas. Available in conjunction with either Trans-Canada or Dominion network.

**COMMERCIAL
DIVISION**

CANADIAN BROADCASTING CORPORATION
354 JARVIS ST., TORONTO, ONT. 1231 ST. CATHERINE ST. W., MONTREAL, P.Q.

CANADA

Stations

•

*Alphabetical Index
By Call Letters*

•

Networks

•

CANADIAN

Broadcasting Corporation

OFFICES

Head Office—Victoria Bldg., 140 Wellington St., Ottawa, Ont.

National Program Office—354 Jarvis St., Toronto 5, Ont.

Engineering Division—Keefe Bldg., 1440 St. Catherine St., W.,
Montreal, Que.

1231 St. Catherine St., W., Montreal, Que.

1236 Crescent St., Montreal, Que.

EXECUTIVES and STAFF

●

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A. Davidson Dunton, Ottawa, Ont., Chairman
Rene Morin, Montreal, Que., Vice-Chairman
Howard B. Chase, Montreal, Que.
Mrs. T. W. Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.
Dean Adrien Pouliot, Laval University, Que.
Dr. G. Douglas Steel, Charlottetown, P.E.I.
John J. Bowlen, Calgary, Alta.
(H. M. Palmer, secretary, 140 Wellington St.,
Ottawa, Ont.)
(one vacancy)

Head Office

Victoria Bldg., 140 Wellington St., Ottawa, Ont.

Dr. Augustin Frigon, General Manager
(also Keefe Bldg., 1440 St. Catherine St. W.,
Montreal, Que.)

Donald Manson, Assistant General Manager
R. P. Landry, Director of Personnel and Ad-
ministrative Services

G. W. Richardson, Assistant Director of Per-
sonnel and Administrative Services

K. M. Kelly, Supervisor of Personnel and Wel-
fare

Marcel Carter, Supervisor of Administrative
Services

A. E. Tetu, Chief of Records

V. F. Segee, Editor, "RADIO" (CBC Staff Maga-
zine)
(354 Jarvis Street, Toronto 5, Ont.)

H. Bramah, Treasurer

S. Schnobb, Assistant to Treasurer

W. R. Mortimer, Supervisor of Expenditures

F. W. Savignac, Assistant to Executive-Legal

H. M. Palmer, Executive Assistant and Secre-
tary to Board of Governors

Commercial Division

354 Jarvis St., Toronto 5, Ont.

E. A. Weir, Commercial Manager

W. E. Powell, Assistant Commercial Manager

W. R. Johnston, Supervisor of Acceptance and
Production

T. T. Odell, Sales Representative

L. E. Pegg, Sales Representative

Arthur Barr, Sales and Commercial Traffic

H. F. Chevrier, Coverage Statistics

National Program Office

354 Jarvis St., Toronto 5, Ont.

Ernest L. Bushnell, Director-General of Programs
Charles Jennings, General Supervisor of Pro-
grams

Harry J. Boyle, Program Director Trans-Canada
Network

H. G. Walker, Manager, Dominion Network

Andrew Allan, Supervisor of Drama

W. H. Brodie, Supervisor of Broadcast Lan-
guage

D. Claringbull, Manager, Personnel and Ad-
ministrative Services

W. J. Dunlop, Special Assistant, Religious and
Institutional Broadcasts

Mary Grannan, Children's Broadcasts

H. E. S. Hamilton, Technical Liaison Officer
(Engineering Division)

H. Hilliard, Supervising Engineer (Toronto Area)

E. W. Jackson, Traffic Manager

J. M. Kannawin, Supervisor of Presentation

R. S. Lambert, Supervisor of School Broadcasts

Elizabeth D. Long, Women's Interests

J. N. Mogridge, Supervisor of Program Clear-
ance

D. C. McArthur, Chief News Editor

Neil M. Morrison, Supervisor of Talks and
Public Affairs

Fergus Mutrie, Supervisor of Farm Broadcasts

H. Z. Palmer, Program Administrative Officer

A. E. Powley, News Features Editor

J. Frank Willis, Supervisor of Feature Broad-
casts

STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page	Call Letters	City	See Page
CBA	Sackville, N. B.	714	CJCB	Sydney, N. S.	715
CBF	Montreal, Que.	725	CJCH	Halifax, N. S.	715
CBH	Halifax, N. S.	715	CJCJ	Calgary, Alta.	708
CBJ	Chicoutimi, Que.	725	CJCS	Stratford, Ont.	721
CBK	Watrous, Sask.	730	CJDC	Dawson Creek, B. C.	709
CBL	Toronto, Ont.	721	CJEM	Edmundston, N. B.	713
CBM	Montreal, Que.	725	CJFX	Antigonish, N. S.	715
CBO	Ottawa, Ont.	719	CJGX	Yorktown, Sask.	730
CBR	Vancouver, B. C.	711	CJIB	Vernon, B. C.	711
CBV	Quebec City, Que.	727	CJIC	Sault Ste. Marie, Ont.	721
CFAB	Windsor, N. S.	716	CJKL	Kirkland Lake, Ont.	718
CFAC	Calgary, Alta.	708	CJLS	Yarmouth, N. S.	716
CFAR	Flin Flon, Man.	712	CJNB	North Battleford, Sask.	729
CFBC	Saint John, N. B.	714	CJOB	Winnipeg, Man.	712
CFCF	Montreal, Que.	726	CJOC	Lethbridge, Alta.	709
CFCH	North Bay, Ont.	719	CJOR	Vancouver, B. C.	711
CFCN	Calgary, Alta.	708	CJRL	Kenora, Ont.	718
CFCO	Chatham, Ont.	717	CJSO	Sorel, Que.	728
CFCY	Charlottetown, P. E. I.	724	CJVI	Victoria, B. C.	711
CFGP	Grande Prairie, Alta.	708	CKAC	Montreal, Que.	726
CFJC	Kamloops, B. C.	709	CKBI	Prince Albert, Sask.	729
CFJM	Brockville, Ont.	716	CKBW	Bridgewater, N. S.	715
CFJP	Riviere-Du-Loup, Que.	727	CKCH	Hull, Que.	725
CFNB	Fredericton, N. B.	713	CKCK	Regina, Sask.	729
CFOR	Orilla, Ont.	719	CKCL	Truro, N. S.	716
CFOS	Owen Sound, Ont.	720	CKCO	Ottawa, Ont.	719
CFPA	Port Arthur, Ont.	720	CKCR	Kitchener, Ont.	718
CFPL	London, Ont.	718	CKCV	Quebec, Que.	727
CFPR	Prince Rupert, B. C.	710	CKDO	Oshawa, Ont.	719
CFQC	Saskatoon, Sask.	730	CKCW	Moncton, N. B.	714
CFRA	Ottawa, Ont.	719	CKEY	Toronto, Ont.	723
CFRB	Toronto, Ont.	723	CKFI	Fort Frances, Ont.	717
CFRN	Edmonton, Alta.	708	CKGB	Timmins, Ont.	721
CHAB	Moose Jaw, Sask.	729	CKLN	Nelson, B. C.	710
CHAD	Amos, Que.	724	CKLW	Windsor, Ont.	723
CHAT	Medicine Hat, Alta.	709	CKMO	Vancouver, B. C.	711
CHEF	Granby, Que.	725	CKNB	Campbellton, N. B.	713
CHEX	Petersborough, Ont.	720	CKNW	New Westminster, B. C.	710
CHGS	Summerside, P. E. I.	724	CKNX	Wingham, Ont.	723
CHLN	Three Rivers, Que.	728	CKOC	Hamilton, Ont.	717
CHLP	Montreal, Que.	726	CKOV	Kelowna, B. C.	709
CHLT	Sherbrooke, Que.	728	CKOX	Woodstock, Ont.	724
CHML	Hamilton, Ont.	717	CKPC	Brantford, Ont.	716
CHNC	New Carlisle, Que.	727	CKPG	Prince George, B. C.	710
CHNO	Sudbury, Ont.	721	CKPR	Fort William, Ont.	717
CHNS	Halifax, N. S.	715	CKRC	Winnipeg, Man.	713
CHOK	Sarnia, Ont.	721	CKRM	Regina, Sask.	730
CHOV	Pembroke, Ont.	720	CKRN	Rouyn, Que.	728
CHRC	Quebec, Que.	727	CKRS	Jonquiere, Que.	725
CHSJ	Saint John, N. B.	714	CKSB	St. Boniface, Man.	712
CHUM	Toronto, Ont.	723	CKSF	Cornwall, Ont.	717
CHVC	Niagara Falls, Ont.	719	CKSO	Sudbury, Ont.	721
CHWK	Chilliwack, B. C.	709	CKTB	St. Catharines, Ont.	720
CJAD	Montreal, Que.	726	CKTS	Sherbrooke, Que.	728
CJAT	Trail, B. C.	711	CKVD	Val D'Or, Que.	728
CJAV	Port Alberni, B. C.	710	CKVL	Verdun, Que.	729
CJBC	Toronto, Ont.	723	CKWS	Kingston, Ont.	718
CJBQ	Belleville, Ont.	716	CKWX	Vancouver, B. C.	711
CJBR	Rimouski, Que.	727	CKX	Brandon, Man.	712
CJCA	Edmonton, Alta.	708	CKY	Winnipeg, Man.	713

ALBERTA

CFAC

CALGARY—EST. 1922

CBC TRANS-CANADA-FOOTHILLS NETWORK
 Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: Calgary Bcstg. Co.
 Business-Studio Address: 1000 Southam Bldg.
 Phone Number: R-1036
 Transmitter Location: Midnapore, Alta
 Air Time: 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service: Press News; BUP
 Transcription Service: Thesaurus, World,
 Associated
 Representative: All-Canada: Weed
 Membership: CAB-BBM
 President: H. R. Carson
 Station Manager: A. M. Cairns
 Commercial Manager: F. R. Shaw
 Production Manager: P. Freeman
 Publicity Director: W. Sutton
 Chief Announcer: A. Barker
 Chief Engineer: E. C. Connor

CFCN

CALGARY—EST. 1922

CBC—DOMINION NETWORK

Frequency: 1060 Kc. Power: 10,000 Watts
 Owned-Operated By: The Voice of the Prairie,
 Ltd.
 Business-Studio Address: Toronto General
 Trusts Bldg.
 Phone Number: M1161
 Transmitter Location: 9 mi. S. of Calgary
 Air Time: 6:30 a.m.-12 M.
 News Service: Press News-BUP
 Transcription Service: Standard, Lang-Worth,
 UTS
 Representative: Radio Representatives, Adam
 J. Young, Jr.
 Membership: CAB, BBM
 President, General Manager: H. G. Love
 Commercial Manager: E. H. McGuire
 Program Director: Jas. A. Love
 Publicity Director: G. L. Carter
 Chief Announcer: E. A. Q. Bown
 Chief Engineer: Robt. Lamb
 Farm Editor: Lorne Stout

CJCL

CALGARY—EST. 1927

CBC—ALBERTA

Frequency: 1140 Kc. Power: 100 Watts
 Owned-Operated By: The Albertan
 Publishing Co.
 Address: Victory Bldg.
 Phone Number: Main 9966
 Transmitter Location: Grandview Heights
 Air Time: 18 hours daily
 Representative: Alexander McGillvra
 Transcription Service: SESAC

News Service: BUP
 Membership: CAB
 President: G. M. Bell
 Manager: D. H. MacKay
 Commercial Manager: Fred C. Colborne
 Prod.-Prom. Mgr.: N. R. Pringle
 Chief Engineer: Des Readwin

CFRN

EDMONTON—EST. 1934

CBC—DOMINION NETWORK

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: Sunwapta Bcstg. Co.
 Business-Studio Address: 109 CPR Bldg.
 Phone Number: 22101
 Transmitter Location: Jasper Highway—6 mi.
 W. of Edmonton
 Air Time: 6:30 a.m.-12 M.
 News Service: BUP
 Transcription Service: Lang-Worth, Standard,
 Cole, UTS
 Representative: Radio Representatives
 Membership: CAB
 President, General-Station Mgr.: G. R. A. Rice
 Assistant Mgr.: A. J. Hopps
 Commercial Manager: C. R. Holmes
 Program Director: G. A. Duffield
 Publicity Director: T. A. Graham
 Musical Director: J. Forbes
 Chief Engineer: F. G. A. Makepeace

CJCA

EDMONTON—EST. 1922

TRANS-CANADA NETWORK—CBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: Taylor & Pearson Bcstg.
 Co.
 Business-Studio Address: Birks Bldg.
 Phone Number: 26131
 Transmitter Location: Ellerslie
 Air Time: 6:15 a.m.-12 M.
 News Service: CP
 Transcription Service: World, Thesaurus,
 Standard
 Representative: All-Canada, Weed
 Manager: G. S. Henry
 Assistant Manager: R. L. Barnes
 Commercial Manager: A. H. Nicholl
 Sales Promotion Manager: T. A. Shandro
 Production Manager: Dalt Elton
 Chief Engineer: Frank Hollingworth

CFGP

GRANDE PRAIRIE—EST. 1937

CBC—TRANS-CANADA—FOOTHILLS NET.

Frequency: 1050 Kc. Power: 1000 Watts
 Owned By: Northern Bcstg. Corp., Ltd.
 Operated By: Taylor, Pearson & Carson, Ltd.

Business-Studio Address...Richmond Ave. & 99th St.
 Phone Number.....Private Exchange No. 109
 Transmitter Location.....Clairmont Highway
 Air Time.....6:55 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus, Cole
 Representative.....All-Canada, Weed
 Membership.....CAB, WAB
 President.....J. Thomson
 General-Station Mgr.....Arthur J. Balfour
 Commercial-Sales Promotion
 Manager.....John Soars
 Program Director.....Gordon Cockburn
 Production Manager.....Frank Thompson
 Publicity Director.....Kay Anderson
 Chief Announcer.....John Wilson
 Musical Director.....Gordon Peary
 Chief Engineer.....R. H. Williams

CJOC

LETHBRIDGE—EST. 1926
 TRANS-CANADA

Frequency: 1220 Kc.....Power: 5000 Watts
 Owned-Operated By...Lethbridge Bcstg. Ltd.
 Address.....Marquis Hotel Bldg.
 Phone Number.....3161
 Transmitter Location.....Broxburn, Alberta
 Air Time.....18 hours daily

News Service.....PN
 Transcription Service.....NBC, Thesaurus,
 Lang-Worth
 Representative.....Weed, All-Canada
 General Manager.....William Guild
 Commercial Manager.....Cameron A. Perry
 Prog. Manager.....George A. Brown
 Promotion Director.....Norman V. Fisher
 Chief Engineer.....Robert E. Reagh

CHAT

MEDICINE HAT—EST. 1946

DOMINION SUPPLEMENTARY

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By...Monarch Bcstg. Co., Ltd.
 Business-Studio Address.....520 First St.
 Phone Number.....2821-2-3
 Transmitter Location.....Roytal, Alberta
 Air Time.....6:30 a.m.-11:30 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....All-Canada, Weed
 Membership.....CAB
 President.....J. H. Yuill
 Station-Commercial Mgr.....R. J. Buss
 Program Director.....Bart Brown
 Publicity Director.....Bette Kreller
 Chief Engineer.....J. M. Ellis

—BRITISH COLUMBIA—

CHWK

CHILLIWACK—EST. 1927
 CBC—DOMINION NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Fraser Valley Bcstrs.
 Ltd.
 Business-Studio Address...50 Yale Rd. East
 Phone Number.....7511-21
 Transmitter Location.....Prest Rd.
 Air Time.....7 a.m.-10:30 p.m.
 Transcription Service.....UTS, Cole
 Representative.....All-Canada, Weed
 President.....C. Casey Wells
 General Manager.....Jack Pilling
 Commercial Manager.....W. G. Teetzel
 Production Manager.....J. M. MacLachlan
 Chief Engineer.....Jack Pilling

CFJC

KAMLOOPS—EST. 1926
 TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts
 Owned By.....Sentinel Publ., Ltd.
 Operated By.....Radio Station CFJC
 Address.....310 St. Paul St.
 Phone Number.....1021
 Transmitter Location.....North Kamloops
 Air Time.....16 hours daily
 Representative...All-Canada Radio Facilities,
 Ltd.; Weed & Co.
 News Service.....PN
 Membership.....CAB, BBM
 General Manager.....Ian G. Clark
 Director.....Walter Harwood
 Commercial Manager.....R. J. Innes

CJDC

DAWSON CREEK—EST. 1947

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....Wilma Moore
 Business Address.....Dawson Creek
 Station Manager.....Gordon H. Cummings

CKOV

KELOWNA—EST. 1931
 CBC

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Operated By...Okanagan Bcstrs. Ltd.
 Business-Studio Address.....Radio Bldg.
 Phone Number.....200-496

Transmitter Location . . . Okanagan Mission, B. C.
 Air Time 16 hrs. daily
 News Service Press News
 Transcription Service World, Thesaurus,
 Lang-Worth, SESAC
 Representative All-Canada, Weed
 Membership CAB
 Managing-Director J. W. B. Browne
 Station Manager J. Reg. Beattie
 Program Director J. D. Bews
 News Editor, Publicity Director E. S. Frost
 Chief Engineer J. Fred Weber

CKLN

NELSON—EST. 1939

CBC—TRANS-CANADA

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By News Publishing Co.
 Business Address Box 250
 Phone Number 19
 Transmitter-Studio Location Radio Ave.
 Air Time 16 hrs. daily
 News Service PN
 Transcription Service World
 Representative Horace N. Stovin, John E.
 Baldwin, Adam J. Young, Freemantle Radio
 Membership NAB
 General Manager Joan Orr
 Sales Promotion Manager H. LeMoynne
 Program Director J. Orr
 Production Manager S. Petersen
 Chief Announcer, Musical
 Director Telford Oliver
 Chief Engineer Tom Walsh
 Sports Announcer Tom Mableson

CKNW

NEW WESTMINSTER—EST. 1944

Frequency: 1230 Kc. Power: 250 Watts
 Owned By International Bcstg. Co., Ltd.
 Operated By Wm. Rea, Jr.
 Business-Studio Address 732 Columbia St.,
 Windsor Hotel
 Phone Number 3000
 Transmitter Location Lulu Island, B. C.
 Air Time 24 hrs. daily
 News Service AP, INS
 Transcription Service Associated, World,
 Cole, Keystone
 Representative Radio Representatives, Forjoe
 Membership BMB
 President, General-Station Manager, Program
 Director Wm. Rea, Jr.
 Commercial Manager D. M. Armstrong
 Sales Promotion Manager Doug. Bruce
 Production Manager G. M. Reid
 Publicity Director Sheila Hassell
 Chief Announcer Bill Duncan
 Musical Director Phil Baldwin
 Chief Engineer Bill Collins

CJAV

PORT ALBERNI—EST. 1946

Chief Engineer G. Henderson
 Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By CJAV Ltd.
 Address 3rd Ave. N. 2 Redford Rd.
 Air Time 7:30 a.m.-10:30 p.m.
 News Service PN
 Transcription Service Lang-Worth
 Representative Radio Representatives
 Membership CAB
 President Margaret Rea
 General Manager Charles J. Rudd
 Program Director Ken E. Hutchinson
 Commercial Manager Charles Patrick
 Chief Engineer Hugh Holloway

CALL LETTERS TO BE ASSIGNED POWELL RIVER

Frequency: 1490 Kc. Power: 520 Watts
 Owned-Operated By Al Harvey Alagard
 Business Address Powell River
 Owner-Gen. Mgr. Al Harvey Alagard

CKPG

PRINCE GEORGE—EST. 1945

CBC—TRANS-CANADA

Frequency: 550 Kc. Power: 250 Watts
 Owned-Operated By Radio Station CKPG Ltd.
 Business-Studio Address Ritz-Kiefer Hall
 Phone Number 140
 Transmitter Location South Fort George, B. C.
 Air Time Unlimited
 Transcription Service UTS
 Representative All-Canada, Weed
 Membership CAB
 President Frank H. Elphicke
 Station Manager Cecil G. Elphicke
 Commercial Manager Jack E. Carbutt
 Sales Promotion Manager John V. Boates
 Chief Announcer Art G. Hall
 Chief Engineer Ray J. Tate

CFPR

PRINCE RUPERT—EST. 1938

CBC TRANS-CANADA—CBC PACIFIC

Frequency: 1240 Kc. Power: 50,000 Watts
 Owned By Northwest Broadcast & Service Co.
 Operated By Canadian Bcstg. Corp.
 Business-Studio Address 336 Second Ave.
 Phone Number 863
 Transmitter Location Prince Rupert, B. C.
 Air Time 13½ hrs. daily
 News Service CBC
 President (CBC) Dr. Augustin Frigon
 General-Station Manager C. H. Insulander
 Program Director Lloyd Morris

CJAT

TRAIL—EST. 1932
CBC

Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By... Kootenay Bcstg. Co.
Business-Studio Address... 815 Victoria St.
Phone Number... 737, 1243
Transmitter Location... Warfield, B. C.
Air Time... Unlimited
News Service... Press News
Transcription Service... Thesaurus
Representative... All-Canada, Weed
President... E. W. Hazlewood
Station Manager... Eric C. Ayleen
Commercial Manager... Norman A. Harrod
Program Director... Joseph P. Kobluk
Chief Announcer, Musical Dir... Peter Barker
Chief Engineer... Gordon L. Fairweather

CBR

VANCOUVER—EST. 1925

CBC TRANS-CANADA—CBC PACIFIC

Frequency: 1130 Kc. Power: 5000 Watts
Owned-Operated By... Canadian Bcstg. Corp.
Business-Studio Address... 701 Hornby St.
Phone Number... Marine 6121
Transmitter Location... Lulu Island, B. C.
Air Time... 17 hrs. daily
News Service... CP, BUP, Reuters
Membership... BMB
President (CBC)... Dr. Augustin Frigon
Regional Representative... Kenneth Caple
Commercial Manager (CBC)... E. A. Weir
Program Director... Kenneth P. Caple
Publicity Director... Patrick C. Keatley
Chief Engineer... A. B. Ellis
Farm Editor... T. A. L. Leach

CJOR

VANCOUVER—EST. 1926

CBC—DOMINION NETWORK

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By... CJOR Ltd.
Business-Studio Address... 846 Howe St.
Phone Number... Marine 6464
Transmitter Location... Lulu Island, B. C.
Air Time... Unlimited
News Service... PN, BUP
Transcription Service... Thesaurus, UTS, SESAC
Representative... H. N. Stovin, Adam J. Young
Membership... CAB
President, General-Station
Manager... George C. Chandler
Commercial Manager... Don Laws
Sales Promotion Manager... Jim Wills
Program Director... Ross Mortimer
Production Manager... Dick Diespecker
Musical Director... Wallie Peters
Chief Engineer... A. H. Chandler

CKMO

VANCOUVER—EST. 1922

Frequency: 1400 Kc. Power: 1000 Watts
Owned-Operated By... British Columbia
Broadcasting System, Ltd.
Address... 812 Robson St.
Phone Number... Marine 1271-2
News Service... British United Press, PN
Representative... Nat'l Bcstg. Sales
Transcription Service... Standard, Associated
Membership... CAB
President... Mrs. R. J. Sprott
Manager... R. T. Bowman
Promotion Manager... Phil J. Baldwin
Chief Engineer... R. Whiteside

CKWX

VANCOUVER—EST. 1923

MBS—DON LEE

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By... Western Bcstg. Co. Ltd.
Business-Studio Address... 543 Seymour St.
Phone Number... Marine 3344
News Service... PN, BUP
Transcription Service... Lang-Worth, World
Representative... All-Canada, Weed
Membership... CAB, BBM
President... Arthur Holstead
Manager, Station Mgr... Frank H. Elphicke
Sales Manager... Jack Sayers
Promotion Manager... Don McKim
Chief Engineer... Jack Gordon

CJIB

VERNON—EST. 1947

Frequency: 940 Kc. Power: 1000 Watts
Owned-Operated By... Interior Bcstg. Ltd.
Business Address... Bagnall Block
News Service... PN
Phone Number... 834
Representative... Stovin
General Manager... John Ferguson
Production Manager... Don McGibbon

CJVI

VICTORIA—EST. 1941

DOMINION

Frequency: 900 Kc. Power: 1000 Watts d.
250 Watts n.
Owned-Operated By... Island Bcstg. Co., Ltd.
Phone Number... Garden 2014, Beacon 1911
News Service... PN
Transcription Service... NBC, World, Cole
Representative... Weed, All-Canada
President... H. R. Carson
General Manager... M. V. Chesnut
Commercial Manager... L. Hallberg
Program Director... R. T. Batey
Promotion Manager... A. H. Worthington
Chief Engineer... J. Sommers

MANITOBA

CKX

BRANDON—EST. 1923
DOMINION

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By: Manitoba Tel. Sys.
Address: 8th Street & Princess Ave.
Phone Number: 4532
Air Time: 7:30 a.m.-11:30 p.m.
Transcription Service: Thesaurus, World,
Lang-Worth
Representative: Stovin, Young
News Service: BUP
General Manager: W. F. Seller
Commercial Manager: W. T. Grigg
Chief Engineer: Claude Snider

CFAR

FLIN FLON—EST. 1937
TRANS-CANADA

Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By: Arctic Radio Corp., Ltd.
Address: 75 Hill St.
Phone Number: 590
Air Time: Shares Time
News Service: BUP
Transcription Service: Associated

Representative: H. N. Stovin (Canada);
Adam J. Young (U.S.A.)
President: J. G. Mundie
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: 607 College St.
Phone Number: 204, 865-6
Air Time: 16 hours daily
News Service: BUP
Transcription Service: Associated
Membership: CAB
Representative: C. W. Wright, Young
President: Dr. Henri Guyot
Vice President: R. Couture
Gen.-Comm. Mgr.: Louis E. Leprohon
Prog. Dir.-Prom. Mgr.: Rene Dussault
Chief Engineer: D. R. Thomson

CJOB

WINNIPEG—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
Owned By: Blick Bestg. Ltd.

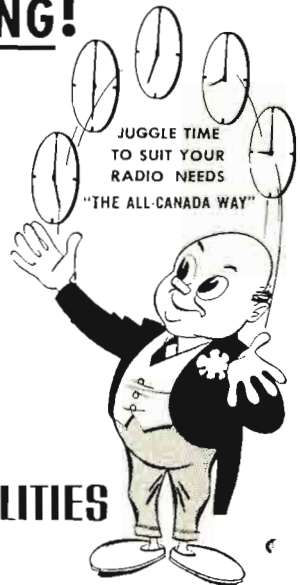
YOU CONTROL TIME AND AUDIENCE WITH SPOT-BROADCASTING!

'SPOT-BROADCASTING' means simply putting
on your radio show at *desirable times* over
individual stations.

It is the opposite to buying stations 'holus-bolus'
(either regionally or nationally), without regard for
different time zones or listening habits.

When you *spot-broadcast*, you are really building
your *own* network . . . tailor-made to suit your time,
coverage and budget needs. You select the stations
that cover your *markets*, choosing from twenty-
nine All-Canada stations across the country. You
select the peak *local times* you want for best effect,
unhampered by time-zone troubles.

Whatever the nature of your radio problem: timing,
coverage, budget or all of these—ask the ALL-CANADA
man to help you with spot-broadcasting!



ALL-CANADA RADIO FACILITIES
Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

Operated By.....Radio Station CJOB
 Business-Studio Address.....Lindsay Bldg.
 Phone Number.....96, 374
 Transmitter Location.....St. Boniface, Man.
 Air Time.....24 hrs. daily
 News Service.....CP, BUP
 Transcription Service.....World, Associated,
 Standard, Exclusive
 Representative..A. J. Messner, Broadcast Rep-
 resentatives Ltd.
 Membership.....BMI
 President, General Manager.....J. O. Blick
 Commercial Manager.....A. J. Messner
 Program Director.....C. E. Farey
 Chief Announcer.....Geo. Davies
 Chief Engineer.....R. V. Durie

C K R C

WINNIPEG—EST. 1934
 CBC—DOMINION

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By...Transcanada Commu-
 nications Ltd.
 Business-Studio Address...300 Carlton St.,
 Free Press Bldg.
 Phone Number.....92266
 Transmitter Location.....St. Vital
 Air Time.....Unlimited
 News Service.....BUP, CP
 Transcription Service..Lang-Worth, Standard,
 World
 RepresentativeWeed; All-Canada

Membership.....CAB, BBM
 President.....V. Sifton
 Station Manager.....G. Gaetz
 Commercial Manager.....V. Staples
 Sales Promotion Manager, Publicity
 Director.....Kay Parkin
 Program Director, Production
 Manager.....J. M. Hill
 Chief Announcer.....J. Thompson
 Musical Director.....H. Brittain
 Chief Engineer.....A. W. Hooper

C K Y

WINNIPEG—EST. 1923
 CBC—TRANS-CANADA

Frequency: 990 Kc.....Power: 15,000 Watts
 Owned-Operated By....Manitoba Telephone
 System
 Business-Studio Address.....Telephone Bldg.
 Phone Number.....92191
 Transmitter Location..St. Francois Xavier, Man.
 Air Time.....7 a.m.-12 M.
 News Service.....BUP, CP
 Transcription Service.....Thesaurus
 Representative..H. N. Stovin; Adam J. Young
 Membership.....CAB
 Station Manager.....W. A. Duffield
 Commercial Manager.....Wilf Carpentier
 Program Director.....R. H. Roberts
 Production Manager.....Wilf Davidson
 Publicity Director.....D. R. P. Coats
 Chief Announcer.....Thom Benson
 Chief Engineer.....George Henderson

—NEW BRUNSWICK—

C K N B

CAMPBELLTON—EST. 1939
 CBC-DOMINION NET.K-MARITIME NET.

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By..Restigouche Bcstg. Co.
 Business Address.....P. O. Box 840
 Phone Number.....8
 Transmitter Location.....Maple Green, N. B.
 Air Time.....Unlimited
 Transcription Service.....All-Canada
 Representative.....All-Canada, Weed
 Membership.....CAB, BBM
 President.....J. Wesley MacDonald
 Managing Director.....Dr. Charles H. Houde
 Station Manager.....Stan Chapman
 Program Director.....Jim Woods
 Chief Engineer.....L. P. Paquet

Owned-Operated By..Edmundston Radio Ltd.
 Business Address.....Box 812, Canada Rd.
 Phone Number.....296
 Studio Address.....99 Canada Rd.
 Transmitter Location.....Iroquois, N. B.
 Air Time.....7 a.m.-11:15 p.m.
 News Service.....PN
 Transcription Service.....World
 Representative...Horace N. Stovin, Adam J.
 Young, Jr.
 Membership.....BBM
 President.....Dr. C. P. Laporte
 General Manager.....R. W. Leclair
 Program Director.....Bertrand Potvin
 Chief Engineer.....Cyrille Fournier

C F N B

FREDERICTON—EST. 1923
 CBC TRANS-CANADA

Frequency: 550 Kc.....Power: 5000 Watts
 Owned-Operated By..Jas. S. Neill & Sons Ltd.
 Business-Studio Address.....York St.
 Phone Number.....1955

C J E M

EDMUNDSTON—EST. 1944
 FRENCH NET. (SUPPLEMENTARY)

Frequency: 1230 Kc.....Power: 250 Watts

Transmitter Location. New Maryland, York
Co., N. B.
Air Time Fulltime
News Service PN, BUP
Transcription Service. NBC, Standard, Cole
Representative ACRF, Weed
Membership CAB, BBM
President. J. Gordon Neill
Vice Pres. Station Mgr. D. Malcolm Neill
Program-Publicity Director. C. Austin Moore
Chief Announcer J. Everett Palmer
Chief Engineer. Glenn D. Love

CKCW

MONCTON—EST. 1934
CBC

Frequency: 1220 Kc. Power: 5000 Watts
Owned-Operated By. Moncton Bcstg., Ltd.
Business-Studio Address. K. of P. Bldg., Corner
Bonaccord & Gordon Sts.
Phone Number 9111-2-3
Transmitter Location. Cherryfield, N. B.
Air Time 7 a.m.-12:15 a.m.
News Service BUP
Transcription Service. Lang-Worth, World,
UTS
Representative Joseph Hershey McGillvra,
Horace N. Stovin
Membership CAB, BBM
President-Owner, Manager. F. A. Lynds
Commercial Manager. Clair Chambers
Program Director. Thomas Rafferty
Chief Engineer. A. J. White

CBA

SACKVILLE—EST. 1939

CBC TRANS-CANADA—CBC MARITIME

Frequency: 1070 Kc. Power: 50,000 Watts
Owned-Operated By. Canadian Bcstg. Corp.
Business-Studio Address. 100 Sackville St.,
Halifax, N. S.
Phone Number 3-6188
Transmitter Location. Sackville, N. B.
Air Time. 16½ hrs. daily
News Service CP, BUP, Reuters
Membership BMB
President (CBC). Dr. Augustin Frigon
Regional Program Director, Station Manager,
Program Director. W. E. S. Briggs
Regional Engineer. H. M. Smith
Farm Editor. A. K. Morrow

CFBC

SAINT JOHN—EST. 1946
CBC DOMINION

Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By Fundy Bcstg. Co. Ltd.
Business-Studio Address. 4 Carelton St.
Phone Number 3-2421
Transmitter Location. Sheldon Pt.

Air Time. 17½ hrs. daily
News Service BUP
Transcription Service. Thesaurus, Cole
Representative Weed; All-Canada
General Manager. Norman Botterill

CHSJ

SAINT JOHN—EST. 1934
CBC—TRANS-CANADA

Owned-Operated By. New Brunswick Bcstg.
Co. Ltd.
Business-Studio Address. 14 Church St.
Phone Number 3-3304
Transmitter Location. Coldbrook, N. B.
Air Time 6 a.m.-12:15 a.m.
News Service PN
Transcription Service. World, Lang-Worth,
Associated, Standard, UTS
Representative. Horace N. Stovin; Adam J.
Young, Jr.
Membership CAB
Station Manager. George A. Cromwell
Program Director. Cleve G. Stillwell
Production Manager. Earl McCarron
Publicity Director. Agnes M. Glennie
Chief Engineer. J. G. Bishop
Farm Editor. L. C. Rudolf

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**Saint John
Canada**

Reaching a vital
Market Day and
Night with

5000 Watts

CHSJ

SAINT JOHN, N. B., CANADA

Also operating on Frequency Modulation
250 watts

Representatives

H. N. Stovin & Co.—Canada

Adam J. Young, Jr., Inc.—U. S. A.

NOVA SCOTIA

CJFX

ANTIGONISH—EST. 1943

DOMINION

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By Atlantic Bcstrs. Ltd.
 Address Broadcasting Bldg.
 Phone Number 66
 Transmitter Location New Glasgow Rd.
 Air Time 7:25 a.m.-12:15 a.m.
 News Service PN
 Transcription Service United, Lang-Worth
 Representative . James L. Alexander (Canada);
 Adam J. Young, Jr., Inc. (U.S.A.)
 President-General Mgr. J. Clyde Nunn
 Commercial Manager R. J. Ricketts
 Promotion Manager James Burroughs
 Chief Engineer Gordon C. MacDougall

CKBW

BRIDGEWATER—EST. 1947

Frequency: 1000 Kc. Power: 1000 Watts
 Owned-Operated By Acadia Bcstg. Co. Ltd.
 Business Address King St.
 News Service PN
 Transcription Service Associated
 Representative All-Canada
 President C. J. Morrow
 Vice President W. P. Bickle
 Secy.-Treas. Charles Lamb
 General Manager J. F. Hirtle
 Chief Engineer J. W. Essex

CBH

HALIFAX—EST. 1944

CBC TRANS-CANADA—CBC MARITIMES

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By Canadian Bcstg. Corp.
 Business-Studio Address 100 Sackville St.
 Phone Number 3-6188
 Transmitter Location Sackville, N. B.
 Air Time 16½ hrs. daily
 News Service CP, BUP, UP, Reuters
 National Sales Office CBC Commercial Div.
 Membership BMB
 President (CBC), General
 Manager Dr. Augustin Frigon
 Regional Program Director, Station Manager,
 Program Director W. E. S. Briggs
 Regional Engineer H. M. Smith
 Farm Editor A. K. Morrow

CHNS

HALIFAX—EST. 1926

CBC—DOMINION NETWORK

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By Maritime Bcstg. Co. Ltd.

Business-Studio Address Broadcasting House,
 10 Tobin St., P. O. Box 400

Phone Number 3-8318
 Transmitter Location Rockingham, Halifax
 County, N. S.
 Air Time 6:30 a.m.-11:15 p.m.; 8 a.m.-11:15
 p.m., Sun.
 News Service CP, BUP
 Transcription Service Thesaurus, Lang-Worth,
 World, UTS
 Representative All-Canada
 Membership CAB, BMB
 President Andrew W. Robb
 Managing Director Wm. Coates Borrett
 Station Manager Gerald Redmond
 Commercial-Sales Promotion
 Manager Harry A. L. Stephen
 Program Director, Production Manager, Chief
 Announcer John Funston
 Publicity Director Donald LeBlanc
 Musical Director Richard L. Fry
 Chief Engineer Arthur W. Greig

CJCH

HALIFAX—EST. 1944

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By Chronicle Co. Ltd.
 Business-Studio Address Lord Nelson Hotel
 Phone Number 3-7311
 Transmitter Location St. Margaret's Bay Rd.
 Air Time 7 a.m.-12 M.; 9 a.m.-12 M., Sun.
 News Service PN
 Representative Joseph Hershey McGillvra;
 Horace N. Stovin
 Membership CAB
 Chief Executive B. Pearson McCurdy
 Station Manager Finlay MacDonald
 Commercial Manager Howard E. Gerard
 Program Director E. F. MacDonald
 Production Manager J. Clyde Douglas
 Publicity Director Sydney Pilkington
 Chief Engineer A. Reginald McWilliams

CJCB

SYDNEY—EST. 1929

CBC TRANS-CANADA

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By Eastern Bcstrs. Ltd.
 Business-Studio Address Radio Bldg.
 Phone Number 209-1145
 Transmitter Location South Bar, Cape
 Breton, N. S.
 Air Time 7:40 a.m.-12 M.
 News Service PN
 Transcription Service Thesaurus, UTS
 Representative All-Canada, Weed
 Membership CAB
 President, Station Manager N. Nathanson
 Commercial Manager R. M. Burchell

Sales Promotion Manager, Publicity
 Director.....C. J. McDougall
 Program-Musical Director.....T. C. Robertson
 Chief Announcer.....O. W. Loeb
 Chief Engineer.....A. Vernon

Pres.-Gen.Mgr.Avard M. Bishop
 Program Director.....Willard A. Bishop
 Comm.-Prom. Mgr.....Gene Alton
 Chief Engineer.....A. M. Bishop

CKCL

TRURO—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....John A. Manning
 Business Address.....7 Pleasant St.
 Executive.....John A. Manning

CFAB

WINDSOR—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Avard M. Bishop
 Address.....Pulsifer Bldg.
 Phone Number.....496
 Transmitter Location.....Falmouth
 Air Time.....6:55 a.m. to 9 p.m.
 News Service.....PN
 Transcription Service.....United, Cole
 Representative.....James L. Alexander
 (Canada); Adam J. Young, Jr., Inc. (U.S.A.)

CJLS

YARMOUTH—EST. 1934

CBC-DOMINION NET-MARITIME REGIONAL
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Gateway Bcstg. Co. Ltd.
 Operated By.....Laurie L. Smith
 Business Address.....Drawer 440
 Phone Number.....500
 Studio Address.....222 Main St.
 Transmitter Location.....Brooklyn, Yarmouth
 County, N. S.
 Air Time.....16½ hrs. daily
 News Service.....PN
 Transcription Service.....UTS, Lang-Worth, All-
 Canada
 President, General-Station-Commercial
 Manager.....Laurie L. Smith
 Program Director, Chief
 Announcer.....Kenneth Dougan
 Chief Engineer.....Donald L. Smith

ONTARIO

CJBQ

BELLEVILLE—EST. 1946

CBC—DOMINION

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Quinte Bcstg. Co. Ltd.
 Business-Studio Address.....11 Victoria Ave.
 Phone Number.....Belleville 3200
 Transmitter Location.....Thurlow Township,
 Hastings County
 Air Time.....7 a.m.-11 p.m.; 8:30 a.m.-11 p.m.,
 Sun.
 News Service.....PN
 Transcription Service.....World, Thesaurus
 Representative.....H. N. Stovin, Adam J.
 Young, Jr.
 Membership.....CAB
 President.....A. McLean Haig
 Station Manager.....W. H. Stovin
 Commercial Manager.....J. H. MacDonald
 Program Director.....W. E. Arnold
 Publicity Director.....D. Whelan
 Chief Engineer.....J. B. Buchanan
 Farm Editor.....P. Flagler

Owned-Operated By.....Telephone City
 Broadcast, Ltd.
 Address.....49-51 Colborne St.
 Phone Number.....5140-1
 Air Time.....6 a.m. to 11:30 p.m.
 News Service.....BUP
 Transcription Service.....World, United
 Representative.....J. L. Alexander
 Pres.-Gen. Mgr.....Mrs. F. D. Buchanan
 Program Director.....Tom Potter
 Chief Engineer.....C. Anguish

CFJM

BROCKVILLE—EST. 1943

CBC—DOMINION NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Eastern Ontario Bcstg. Co. Ltd.
 Business-Studio Address.....Revere Hotel
 Phone Number.....4628
 Transmitter Location.....Pescott Highway
 Air Time.....7 a.m.-11:15 p.m.
 News Service.....BUP
 Transcription Service.....UTS, Trans-Canada
 Representative.....H. N. Stovin, Adam J.
 Young, Jr.
 Membership.....NAB, CAB
 Owner, General-Station-Commercial
 Manager.....Jack R. Radford
 Program Director.....Fred J. Ball
 Chief Engineer.....Fred J. Ball

CKPC

BRANTFORD—EST. 1923

DOMINION

Frequency: 1380 Kc.....Power: 1000 Watts

CFCO

CHATHAM—EST. 1926
DOMINION

Frequency: 630 Kc. Power: 1000 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
Air Time. 7:15 a.m. to 12:30 p.m.
News Service. BUP
Transcription Service. Cole
Owner-Gen. Manager. John Beardall
Comm.-Prom. Manager. Peter Kirkey
Program Director. George Sulman
Chief Engineer. Gordon Brooks

CKSF

CORNWALL—EST. 1945
CBC DOMINION (SUPPLEMENTARY)

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Standard-Freeholder
Business-Studio Address. 36 Pitt St.
Phone Number. 1703
Transmitter Location. Toll Gate Rd.
Air Time. 6:45 a.m.-11:15 p.m.
News Service. CP, PN
Transcription Service. World, All-Canada
Representative. Horace N. Stovin
Membership. CAB, BBM
General Manager. H. Duncan Wightman
Station-Commercial Mgr. H. Harrison Flint
Sales Promotion Manager. Burton Heward
Program Director. E. Norman Bailey
Publicity Director. Richard Hynes
Chief Engineer. Mahlon Clark

CKFI

FORT FRANCES—EST. 1944
CBC DOMINION (SUPPLEMENTARY)

Frequency: 1340 Kc. Power: 250 Watts
Owned By. Radio Station CKFI
Business Address. Ft. Frances, Ont., or
International Falls, Minn.
Phone Number. Ft. Frances 200
Studio Address. Wells Bldg.
Transmitter Location. Pither's Point Pk.
Air Time. Unlimited
News Service. BUP
Representative. The Walker Co.
President. J. G. McLaren
General Manager. W. H. McLellan
Commercial Manager. R. S. Michner
Program Director. Fred Sear
Musical Director. Norman Fagerdahl
Chief Engineer. R. Martin

CKPR

FORT WILLIAM-PORT ARTHUR
EST. 1931

TRANS-CANADA NETWORK—CBC
Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By. Dougall Motor Car Co.
Business-Studio Address. 106 South May St.
Phone Number. S. 315
Transmitter Location. Memorial Ave., Port
Arthur, Ont.
Air Time. 7:30 a.m.-11:30 p.m.
News Service. PN
Transcription Service. Thesaurus, UTS
Representative. H. N. Stovin, Radio Repre-
sentatives, Adam Young, All-Canada
Membership. CAB, BBM
President. H. F. Dougall
Station Manager. George Jeffrey
Production Manager. Robert Baker
Chief Engineer. W. T. Ross

CHML

HAMILTON—EST. 1927
CBC

Frequency: 900 Kc. Power: 5000 Watts
Owned-Operated By. Maple Leaf Bcstg. Co.
Business-Studio Address. 36 James St. S.
Phone Number. 7-1595
Transmitter Location. Vinemount, Ont.
Air Time. 5:55 a.m.-1:10 a.m.; 7:45 a.m.-1:10
a.m., Sun.
News Service. UP
Transcription Service. Standard, Associated,
UTS
Representative. Metropolitan; Horace N.
Stovin, Adam J. Young, Jr.
President, General Manager. Kenneth D. Soble
Station Manager. Tom Darling
Commercial Manager. W. D. Whitaker
Sales Promotion Manager, Publicity
Director. E. S. Stock
Program Director, Production
Manager. Spencer Gordon
Chief Announcer. Paul Hanover
Musical Director. Roy Milne
Chief Engineer. O. R. Smith
Farm Editor. Wallace Ford

CKOC

HAMILTON—EST. 1922

TRANS-CANADA (SUPPLEMENTARY)—CBC
Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By. Wentworth Radio Bcstg.
Co. Ltd.
Business-Studio Address. King William & John
Sts.
Phone Number. 7-4484
Transmitter Location. Elfrida, Ont.

Air Time Unlimited
 News Service AP, PN
 Transcription Service Thesaurus, World,
 Lang-Worth
 Representative All-Canada; Weed & Co.
 Membership CAB, BBM
 President Harold R. Carson
 Station Manager W. T. Cranston
 Commercial Manager L. A. Westmoreland
 Asst. Manager J. Lyman Potts
 Production Manager, Farm Editor R. Amos
 Chief Engineer Leslie Horton

CJRL

KENORA—EST. 1938
 DOMINION

Frequency: 1220 Kc. Power: 1000 Watts
 Owned By James Richardson & Sons, Ltd.
 Operated By Kenora Bcstg. Co., Ltd.
 Address Brydon Block, Main St.
 Phone Number 717
 Transmitter Location Jaffray Township
 Air Time 7:30 a.m. to 11 p.m.
 News Service PN
 Transcription Service Thesaurus
 Representative H. N. Stovin & Co.
 Membership CAB
 Supervisor A. L. Garside
 Commercial Manager G. A. McLean
 Program Manager M. C. Cooke
 Promotion Manager G. Walberg
 Chief Engineer Douglas Jones

CKWS

KINGSTON—EST. 1942
 TRANS CANADA

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By Brookland Co., Ltd.
 Address 304 King St.
 Phone Number 4405
 Transmitter Location Wolfe Island
 Air Time 6:30 a.m. to 12:10 a.m.
 News Service CPN
 Transcription Service Thesaurus,
 Standard, Lang-Worth
 Representative National Broadcast Sales
 (Canada); Donald Cooke, Inc. (U.S.A.)
 Membership CAB
 President Senator W. R. Davies
 Station Manager Roy W. Hofstetter
 Commercial Manager Russell Baer
 Program Director J. Kirkpatrick
 Chief Engineer Burt Coy

CJKL

KIRKLAND LAKE—EST. 1934
 TRANS CANADA

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By Northern Bcstg. Co., Ltd.

Address Canadian Bank of Commerce Bldg.,
 Toronto
 Phone Number 27
 Transmitter Location Dane, Ontario
 Air Time 6 a.m. to 12 midnight;
 Sunday: 8:45 a.m. to 12 midnight
 News Service PN
 Transcription Service Standard, Thesaurus,
 Lang-Worth
 Representative National Broadcast Sales
 (Canada); Donald K. Cooke, Inc. (U.S.A.)
 Membership CAB
 President Roy H. Thomson
 Manager Brian G. Shellon
 Commercial Manager Thomas J. Warner
 Program Director Neil J. Weatherwax
 Chief Engineer Thomas G. Watson

CKCR

KITCHENER—EST. 1929
 CBC (SUBSIDIARY)

Frequency: 1490 Kc. Power: 250 Watts
 Owned By K.-W. Bcstg. Co.
 Operated By W. C. Mitchell, G. Liddle
 Business-Studio Address 125 King St. W.
 Phone Number 3-3628
 Transmitter Location Guelph St.
 Air Time 16 hrs. daily
 News Service CPN
 Transcription Service UTS
 Representative William Wright
 Owners W. C. Mitchell; G. Liddle
 General-Station Manager W. C. Mitchell
 Commercial Manager G. Liddle
 Sales Promotion Manager G. Shaw
 Program Director Ed. Manning
 Chief Announcer Ray Sterling
 Chief Engineer Ion Hartman
 Farm Editor Bob Trotter

CFPL

LONDON—EST. 1933
 DOMINION

Frequency: 1570 Kc. Power: 5000 Watts
 Owned-Operated By The Free Press
 Printing Co.
 Address 442 Richmond St.
 Phone Number Metcalfe 5200
 Transmitter Location Wellington Rd.
 Air Time 7 a.m. to midnight
 News Service PN
 Transmitted Service World, Standard,
 Lang-Worth
 Representative Weed & Co. (U.S.A.);
 Horace N. Stovin & Co. (Canada)
 Membership CAB
 President Walter J. Blackburn
 General Manager Donald J. A. Wright
 Commercial Manager Murray T. Brown
 Program Director Bob Reinhart
 Chief Engineer Percy A. Field

CHVC

NIAGARA FALLS—EST. 1947

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By: B. H. Bedford
 Business-Studio Address: Rainbow Bridge
 Phone Number: Niagara Falls, Ont. 4110;
 Niagara Falls, N. Y. 9801
 Transmitter Location: Queen Elizabeth Way
 Air Time: 7 a.m.-1 a.m.
 News Service: UP, BUP
 Transcription Service: World
 Representative: J. P. McKinney, J. L. Alexander
 Membership: CAB
 President, General Station Mgr.: B. H. Bedford
 Commercial Manager: R. J. Cleland
 Program Director: Jim Sullivan
 Chief Engineer: George Slinn

CFCH

NORTH BAY—EST. 1931
 TRANS-CANADA

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Operated By: Northern Bcstg. Co., Ltd.
 Address: Front St.
 Phone Number: 2400
 Transmitter Location: Callander Highway
 Air Time: 7:45 a.m. to 12:15 p.m.
 News Service: PN
 Transcription Service: Thesaurus, United, Lang-Worth
 Representative: National Broadcast Sales
 President: Roy H. Thomson
 General Manager: Jack M. Davidson
 Station Manager: Cliff Pickrem
 Commercial Manager: Keith Packer
 Prog. Dir.-Prom. Mgr.: Phil Claxton

CFOR

ORILLIA—EST. 1945
 DOMINION NETWORK, CBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Gordon E. Smith
 Business-Studio Address: 32 Mississaga St.
 Phone Number: 187, 2126
 Transmitter Location: Orillia Township
 Air Time: 7:25 a.m.-12:15 a.m.
 News Service: BUP
 Transcription Service: Thesaurus, UTS
 Representative: H. N. Stovin, Adam J. Young, Jr.
 Membership: CAB, BBM
 President, General Mgr.: Gordon E. Smith
 Commercial Manager: Gordon Garrison
 Program Director: Francis R. Kirton
 Chief Announcer: Richard Mungham
 Musical Director: Russ Waters
 Chief Engineer: James Nash
 Farm Editor: James McGarvey

CKDO

OSHAWA—EST. 1946

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By: Tom W. Elliott
 Address: 70 King St. E.
 Phone Number: 4481
 Studio Address: c/o Genosha Hotel
 Transmitter Location: E. Whitby Township
 Air Time: 6:30 a.m. to 11 p.m.
 News Service: PN
 Transcription Service: Thesaurus, World
 Representative: James L. Alexander
 Membership: CAB
 President-Managing Dir.: Tom W. Elliott
 Commercial Manager: Willard F. King
 Program Director: Ross W. Rowlands
 Promotion Manager: Gordon Sinclair, Jr.
 Chief Engineer: George Blanchett

CBO

OTTAWA—EST. 1924

CBC TRANS-CANADA—CBC MIDEAST

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: Canadian Bcstg. Corp.
 Business-Studio Address: Chateau Laurier Hotel
 Phone Number: 2-1151
 Transmitter Location: Hurdman's Bridge P. O. Ont.
 Air Time: 17 hrs. daily
 News Service: CP, BUP, Reuters
 Membership: BMB
 President (CBC): Dr. Augustin Frigon
 General-Station Manager, Program Director: Charles P. Wright
 Chief Operator: Maxted Gilbert
 Farm Editor: W. J. McPherson

CFRA

OTTAWA—EST. 1947

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By: Frank Ryan
 Business Address: Auditorium
 Phone Number: 3-6241
 News Service: BUP
 Transcription Service: Standard, World
 Representative: All-Canada, Weed
 President-General Manager: Frank Ryan
 Commercial Manager: George M. Gowling
 Program Director: Brian Hodgkinson
 Chief Engineer: Chester Beachell

CKCO

OTTAWA—EST. 1924
 DOMINION

Frequency: 1310 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Dr. G. M. Geldert
 Address: 272 Somerset St., West

Phone Number.....2-3611
 Air Time.....Unlimited
 News Service.....PN, BUP
 Transcription Service.....Associated, Lang-Worth
 Representative.....Wright (Canada);
 Joseph Hershey McGillvra (U.S.A.)
 General Manager.....Dr. G. M. Geldert
 Commercial Manager.....Marsh Yarrow
 Program Director.....John Pollie
 Promotion Manager.....Bob Brazil
 Chief Engineer.....W. H. McLellan

CFOS

OWEN SOUND—EST. 1940

CBC—DOMINION (SUPPLEMENTARY)

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Operated By.....Grey & Bruce Bcstg.
 Co., Ltd.
 Business-Studio Address.....904 Second Ave. E.
 Phone Number.....1940
 Transmitter Location.....Sydenham Township,
 Highways 6 & 10
 Air Time.....7 a.m.-11:15 p.m.
 News Service.....PN
 Transcription Service.....World
 Representative.....Horace N. Stovin; Adam J.
 Young, Jr.
 Membership.....CAB, BBM
 President.....Howard Fleiming
 General-Station Mgr.....Ralph T. Snelgrove
 Commercial Manager.....William N. Hawkins
 Sales Promotion Manager.....Russell Thomson
 Program Director.....Denys Ferry
 Production Manager.....Evelett Smith
 Publicity Director.....Vera Loney
 Chief Engineer.....William Vallins

CHEX

PETERBOROUGH—EST. 1942

CBC DOMINION NETWORK

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned By.....Brookland Co. Ltd.
 Operated By.....Northern Bcstg. Co. Ltd.
 Business-Studio Address.....400 Water St.
 Phone Number.....4464-5
 Transmitter Location.....R. R. No. 8, Peterborough
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....PN
 Transcription Service.....UTS, Thesaurus,
 Lang-Worth
 Representative.....National Broadcast Sales
 President.....Sen. Rupert Davies
 Vice President.....Roy H. Thomson
 Station Manager.....Harold Burley
 Commercial Manager.....El Jones
 Program Director.....Karl E. Monk
 Publicity Director.....Ruth Panter
 Chief Engineer.....Bert Crump
 Farm Editor.....Ron Grant

CHOV

PEMBROKE—EST. 1942

DOMINION

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
 Air Time.....7 a.m. to 11:30 p.m.
 News Service.....BUP
 Transcription Service.....Thesaurus
 Representatives.....H. N. Stovin Co. (Canada);
 Joseph Hershey McGillvra (U.S.A.)
 Chief Owner-Gen. Mgr.....E. G. Archibald
 Commercial Manager.....W. Montaigne
 Promotion Manager.....Marg. Miller

CFPA

PORT ARTHUR—EST. 1944

CBC—DOMINION

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Ralph H. Parker
 Business-Studio Address.....Public Utilities Bldg.
 Phone Number.....North 315
 Transmitter Location.....Memorial Ave.
 Air Time.....7:30 a.m.-11:15 p.m.
 Transcription Service.....Lang-Worth, Associated
 Representative.....National Broadcast Sales,
 Weed & Co.
 Membership.....CAB, BBM
 Owner, General-Station Mgr.....Ralph H. Parker
 Commercial Manager.....R. P. MacGowan
 Program Director.....Edison Gunn

CKTB

ST. CATHARINES—1930

CBC—DOMINION (SUPPLEMENTARY)

Frequency: 1550 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Niagara District
 Bcstg. Co. Ltd.
 Business-Studio Address.....12 Yates St.
 Phone Number.....5-7351
 Transmitter Location.....Lakeshore Rd., Port
 Dalhousie, Ont.
 Air Time.....6 a.m.-12 M., 8 a.m.-12 M., Sun.
 News Service.....PN
 Transcription Service.....Thesaurus, UTS
 Representative.....National Broadcast Sales,
 J. H. McGillvra Inc.
 Membership.....CAB, BBM
 President, Station Manager.....W. B. C. Burgoyne
 Managing Director.....H. B. Burgoyne
 Commercial Manager.....V. A. Lococo
 Sales Promotion Manager.....W. C. Wingrove
 Production Manager.....W. C. Wheeler
 Chief Engineer.....W. H. Allen

CHOK

SARNIA—EST. 1946

TRANS-CANADA

Frequency: 1070 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By... Sarnia Bcstg. Co., Ltd.
 Address... 148½ Front St. N.
 Phone Number... 4000
 Air Time... 6 a.m. to 2 a.m.
 News Service... PN
 Transcription Service... Thesaurus, Standard
 Representative... National Broadcast Sales
 (Canada); Donald Cooke, Inc. (U.S.A.)
 President... H. M. Houston
 General Manager... Claude R. Irvine
 Commercial Manager... H. M. Edgar
 Promotion Manager... Grant Webber
 Chief Engineer... Robert F. Cooke

CJIC

SAULT STE. MARIE—EST. 1934

TRANS-CANADA

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Hyland Bcstg. Co.
 Address... Box 504
 Phone Number... 3500
 News Service... PN
 Transcription... United, Thesaurus
 Representative... J. L. Alexander, McGillvra
 Chief Exec.-General Mgr... J. G. Hyland
 Chief Engineer... Italo Marinelli

CJCS

STRATFORD—EST. 1927

DOMINION

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Central Broadcasting Co.
 Address... Reynolds Bldg.
 Phone Number... 1675
 Air Time... 7 a.m. to 11 p.m.
 News Service... BUP
 Transcription Service... World
 Representative... All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)
 Membership... CAB
 President-General Mgr... Frank M. Squires
 Commercial Manager... K. S. Lott
 Program Dir.-Promotion Mgr... J. E. Phillips
 Chief Engineer... John Crigg

CHNO

SUDBURY—EST. 1947

DOMINION

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By... Sudbury Bcstg. Co., Ltd.
 Business Address... 166 Elm St.
 News Service... PN
 Transcription Service... Associated
 Representative... Alexander
 Manager... A. J. Robinson

CKSO

SUDBURY—EST. 1937

CBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By... W. E. Mason
 Business-Studio Address... 21 Elgin St.
 Phone Number... 77505
 Transmitter Location... 6 mi. from Sudbury
 at McFarlane Lake
 Air Time... 7 a.m.-12:05 a.m.; 9 a.m.-12:05, Sun.
 News Service... PN
 Transcription Service... Thesaurus, World
 Representative... All-Canada, Weed & Co.
 President-Owner... W. E. Mason
 General Manager... W. J. Woodill
 Salesman... Bill Knapp
 Program Director... Ken Dobson
 Traffic Manager... Leila Deegan
 Librarian... Jean Macgregor

CKGB

TIMMINS—EST. 1934

TRANS-CANADA NETWORK—CBC

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By... Northern Bcstg. Co. Ltd.
 Business-Studio Address... Corner of Cedar St.
 S. & Second Ave.
 Phone Number... 1500
 Transmitter Location... Mountjoy Township
 Air Time... 6:45 a.m.-12:30 a.m.; 8:15 a.m.-
 12:10 a.m., Sun.
 News Service... PN
 Transcription Service... Thesaurus, Lang-Worth,
 Standard
 Representative... Canada-National Broadcast
 Sales; Donald Cooke
 Membership... CAB
 President... R. H. Thomson
 General Manager... J. M. Davidson
 Station Manager... H. C. Freeman
 Commercial Manager... H. McLay
 Program-Publicity Director... E. Courtney
 Chief Announcer... Doug Burrows
 Musical Director... Bill Nadeau
 Chief Engineer... Ernie Mott

CBL

TORONTO—EST. 1927

CBC TRANS-CANADA—CBC MIDEAST

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Operated By... Canadian Bcstg. Corp.
 Business-Studio Address... 354 Jarvis St.
 Phone Number... Midway 5481
 Transmitter Location... Hornby, Ont.
 Air Time... 17 hrs. daily
 News Service... CP, BUP, Reuters
 Membership... BMB
 President (CBC)... Dr. Augustin Frigon



YOUR ADVERTISING DOLLAR...

on CFRB each advertising dollar buys

2,795 potential radio homes after 7:00 p.m.

3,475 potential radio homes between 6 and 7 p.m.

5,195 potential radio homes at other times.

ON CFRB you reach more listeners per dollar than on any other Toronto station. That's why CFRB's advertisers keep on using the station year after year.

Ask them why they stay! Perhaps they won't quote figures or facts . . . but they'll give you the *real* answer. They stay because they get results! They stay because they reach *more* radio homes, *more* prospects for their product . . . selling an audience that's been growing for twenty years!

CFRB
TORONTO

REPRESENTATIVES:

UNITED STATES

Adam J. Young Jr., Incorporated

CANADA

All-Canada Radio Facilities Ltd.

Ontario's Favourite Radio Station!

Director-General of
 Programs Ernest L. Bushnell
 Program Director Harry J. Boyle
 Commercial Manager E. A. Weir
 Program Director Harry J. Boyle
 Supervisor of Presentation John Kannawin
 Supervising Engineer (Toronto
 Area) Howard Hilliard
 Farm Editor W. J. McPherson

CFRB
TORONTO—EST. 1927
 CBS

Frequency: 860 Kc. Power: 10,000 Watts
 Owned-Operated By Rogers Radio Bcstg.
 Co. Ltd.
 Business-Studio Address 37 Bloor St. W.
 Phone Number Midway 3515
 Transmitter Location Aurora, Ont.
 Air Time . . . 6 a.m.-12:35 a.m.; 9 a.m.-12:35 a.m.
 Sun.
 News Service BUP, PN
 Transcription Service . . . Lang-Worth. Thesaurus,
 World, Associated
 Representative Adam J. Young, Jr.; All-
 Canada
 Membership CAB, BBM
 President Harry Sedgwick
 Vice-President J. Ellsworth Rogers
 Station Manager Lloyd Moore
 Commercial Manager Waldo Holden
 Program Director Wes McKnight
 Publicity Director Ken Marsden
 Musical Director Wishart Campbell
 Chief Engineer Jack Sharpe
 Farm Editor Rex Frost

CHUM
TORONTO—EST. 1945

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By York Broadcasters, Ltd.
 Address 225 Mutual St.
 Phone Number Elgin 4271
 Transmitter Location . . . Lawrence Ave. & Don
 Mills Road
 Air Time Sup-up to Sun-down
 Transcription Service . . . Long-Worth. Cole,
 Associated, United
 News Service BUP
 Representative James L. Alexander
 President John H. Part
 General-Commercial Mgr. Roland E. Ford
 Program Director Verne Hill
 Promotion Manager Denis Olerenshaw
 Chief Engineer Aurele Boisvert

CJBC
TORONTO—EST. 1936
 CBC DOMINION—CBC MIDEAST

Frequency: 1010 Kc. Power: 5000 Watts

Owned-Operated By Canadian Bcstg. Corp.
 Business-Studio Address 354 Jarvis St.
 Phone Number Midway 5481
 Transmitter Location Dixie, Ont.
 Air Time 17 hrs. daily
 News Service CP, BUP, Reuters
 Membership BMB
 President (CBC) Dr. Augustin Frigon
 Director-General of

Programs Ernest L. Bushnell
 Manager, Dominion Network, Program
 Director H. G. Walker
 Commercial Manager E. A. Weir
 Production Manager John Kannawin
 Supervising Engineer (Toronto
 Area) Howard Hilliard
 Farm Editor W. J. McPherson

CKEY

TORONTO—EST. 1945
 NBC, ABC, MBS, CBC

Frequency: 580 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned By Toronto Bcstg. Co.
 Business-Studio Address . . . 444 University Ave.
 Phone Number WAverly 3881
 Transmitter Location Scarboro Heights
 Air Time 24 hrs. daily
 News Service AP, UP
 Transcription Service . . . World, Lang-Worth,
 Standard, Associated
 Representative National Broadcast Sales,
 Donald Cooke
 President, General Mgr. Jack K. Cooke
 Station-Commercial Manager . . . Hal Cooke
 Sales Promotion Manager Harry Witton
 Program Director Don Insley
 Production Manager, Musical
 Director Ed Houston
 Publicity Director Harry Witton
 Chief Engineer Ernie Swan

CKLW

WINDSOR—EST. 1922
 CBS—MBS
 (See Detroit, Mich. Listing)

CKNX

WINGHAM—EST. 1926

CBC DOMINION (SUPPLEMENTARY)
 Frequency: 920 Kc. Power: 1000 Watts
 Owned By Radio Station CKNX Ltd.
 Business Address Wingham, Ont.
 Phone Number 158
 Studio Address Josephine St.
 Transmitter Location Belgrave, Ont.
 Air Time . . . 7 a.m.-11 p.m.; 8 a.m.-11 p.m., Sun.
 News Service UP

• • • **ONTARIO - PRINCE EDWARD ISLAND - QUEBEC** • • •

Transcription Service.Thesaurus, Cole,
Lang-Worth
RepresentativeJ. L. Alexander
President, General Manager, Farm
EditorW. T. Cruickshank
Station Manager.J. J. Cruickshank
Commercial Manager.T. R. Mathers
Sales Promotion Manager.G. W. Cruickshank
Program Director.J. F. Brent
Publicity Director.F. V. Russell
Chief Announcer.C. R. Hamilton
Musical Director.H. V. Pym
Chief Engineer.S. C. Reid

CKOX

WOODSTOCK—EST. 1947

Frequency: 1340 Kc.Power: 250 Watts

Owned-Operated By.Oxford Bcstg. Co. Ltd.
Business Address.P. O. Box 55
Phone Number2400
Studio Address.380 Hunter St.
Transmitter Location.Sweaburg Rd., Township
of West Oxford
Air Time.7 a.m.-11 p.m.
News ServiceCPN
Transcription ServiceWorld
MembershipCAB
President, General-Station
Manager.Monty J. Werry
Commercial-Sales Promotion
Manager.W. Stanley Smith
Program Director, Production
Manager.John B. Starke

-PRINCE EDWARD ISLAND-

CFCY

CHARLOTTETOWN—EST. 1924

CBC—MARITIME

Frequency: 630 Kc.Power: 5000 Watts d.;
1000 Watts n.

Owned-Operated By.Island Radio Bcstg. Co.
Ltd.

Business-Studio Address.85 Kent St.
Phone Number741

Transmitter Location.West Royalty, P.E.I.
Air Time.7:25 a.m.-12:10 a.m.

News ServiceUP
Transcription Service.Associated, Standard,
Lang-Worth

RepresentativeAll-Canada, Weed & Co.
MembershipCAB

President, Managing Dir., General-Station
ManagerLt. Col. K. S. Rogers

Commercial-Program Manager.R. F. Large
Publicity Director.A. Duffy

Chief Announcer.C. E. MacArthur
Musical Director.Mrs. K. S. Rogers
Acting Chief Engineer.A. L. Finley

CHGS

SUMMERSIDE—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
Air Time.7:30 to 8:30, 10 a.m. to 3 p.m.,
4 p.m. to 9 p.m.

Transmitter Location.Holman Building
RepresentativeRadio Representatives

President.H. T. Holman, Sr.
General Manager.R. L. Mollison

Program Director.Albert A. Nicholson
Chief Engineer.Angus McKie

QUEBEC

CHAD

AMOS—EST. 1939

CBC (FRENCH SUPPLEMENTARY)

Frequency: 1340 Kc.Power: 250 Watts
Owned-Operated By.Radio Rouyn Abitibi
Ltd.

Business Address.5225 DeGaspe St.,
Montreal, Que.

Phone Number.TA 7245
Studio Address.Reilly Block Bldg., Main St.,
Capitol Theatre Bldg.

Transmitter LocationAmos

Air Time.7 a.m.-12 M.
News ServiceCP

Transcription ServiceWorld
Representative.National Broadcast Sales;
Weed & Co.

MembershipCAB, BMB
PresidentHector Authier

General Administrator.Roger Charbonneau
Station Manager.Jos. DeGuay

Commercial-Sales Promotion Manager,
Publicity Director.John R. Fox

Program Director.Jack Linklater
Production Manager.Maurice Dubois

Chief Engineer.John J. McGrail

C B J

CHICOUTIMI—EST. 1933

CBC TRANS-CANADA—CBC FRENCH

Frequency: 1580 Kc.....Power: 1000 Watts
 Owned-Operated By.... Canadian Bcstg. Corp.
 Business-Studio Address..... 286A Racine St.
 Phone Number 814; 155
 Transmitter Location..... 4 Larouche Ave.
 Air Time..... 15½ hrs. daily
 News Service..... CP, BUP, Reuters
 Membership..... BMB
 President (CBC), General

Manager.....Dr. Augustin Frigon
 Station Manager, Program
 DirectorVilmond Fortin
 Commercial Manager..... M. Valiquette
 Supervisor of Press & Information
 ServiceLeopold Houle
 Supervising Broadcast Operator... J. E. Roberts
 Farm Editor.....Armand Berube

C H E F

GRANBY—EST. 1945

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.... The Granby Bcstg. Co.
 Ltd.

Business-Studio Address..... 7 Johnson St.
 Phone Number..... 353; 392
 Transmitter Location..... Abbotsford Rd.
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... World, UTS
 Representative Radio Representatives
 Membership..... CAB, BBM
 President..... J. A. Bourgault
 General-Station Manager, Chief

EngineerGerard Laliberte
 Commercial Manager..... L. Lajoie
 Program Director..... Al D'Eon
 Chief Announcer..... J. Riendeau
 Musical Director..... J. P. Comeau
 Farm Editor..... G. Boulet

CKCH

HULL—EST. 1933

CBC FRENCH

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.... La Cie de Radiodiffusion de
 Hull CKCH Ltée.

Operated By.....Le Droit
 Business Address..... 121 Notre-Dame St.
 Phone Number 2-1701
 Studio Address..... Hull, Que.
 Transmitter Location..... Chelsea Rd.
 Air Time..... 15 hrs. daily
 News Service..... PN
 Transcription Service Thesaurus
 Representative..... Radio Representatives;
 Adam J. Young

Membership CAB, BBM
 President L. J. Billy
 General Manager..... Aurele Gratton
 Station-Commercial Mgr..... Raymond Benoit
 Sales Promotion Manager..... Ernest Lalonde
 Program Director, Production

Manager Georges Francon
 Publicity Director..... Paul DeGranpre
 Chief Announcer..... Georges Huard
 Musical Director..... Aurele Groulx
 Chief Engineer..... Max Gebhardt
 Farm Editor..... Lucien Michaud

CKRS

JONQUIERE—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... Henri Lepage
 Business Address..... 223 St. Dominique St.
 News Service..... PN

CBF

MONTREAL—EST. 1936

CBC TRANS-CANADA—CBC FRENCH

Frequency: 690 Kc.....Power: 50,000 Watts
 Owned-Operated By.... Canadian Bcstg. Corp.
 Business-Studio Address..... 1231 St. Catherine
 St. W.

Phone Number..... PPlateau 7161
 Transmitter Location..... Vercheres, Que.
 Air Time..... 17 hrs. daily
 News Service..... CP, BUP, Reuters
 Membership..... BMB
 President (CBC), General

Manager.....Dr. Augustin Frigon
 Director of CBC French
 Network Marcel Ouimet
 Commercial Manager..... M. Valiquette
 Program Director..... Marcel Ouimet
 Supervisor of Production..... Rupert Caplan
 Supervisor of Press & Information
 Service Leopold Houle
 Chief Operator..... E. D. Roberts
 Farm Editor..... A. Berube

CBM

MONTREAL—EST. 1937

CBC TRANS-CANADA—CBC MIDEAST

Frequency: 940 Kc.....Power: 5000 Watts
 Owned-Operated By.... Canadian Bcstg. Corp.
 Business-Studio Address..... 1231 St. Catherine
 St. W.

Phone Number..... PPlateau 7161
 Transmitter Location..... Marieville, Que.
 Air Time..... 17 hrs. daily
 News Service..... CP, BUP, Reuters
 Membership..... BMB
 President (CBC), General

Manager.....Dr. Augustin Frigon
 Director of CBC French
 Network Marcel Ouimet

Commercial Manager.....M. Valiquette
 Program Director.....W. J. O'Reilly
 Supervisor of Production.....R. Caplan
 Supervisor of Press &
 Information.....Leopold Houle
 Chief Operator.....E. D. Roberts
 Farm Editor.....Lamont Tilden

CFCF

MONTREAL—EST. 1919
 ABC—DOMINION NETWORK

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Canadian Marconi Co.
 Business-Studio Address...1231 St. Catherine
 St. W.
 Phone Number.....PLateau 2577
 Transmitter Location.....Senneville, Que.
 Air Time.....7 a.m.-12 M.; 8 a.m.12 M., Sun.
 News Service.....BUP, PN
 Transcription Service.....Thesaurus
 Representative.....Weed & Co., All-Canada
 Membership.....CAB, BBM
 General Manager.....S. M. Finlayson
 Station Manager.....J. A. Shaw
 Commercial Director.....P. E. Hiltz
 Sales Promotion Director.....E. H. Smith
 Program Director,
 Production
 Manager.....H. H. Hewetson
 Publicity Director.....E. H. Smith
 Chief Engineer.....J. G. Gettenby

CHLP

MONTREAL—EST. 1933

Frequency: 1410 Kc.....Power: 1000 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.
 Air Time.....7 a.m. to Midnight
 News Service.....PN
 Transcription Service.....Standard, PN
 Representative: J. A. Alexander (Canada); Jo-
 seph Hershey McGillvria (U.S.A.)
 Membership.....CAB
 President-Gen. Mgr.....Sen. P. R. DuTremblay
 Station Mgr.-Dir.....C. A. Berthiaune
 Asst. Mgr.-Dir.....Fernand Bergevin
 Commercial Manager.....Simon Gendron
 Program Director.....Andre Chabot
 Production Director.....Marcel Marineau
 Chief Engineer.....Alphonse Cloutier

CJAD

MONTREAL—EST. 1945


Frequency: 800 Kc.....Power: 1000 Watts
 Owned-Operated By.....CJAD Ltd.
 Business-Studio Address.....1191 Mountain St.
 Phone Number.....Marquette 1805

Transmitter Location.....MacKayville, Que.
 Air Time..6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,
 Sun.
 News Service.....CP, BUP
 Transcription Service..Lang-Worth, Standard,
 World, Associated
 Representative..Adam J. Young, Jr.; National
 Broadcast Sales
 President, General-Station-Commercial
 Manager.....J. Art. Dupont
 Program Director.....Ron Morrier
 Traffic Manager.....Robert Laurion
 News Editor.....Hamilton Grant
 Chief Announcer.....Hollis MacCurdy
 Librarian.....Anna Watt
 Chief Engineer.....A. K. Taylor

CKAC

MONTREAL—EST. 1922
 CBS

Frequency: 730 Kc.....Power: 5000 Watts
 Owned By.....La Cie De Publication,
 La Presse, Ltee.
 Operated By.....La Compagnie De
 Publication, La Presse, Ltee.

EQUATION for

Sales
 $X+Y=Z$

X = your sales message

Y = CKAC coverage

Z = Your share of French Canada's
 billion-dollar market

* 285,789 radio families in areas where
 80% of Quebec's retail sales are made.

CKAC La Presse
 Montreal
 CBS Affiliate 1922
1948

Representatives: C. W. Wright, Toronto
 Adam J. Young Jr. Inc., U.S.A.

10,000 WATTS SOON

QUEBEC

Address.....980 St. Catherine Street, West
Phone Number.....MARquette 311
Transmitter Location.....St. Hyacinthe, P. Q.
Air Time.....18 hours daily
News Service.....BUP, PN, Reuters, UP
Transcription Service.....Lang-Worth; World
Representative.....Adam J. Young, Jr.
President.....Sen. P. R. Du Tremblay
General Manager.....Phil. Lalonde
Commercial Manager.....Georges Bourassa
Program Director.....Ferdinand Biondi
Promotion Manager.....Robert Souglet
Chief Engineer.....Leonard Spencer

CHNC

NEW CARLISLE—EST. 1933

CBC—QUEBEC NETWORK

Frequency: 610 Kc.....Power: 5000 Watts
Owned By.....Gaspesia Radio Bcstg. Co.
Operated By.....Radio Station CHNC
Business-Studio Address.....Main St.
Phone Number.....64
Transmitter Location.....Barachois dePasébiac
Air Time.....6:30 a.m.-10:30 p.m.
Representative.....Jos. A. Hardy & Co.; Adam
J. Young, Jr.
Membership.....BBM, CAB
President, General Mgr.....Dr. Charles Houde
Station Manager.....Viateur Bernard
Chief Engineer.....Gordon S. Coleman

CBV

QUEBEC CITY—EST. 1934

CBC TRANS-CANADA—CBC FRENCH

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Canadian Bcstg. Corp.
Business-Studio Address.....Palais Montcalm
Phone Number.....8155
Transmitter Location.....Charlesbourg, Que.
Air Time.....17½ hrs. daily
News Service.....CP, BUP, Reuters
Membership.....BBM
President (CBC) Manager, Dr. Augustin Frigon
Acting Station Manager, Program
Director.....Guy Dumais
Commercial Manager.....M. Valiquette
Supervisor of Press & Information
Service.....Leopold Houle
Farm Editor.....Armand Berube

CHRC

QUEBEC—EST. 1926

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHRC, Limitee
Address.....39 St. Jean, Que. City
Phone Number.....2-8177
Transmitter Location.....Charny, Que.
Air Time.....7:00 a.m. to midnight
News Service.....BUP
Transcription Service.....Lang-Worth, Thesaurus

Representative.....Adam J. Young, Jr., Inc.
(U.S.A.); Jos. A. Hardy & Co. Ltd. (Canada)
President.....Herve Baribeau
General Manager.....Henri Lepage
Commercial Manager.....Aurele Pellitier
Program Director.....Magella Alain
Chief Engineer.....Arsene Nadeau

CKCV

QUEBEC—EST. 1926

CBC

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....CKCV Ltd.
Business-Studio Address.....142 St. John St.
Phone Number.....2-1585
Transmitter Location.....St. Louis Rd., Ste. Foye
Air Time.....17½ hrs. daily
News Service.....PN
Transcription Service.....World, UTS
Representative.....Radio Representatives,
Weed & Co.
President.....Gaston Pratte
General-Station Manager.....Paul Lepage
Commercial Manager.....Lucien A. Bernier
Production Manager.....Jean Bender
Chief Engineer.....Albert DuBerger

CJBR

RIMOUSKI—EST. 1937

Frequency: 900 Kc.....Power: 5000 Watts d.,
1000 n.
Owned-Operated By The Central Public Service
Corp., Ltd.
Address.....Cathedral St.
Phone Number.....396
Transmitter Location.....Notre-Dame du
Sacre Coeur
Air Time.....Unlimited
News Service.....AP, PN
Transcription Service.....United, Standard
Representatives.....H. N. Stovin & Co. (Canada)
Adam J. Young, Jr. (U.S.A.)
Membership.....BBM
President.....J. A. Brilliant
Manager.....Guy Caron
Commercial Manager.....C. Chardonnean
Chief Engineer.....F. C. Daok

CFJP

RIVIERE-DU-LOUP—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Temiscouata Ltee.
Business Address.....203 Lafontaine St.
Phone Number.....536
News Service.....PN
Transcription Service.....Thesaurus
Representative.....Renaud, Young
President.....Armand Belle
General Manager.....T. Gareau
Promotion Manager.....George Grant
Chief Engineer.....Raymond Lavoie

CKRN

ROUYN—EST. 1939

CBC (FRENCH SUPPLEMENTARY)

Frequency: 1400 Kc. Power: 1000 Watts
Owned-Operated By... Radio Rouyn Abitibi Ltd.

Business Address... 5225 DeGaspe St.
Phone Number... TA:EM 7245
Studio Address... Reilly Block Bldg., Main St.,
Capitol Theatre Bldg.

Transmitter Location... Rouyn
Air Time... 7 a.m.-12 M.
News Service... CP
Transcription Service... World
Representative... National Broadcast Sales,
Weed & Co.

Membership... CAB, BMB (Pending)
President... Hector Authier
General Administrator... Roger Charbonneau
Station Manager, Program

Director... Jack Linklater
Commercial-Sales Promotion Manager, Publicity
Director... John R. Fox
Production Manager... Maurice Dubois
Chief Engineer... John J. McGrail

CHLT

SHERBROOKE—EST. 1937

Frequency: 900 Kc. Power: 1000 Watts
Owned-Operated By... La Tribune Ltd.
Business-Studio Address... 3 Marquette St.
Phone Number... 2071-2

Transmitter Location... King St., East Sherbrooke
Air Time... 5:55 a.m.-12 M.
Transcription Service... World, UTS
Representative... Jos. A. Hardy & Co.
President... Hon. Jacob Nicol

General Manager... A. Gauthier
Station Manager... J. L. Gauthier
Commercial Manager... E. Rozand
Sales Promotion Manager... G. Ferguson
Chief Announcer... J. P. La Sonde
Musical Director... P. M. Robidoux
Chief Engineer... S. Cusack

Farm Editor... Alex Simms

CKTS

SHERBROOKE—EST. 1946

CBC DOMINION NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Telegram Printing &
Publishing Co. Ltd.

Business-Studio Address... 3 Marquette St.
Phone Number... 2071-2
Transmitter Location... King St., East Sherbrooke
Air Time... 7:55 a.m.-12 M.

Transcription Service... Thesaurus
Representative... Radio Representatives
President... Senator C. B. Howard
General Manager... A. Gauthier

Station Manager, Program-Publicity

Director... J. L. Gauthier
Commercial Manager... E. Rozand
Sales Promotion Manager... M. Ferguson
Chief Announcer... Bert Paquette
Musical Director... P. M. Robidoux
Chief Engineer... S. Cusack
Farm Editor... Alex Simms

CJSO

SOREL—EST. 1945

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Radio Richelieu, Ltd.
Business Address... 72 rue Du Roi
Phone Number... 318

Transmitter Location... National Highway
Air Time... 7 a.m. to 11 p.m.
News Service... AP, PN, Reuters
Transcription Service... World, SESAC
Representative... Renaud

Membership... BBM
President... J. Arthur Villeneuve
General Manager... Gerard Boulay
Commercial Manager... Alphonse Provost
Program Director... Wilfrid Monsoux

Sales Manager... Henri Provost
Chief Engineer... Joseph Cardin

CHLN

THREE RIVERS—EST. 1937

Frequency: 550 Kc. Power: 1000 Watts
Owned By... CHLN "Le Nouvelliste" Ltée.
Operated By... "Le Nouvelliste"
Business Address... Bâtisse Municipale, rue
Ste. Marguerite

Studio Address... 522 rue Bonaventure
Phone Number... 3000
Transmitter Location... Montreal Highway
Air Time... 15 hrs. daily

News Service... PN
Transcription Service... World, UTS
Representative... Jos. Hardy & Co.; Allan J.
Young

Membership... CAB
President... Hon. Jacob Nicol
General Manager... Emile Jean
Station-Production Mgr... Léon Trépanier
Commercial-Sales Promotion

Manager... C. E. Couture
Program-Publicity Director... Paul Richard
Chief Announcer... Claude Séguin
Musical Director... Mrs. M. Tardif Séguin
Chief Engineer... Francois Comtois

CKVD

VAL D'OR—EST. 1939

CBC (FRENCH SUPPLEMENTARY)

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Radio Rouyn Abitibi

Business Address.....5225 DeGaspé St.,
Montreal, Que.
Phone Number.....TA 7245
Studio Address....Reilly Block Bldg., Main St.,
Capitol Theatre Bldg.
Transmitter Location.....Val d'Or
Air Time.....7 a.m.-12 M.
News Service.....CP
Transcription Service.....World
Representative.....National Broadcast Sales;
Weed & Co.
Membership.....CAB, BMB (Pending)
President.....Hector Authier
General Administrator.....Roger Charbonneau
Station Manager.....Jacques Demers
Commercial-Sales Promotion Manager,
Publicity Director.....John R. Fox
Program Director.....Jack Linklater

Production Manager.....Maurice Dubois
Chief Engineer.....John J. McGrail

CKVL

VERDUN—EST. 1946

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....J. Teitlman
Business Address.....211 Gordon Ave.
Phone Number.....York 3696
News Service.....PN, BUP
Transcription Service.....Lang-Worth, United
Representative.....Stovin, Cooke
President.....J. Teitlman
General Manager.....Corray Thomson
Program Director (English).....Hal Stubbs
Program Director (French).....Omer Duranceau
Chief Engineer.....Charles Charlebois

—SASKATCHEWAN—

CHAB

MOOSE JAW—EST. 1922

CBC DOMINION

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHAB, Ltd.
Business-Studio Address.....Grant Hall Hotel
Phone Number.....2334-5-6
Transmitter Location.....Boharm, Sask.
Air Time.....17 hrs., 20 min. daily
News Service.....AP, PN
Transcription Service.....Lang-Worth, UTS, Cole
Representative.....Horace N. Stovin
Membership.....CAB
General Manager.....J. S. Boyling
Commercial Manager.....Lloyd Crittendon
Sales Promotion Manager.....C. H. Witney
Production Manager.....R. D. Giles
Chief Announcer.....R. Horley
Musical Director.....J. Purvis
Chief Engineer.....M. Pickford

CKBI

PRINCE ALBERT—EST. 1927

CBC—DOMINION

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business Address.....Prince Albert, Sask.
Phone Number.....2621
Studio Address.....Sanderson Block
Transmitter Location.....7 mi. S. of Prince Albert
Air Time.....6 a.m.-12 M.
News Service.....BUP
Transcription Service.....Thesaurus
Representative.....All-Canada, Weed & Co.
Membership.....CAB, BBM
General-Station Manager.....E. A. Rawlinson
Commercial-Sales Promotion
Manager.....Gerald Prest
Program Director.....George Kergan
Production Manager.....Ken Davey
Chief Announcer.....Wm. Hart
Chief Engineer.....Tom Van Nes

CJNB

NORTH BATTLEFORD—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Northwestern Bcstg. Co.
Business Address.....Sallows & Boyd Bldg.
Phone Number.....2373
Studio Address.....1st Ave.
Transmitter Location.....North Battleford
Air Time.....7 a.m.-11 p.m.
News Service.....BUP
Transcription Service.....World, All-Canada
Representative.....Horace N. Stovin
Membership.....CAB
Manager.....Jack H. Coalston
Program Director.....Fred L. Patterson
Chief Engineer.....Ian K. Carson

CKCK

REGINA—EST. 1922

TRANS-CANADA (SUPPLEMENTAL)

Frequency: 620 Kc.....Power: 5000 Watts
Owned By.....Leader-Post Ltd.
Operated By.....All-Canada Mutually Operated
Business Address.....Regina, Sask.
Phone Number.....8525
Studio Address.....Leader-Post Bldg.
Transmitter Location.....8 mi. S. of city
Air Time.....17½ hrs. daily
News Service.....AP, UP
Transcription Service.....Thesaurus, Cole
Representative.....All-Canada Radio Facilities,
Weed & Co.
Membership.....CAB, BBM

SASKATCHEWAN

Station Manager.....Harold A. Crittenden
Commercial Manager.....Gil Seabrook
Sales Promotion Manager.....Bob Weir
Program Director.....Will Collier
Production Manager.....Vern Huggins
Chief Engineer.....E. A. Strong

CKRM

REGINA—EST. 1926

DOMINION NETWORK, CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned By....Trans-Canada Communications
Ltd.

Operated By.....All-Canada Radio Facilities
Business-Studio Address..Fidelity Life Bldg.,
1819 Cornwall St., Regina

Phone Number7631
Transmitter Location.....Rowatt, Sask.
Air TimeUnlimited
News ServiceAP
Transcription Service.....World, Lang-Worth
Representative....All-Canada Radio Facilities,
Weed & Co.

MembershipBBM
Station Manager.....W. A. Speers
Commercial Manager.....B. M. Pirie
Director, Special Broadcast Services,
Publicity Director.....F. Laight
Production Manager.....W. L. Walker
Chief Engineer.....Wm. MacDonald

CFQC

SASKATOON—EST. 1923

CBC DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By....A. A. Murphy & Sons
Ltd.

Business-Studio Address..216 — 1st Ave., N.
Phone Number7917
Transmitter Location....3 mi. W. of Saskatoon,
Highway No. 11

Air Time.....6:30 a.m.-12 M.; 7:50 a.m.-11:30
p.m., Sun.

News ServiceBUP
Transcription Service....Thesaurus, Standard,
Lang-Worth, Cole

RepresentativeRadio Representatives
President, General Manager....A. A. Murphy
Station Manager.....Vernon Dallin
Commercial Manager.....G. B. Nelson
Program Director.....Wilfred Gilbey
Production Manager.....George Dawes

Publicity Director.....Godfrey Hudson
Chief Announcer.....Harry Dekker
Chief Engineer.....Lyn Hoskins

CBK

WATROUS—EST. 1939

CBC TRANS-CANADA—CBC PRAIRIE

Frequency: 540 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address..300 Manitoba Tele-
phone Bldg.

Phone Number97261
Transmitter Location.....Watrous, Sask.
Air Time.....17 hrs. daily
News Service.....CP, BUP, Reuters
MembershipBMB
President (CBC).....Dr. Augustin Frigon
Regional Representative.....James R. Finlay
Commercial Manager.....E. A. Weir
Program Director.....James R. Finlay
Publicity Director.....C. E. L'Ami
Acting Chief Engineer.....V. J. Roe
Farm Editor.....Peter B. Whittall

CJGX

YORKTON—EST. 1927

CBC—DOMINION NETWORK

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By..Yorkton Bcstg. Co. Ltd.
Business-Studio Address..Smith-McKay Bldg.
Phone Number324

Transmitter Location....¼ mi. E. of Yorkton
on Highway No. 14

Air Time..6:30 a.m.-11:30 p.m.; 8:30 a.m.-11
p.m., Sun.

News Service.....AP, CP
Transcription Service....World, UTS, Cole,
SESAC

Representative....H. N. Stovin, Adam Young
MembershipCAB, BBM
PresidentDawson Richardson
Managing Director.....A. L. Garside
Assistant Manager.....K. S. Parton
Commercial Manager.....J. M. Shortreed
Assistant Manager.....K. S. Parton
Production Manager.....Wm. Liska
Chief Announcer.....J. C. Goodman
Musical Director.....Norman Runtz
Chief Engineer.....Arthur Mills
Farm Editor.....E. C. Deering

ANOTHER ZIV HIT 



PRESENTING THE INCOMPARABLE MUSIC OF

Wayne King

THE WALTZ KING
IN THE

Wayne King⁹⁹
Show⁹⁹

- with • WAYNE KING AND HIS ORCHESTRA
• NANCY EVANS • LARRY DOUGLAS
• FRANKLYN MACCORMACK

PRODUCED BY

FREDERIC W. **ZIV** COMPANY

1529 MADISON ROAD • CINCINNATI, OHIO

NEW YORK • CHICAGO • HOLLYWOOD

THREE LITTLE WORDS

"All In One"

EVERY BROADCASTING STATION strives to capture a larger share of its potential audience.

EXPERIENCE proves the importance of selecting your library service with great care . . . if it is to produce the results *you* want.

- More and more stations have found after careful comparative analysis that Associated is **THE** basic-plus service—a service which can do a full time programming job . . . broad in scope, skillfully balanced, flexible for programming and strong in commercial utility.
- The Associated family of subscribers *has more than tripled* in size during the last two years alone!
- Associated produces only *one* transcribed radio program service . . . no "partial" libraries . . . a *complete* service for every station budget . . . **ALL IN ONE.**
- We invite you to write for complete details.

ASSOCIATED
THE **BASIC**
 **RADIO LIBRARY**

ASSOCIATED PROGRAM SERVICE—A Division of Muzak Corporation
151 WEST 46th STREET, NEW YORK 19, N. Y.

PRODUCTION

Program Producers

•

Transcription Companies

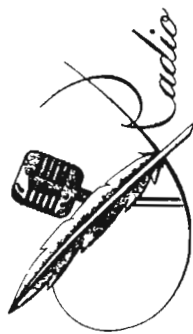
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Music

•

MOLE · DAVIS · INC.

105 WEST 55TH STREET · NEW YORK 19, N. Y. · CIRCLE 6-0006



PRODUCTIONS

1948

TO THE RADIO INDUSTRY—

We are submitting outstanding Radio and Television packaged programs.

The following contribute to the high standard of these productions:

DR. FRANK BLACK

Music Adviser

FRANK PAPP

HU CHAIN

MARGARET WEBSTER

Drama

ALBERT N. WILLIAMS

Radio and Television Directors

ERNEST M. WALKER

Comedy Program Analyst

JOHN BRYAN

Technician

SAUL KRIEG ASSOCIATES

Public Relations

Productions

"Building America"
"Adventures of Horace Jenks"
"Tribute to Women"
"Knocking On Your Door"
and
"American Repertory
Theatre On the Air"

Supervised by
MARGARET WEBSTER
EVA LE GALLIENNE

WRAY DAVIS
Hollywood Manager
1600 Summit Ridge Drive
Beverly Hills, Cal.

Featuring

Eva Le Gallienne
Fannie Hurst
Edward Everett Horton
Otto Kruger
Cobina Wright, Sr.
Lisa Sergio
Ben Grauer

Sincerely yours,

John Male

Blaine Davis

Blanche Stuart Lee

JERRY DEVINE

"THIS IS YOUR FBI"

MEMBER — RADIO WRITERS GUILD • MEMBER — RADIO DIRECTORS GUILD

PROGRAM PRODUCERS

Paul F. Adler Associates

535 Fifth Ave., New York 17, N. Y. Phone, MURRAY Hill 6-3487. SERVICES OFFERED: Sales and production of live and transcribed programs. Representatives for Mayfair Transcription Co. vehicles including The Alan Ladd program, "Box 13." Act in advisory capacity for ad agencies.

Advance Television Picture Service, Inc.

729 Seventh Ave., New York 19, N. Y. Phone COLUMBUS 5-5400. President, Chas. A. Alicoate; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Producers and distributors of films, features, and shorts and package films for television.

Advertisers Recordings Limited

624 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.

Advertisers Recording Service, Inc.

113 West 57th St., New York 19, N. Y. Phone, Circle 6-0141-2. President, James A. Miller; Secretary, E. B. McCutcheon. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

Air Features, Inc.

247 Park Ave., New York 17, N. Y. Phone WICKERSHAM 2-2700. SERVICES OFFERED: Radio Program Producers.

Alton Alexander Radio Production

825 W. 187th St., New York 33, N. Y. Phone, LORRAINE 8-3100. Manager Lottie Ritter; Director, Alton G. Alexander. SERVICES OFFERED: Complete production service for the advertising agency—Scripts, commercials, direction . . . program ideas submitted, also spot campaigns. Specialists in Network Musicals.

American Institute of Food Products, Inc.

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-7146. General Manager, Robert A. Bories; Vice-President, Edward W. Wood, Jr. BRANCH OFFICES: 35 S. Ninth St., Phila., Pa. Phone, Walnut 2-6800. Sam Hill; 6 St. James Ave., Boston, Mass. Phone, Hancock 6-5558. Paul Herlihy; 30 W. Washington St., Chicago, Ill. Phone, Dearborn 5670. R. R. Kaufman; 235 Montgomery St., San Francisco, Calif. W. H. Keenan; 411 W. Fifth St., Los Angeles, Calif. Wilbur Eickelberg. SERVICES OFFERED: Women's participating programs for food and home product advertisers. Each program backed by merchandising service to the grocery trade in area where we operate.

American-Jewish Broadcasting Co., Inc.

86 Chambers St., New York 7, N. Y. Phones, WORTH 2-3322, REctor 2-5341. President, Herman Younglieb. SERVICES OFFERED: Program production, script and transcription library. All foreign languages; specializing in American-Jewish field.

American Royal Productions

7928 Michigan Ave., Oakland 5, Calif. Phone, Lockhaven 8-8698. Scott Weakley, Manager. SERVICES OFFERED: Custom-built production and recording service, survey and market analysis service, public relations counsel.

Arts Recording Studios

29 West 57th St., New York 19, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, record pressings.

Associated Broadcast Advertising Co.

5918 Melrose Ave., Los Angeles 38, Calif. Irwin T. Porter, Partner & Adver-



The BEST In TRANSCRIBED PROGRAMS

For 17 years we have served agencies, stations, and sponsors. Our transcribed programs play on about 700 stations. If the type of show you wish is not listed below, let us build it for you.

SYNDICATED SHOWS NOW AVAILABLE

"THE SPICE OF LIFE"	39	1/2-hour shows
<i>Musical variety show, big cast, completely in rhyme! Terrific!</i>		
"THE FAMILY ALBUM"	78	1/4-hour shows
<i>Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede</i>		
"GLORIA CARROLL ENTERTAINS"	78	1/4-hour shows
<i>Starring Gloria Carroll, and Frank Bell and "The Belltones"</i>		
"THE BAND CONCERT"	26	1/4-hour shows
<i>England's greatest concert bands, superbly recorded</i>		
"EAT-ITORIALLY SPEAKING"	78	1/4-hour shows
<i>Starring Dick Stone in the most unusual food program in the country</i>		
"ADVENTURES OF BUDDY BEAR"	26	1/4-hour shows
<i>The most lovable, adventurous playmate a child ever had!</i>		
"SONGS OF CHEER & COMFORT"	52	1/4-hour shows
<i>Starring Richard Maxwell, famous Gospel singer</i>		
"THE VAGABOND ADVENTURER"	39	1/4-hour shows
<i>Starring Tom Terriss, internationally known adventurer</i>		
"UNSOLVED MYSTERIES"	39	1/4-hour shows
<i>Dramatizations of true mysteries as yet unsolved</i>		
"ONE I'LL NEVER FORGET"	156	5-minute shows
<i>Unusual sports stories, starring Jack Stevens</i>		
"TWILIGHT TALES"	94	1/4-hour shows
<i>Fairy tales for children, unusually told by Elmor Gene</i>		
"DAN DUNN, SECRET OPERATIVE No. 48"	78	1/4-hour shows
<i>Juvenile series based on famous newspaper cartoon strip</i>		
"FUN WITH MUSIC"	26	1/4-hour shows
<i>Starring Sigmund Spaeth, The Tune Detective</i>		
"UNCLE JIMMY"	156	1/4-hour shows
<i>Daytime family serial, starring William Farnum</i>		
"FAMOUS MOTHERS"	75	5-minute shows
<i>Starring Jane Dillon. All parts taken by Miss Dillon</i>		
"HISTORY IN THE MAKING"	52	1/4-hour shows
<i>Dramatizations of outstanding historical events</i>		
"FURS ON PARADE"	39	1/4-hour shows
<i>Sponsored successfully by hundreds of fur retailers</i>		
"A CHRISTMAS CAROL"	1	1/2-hour show
<i>Original one-half hour adaptation starring Tom Terriss</i>		
"ADVENTURES IN CHRISTMASTREE GROVE"	15	1/4-hour shows
<i>Sponsored annually by more than 200 department stores</i>		
"SANTA'S MAGIC CHRISTMAS TREE"	15	1/4-hour shows
<i>Another outstanding Christmas holiday promotion</i>		

Exclusive to One Sponsor in a City—Write or Wire for Audition Samples and Data

KASPER-GORDON, Incorporated, 140 Boylston Street, Boston 16, Mass.

*The Oldest—and One of the Country's Largest Transcribed Program Producers
Manufacturers of Transcription Playback Machines*

tising Manager, Publicity Director; Gertrude T. Porter, Partner & Program Manager, Research Dept. **SERVICES OFFERED:** Scripts, from miniature 5-minute programs to half hour shows; also spot announcements. Promotion, programming, production, and merchandising. Several participation shows available.

Associated Broadcasting Co., Ltd.

348 Dominion Square Bldg., 1010 St. Catherine St., W. Montreal 2, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Sec.-Treas., Frances Maxwell; Sales Director, Arthur Burns. **SERVICES OFFERED:** Production of live-talent shows in English and French, recordings of programs and spots, scripts.

Associated Program Service (Div. of Muzak Corp.)

(For detailed listing see Transcription Section.)

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.

Ann Barbinel

54 Riverside Drive, New York 24, N. Y. Phone, ENdicott 2-4351. Pres., Ann Barbinel. **SERVICES OFFERED:** Creating—producing—directing custom built package shows for radio and television.

Basch Radio Productions

17 East 45th St., New York 17, N. Y. Phone, MURray Hill 2-8877. Sales Manager, Charles J. Basch, Jr. **BRANCH OFFICE:** 64 E. Jackson Blvd., Chicago 4, Ill., Phone, Webster 4687, Ed Meltzner; Citizen Bldg., Cleveland, O., Phone, Superior 3850, Louis M. Bloch, Jr.; 216 Tremont St., Boston, Mass., Liberty 9161, Michael Pesanelli. **SERVICES OFFERED:** Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; television pro-

grams and commercial spots, live and film.

Bass & Co., Inc.

2 Stone St., New York 4, N. Y. Sydney Bass, President; David J. Gallagher, Vice-President; Milton Bass, Secretary-Treasurer. **SERVICES OFFERED:** Foreign and domestic market research and analysis, advertising placement, advertising copy layout, studies on organizational problems and procedures, radio productions, industrial motion pictures and slide films.

Walter Batchelor Agency, Inc.

30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-4224-5-6-7-8. President, Walter Batchelor; Secretary, Henry H. Dagand; Attorney, Martin J. Desmoni. **SERVICES OFFERED:** Package radio shows.

Zach Baym

114 Grafton St., Brooklyn 12, N. Y. Phone, Dickens 2-0243. **SERVICES OFFERED:** A television film rental library, serving television stations, advertising sponsors, and independent television producers with features, westerns, news, comedies, cartoons, musicals, travel, educational, and sports films.

Beck Recording Studios

1722 Hennepin Ave., Minneapolis 3, Minn. Phone, Main 8731. Managing Director, Joseph H. Beck. **SERVICES OFFERED:** Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings.

V. S. Becker Advertising Service

562 Fifth Ave., New York 17, N. Y. Phone, BRyant 9-7577. Viola S. Becker, Owner. **SERVICES OFFERED:** Production of package shows and spots for all kinds of Radio and Television programs. Representatives of Talent, Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

The Bentely Agency

6606 Sunset Blvd., Hollywood 28, Calif. Phone, Granite 8606. George Bentel, President. **SERVICES OFFERED:** Dealing in radio manuscripts, radio packages, television material, International play brokers.

Stanley J. Wolf

RADIO PRODUCTIONS

LIVE AND TRANSCRIBED

★ ★ ★

1. Modern high-fidelity recording equipment.
2. Air, line, and studio transcriptions. 24 hour service.
3. Luxurious studio, John-Manville acoustics, completely equipped for all kinds of radio production.
4. "Next door" location. Immediate delivery.



**Rockhill
Radio, Inc.**

**18 East 50th
ELdorado 5-1860**

Walter Biddick Company

(Radio Programs Division)

1151 South Broadway, Los Angeles 15, Calif. Phone, Richmond 6184. Guy M. Biddick, President; Mildred V. Biddick, Vice-President; George E. Link, Sec.-Treas.; Lela J. C. Hill, Office Assistant; Dorothy M. Arnold, Traveling Representative; Doris M. Biddick, Office Assistant. SERVICES OFFERED: Preparing scripts, recording, selling transcribed one-half min. spot announcements for various type businesses, also quarter hour programs.

G. C. Bird & Associates

311 So. New Hampshire Ave., Los Angeles, Calif. Phone, FAirfax 8603. Manager, G. C. Bird. SERVICES OFFERED: Syndicated dramatic transcribed programs.

Joseph Bloom

19 West 44th St., New York 18, N. Y. Phone, VAnderbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts, musical jingles.

Ford Bond Radio Productions, Inc.

810 RCA Bldg., W., New York 20, N. Y. Phone, CIRCLE 7-2236. President, Ford Bond; Sales Mgr., W. C. Bond. SERVICES OFFERED: Specializing in open-end, transcribed programs. "Music Hall of Fame," quarter-hour, big-name musical, 52 shows available; Howard and Shelton, "Fun At Breakfast," 5-minutes, 325 shows available. "Rod Hendrickson," 15-minutes, homey philosophy, 260 shows available.

Richard Bradley & Associates

188 West Randolph St., Chicago 1, Ill. Phone, Randolph 9697. President, Richard Bradley; Secretary-Treasurer, B. J. Tunick. Advertising Mgr., Talent Sponsor, Leo Rabens; Program Executive and Dir. of Radio Sales, Merrill W. Fugit; Purchasing Agent, Leo Rabens. SERVICES OFFERED: Transcribed radio productions, script service, program production, air checks, recording, film production service, radio advertising.

Ruth & Gilbert Braun

130 E. 40th St., New York 16, N. Y. Phone, MURray Hill 3-9580. Gilbert Braun, Program Producer; Ruth Braun, Director. SERVICES OFFERED: Package shows, live and transcribed; ideas, scripts, production for radio.

Broadcast Productions

25 East Jackson Blvd., Chicago 4, Ill. Phone, Wabash 0711. President, John Stamford; Vice-President, John Stamford, Jr.; Secretary - Treasurer, Loretta Clusman. SERVICES OFFERED: School of radio announcing, acting, singing, record jockeying, program production. Also producers of radio programs, live and transcribed. Auditions, recordings and transcriptions. Script service.

Allyn Butterfield Prod.

6823 Santa Monica Blvd., Hollywood 38, Calif. Phone, Hollywood 3961. Pres., Allyn Butterfield. SERVICES OFFERED: Complete production facilities, including studios, recording-scripts, film editing, printing and dev. lab. cameramen, directors, etc., specializing in documentaries, short subjects, news, etc.

Byron Productions Co.

730 Fifth Ave., New York 19, N. Y. Phone, Circle 6-2677. Owner-President, Edward A. Byron; Production Mgr., Daniel C. Sutter. SERVICES OFFERED: Package producers.

The Caples Company

535 Fifth Avenue, N. Y. 17, N. Y. Phone, LExington 2-0850. Hudson F. Meyer, Vice-President; Ruth D. Folster, Space-Time Buyer; Arthur Gleitz, Production Manager. BRANCH OFFICES: 225 East Erie St., Chicago, Ill., Phone, Superior 6016, R. N. Hartsing. Vice-President, 1504 Dodge St., Omaha, Nebraska, Phone, Jackson 1107, L. M. Branch, Vice-President, 412 West 6th St., Los Angeles, California, Phone, Mutual 4145, Arthur Caron, Manager. SERVICES OFFERED: Complete radio and television services and staff. Programs for both media prepared and executed.

The Cardinal Co.

6000 Sunset Blvd., Hollywood 28, Calif. Phone, Hempstead 1177. Joseph F. MacCaughy, Pres., Gen. Mgr.; Joseph Scott, Sec.-Treas. BRANCH OFFICE: Los Angeles, Calif. Joseph Scott, Mgr. SERVICES OFFERED: Radio transcriptions, program productions, script service.

Garry J. Carter of Canada, Ltd.

394 Bay St., Toronto, Ont., Can. Phone, Waverley 4635. Garry J. Carter, President; Bob Howe, Asst. to President. BRANCH OFFICE: 67 W. 44th St., New York 18, N. Y. Phone, MURray Hill

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★ Glenda Farrell
★ Jan Murray
★ Constance Bennett
★ Harrington & Hyers
★ Fay Wray
★ Joseph Calleia
★ Block & Sully
★ Mischa Auer
★ Walter Abel
★ Jean Parker
★ John Carradine
★ Edith Fellows
★ Jack Carter

Peter Lorre
Peter Donald
Wendy Barrie
Jerry Cooper
Morey Amsterdam
Joseph Schildkraut
George Givot
Skippy Homeier
Neil Hamilton
Jane Withers
Gregory Ratoff
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Richard Arlen
Nan Wynn
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Adele Astaire
Bea Wain
Jackie Gleason
Romo Vincent
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Bonita Granville
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Virginia Weidler
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Dick Powell
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Wesson Brothers
Stuart Erwin
Frances Faye
Danny O'Neil
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Francis Lederer
Bert Lahr
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Zasu Pitts
Joey Adams

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★ Mary Livingstone
★ Phil Harris
★ "Rochester"
★ Don Wilson
★ Martha Scott
★ Lee Sullivan
★ Zero Mostel
★ Kay Francis
★ Faye Emerson
★ Ralph Morgan
★ Helmut Dantine
★ Buddy Lester
★ Diana Barrymore
★ Lew Parker
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2-5168. SERVICES OFFERED: Radio production, transcriptions, time placement, talent.

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Paris Office: Théâtre des Champs-Elysees, 15 Avenue Montaigne, Paris 8me. Phone, Balzac 29-64, Elysees 35-25; General Manager, Hilda Jolivet; New York Office: 49 West 46th St., New York 18, N. Y. Phone, BRyant 9-2674; Executive Director, Robert Franc. SERVICES OFFERED: Complete program building and recording service in French, Spanish and English languages. Electrical, magnetic and film transcription for radio and television, international sales organization for European and American commercial radio and television stations, scripts, research, suggestions and package shows with participation of all outstanding French talents.

The Bruce Chapman Co.

145 West 41st St., New York 18, N. Y. Phone, Wisconsin 7-9244. President, Bruce Chapman; Vice-Pres. and Treasurer, Edna Chapman; Sales Promotion Manager, Quentin Gulliver; Program Manager, Dan Morley; Editor, Fletcher Coates; Production Manager, Cecil Secrest; Research Director, Edythe Roberts; Office Manager, Anna Levy. REPRESENTATIVE: Charles Forrester, 21 Brookline Avenue, Boston 15, Mass. Phone, Commonwealth 0800; John Hooley, 111 E. Ave., Rochester 4, N. Y., Phone Stone 162. SERVICES OFFERED: Program production, commercial scripts, package shows.

Mary D. Chase Productions

875 Fifth Ave., New York 21, N. Y. Phone REgent 7-1120, REgent 4-4232. Mary D. Chase, Program Producer. SERVICES OFFERED: Package shows (live and transcribed), ideas, scripts, production for radio and television.

Cineffects, Inc.

1600 Broadway, New York 19, N. Y. Phone, Circle 6-0951-2-3-4-5. Nathan Sobel, President; Isaac Hecht, Secretary-Treasurer. SERVICES OFFERED: Special optical effects, photography of titles, animation, trailers, song reels, slide films, television presentations in 16 and 35 mm. black and white and 16 mm. Kodachrome.

Leslie Clucas

333 North Michigan Ave., Chicago 1, Ill. Phone, Franklin 7100. BRANCH OF-

FICES: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 5111. Owner, Leslie Clucas. SERVICES OFFERED: Production of live "packaged" musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, Circle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller. SERVICES OFFERED: Program building and producing.

Russell C. Comer Co.

15 West 10th St., Kansas City 5, Mo. Phone, Harrison 3964. Partner, Russell C. Comer; Partner, Ruth Eloise Comer; Production Manager, John C. Fehlandt; Office Manager, Daniel C. Martin; Mgr., Transcription Dept., Bill L. Godden. SERVICES OFFERED: Production of syndicated programs and serials.

Commodore Productions and Artists

1350 No. Highland Ave., Hollywood 18, Calif. Phone, Ho. 8229-8220. Walter White, Jr., Production Mgr.; Shirley Thomas, Program Dir. and Sales Promotion. BRANCH OFFICE: Commodore Productions, Rep., 521 Fifth Ave., New York 17, N. Y. Phone VAn. 6-1750. Dell Peters. SERVICES OFFERED: Creators of "live" and transcribed programs. Writing, production, talent representation.

Jack L. Cooper Radio Advertising Service

2400 W. Madison St., Chicago 12, Ill. Phone, Monroe 9060. Managing Director, Jack L. Cooper; Assistant Mgr., Bob Roberts. SERVICES OFFERED: Recorded and transcribed musical programs.

Louis G. Cowan, Inc.

485 Madison Ave., New York 22, N. Y. Phone, PLaza 9-3700. Louis G. Cowan, President; John B. Lewellen, Vice-President; Robert D. Michels, Vice-President; Alfred L. Hollender, Vice-President; Joseph W. Bailey, Treasurer-General Manager; Florence M. Muller, Production; Marijean Isaac, Publicity; Rachel Stevenson, Research. BRANCH OFFICES: 8 So. Michigan Ave., Chicago 3, Ill., Phone, RAndolph 2022, John B. Lewellen, Robert D. Michels, 6331 Holly-

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wood Blvd., Hollywood 28, Calif., Phone, Hillside 5337. J. Riley Jackson, Jr. SERVICES OFFERED: Production network programs (package). Production transcription programs.

Damon Recording Studios, Inc.

1221 Baltimore Ave., Kansas City 6, Mo. Phone, Victor 2585. Victor Damon, President & General Manager. SERVICES OFFERED: All types of radio transcribing and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots. Complete service from script to pressed transcription. Sound amplification equipment leased.

Charles Davis Radio & Television Productions

147 Raymond St., Hasbrouck Heights, N. J. SERVICES OFFERED: Creation of live and transcribed radio and television shows.

Gordon M. Day Adv. Service

145 E. 53rd St., New York 22, N. Y. Phone, PLaza 3-3460. Gordon M. Day, Producer, Writer, Composer; Carol Bulkey, Producer-Director; Luise Johnson, Copy Supervisor. BRANCH OFFICE: Jack Kourke Productions, 6331 Hollywood Blvd., Hollywood 28, Calif., Phone, GRanite 1950, Jack Kourke. SERVICES OFFERED: Package programs; radio department service to advertising agencies; creating and producing custom-built musical jingles.

Roy De Groot Consultants, Inc.

17 E. 48th St., New York 17, N. Y. Phone, Wickersham 2-1127. Roy De Groot, Pres.; Talbot Rantoul, Chairman of the Board; Katherine Hynes, Secty-Treas.; Richard Dana, Chief, Script Dept. SERVICES OFFERED: Consultants in public relations through radio and motion picture production. Specialists in radio production for wire and tape recording. Consumer and market research. Industrial labor relations through radio. Producers of transcribed series: "If I Had My Way . . ." and "Told at the Seven Seas Club."

Jerry Devine Productions

6331 Hollywood Blvd. Phone, GRanite 7675 or HEMPstead 8163. Jerry Devine, Owner; Joyce Merchant, Casting Dir.; Lee Meyers, Publicity. SERVICES OFFERED: Packaged radio programs.

Virginia Doak Agency, Inc.

6381 Hollywood Blvd., Hollywood 28, Calif. Phone, Hillside 0174. Virginia Doak, Mgr.; Paul Cruger, Story and Radio Dir.; Lawell D'Arcy, Talent Dept.; Charles Mays, Music and Variety Acts. SERVICES OFFERED: Complete custom-built programs and individual script service.

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams. SERVICES OFFERED: Program production, air and line checks, script-writing, ideas, talent on live and transcribed programs, spot announcements, custom and syndicated recordings, complete recording and transcription plant.

Harry S. Dube

1270 Avenue of the Americas, New York 20, N. Y. Phone, Columbus 5-7035. Owner, Harry S. Dube; Manager, J. Knight. SERVICES OFFERED: Live talent, package shows, transcriptions.

Ed East Creative Recorded Spots

910 Taft Bldg., 1680 N. Vine St., Hollywood 28, Calif. Phone, Gladstone 3352. SERVICES OFFERED: Producers of tailored and syndicated spots for national, regional and local sponsors.

W. M. Ellsworth

75 East Wacker Drive, Chicago 1, Ill. Phone, Central 0942. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

Empire Broadcasting Corporation

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 9-4500. Helen D. Kelleher, President and Treasurer; F. de Jaeger, Vice-President; Arthur Lubo, Secretary. SERVICES OFFERED: Custom-built transcriptions, production, scripts, talent and complete recording facilities.

Entertainment Enterprises, Inc.

38 Central Park South, New York 19, N. Y. Phone, PLaza 9-1120. Brent O. Gunts, President; Denes Agay, Vice-President; George G. Herz, Sec.-Treas. SERVICES OFFERED: Radio production, artists representatives, packages,

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Exclusive Radio Features Co., Ltd.

225 Mutual St., Toronto, Ont., Canada. Phone, Waverly 9419. President, A. J. Lewis. SERVICES OFFERED: Tailor made, live or transcribed shows.

Fadiman Associates, Ltd.

1501 Broadway, New York 18, 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 18, N. Y. Phone, CHickering 4-3956. SERVICES OFFERED: Production, talent, package shows.

Fenton Productions

38 E. 57th St., New York 22, N. Y. Phone, PL 5-2940. Mildred Fenton, Howard Barnes. SERVICES OFFERED: Package Productions.

Films Associates, Inc.

440 E. Schantz Ave., Dayton 9, Ohio. Phone, Walnut 2164. President-Treasurer, E. Raymond Arn, Jr.; Vice-President, Mildred G. Arn; Secretary, Clement V. Jacobs. SERVICES OFFERED: Transcription producers. No library. No scripts sold. Producers of Industrial motion pictures and slidefilms. Complete recording facilities all media.

Muggy Fisher

1501 Broadway, Suite 1508, New York 18, N. Y. Phone, BRyant 9-9580. Assistant, Useulte Simone. SERVICES OFFERED: Package Shows. Radio Production. Television Production.

Five-Minute Features

822 South Park View, Los Angeles, Calif. Phone, Federal 1936. Director, Cal Frederick (Services, Script).

Edward H. Ford

156 West 44th St., New York 18, N. Y. Phone, BRyant 9-6624. Owner, "Senator" Edward H. Ford; General Manager, Ed. J. Weber; Office Staff, Betty North, Kay Aulbach, Ethel Dillon. SERVICES OFFERED: "Can You Top This?"

Harry E. Foster Agencies Limited

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6373. H. E. Foster, President; T. J. Cogley, Radio Time Buyer; W. R. T. Cory, Acct. Exec. & Copy Chief; C. Ralph, Account Executive; R. A. Cauley, Acct. Exec., Don Dickson, Radio Dept. BRANCH OFFICES: Room 128, Sun Life Building, Dominion Square, Montreal. Phone, BELair 1984. J. C. Nicholls, Rep. 119 W. Pender St., St. Vancouver, B. C. Phone, TATlow 1171. Leigh Webster, Rep. 612 Barrington St., Halifax, N. S. Phone, 3-7301. Ervin S. Murray, Rep., SERVICES OFFERED: General Advertising Agency with a complete radio department including production facilities for "live" talent programs, transcribed shows, flashes, spots, 15 minute "strip" programs, variety and symphonic broadcasts.

Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York 17, N. Y. Phone, MURray Hill 7-8741. President, Allen A. Funt; Gen. Mgr., Philip J. Pollard; Creative Dir., Al J. Slep; Editorial Supervisor, Irwin Fox; Chief Engineer, Herbert Exner; Personnel Dir., Nina Heberer. SERVICES OFFERED: Network, live, transcribed and syndicated programs.

Gainsborough Associates

507 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 2-8288-9-8290. Jack D. Gaines, Mgr.; Nathan M. Rudich, Radio Dir.; Mike Jablons, Public Relations Dir.; Arlene Shelly Gaines, Talent Supervisor. SERVICES OFFERED: Produce radio and television package shows. Provide talent for radio series, special broadcasts, etc. Publicity and public relations consultants to radio stations, advertisers, radio and television programs, radio personalities, and fund raising organizations using radio. Writers and directors offered for existing or proposed radio and television program series. Transcribed program series produced and distributed to radio stations for advertisers in 13, 26, and 52 week contracts.

Gale, Inc.

48 W. 48th St., New York 19, N. Y. Phone, LONgacre 3-0350. President, Moe Gale; Dir. of Radio Dept., Mitchell Benson. SERVICES OFFERED: Complete package program service.

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1270 Avenue of the Americas, New York 20, N. Y. Phone, Circle 7-7543. Thomas G. Rockwell, President; Jack Philbin, Danny Hollywood. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-8101. Milton W. Krasny Radio Sales; 360 N. Michigan Ave., Chicago, Ill. Phone, State 6288. Bob Weems; 1511 Carew Towers, Cincinnati, Ohio. Phone, Main 1197. Frank Hanshaw. SERVICES OFFERED: Program production, package shows, artists' representatives.

General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Manager, Robert Haviland. SERVICES OFFERED: Custom-built radio transcriptions, production, script, recording talent, off-the-wire and off-the-air recordings.

William Gernannt

6253 Hollywood Blvd., Hollywood 28, Calif. SERVICES OFFERED: Package production.

John E. Gibbs & Co.

9 Rockefeller Plaza, New York 20, N. Y. Phone, Columbus 5-4888-9. President, John Gibbs; Assistant, Francis Head. SERVICES OFFERED: Radio production, talent representation.

Harry S. Goodman Radio Productions

19 East 53rd St., New York 22, N. Y. Phone, Wickersham 2-3338. Harry S. Goodman, President and General Manager; Everett F. Goodman, Vice-Pres.; H. Knuth, Secretary; Stanley Florsheim, V.-P. Chg. of Special Attractions; Daniel R. Goodman, V.-P. Chg. of West Coast; William Fender, Radio Dir.; Samuel Medoff, Musical Dir.; BRANCH OFFICE: 1777 N. Vermont Ave., Los Angeles, Calif. Daniel R. Goodman. SERVICES OFFERED: Transcribed and "live" radio programs. Syndicated and custom-built spot announcements. Television programs and spots.

Gotham Radio Productions, Inc.

120 E. 16th St., New York 3, N. Y. Phone, GRamercy 5-7614. Louis Cioffi,

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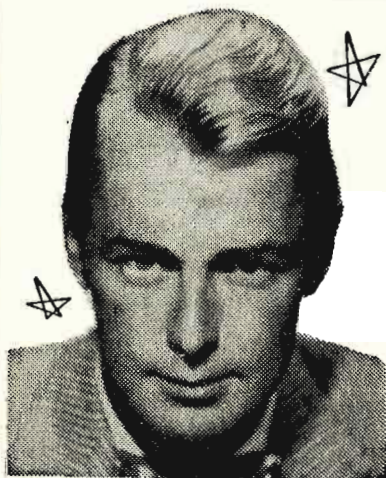
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John Guedel Radio Productions

1680 North Vine Street, Hollywood 28, Calif. Phone, HEmpstead 5186. Executive Producer, John Guedel; Production Manager, Irvin Atkins; Script Editor, Walter Guedel; Office Manager, Eleanor Rowland; Accountant, Shirley Spencer; Expediter, Martin Hill; Publicity Dir., Ned Crawford; Children Supervisor, Martha Proudfoot; Writers, Walter Guedel, Jack Stanley, Bernie Smith, Bob Dawn, Walter Schmidt, Hy Freedman, Ed Tyler, Harry Stapf. SERVICES OFFERED: Producers of network package radio programs.

**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, Crest-

view 6-2001. SERVICES OFFERED: Program production.

George Heid Productions

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. Owner, George Heid; Musical Director, Leo J. Strini. SERVICES OFFERED: Program production, continuity, recordings, transcriptions, commercial spots and jingles, air checks, slide film recording, sound for mechanical displays.

Arthur Henley

88-04 63rd Drive, Forest Hills, N. Y. Phone ILLinois 9-6729. SERVICES OFFERED: Radio programs written to order, on-the-air shows analyzed and repaired, packages prepared and produced on option. Comedy a specialty, analyzed by mathematics.

Hoffberg Productions, Inc.

620 Ninth Ave., New York 18, N. Y. Phone, Circle 6-9031-2. J. H. Hoffberg, President. SERVICES OFFERED: 35 mm. and 16mm. of features and short subjects for television broadcasts.



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William F. Holland Radio Productions

Hotel Sinton, Cincinnati 2, Ohio. Phone, Main 3450, Parkway 7584. William F. Holland, Gen. Mgr. SERVICES OFFERED: Custom-built radio spot announcements and radio programs, live and transcribed.

Howard House Radio Productions

206 Columbia Bldg., Portland 5, Ore. Phone, Beacon 8835. Cloyde P. Howard, Owner-Mgr. SERVICES OFFERED: Package and custom-built radio programs, live and transcribed.

Ted Hudes Radio Consultants

39 E. 36th St., New York 16, N. Y. Phone, MUrray Hill 9-2440-2473, BOulevard 8-3065. Ted Hudes, Owner. SERVICES OFFERED: Produce public service transcribed programs, distribution over 400 stations from coast-to-coast, handle radio accounts for commercial and non-commercial institutions.

Hummert Radio Features

247 Park Ave., New York 17, N. Y. Phone, Wickersham 2-2700. Partners: Frank & Anne Hummert. BRANCH OFFICE: 289 Greenwich Ave., Greenwich, Conn. Phone, Greenwich 4620. SERVICES OFFERED: Creators and producers of network radio productions.

Inter-California Broadcasting System

253 So. Broadway, Los Angeles 12, Calif. Phone, Mutual 2759. Mgr., Gustavo Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Julia R. Ballesteros. SERVICES OFFERED: Production of Spanish Language Programs, over Station XEGM, Tijuana, B. C.

International 16mm Corporation

165 W. 46th St., New York 19, N. Y. Phone, PLaza 7-2265. Patrick E. Shanahan, Pres. & Treas.; George Blake, Sec.; Board of Directors: Patrick E. Shanahan, George Blake, Fabian R. Normandin. SERVICES OFFERED: Producers and distributors of motion pictures, prints in both 16 mm. and 35 mm.

WILLIAM GERNANNT

International Prods., Ltd.

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6376. Gordon Forsyth, In Charge of All Production; T. J. Quigley, Radio Time Buyer; Wm. Orrett, Chief Engineer; Gordon E. Howard, Script and Commercial Copy Writer; Irene Fisher, Script Production. SERVICES OFFERED: Complete radio programs, live and transcribed; recording facilities and public address systems.

International Radio & Television Features

322 E. 55th St., New York 22, N. Y. Phone, Plaza 5-5781. Executive Director, Jack H. Lloyd. SERVICES OFFERED: Complete production of shows for radio and television, live and transcribed musical jingles and spot announcements, 16 mm. films for television, custom-built audition scripts for talent, foreign language programs and commercials, program ideas and consultation.

Harry Jacobs Productions

6000 Sunset Blvd., Hollywood 28, Calif. Phone, GRanite 9583. President, Harry R. Jacobs. SERVICES OFFERED: Producer of radio shows, also sales representative for other producers.

Estella H. Karn

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 8-7357. President and Production Mgr., Edwin H. Kasper; Treas. & Dir. Commercial Dept., Aaron S. Bloom; Office Manager, Robert W. Graham; Chief Engineer, Forrest L. Bishop; Secty., Theresa Fahey; Special Events Recordings, Edward Richards; Sales & Production, Kenn Schaffer; Sales, Robert A. Arnold. SERVICES OFFERED: Oldest syndicated transcription producer in the U. S.; recordings; program production; originators of transcribed musical spots; talent; scripts; live & transcribed custom-built programs; air checks; remote recordings; phonograph records; musical library; manufacturer of transcription playback machines (portable).

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"IS CONGRESS DOING ITS JOB?"

- ✓ Now in its third year.
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PROGRAM PRODUCERS

Treasurer, William J. McCambridge; Vice-President & General Manager, Raymond R. Green; Business Mgr., Theodore Green. BRANCH OFFICES: 485 Madison Ave., New York, N. Y. Phone, EL 5-4864. Walter Keane, Vice-Pres.; 540 No. Michigan Ave., Chicago, Ill. Phone, Mo-hawk 0015. Charles Puffer, Chicago Sales Mgr.; 9121 Sunset Blvd., Hollywood, Calif. Phone, Crestview 6-1071. Harold Lambert, West Coast Sales Manager. SERVICES OFFERED: Production of live and transcribed programs, spot announcements, scripts and program consultants.

Sam Kerner Productions

20 West Burbank Blvd., Burbank, Calif. Phone, Charleston 0-2111. Exec. in Chg., Sam Kerner; Sales Mgr., Carl Aultman; Producer & Dir., Billy Gray; Office Manager, Murial Gail. SERVICES OFFERED: Program production, syndicated transcriptions, talent, custom built spot announcements.

Landau Broadcasting Service

270 Broadway, New York 7, N. Y. Phone, REctor 2-5341-2. Program Director, Herman Younglieb. SERVICES OFFERED: Program production, script.

Lang-Worth Feature Programs, Inc.

113 West 57th St., New York 19, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. O'Keefe; Secretary, A. Walter Socolow; Representatives, John D. Langlois, John Mayo, Pierre Weis; Staff Script Writers, Louis Tappe, Doris Kaye, Ira Knaster; Office Manager, C. O. Langlois, Jr. SERVICES OFFERED: Transcribed music library service for radio stations, advertising agencies and advertisers, Custom built radio programs both live and transcribed, syndicated shows.

C. O. Langlois, Inc.

Steinway Hall, 113 W. 57th St., New York 19, 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.

Lawston Productions

6700 Sunset Blvd., Hollywood 28, Calif., Phone, Hillside 7720. Executives: B. Eaton Lawrence, J. H. Johnston, Partners. SERVICES OFFERED: Producers of

PIANO PLAYHOUSE

WITH

MILTON CROSS

THE

"PIANO PLAYBOYS"

"CY" WALTER

"STAN" FREEMAN

TEDDY WILSON — ELLIS LARKIN

CONCERT SOLOIST

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ABC - COAST - TO - COAST

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AND 1948

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, specializing in comedy situations, 1 to 30 minutes.

Alexander McQueen & Associates

522 N. Lakewood Ave., Chicago 40, Ill. Phone RAVenswood 9010. Owner, Alexander McQueen. SERVICES OFFERED: "Nothing but the Truth" feature (Reg. U. S. Pat. Office), in person or transcribed. Research for human-interest stories on sponsor's product.

The Ted Mack Co.

4 E. 53rd St., New York 22, N. Y. Phone, MURray Hill 8-0370. Owner-Manager, Ted Mack; Associate, Joseph A. Clifford; Writers, Virginia Lee, Lloyd Marx; Producers, Ted Mack, Robert Green; Musical Director, John Gart. SERVICES OFFERED: Complete production of transcriptions and package shows, research and commercial copy service, producers of Kaiser-Frazer Sunday evening tele show now on the air.

Management Corp. of America

745 Fifth Ave., New York 19, N. Y. Phone, WICKersham 2-8900. Vice-President, Herbert I. Rosenthal; Vice-President, David Werblin; Vice-President, Harold Hackett; Vice-President, Bart McHugh. SERVICES OFFERED: Program production, package shows.

Harvey Marlowe Television Associates, Inc.

221 W. 57th St., New York 19, N. Y. Phone, CIRCLE 7-5919-20. Harvey Marlowe, President; Helen Marlowe, Vice-Pres. & Treas.; Fredric H. Stange, Sec. & Mgr.; Iran Berlow, Art Dir.; Katherine Kirkbride, Tele Prod.; Sidney Bard, Copy Chief; Wayne Wirth, Sales Dir.; Don Celentano, Technical Assistant. BRANCH OFFICE: 6402 N. Park Ave., Philadelphia 26, Pa. Phone, Livingston 9-7262. Ethyl Foster. SERVICES OFFERED: Television consultants, live and film productions, commercials, minute spots, weather spots, animation, semi-animation, stop-motion, newsreels, documentaries.

ART HENLEY

author

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**"The Mathematics of Humor"
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Fred C. Mertens and Associates

946 S. Normandie Ave., Los Angeles 6, Calif. Phone, Federal 7372. President, Fred C. Mertens; Sales Manager, G. L. Price. SERVICES OFFERED: Program Productions, Transcriptions, Commercial Copy Service, Scripts, etc.

Charles Michelson, Inc.

23 West 47th St., New York 19, N. Y. Phone, CHickering 4-5058-9. President, Charles Michelson. BRANCH OFFICES: 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Philip Johnson, South 1st & "B" Sts., Richmond, Ind. Phone, 1117. Harry Gennett, Jr., Offices in Sydney, Australia; Johannesburg, S. A. and London, Eng. SERVICES OFFERED: Porto-Playback Machines and Gennett & Speedy-Q Sound Effects Records. Half-hour and quarter-hour transcribed program features.

Michelson & Sternberg, Inc.

23 W. 47th St., New York 19, N. Y. Phone, CH 4-5060. President-Secretary, Aaron Michelson; Vice-President, Charles Michelson. SERVICES OFFERED: Ex-

porters of transcription programs and sound effect records.

Allan H. Miller Agency

2029 Riverview Court, Toledo 2, Ohio. Phone, WALbridge 6611. Arthur S. Vernon, President; A. S. Vernon, Jr., Vice-President; Mrs. Mary Miller, Secretary-Treasurer & General Manager. SERVICES OFFERED: Program production, scripts, talent and station promotion (through Animated Movie-Sign display).

Les Mitchel Productions, Inc.

8853 Beverly Blvd., Hollywood 36, Calif. Phone, Crestview 1-5275 and BRadshaw 2-4616. Les Mitchel, President-Producer-Director; G. Madelon Mitchel, Secretary-Treasurer & Sales Manager; Gerry Day, Script Editor; June Hanson, Talent & Production Manager. SERVICES OFFERED: Production for Radio & Screen & Package Shows.

Mole, Davis, Inc.

105 W. 55th St., New York 19, N. Y. Phone, Circle 6-0006. John Mole, President; Blevins Davis, Executive Vice-President; Blanche Stuart Lee, Vice-Pres. & Gen. Mgr.; John Bryan, Technician. BRANCH OFFICE: 1600 Summit

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Top timely sports show
15 minutes — cut weekly

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—TELEVISION—

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Ridge, Beverly Hills, Calif. Phone, Crestview 1-7566. Wray Davis, Cobina Wright, Sr. SERVICES OFFERED: Packaged radio productions, live and transcribed, for radio and television.

Raymond R. Morgan Co.

6233 Hollywood Blvd., Hollywood 28, Cal. Phone, Hempstead 4194. General Manager, Craig Davidson; Vice-President, Robert Temple; BRANCH OFFICE: Goodkind, Joice & Morgan, Chicago, Ill. Superior 6747. Vice-President (Executive-in-charge) Clyde Joice: Raymond R. Morgan Co., San Francisco, California, 260 California Street. Porter Anderson in charge; 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. Phone, Hollywood 6161. Carlton E. Morse, President; Clinton E. Twiss, Vice-President; Clifford Anderson, Secretary.

Morton Radio Productions, Inc.

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 4144. President, Morton Jacobson; Secretary, C. Jacobson. SERVICES OFFERED: Creators of open-end and custom-built transcribed radio shows.

Music Corporation of America

(MCA Management Ltd.)
(MCA Artists Ltd.)

598 Madison Ave., New York 19, N. Y. Phone, Wickersham 2-8900. OTHER OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. 610 Book Bldg., Detroit, Mich. Phone, Randolph 2604; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010; Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448. SERVICES OFFERED:

LESTER LEWIS ASSOCIATES

**Personal Management
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JOHN CONTE
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and

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EL. 5-1492
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FERED: Servicing all phases of radio; production, talent, package shows.

Muzak Corporation

(For detailed listing see Transcription Section.)

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, H. P. Hayes; Recording Sales, Charles G. Hicks, Jr.; Sales Manager, Willis B. Parsons; Program Manager, H. H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George E. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager Scott Keck; Sunset and Vine Sts., Hollywood, Calif. Phone Hollywood 6161. Manager, Oscar C. Turner Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, Robert Z. Morrison; Taylor and O'Farrell Sts., San Francisco, Calif. Phone Graystone 8700. Manager, William Andrews. 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); simultaneous recordings of network and studio programs, recording service for advertisers and agencies, reference or audition recordings, NBC Orthacoustic transcriptions.

National Concert & Artists Corp.

711 Fifth Ave., New York 22, N. Y. Phone, PLaza 3-0820. President, Alfred H. Morton; Vice-President, O. O. Botorff; Vice-President, Marks Levine; Secretary-Treasurer, Thomas Reilly; Radio-Recording-Television, Joseph M. Barnett. BRANCH OFFICES: Suite 1812, Bangers Bldg., 105 W. Adams St., Chicago, Ill. Phone, Dearborn 5813, D. L. Cornet, 9059 Sunset Blvd., Los Angeles, Calif. Crestview 1-7121. Fred H. Hamilton, 79 Post St., San Francisco, Calif., Phone, Yukon 6-4294, Alexander Haas. SERVICES OFFERED: Talent for concert-opera-radio-television, Speakers and special attractions in lecture field, Package programs and ideas for radio and television.

PUBLIC SERVICE DOCUMENTARIES OF LASTING INTEREST FREE OF CHARGE

Our Delayed Pilgrims

Four half hour transcribed programs on the growth of America, with Cardinal Spellman, Dr. Samuel McCrea Cavert, Joshua Loth Liebman, Earl G. Harrison, Edna Ferber and others.

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A half hour dramatization of a "New Yorker" story starring Paul Muni.

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Producer-Director

"Light Of The World"
NBC

(sponsored by General Mills)



"Sherlock Holmes" . . MBS

(sponsored by ClipperCraft Clothes)

National Radio Features

100 State St., Albany 7, N. Y. Phone, 4-8226, 8-1311. Allen I. Stock, Vice-Pres. & Gen. Mgr.; Don Williams, District Mgr.; Martha Furman, District Mgr.; Ruth Pearl, Publicity Mgr. SERVICES OFFERED: Special radio transcribed and live programs for use as campaigns with radio stations. Using constructive material furnished to enhance radio stations call letters and position on dial. The house of specialized campaigns presenting three specialized features, "Veterans of Victory," "Boost and Buy" and the sensational new program "Radio on Call." Brings added mail, listening audience and station prestige. Free weekly \$25 U. S. Savings bonds. Carries talks by heads of Legion and veteran administration commanders. Coast to coast as "Good Will Ambassadors" for Radio Stations.

Neblett Radio Productions

360 North Michigan Ave., Chicago 1, Ill. Phone Central 4144. President, Morton Jacobson. SERVICES OFFERED: Creators of open-end and custom-built transcribed radio shows.

Lilian Okun, Inc.

2 West 67th St., New York 23, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Specialize in women's and children's programs, television programs; complete programs prepared.

Johnny Olsen's American Productions

1697 Broadway, New York, N. Y. Phone, CIrcle 5-6215. John L. Olsen, Owner; Penny Olsen, Treas. & Gen. Mgr.; John Gibbs, Consultant. SERVICES OFFERED: Production and performance of package shows for Radio and Television.

Original Radio Productions, Inc.

130 E. 40th St., New York, N. Y. Phone, MUrray Hill 3-9580. Harmon Yaffa, Pres.; Anthony Gablik, Vice-Pres.; H. Lawrence Laupheimer, Sec.-Treas. SERVICES OFFERED: Creators and producers of radio and television programs.

Pan American Broadcasting Co.

17 East 42nd St., New York 17, N. Y.

WALT FRAMER

Producer — Director — Writer

Creator

"Strike It Rich" . . . CBS

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Coming

"Hold Your Own"

"Easy Money"

"Quiz Bingo"

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Granite 1950

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"Philip Morris Night With Horace Heidt"

"THE MASKED SPOONER" Don Lee Mutual Net

"Presenting Sonja Henie" Transcribed

"Fact and Fallacy" Transcribed

In association with Gordon M. Day Productions, New York and Boston

Phone MURray Hill 2-0810-1. President, Eugene Bernald; Manager, Arthur Gordon. REPRESENTATIVES: F. R. Jones, Chicago, Ill.; F. R. Jones, Homer Griffith Co., Hollywood, Calif.; Homer Griffith, Homer Griffith Co., San Francisco, Calif.; Theo. B. Hall. SERVICES OFFERED: Recorded programs of 15 minute and half-hour duration, for English language export markets such as Panama, British Guiana, Trinidad, Barbados as well as Alaska. Programs available to sponsors, agencies.

Jack Parker & Associates

Box 2222, Hollywood 28, Calif. Temp. phone, Normandy 24873, Hillside 7124, Ext. 20. Jack Parker, Gen. Mgr. & Exec. Prod.; Ray Bond, Associate Producer; Betty Underwood, Chief Script Editor; William West, Script Writer. SERVICES OFFERED: Scripts, transcribed programs, live programs, commercial copy and full radio relations service to advertisers, and stations.

Leo J. Paulin & Associates

1627 "K" St., N.W., Washington 6, D. C. Phone, National 9349-9325. Pres. Leo J. Paulin; Vice-President, Vera Cas-

sidy Ash. SERVICES OFFERED: Ideas, scripts, production, direction for advertising agencies, Stations and Sponsors.

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, MURray Hill 6-5669. Producer-Director, Donald Peterson; Script Writers, Stanley Whitman, Leonard Allen, Jean Eickes; Engineer, M. P. Frutchey. SERVICES OFFERED: Religious programs, public relations radio programs.

Press Association, Inc.

50 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-4111. Kent Cooper, President; Oliver Gramling, Vice-President. BRANCH OFFICES: Located in 100 principal cities throughout the U. S. SERVICES OFFERED: Personality Time," a 15-minute transcription dramatizing personalities of stage, screen and radio —of special interest to women, 78 episodes available; "Sports Star Special," a 15-minute transcription dramatizing big name sports personalities, 26 episodes available; "Special Assignment," a 15-minute transcription dramatizing the unusual experience of news reporters throughout the country, 78 episodes available.

Eugenia Price Productions

75 E. Division St., Chicago 10, Ill. Phone, Delaware 4375. Owner, Eugenia Price. Represented by MCA Artists Ltd., 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. SERVICES OFFERED: Producers of The Addison Pelletier Show available on open-end transcriptions, custom built live and transcribed shows and commercial spots.

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. President, G. L. Price. SERVICES OFFERED: Packaged transcribed shows, 15 and 30 minutes. Shows built or scripts written to order. Singing jingles, comedy, and other transcribed commercials to order.

Prockter Radio Productions, Inc.

1270 Avenue of the Americas, New York 20, N. Y. Phone Circle 6-4091. President Bernard J. Prockter; Vice-President, Everett W. Rosenthal; Treasurer, Jerome C. Robinson; Secretary, Leonard L. Lowenthal; Director of Public Relations, Clement J. Wyle. SERVICES OFFERED: Live network programs.

Sleepy Joe
Art Baker's Notebook
Uncle Remus



Produced by
THE CARDINAL COMPANY
 Hollywood

Program Productions

551 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-6320. Wilbur B. Stark, President; Jerry Layton, Secretary-Treasurer. SERVICES OFFERED: Package and produce musical and dramatic shows for radio and television. Talent representation of radio personalities, performers and writers.

Progressive Radio Advertising Co., Inc.

260 E. 161st St., New York 51, N. Y. Phone, MELrose 5-5522. Lido Belli, President-Producer-Director. SERVICES OFFERED: Italian language programs, production and talent.

Quality Radio Productions

6047 Hollywood Blvd., Hollywood 28, Hillside 2151.

Radio Events, Inc.

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3487. President, Julienne Dupuy. SERVICES OFFERED: Production, scripts, casting for radio and television.

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Executive Director, Oliver W. Nicoll; Associate Director, Alma Sandra Munsell. REPRESENTATIVE: Towers of London, Ltd., 84 Hallam St., London, W. 1. Harry Alan Towers. SERVICES OFFERED: Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service.

Radio Producers of Hollywood

1651 Cosmo, Hollywood 28, Calif. Phone, HOLlywood 8318. Owner & General Manager, Lou R. Winston; Station Relations, Mary Staggs. SERVICES OFFERED: Open and transcribed feature programs. Syndicated and package programs.

Radio Production Service

501 Madison Ave., New York 22, N. Y. Phone, PLaza 3-8940. Irene Beasley, Owner; Victor Sack, Charge of Sales; Rosmary Colihan Whitford, Asst. Dir.; Merrill Towne, Charge of Music & Copyright; Mary Lincoln, Prize Supervisor. BRANCH OFFICE: 654 Madison Ave., New York, N. Y. Phone, PL 9-3569. Rita Burke. SERVICES OFFERED: Program production, live package shows.

Radio Program Management

4 E. 53rd St., New York 22, N. Y. Phone, MUrray Hill 8-0370. Directors, Ted Mack, Joseph A. Clifford. SERVICES OFFERED: Package shows; variety, dramatic, musical and audience participation. Spot Announcements. Complete production; research, scripts, music, commercial copy.

Religious News Service

381 Fourth Ave., New York 16, N. Y. Phone, MUrray Hill 4-1463. Managing Editor, Louis Minsky. SERVICES OFFERED: Production of weekly religious news scripts.

Richman Productions

10 East 43rd St., New York 17, N. Y. Phone, MUrray Hill 2-5854. Howard Richman, Pres.; Bill Richman, Gen. Mgr.; Charles Cromer, Exec. Dir.; Ed Sandford, Prod. Dir.; Harold Levey, Musical Dir.; Howard T. Longfellow, Research Dir.; Natalie Meader, Personal Dir. SERVICES OFFERED: Transcriptions and package productions. Talent Representation.

Robinson Recording Laboratories

2022 Sansom St., Philadelphia 3, Pa. Phone, LOCust 7-4731. Proprietor, W. P. Robinson. BRANCH OFFICE: 35 S. 9th St., Philadelphia 7, Pa. Phone, WALnut 2-6800 W. W. Jost. SERVICES OFFERED: Manufacture transcription turntables, professional recording machines, and transcription tone arms. Make transcriptions, master records, and offer pressings, and make audition and delayed broadcast discs.

Rockhill Radio

18 East 50th St., New York 22, N. Y. Phone, ELDorado 5-1860. Stanley J. Wolf, President; Emanuel H. Wolf, Vice-President. SERVICES OFFERED: Live and transcribed shows.

E. J. Rosenberg

50 E. 77th St., New York 21, N. Y. Phone, REgent 4-7567. SERVICES OFFERED: Live and transcribed programs.

Jack Rourke Productions

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, GRANite 1950. President, Jack Rourke; General Manager, Fred Fuld, Jr.; Associates, Wendell Noble, William Greene, Frank B. Reeves. Affiliation with Gordon M. Day Productions, 145 East 53rd Street, New York, N. Y. PLaza

3-3460, and 120 Boylston Street, Boston 16, Massachusetts, Hancock 9343. SERVICES OFFERED: live and transcribed radio programs, spots and jingles.

James L. Saphier Agency, Inc.

9538 Brighton Way, Beverly Hills, Calif. Phone, Crestview 1-7231. James L. Saphier, President; Bert D. Prager, Vice-President. SERVICES OFFERED: Radio and television productions, sale of package programs and talent.

Schramm Studios

4000 Canal St., New Orleans 19, La. Phone, Galvez 5914. Director, Joseph C. Schramm; SERVICES OFFERED: Off air checks for out of town advertisers.

Bernard L. Schubert, Inc.

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert; Saul Reiss, Joseph Graham; BRANCH OFFICE: Radio Artists Corp., 366 No. Cadmen Dr., Beverly Hills, Calif. Phone, Crestview 5-6787. Bernard Schubert; Maxine Anderson. SERVICES OFFERED: Talent production, package management.

Screencraft Pictures, Inc.

341 W. 44th St., New York 18, N. Y. Phone, Circle 6-8546-7. J. S. Berkson, President; B. H. Mills, Vice-Pres.; Edward Berkson, Treas. SERVICES OFFERED: Distributors of 16 and 35 mm. features and shorts.

Script Associates

822 South Parkview, Los Angeles 5, Calif. Phone, Federal 1936. Cal Frederick, President. BRANCH OFFICE: 1695 Sargent Court, Los Angeles 26, Calif. Phone, MA 6-6476. Larry Purdin. SERVICES OFFERED: Promotion of show written by Larry Purdin, "Lines for Living." Now in third year of five day a week broadcast. In areas covered by Conlan survey it is highest rated daytime broadcast local or network. Available in weekly packages for five fifteen minute broadcasts.

Selected Radio Features

1583 Cross Roads Of The World, Hollywood 28, Calif. Phone, HEMpstead 3583. Joseph Lowe, Vice-Pres. SERVICES OFFERED: Producers, owners and sales agents of transcribed "package" and syndicate radio programs, "Music From Hollywood And Vine." 130 programs available; "Jimmy Wakely's Western Song Parade," 39 programs available.

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 the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

Shaffer-Waible, Inc.

270 Park Ave., New York 17, N. Y. Phone, Plaza 8-0344. Partner, Lloyd Shaffer; Partner, Fred Waible, Promotion, A. Alan Levin. SERVICES OFFERED: Musical and dramatic package programs for radio and television; films; transcriptions; talent; scripts.

Fletcher Smith Studios, Inc.

1585 Broadway, New York 19, N. Y. Phone, Circle 6-5280-1. Fletcher Smith, President; Charles Schettler, Vice-Pres.; William A. Sturm, Sec.-Treas. SERVICES OFFERED: Film production for television, specialty animation, complete art and photographic staff and equipment.

Sound Studios, Incorporated

1124 Vermont Ave., N.W., Washington 5, D. C. Phone, Republic 1984-5. President, Robert J. Coar. SERVICES OFFERED: Transcriptions, program production for television.

The Sound Workshop, Inc.

412-418 S. Robertson Blvd., Los Angeles 36, Calif. Phone, Bradshaw 2-3203. Producer-Director, Robert E. Grey; Casting, J. R. Lorenz; Sound, R. W. McPhail; Chief Engineer O. J. Vital. SERVICES OFFERED: All types recording, complete program production, syndicated and custom-built transcribed phonograph records, etc.

Soundscript Radio Productions

6600 St. Francis Terrace, Hollywood 28, Calif. Phone, Hollywood 8644. Jimmie Allen, Prod.-Dir.; Staff: Ken Harvey, Jack Little, John Hamilton, James Hayward, Al Peto, Jane Topper, Steve Callihan. SERVICES OFFERED: Syndicated, transcribed shows, representing "Rip Lawson, Adventurer," Juvenile strip show.

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York 20, N. Y. Circle 7-5666. Henry Souvaine, President; Russell E. Dill, Vice-President; A. U. Braunfeld, Secretary. SERVICES OFFERED: Package production for radio.

Spot Radio Service

161 East 48th St., New York 17, N. Y. Phone, LE 2-5032. Director, Fulton Dent; Assistant Director, Dorothy Green. SERVICES OFFERED: Creative writing and production service for advertising agencies. All types of spot announcements including jingles.

Spot Specialists

6000 Sunset Blvd., Hollywood 28, California. Phone, Granite 9583. Harry R. Jacobs, Robert L. Schaus, Partners. SERVICES OFFERED: Transcribed radio spot announcements created for every retail industry or business.

Charles Stark Productions Corp.

366 Madison Ave., New York 17, N. Y. Phone, MURray Hill 2-2636. Charles Stark, President. SERVICES OFFERED: Transcribed package shows, 15-minute, 5-minute and one-minute tailor made spots as well as jingles for station breaks or one minute spots. Now on the air with the "Stanback For Peter Donald Show," 15-minute transcribed show for Stanback Headache Powders. Package producers of 15 and 30-minute live shows as well.

Richard Stark & Company

30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-7337-8. SERVICES OFFERED: Program producers, program builders, and commercial consultants. In the latter capacity they will offer commercial copy suggestions and production notes, with particular emphasis on daytime radio selling.

Starr Radio Productions, Inc.

360 N. Michigan Ave., Chicago 1, Ill. Phone, Dearborn 5164. Jack Starr, Pres. SERVICES OFFERED: Temperatunes and spot jingles, transcribed and live shows.

Telecast Productions, Inc.

101 Fifth Avenue, New York 3, N. Y. Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. A. Freeman. SERVICES OFFERED: Packaged productions.

Telemated Cartoons

70 E. 45th St., New York 17, N. Y. Phone, MURray Hill 6-8933. Prod.-Dir., Saul S. Taffet. SERVICES OFFERED: Production of television-animated-commercials through animated cartoons on motion picture film, in 35 mm. or 16 mm.

or in still cartoon form, Musical jingles and spots written and produced to meet individual requirements for television presentation.

Television Films of America

Box 2222, Hollywood 28, Calif. Temp. Phone, Normandy 24873, Hillside 7124, Ext. 20. Jack Parker, Exec. Prod.; Allen Buick, Gen. Mgr.; Ross Van Nibroc, Assoc. Prod.; Betty Underwood, Chief Script Editor; Mary Blue, Editor of Women's Program Dept.; Gene Noel Clarke, Assoc. Prod.; Barry Du Barry, Television Research Editor. SERVICES OFFERED: Producers of special 16 mm. pictures for television release, special effects, etc., writers of television scripts to order.

Television-Radio Enterprises, Inc.

22 Beekman Place, New York 22, N. Y. Phone, PLaza 5-6594. Louis M. Stumer, Pres.-Treas.; Hubbard K. Viles, Sec.; Kirl B. Alexander, Dir. of Radio; Berilla Kerr, Mgr. Radio Program Development; Trudi Wedell, Mgr. Television Program Development. SERVICES OFFERED: Complete radio and television packaging, including commercial spots, television consultants.

Teleways Radio Productions, Inc.

8949 Sunset Blvd., Hollywood 46, Calif. Phone, BRadshaw 2-1457; CRestview 6-7238. Carl F. Kraatz, Pres.; Charles A. Kennedy, Vice-Pres & Dir. of Sales. SERVICES OFFERED: Transcribed and live radio shows available for local, regional or national sponsorship. Type of shows available: musical, dramatic, mystery, western and hillbilly. Length: 5-minute, 15-minute and 30-minute.

Three Minute Sermons, Inc.

Box 2222, Hollywood 28, Calif. Temp. Phone, Normandy 24873, Hillside 7124, Ext. 20. Jack Parker, Exec. Prod.; Harold Marshall, Chief Script Writer; Gene Noel Clarke, Assoc. Prod.; Mary Blue, Script Writer; Ben Gaye, Public Relations. SERVICES OFFERED: Religious programs produced to order, religious scripts to order, and producers of "three-minute sermons" for five-minute spots, public and radio relations for religious radio programs, live or transcribed.

Towers of London, Ltd.

37 West 46th St., New York 19, N. Y. Phone BRyant 9-9622. Harry Alan Towers, President; Oliver W. Nicoll, Vice-

President and National Director for the U. S. BRANCH OFFICE: Towers of London, Ltd., 84 Hallam St., London, W. 1, England. Harry Alan Towers. SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, scripts, talent, package live shows, international radio service.

**Transamerican Broadcast-
ing & Television Corp.**

1 East 54th St., New York 22, 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 19, N. Y. Phone, LOngacre 5-3440. President & General Manager, M. E. Moore. SERVICES OFFERED: You name the type program or spot desired and we will produce it.

Transcription Sales, Inc.

117 W. High St., Springfield, Ohio. Phone, 2-4974. President, J. P. Williams; Vice-President, Alna Karns. BRANCH OFFICES: 47 W. 56th St., New York 19, N. Y. Phone, CO 5-1544. Edward Hochhauser, Jr., Mgr. Eastern Div.; 6381 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 5600. Roger B. Read, Mgr. Western Div. SERVICES OFFERED: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated availabilities.

Transfilm, Inc.

35 W. 45th St., New York 19, N. Y. Phone BRyant 9-6540. President, William Miesegaes; Vice-President, Walter Lowendahl; Vice-President, Kurt Schelling; Vice-President, Pud Lane; Vice-President Chg. Sales, Charles T. Merritt; Sec.-Treas., Peter A. Schlenker. SERVICES OFFERED: Complete facilities and personnel for production of motion pictures for Television, commercial and industrial clients, in black and white or color; 16mm or 35mm. Permanent staff of producers, directors, writers, artists, cameramen, film editors.

Trendle-Campbell

1800 Stroh Bldg., Detroit 26, Mich. Phone, RAndolph 9184. Owners, George W. Trendle; H. Allen Campbell. SERVICES OFFERED: Owners and producers of dramatic serials; The Lone

Ranger; The Green Hornet; Challenge of the Yukon, etc.

Twin City Television Lab.

(A Division of Beck Studios, Inc.)
Lyceum Theater Building, Minneapolis, Minn. Phone, MAin 7762. Joseph H. Beck, Pres.-Exec. Dir.; William E. Gage, Technical Supervisor. SERVICES OFFERED: Television programming, production and consultative service.

United Press Association

220 East 42nd St., New York 17, N. Y. Phone, MUrray Hill 2-0400. Radio News Manager, Phil Newsom; Radio Sales Manager, Al F. Harrison; Radio Shows Div. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio and television of news service, news scripts, news research.

United States Recording Co.

1121 Vermont Ave., N. W., Washington 5, D. C. Phone, District 1640. President & General Manager, Joseph Tait; Business Manager, Harry J. Penn; Sales Manager, Bill Ross; Chief Recording Engineer, H. P. Meisinger; Manufacturing Manager, Irving Linkow; Chief Research Engineer, Carl Mayfield. BRANCH OFFICE: 3700 Jefferson-Davis Highway, Alexandria, Va. Phone, Di. 1640. Irving Linkow. SERVICES OFFERED: Recording and transcription service, script and production service, air checks of domestic and short wave broadcasts. Specializing in complete recording and transcription installations. Manufacturers of Speech input equipment, sound effects consoles, portable transcription equipment and special equipment.

Unitel, Incorporated

1730 N. Las Palmas, Hollywood 28, Calif. Stanley Simmons, Dir. of Prod. Supervisor; Ezra S. Dabah, Prod.; Samir Rizkallah, Prod. Ass't.; Harry Nebenzahl, Prod. Ass't.; Austin Grout, Musical Director and Arranger; Harvey Hines, I.A.T.S.E., Dir. of Photography; Glen Glenn, Sound Recording Engineer; Willard Scott, Art Director; Helen Ainsworth, Casting Supervisor. REPRESENTATIVES IN: New York City, London, Paris.

Thomas J. Valentino, Inc.

1600 Broadway, New York 19, N. Y. Phone, CIrcle 6-4675-6. President, Thomas J. Valentino. SERVICES OFFERED: Major sound effects records. Major chime and organ recordings, transcriptions, pressings, recording service.

Video Associates, Inc.

515 Madison Ave., New York 2, N. Y. Phone, PLaza 3-7966. Production, Philip Brodsky; Direction, Miriam Tulin; Talent, Elizabeth Lee; Script Editor, Joan Usoskin; Publicity, Barbara Jones. SERVICES OFFERED: Live packages, custom-built shows an dspecial films for television exclusively, creators of "pop-up" unique animated films; originators of Tele-Pak, a national programming service for television stations, program and production consultant services.

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.

J. Franklyn Viola

152 West 42nd St., New York 18, N. Y. Phone, CHickering 4-3254. & Pres. Owner Franklyn Viola. SERVICES OFFERED: Foreign language broadcasting, including transcriptions, scripts, recordings, and talent.

Von Baumann Studios

331 E. 71st. St., New York 21, N. Y. Phone, RHineland 4-5508. Owner, Cyril Von Baumann; Publicity, E. F. Olbert. SERVICES OFFERED: Production of live and transcribed custom-built and package shows, writing and production of spot and musical commercials in any language. Program consultant.

Carl Wester & Company

6047 Hollywood Blvd., Hollywood 28, Calif. Phone, Hillside 2151. Owner, Carl Wester; Executive Producer, John Taylor. SERVICES OFFERED: Program production.

Roger White Productions

Hotel Beverly, 125 E. 50th St., New York 22, N. Y. Phone, PLaza 5-3560. Roger White, Prod.-Dir.; Kermit Schaffer, Prod. Mgr.; Miss Marion Whitley, Sec.- & Casting; Steva Hunt White, Announcer and Dir. SERVICES OFFERED: Complete package shows, live and open end E.T.S., spot announcements, jingles, television, radio consultant.

Wolf Associates, Inc.

420 Madison Ave., New York, N. Y. Phone, PLaza 5-7620. Edward Wolf, Pres.

& Gen. Mgr.; Jack Rubin, Prod. Mgr.; Herbert Wolf, Script Editor & Casting Dir.; Paul Ross, Sales Mgr.; I. Wolf, Sales; Eddie Lee, Public Relations & Sales. BRANCH OFFICE: 305 El Camino Drive, Los Angeles, Cal. Phone, CR 6-9690. L. Wolf Gilbert. SERVICES OFFERED: Complete radio packages or production services.

World Broadcasting System, Inc.

(Subsidiary of Decca Records, Inc.)

50 W. 57th St., New York 19, N. Y. Phone, Columbus 5-2300. A. J. Kendrick, Vice-Pres. & Gen. Mgr.; M. R. Rackmil, Treas.; A. B. Sambrook, Stations Relations Mgr.; Herbert Gordon, Program Prod.; Charles Lauda, Jr., Chief Engineer. BRANCH OFFICES: 22 West Hubbard St., Chicago, Ill. Phone, Delaware 8800. W. C. Hutchins; 6750 Santa Monica Blvd., Los Angeles 38, Calif. Phone, Hillside 0171, Maynard Marquardt. SERVICES: Library services, syndicated features, tailor-made productions, Western Electric licensee for vertical and lateral cut transcriptions.

Carter Wright Radio-Television Productions

1707 N. Hudson Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Owner; Albert W. Bellamy, Gen. Mgr. SERVICES OFFERED: Radio Television production, transcriptions, recording, scripts, talent, original music service, singing commercials.

Wynn Wright Associates

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 3-4417-8. Wynn Wright, Prod.-Dir.; Charles Granzow, Mgr.; Helen Wright, Casting Dir. SERVICES OFFERED: Building and producing of radio shows including drama, variety and audience participation, spot ads and singing commercials.

Frederic W. Ziv Company

1529 Madison Road, Cincinnati 6, Ohio. Phone, Plaza 1323. Frederic W. Ziv, President; John L. Sinn, Vice-President; Alvin E. Unger, Sales Manager. BRANCH OFFICES: 501 Madison Ave., New York, N. Y. Phone, MURray Hill 8-4700. John L. Sinn, 1001 Taft Bldg., Hollywood, Calif. Phone, Hempstead 3248. N. L. Rogers, 203 N. Wabash Ave., Chicago 1, Ill. Phone Franklin 8917. E. J. Broman. SERVICES OFFERED: Network and transcribed programs.

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Granite 4134



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4. Flexible—safer to ship—less breakage.
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Transcription Companies

Advertisers Recordings Ltd.

624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone, Marquette 6368. President-General Manager, Walter P. Downs. SERVICES OFFERED: Transcription and private wire service.

Advertisers Recording Service, Inc.

118 West 57th St., New York 19, N. Y. Phone, Circle 6-0141. (For detailed information see listing under Program Producers).

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto 1, Ont., Canada. Phone, Elgin 2464. President, H. R. Carson; Eastern Manager, G. F. Herbert; Program Manager, S. W. Caldwell; Sales Manager, 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. Manager, J. E. Baldwin. St. John, N.B. Traveling Rep., George Hillyard. SERVICES OFFERED: Representative for transcription companies.

Allentown Record Co., Inc.

10th and Walnut Streets, Allentown, Pa. Phone, 37405. Sanford L. Wartell, President; John L. Schwartz, Treasurer; Sidney Rubin, Secretary; Harry Archer, Chairman of the Board. SERVICES OFFERED: Press 10" and 12" records of Vinylite and Vinyl Plastics exclusively. Capacity exceeding 300,000 records per month.

Allied Record Mfg. Co., Inc.

1041 N. Las Palmas Ave., Los Angeles 38, Calif. Phone, Hollywood 5107. D. K. Broadhead, Pres.; J. E. O'Hagan, Exec. V.-P. SERVICES OFFERED: Processors

and Pressers of Radio Transcriptions and Phonograph Records.

American Royal Productions

7928 Michigan Ave., Oakland 5, Calif. Phone, Lackhaven 8-8698. M. Scott Weakley, Manager. SERVICES OFFERED: Recording, transcription, production and public relations counsel.

Arizona Recording Productions

834 North 7th Avenue, Phoenix, Ariz. Phone, 2-2016. Raymond Boley, Owner-Mgr.; Mary Clancy, Secretary. SERVICES OFFERED: Commercial transcriptions, air-checks, spot announcements. Lateral cut at 33-1/3 and 78 r.p.m. NAB Standards.

Associated Program Service (Div. of Muzak Corp.)

151 W. 46th St., New York 19, N. Y. Phone, PLaza 7-7712. President, Harry E. Houghton; Vice-President & General Manager, Richard S. Testut; Vice-President & Treasurer, John R. Andrus; Director of Station Relations, Bert Lown; Commercial Manager, Clifford E. Greenland. SERVICES OFFERED: Transcription library of radio music and basic program scripts.

Associated Radio-Television Productions

Empire State Bldg., New York 18, N. Y. Phone, LO 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. Productions of television film.

Atlantic & Pacific Broadcasting System

Box 2222, Hollywood 28, Calif. Temp. Phone, Normandy 2,4873. Jack Parker, Vice-Pres. & General Manager; Gene Noel



TOPS

in transcriptions

Our hat size is only normal but we've got the **BIGGEST QUALITY STORY** in the transcription and record business.

Right from the microphone to the final pressing, our label stands for:

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- Top quality reproduction • Finest of materials (including 100% pure Vinylite)

We are equipped to make vertical or lateral recordings....use only gold sputtering....high speed plating....with the most modern facilities controlled to Muzak high standards throughout.

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RECORDING & PRESSING PLANT

NEW YORK
250 West 54th St.
PLaza 7-7700



WE OFFER

Agencies, transcribed show producers, radio stations and recording studios all of these features plus reference recordings and line recordings for supplemental radio coverage.

*Reg. U. S. Pat. Off.

Clarke, Program Manager; Don Masters, Executive Producer; Betty Underwood, Chief Script Editor; Royal F. King, Traffic Manager; Ann Blue, Public Relations Manager. **SERVICES OFFERED:** Transcription network; transcriptions programs made to order associated with Television Films of America. Scripts to order.

●
Beltone Recording Corp.

2 West 46th Street, New York 19, N. Y. Phone, BRyant 9-4130. President, Leslie C. Cahan; Treasurer, Shirley Cahan. **SERVICE OFFERED:** Instantaneous recordings, masters and pressings, transcribed programs.

●
G. C. Bird & Associates

311 S. New Hampshire Ave., Los Angeles 5, Calif. Phone FAirfax 8603. G. C. Bird, Manager. **SERVICES OFFERED:** Syndicated open-end dramatic transcriptions, mystery, comedy, quiz, etc. All ¼ hour, 39 programs with tax free music.

●
Ford Bond Radio Productions

810 RCA Bldg., W., New York 20, N. Y. Phone, CIRCLE 7-2236. (For complete listing see Program Producers Section).

●
Brinkley Recording Co.

232 E. Erie St., Chicago 11, Ill. Phone, Delaware 4786. Jack Brinkley, General Manager; Maxine Merchant, Program Manager; E. E. Schroeder, Chief Engineer. **SERVICES OFFERED:** Transcribed radio program, phonograph records; open-end programs. Programs produced to client's specifications; package shows; spots.

●
The Cardinal Co.

6000 Sunset Blvd., Hollywood 28, Calif. Phone, Hempstead 1177. (For complete listing see Program Producers Section).

●
Cinemart, Inc.

101 Park Ave., New York 17, N. Y. Phone, MURray Hill 4-1562-3-4. President, Harold Kovner; Vice-Pres. & Gen Mgr., Varian Fry. **SERVICES OFFERED:** Complete sound recording services, including auditions, air and line checks, phonographs masters, transcriptions for broadcast, shellac and vinylite pressings, 16 mm. film recording, location recording on disc, tape and 16mm. film. Production of 16 mm. films for industry and television.

●
Columbia Transcriptions

(A division of the Columbia Records, Inc.)
799 Seventh Ave., New York 19, N. Y.
799 Seventh Ave., New York 19, N. Y.
Phone, CIRCLE 5-7300. Robert J. Clarkson, General Manager; Alden O. Carlson, Sales Representative; Carl Reinschild, Sales Representative. **BRANCH OFFICES:** 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. V.-P. Andrew J. Schrade. William A. Wheeler, Sales Rep. 410 N. Michigan Ave., Chicago, Ill. Phone, Whitehall 6000. Manager, Girard D. Ellis. **SERVICES OFFERED:** Complete services for recording, processing and pressing Electrical Transcriptions and phonograph records. Studios in New York, Chicago and Hollywood.

●
Consolidated Sound Laboratories

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton. **SERVICES OFFERED:** Recording, processing, manufacture of recording equipment.

●
Gordon M. Day Advertising Service

145 East 53rd St., New York 22, N. Y. Phone, PLaza 3-3460. Gordon M. Day, Writer-Producer: Singing Commercials; Carol Bulkley, Producer-Director: Singing Commercials, Dramatic Commercials; Luise Johnson, Copy Supervisor and Retail Radio Director. **BRANCH OFFICES:** Jack Rourke Production, 6331 Hollywood Boulevard, Hollywood 28, Calif. Phone, Granite 1950. Jack Rourke, Manager. **SERVICES OFFERED:** Creation and production of singing commercials, dramatic commercials and spots of all types; musical composition and arranging; radio department services to advertising agencies; syndicated jingles; retail radio.

●
Decca Records, Inc.

50 W. 57th St., New York 19, N. Y. Phone, COLUMbus 5-2300. President, Jack Kapp; Vice-President Charge Recording, Dave Kapp. **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 BROADCAST-

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VINYLITE

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10", 12" PRESSINGS IN BLACK
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Tel. Allentown 37405

ING SYSTEM, INC., transcription services, radio library, wired music service, custom-made transcriptions, 50 W. 57th St., New York 19, N. Y.

Disc Company of America

117 West 46th St., New York 19, N. Y. Phone, BRyant 9-3137. President, Moe Asch. SERVICES OFFERED: Commercial records, transcriptions, recordings and production. Phonograph record manufacturing.

Eccles Recordings, Inc. and Eccles Transcription Service

6233 Hollywood Blvd., Hollywood 28, Calif. Phone, Hillside 8351. Manager, Robert P. Newman; Business Mgr., Pollard Garrison; Chief Consulting Engineer, C. R. Douglass. SERVICES OFFERED: Complete program building and recording service. Studio, talent file facilities, sound effect library, piano, electric organ, processing and pressing service for agency producers, including packing, shipping, through final program distribution to outlets, remote and location facilities. Studio line connection to all Southern California Stations.

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood 38, Calif. Phone, GLadstone 2189. Owned and Operated by Bert B. Gottschalk. SERVICES OFFERED: Complete studio facilities for: Electrical transcriptions, spot announcements, "Air-Chek" service, phonograph recordings.

Empire Broadcasting Corporation

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 9-4500. Helen D. Kelleher, Pres. & Treas.; F. de Jaager, Vice-Pres.; Arthur Lubo, Secretary. SERVICES OFFERED: Studio, recording, air line and remote.

Essex Broadcasters, Inc.

3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 7200. President, J. E. Campeau; Engineer, Robert Henderson. SERVICES OFFERED: Transcriptions.

Exclusive Radio Features Co., Ltd.

225 Mutual St., Toronto Ont., Canada. Phone, Waverly 9419. President, Alfred J. Lewis. SERVICES OFFERED: Supply the U.T.S. Library Service to Canadian

radio stations. Library has basic of 3,500 tunes, with monthly release of 60 selections. Name bands; vocalists and combos. Distributing open-end E.T.'s. to Canadian stations. Recording, processing and pressings for tailormade Fashes, Spots and Programs. Orthotone recording, high fidelity.

Carl Fischer Recording Studios

119 West 57th St., New York 19, N. Y. Phone, Circle 7-2965-6-7. Fred Herbert-Oettgen, Recording Director; Robert E. Scheuing, Sales Promotion Manager; Thomas Dowd, Edward Flaherty, Engineers. SERVICES OFFERED: Complete Theater-Studio facilities including Hammond Oregon, Package Show Production, Master and Commercial Record Production, NAB Standard Transcriptions; Reference, Audition, Off-the-Air and Off-the-Line recording. Complete Sound Library. Remote location facilities. Twenty-four hour service by appointment.

Frankay & Jackson Recording Studios, Inc.

48 West 48th St., New York 19, N. Y. Phone, LOngacre 5-8453. President, Harry Jackson; Vice-President, Frank Kay; Sec'y & Treas., Betty Jackson; Business Manager, Harry Jackson. SERVICES OFFERED: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings.

Fulton Enterprises

6340 Fountain Ave., Hollywood 28, Calif. Phone, GRanite 2244 Grace Fulton, Owner-Manager; Ralph Power, Scripts. SERVICES OFFERED: Transcribed series, custom-built transcribed programs. United States rights to "Klondike," transcribed serial. 39 quarter hours offered for regional and local release to stations, agencies or sponsors.

Mitchell Gertz

8533 Sunset Blvd., Los Angeles 46, Calif. Phone, CR. 5-7152 Mitchell Gertz, President. SERVICES OFFERED: Producer of "Adventures of Zorro"—for transcription, etc.

Harry S. Goodman Radio Productions

19 East 53rd St., New York 22, N. Y. Phone, Wickershams 2-3338-9. (For detailed information see listing under Program Producers.)



Ready to go to work for you, that nationally known network star Tommy Riggs and his lovable Betty Lu in a new series of open end fifteen minute transcriptions for five-a-week spotting. You can program this series day or night. They will sell for you, they will get and hold an audience for you. Each program a show in itself with typical Tommy and Betty Lu comedy situations along with favorite songs by both of them. National accounts that have used these two on the networks know their pulling power. Now you can use them for local or national accounts, and here's the pay off, arrangements can be made to have Tommy & Betty Lu transcribe personal commercial messages that will do a real selling job for your client.

NOW READY!

A BRAND NEW SERIES

**15 Minute Programs
5 Times Weekly**

COMEDY! SONG!

*At a price
you won't
turn down*

Wire or Write

ATTENTION ADVERTISING AGENCIES!

Many of you have used Tommy and Betty Lu on the networks, now you can use them for national spot campaigns, let us know now the markets you wish protected.

Pete Wasser
COMPANY

KEENAN BUILDING
PITTSBURGH 22, PA.

George Heid Productions

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. George Heid, Owner and Director of Recordings; Al Campbell, Director of Slide Film Productions; Max Adkins, Musical Director. SERVICES OFFERED: Electrical transcriptions, recordings, air checks, script, production, radio package shows, slide film production, original musical jingles, sound for mechanical displays.

Hollywood Recorded Features, Inc.

75 East Wacker Drive, Chicago 1, Ill., Phone, Dearborn 2841. R. S. Peterson, President. SERVICES OFFERED: Transcriptions.

Mary Howard Recordings

37 E. 49th St., New York 17, N. Y. Phone, PLaza 3-4800, Ext. 47-55. Owner-Manager, Mary Howard; Assistant, Donald Plunkett; Secretary, Joyce Fraser. SERVICES OFFERED: Off-the-line and off-the-air recordings and transcriptions for artists or agencies. Studio for auditions; facilities for dubbings.

International Artists Recording Studios, Inc.

6700 Sunset Blvd., Hollywood 28, Calif. Phone, HO 6344. H. Dixon McCoy, Pres.; Stuart Venn, Gen. Mgr.; Ronnie Ames, Sales Mgr. SERVICES OFFERED: Electrical transcriptions of all types, air checks, line checks, 200-seat auditorium for network broadcasting or transcribing with or without a studio audience, masters and complete processing and pressing, phonograph records, television stage facilities, 16 mm. projection room, RCA equipment throughout.

Harry Jacobs Productions

6000 Sunset Blvd., Hollywood 28, Calif. Phone, GRanite 9583. President, Harry R. Jacobs. SERVICES OFFERED: ET Libraries.

Kasper-Gordon, Inc.

140 Boylston St., Boston 16, Mass. Phone, DEvonshire 8-7357. Edwin H. Kasper, President & Production Director; Aaron S. Bloom, Treasurer & Director, Commercial Dept.; Robert W. Graham, Office Manager; Forrest L. Bishop, Chief Engineer; Theresa Fahey, Secretary; Edward Richards, Special Events Recordings; Kenn Schaffer, Sales and Production; Robert A. Arnold, Sales. SERVICES OFFERED: Recordings of all kinds, air checks, custom-built and syndicated pro-

grams, live and transcribed, jingles, script service, phonograph recordings, air checks, originators of musical transcribed spots (jingles), manufacturers of portable transcription playback machines.

Kermit-Raymond Corporation

11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5 5511. (For detailed information see listing under Program Producers.)

Keystone Broadcasting System, Inc.

580 Fifth Avenue
New York 19, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

President Michael M. Sillerman
Vice-President Naylor Rogers
Vice-President Joseph Bayer
Vice-President Arthur Wolf
Secretary-Treasurer Sidney J. Wolf
Assistant Secretary William Bayer

Offices

580 Fifth Ave., New York 19, N. Y.
Phone, LOngacre 3-2221

General Manager . . . Michael M. Sillerman
Director of Station Relations

Arthur H. Clement

Mgr. of Sta. Relations . . . James P. Lappin
Research Director Melvin G. Marden
Office Manager Selma Andrews
Account Executive Noel A. Rhys

134 North La Salle St.
Chicago 2, Ill.

Phone, State 4590

Secretary-Treasurer Sidney J. Wolf
Accountant and Office

Manager Elizabeth M. Mueller
Western Sales Manager . . . Naylor Rogers
6331 Hollywood Blvd.
Hollywood 28, Calif.

Phone, Hollywood 5338

Program Director Elaine N. Gonda
Pacific Coast Sales Ralph W. Harker
310 Citizens Building
Cleveland 14, Ohio
Phone, Cherry 4050

Mid-Western Sales Louis M. Bloch, Jr.

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 transcription, eliminating wire charges. At time of going to press, the network includes 325 affiliated stations. 24 fully scripted sustaining shows per week, filling 1 hour per day, seven days each week, to a total of 7 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 exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

Don Lee Productions

1313 N. Vine St., oLs Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Radio, Producers.)

The W. E. Long Company

155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. Harold Gingrich, Dir. of Radio; Jessica Petrie, Office Mgr.; Eugenia Minetz, Copy Chief; Betty Russell and Paul Quan, Producers of Syndicated Transcriptions. SERVICES OFFERED: Transcribed spot campaigns for Bakeries.

C. P. MacGregor

729 S. Western Ave., Los Angeles 5, Calif. Phone, FITzroy 4191. C. P. MacGregor, President; George R. Jones, Manager; F. J. Rudolph, Sales Manager; (For detailed information see listing under Program Producers.)

The Ted Mack Company

4 E. 53rd St., New York 22, N. Y. Phone, MUrray Hill 8-0370. (For complete listing see Program Producers Section).

Mayfair Transcription Company

8511 Sunset Blvd., Hollywood 46, Calif. Phones, CRestview 6-6995, 6-6797. B. A. Joslin, Exec. Vice-Pres.; Vern Carstensen, Prod. Mgr.; Richard Sanville, Dir.; Russell S. Hughes, Script Editor; Skippy Pyle, Asst. Prod.; Florence Jordan, Office Mgr. SERVICES OFFERED: Syndicated transcribed shows, tailor-made transcribed shows, transcribed announcements.

Transcriptions

A select list of the finest in transcribed programs:

MYSTERIES:
 THE AVENGER
 BLACKSTONE - MAGIC DETECTIVE

MUSICALS:
 A DATE WITH MUSIC starring PHIL BRITO
 THE HAPPY GANG
 SMLIN' ED McCONNELL

Write for details and complete list of programs

CHARLES MICHELSON, INC.
 Pioneer Program Producers Since 1934
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8853 Beverly Blvd., Hollywood 36, Calif. Phone, CRestview 1-5275. President, Les Mitchel; Secty. & Treas., G. Madelon Mitchel; Vice President, Arthur B. Hogan; Talent and Production Manager, June E. Hanson. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

Morton Radio Productions, Inc.

360 No. Michigan Ave., Chicago 1, Ill. Phone, Central 4144. President, Morton Jacobson; Secretary, C. Jacobson. SERVICES OFFERED: Transcribed programs. So the Story Goes—260 episodes—Narrative type. This Is the Story—260 episodes (still in production) Narrative type. Louise Massey & the Westerners—156 episodes—Musical program. The Hometowns — 156 episodes — Musical program. Joe Emerson's Hymn Time—156 episodes—Hymn show.

Muzak Corporation

151 West 46th St., New York 19, N. Y. Phone, BRyant 9-1246. Harry E. Houghton, President; Richard Wilson, Exec. Vice-Pres.; K. R. Smith, Vice-Pres.; John R. Andrus, Vice-Pres. & Treas.; Anna M. Kerner, Secretary; A. J. Sayles, Assistant Treasurer and Asst. Secretary; Joseph H. Farrell, Assistant Treasurer. BRANCH OFFICE: 250 West 54th St., New York, N. Y. Phone, CO 5-8552. SERVICES OFFERED: Off-the-air, off-the-line and studio recordings of electrical transcriptions and phonograph recordings, processing and pressing.

(Transcription Division)

Recording Studios, 151 W. 46th St., New York 19, N. Y. Phone, PLaza 7-7712. Processing and Pressing Plant, 250 W. 54th St., New York 19, N. Y. Phone, PLaza 7-7700. President, Harry E. Houghton; Vice-President and General Manager, Richard A. Wilson; Vice-President and Treasurer, John R. Andrus; Director of Sales, Helen S. Wallace; SERVICES OFFERED: Studio, of the line and off-the-air vertical and lateral recordings, complete recording service for radio sponsors and advertising agencies

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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; Sales Manager, Willis B. Parsons; Recording Sales, Charles G. Hicks, Jr.; Program Manager, Herbert H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George E. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager Scott Keek;

Sunset and Vine Streets, Hollywood, Calif. Phone, Hollywood 6161. Manager, Oscar C. Turner; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, Robert Z. Morrison; Taylor and O'Farrell Sts., San Francisco, Calif. Phone Graystone 8700. Manager, William J. Andrews. 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 Orthacoustic transcriptions.

National Radio Features

100 State Street, Albany 7, N. Y. Phone, 4-8226, 8-1311. Vice-President-General Manager, Allen I. Stock; Don Williams, Martha Furman, District Managers; Publicity Manager, Ruth Pearl. SERVICES OFFERED: Special radio productions, used for campaigns and promotions for radio stations in selling un-

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188 West Randolph St., Chicago 1, Ill. Phone, Randolph 9697. Richard Bradley, President; Benjamin Tunick, Secretary-Treasurer. SERVICES OFFERED: Commercial recordings (TOWER label), transcribed productions, spot announcements.

Eugene P. O'Fallon, Inc.

Albany Hotel, Denver 2, Colo. Phone, Keystone 0178. Manager, Gene O'Fal-

lon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

Premier Radio Enterprises, Inc.

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Dea- loge, President and Treasurer; John G. Cella, Vice-President; Wilson Dalzell, Secretary and Assistant Treasurer. SERVICES OFFERED: Producing and recording of custom-built transcriptions and phonograph records.

Press Association, Inc.

50 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-4111. Oliver Gram- ling, Vice-President-Assistant General Manager. BRANCH OFFICES: Offices in 100 principal cities. SERVICES OF- FERED: "SPORTS STAR SPECIAL"—A 15-minute interview and dramatization of personalities who are the "who's who" of the sports world. "SPECIAL ASSIGN- MENT"—A 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news. "PERSONALITY TIME"—A 15-minute interview and dramatization presenting

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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.

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Oliver W. Nicoll, Executive Director; Alma Sandra Munsell, Associate Dir. Representative: Towers of

London, Ltd., 84 Hallam St., London, W. 1. SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, scripts, talent; package live shows, phonograph records, international radio service.

Radio Producers of Hollywood

1651 Cosmo, Hollywood 8, Calif. Phone, Hollywood 8318. Lou R. Winston, Pres.-Owner; M. L. Staggs, Station Relations. BRANCH OFFICE: Hollywood Recorded Features, 75 E. Wacker Dr., Chicago 1, Ill. R. S. Peterson, Pres. SERVICES OFFERED: Complete catalogue of all types of transcribed open and programs 75 different shows, totaling 5,000 quarter hours.

Reeves Sound Studios, Inc.

304 E. 44th St., New York 17, N. Y. Phone, MURray Hill 7-6970. SERVICES OFFERED: Complete film, shooting and disc recording facilities.

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●
Sellers Company

912 Commerce St., Dallas 2, Texas. Phone, Central 5292. J. E. Sellers, Partner and Manager. SERVICES OFFERED: All recording services: Transcriptions, custom built shows, master for Record Companies, spot announcements, slide film strip sound, air checks, portable recording, individual recording, complete

service for commercial phonograph records.

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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 the use of copyrighted music, transcribed library-pogram service, syndicated transcribed tailor-made programs for advertisers.

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Shaffer-Waible, Inc.

270 Park Ave., New York 17, N. Y. Phone, PLaza 8-0344. Partner, Lloyd Shaffer; Partner, Fred Waible; Promotion, A. Alan Levin. SERVICES OFFERED: (For detailed information, see listing under Program Producers).

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Harry Smith Recordings

113 W. 57th St., New York 19, N. Y. Phone, Circle 6-0141. Owner-Recording Engineer, Harry Smith. SERVICES OFFERED: Studio recordings, transcriptions, spots, mastering and phonograph records.

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**Standard Radio
Transcription Services, Inc.**

140 North La Brea, Hollywood 36, Calif. Phone, Webster 9181. President, Gerald King; Vice-President, Milton M. Blink; Secretary, Lewis C. Teegarden; Treasurer, Melva N. Blink; Vice-President & Sales Manager, Alex Sherwood; Production Manager, Harvey J. Richardson, Jr. BRANCH OFFICES: 360 No. Michigan Avenue, Chicago 1, Ill. Phone, State 3153. Vice-Pres., M. M. Blink. 1 E. 54th St., New York 22, N. Y. Phone, PLaza 3-6690. Alex Sherwood, Vice-Pres. SERVICES OFFERED: ET libraries; sound effects and mood music.

Star Transcriptions, Inc.

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

Phone, PLaza 9-2249. President, Stanley J. Wolf; Vice-President, Roy Wilson; Chairman of the Board, Cal Swanson. BRANCH OFFICES: New York, Atlanta, Chicago and Hollywood. SERVICES OFFERED: Transcribed shows.

**Charles Stark Production
Corp.**

366 Madison Ave., New York, N. Y. Phone, Murray Hill 2-2636. Charles Stark, President. SERVICES OFFERED: Transcribed programs, individually tailored spot announcements for broadcast purposes; new series of open end syndicated shows for local sponsorship.

Studio & Artists Recorders

CBS Bldg., 6107 Sunset Blvd., Hollywood 28, Calif. Phone, Hillside 8241. President, Lewis Finston; Manager, Mack Finston; Chief Engineer, William Robinson; Associate Engineer, Gerald Hayman; Exec. Sec., Peggy Carter. SERVICES OFFERED: Recordings, transcriptions, air-checks, masters, processing and pressings.

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Tip Top Productions

Box 2222, Hollywood 28, Calif. Phone, HI 7124—Ext. 20. Executive Producer (radio), Jack Parker; Phonograph Record Dept. Mgr., Ray Bond. SERVICES OFFERED: Transcribed radio programs, phonograph records (Tip-Top Records), special commercial recordings for radio and public address systems.

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Towers of London, Ltd.

37 W. 46th St., New York 19, N. Y. Phone, BRyant 9-9622. President, Harry Alan Towers; Vice-Pres. & National Dir. for U. S., Oliver W. Nicoll. LONDON OFFICE, 84 Hallam St., London, W. 1. SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, script, talent, package live shows, international radio service.

Transcribed Radio Shows

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United Broadcasting Co.

301 East Erie St., Chicago 11, Ill. Phone, SUPERIOR 9114. Exec. Prod., William L. Klein; Commercial Mgr., Egmont Sonderling. SERVICES OFFERED: Operate former World Broadcasting System Studios. Transcribing "Judy & Jane," "Lutheran Hour," "Tell Me, Doctor," and dramatized spot announcements. Making masters for phonograph record companies and operate own processing and pressing plant.

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United Recording Laboratories

1650 Broadway, New York 19, N. Y. Phone, CI 7-3718. Anita Smith-George Adams. SERVICES OFFERED: Instantaneous recording, complete recording facilities, transcribed collectors and documentary library, custom-built programs.

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Thomas J. Valentino, Inc.

1600 Broadway, New York 19, N. Y. Phone, CIRCLE 6-4675-6. Thomas J. Valentino, Pres.; Michael T. Valentino, Vice-Pres. SERVICES OFFERED: Sound effects records, transcriptions, chime & organ recordings pressings, recording service.

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Webber Radio Programs

401 Shops Bldg., Des Moines 9, Ia. Phone, Des Moines 2-0225-6. Owner-

Manager, George W. Webber. SERVICES OFFERED: Transcriptions and production service. Recording Studios.

●

Hal Wilson Radio Productions

6000 Sunset Blvd., Hollywood 28, Calif. Phone, HOLLYWOOD 1714. Hal Wilson, Owner. SERVICES OFFERED: Syndicated E.T. programs, live package shows, E.T. spots.

●

World Broadcasting System, Inc.

(Subsidiary of Decca Records, Inc.)
50 W. 57th St., New York 19, N. Y. Phone, COLUMBUS 5-2300. (For detailed information see listing under Program Producers.)

●

Carter Wright Radio Television Productions

1707 N. Hudson Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Owner. SERVICES OFFERED: Transcriptions, Live Talent.

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Frederic W. Ziv Co., Inc.

1529 Madison Road, Cincinnati 6, Ohio. Phone, PLAZA 1323. Frederic W. Ziv, President; John L. Sinn, Vice-President; Alvin E. Unger, Sales Mgr. BRANCH OFFICES: 501 Madison Ave., New York, N. Y. Phone, MURRAY HILL 8-4700. John L. Sinn, Vice-Pres. 1001 Taft Bldg., Hollywood, Chicago, Ill. Phone, Franklin 8917. E. J. Broman, Mgr. SERVICES OFFERED: Network and transcribed programs.

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By **DEEMS TAYLOR**

President, American Society of Composers, Authors and Publishers

THE American Society of Composers, Authors and Publishers now is in its 35th year of service to commercial users of music and to its members. It begins the year 1948 with a writer membership (composer and author) of 1888, and a publisher membership of 306. When Victor Herbert and eight associates formed the Society in 1914 the entire membership was a little more than 100. Its licensees number more than 37,000. Its chief purpose is the protection of its members' music performing rights. This is done through a system of licensing commercial enterprises making use of music.

Perhaps the most significant trend of the Society in recent years has been its amplified service to the symphonic, concert and recital field. In the early years the Society's licensees were chiefly in the popular music field, with its membership largely men and women creating music of the popular type. The Society now follows the pattern of similar Societies in other countries, including in its repertoire music of the standard or serious type as well as popular music. The trend is reflected in the increasing proportion of standard composers within ASCAP's membership. The ratio of the standard to popular members is one to two.

The users of serious music in steadily increasing numbers are finding the ASCAP repertoire a valuable source of important program items, and the simple machinery of the ASCAP license a highly desirable asset.

In radio's increasing use of serious music the enlarged ASCAP repertoire has been found particularly helpful. ASCAP, including the creators of every conceivable type of music for every conceivable use, has grown to be truly a national institution, its membership representing every state and territory of the U. S., as well as other lands whose creative talent has found a home in America.

There are 159 women members of ASCAP, the proportion of women in the serious field being larger than that of men. Whereas there is one serious music composer for every two in the popular field, the division of women is about equal in the two fields.

In January 1948 the Thomas Y. Crowell Co. published the ASCAP BIOGRAPHICAL DICTIONARY which includes data covering every member of the Society.

ASCAP has headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Deems Taylor is President. A Board of 24 directors through its revolving Executive Committee of three members exercises supervision of the affairs of the Society. Administrative executives include Herman Greenberg, Sales Manager, in charge of all licensing activities; George A. Hoffman, Comptroller, in charge of accounts, finance and general personnel; Richard F. Murray, Manager of Foreign Relations, in charge of foreign matters, all internal statistical departments and publicity department; Herman Finkelstein, Resident Counsel. Schwartz & Frohlich are general counsel.

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 Foreign & Domestic Music Corp.
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 Forster Music Publisher, Inc.
 Fortune Music, Inc.
 Fowler Music Co.
 Fox, Sam, Publishing Co.
 Pallma Music Publishers, Inc.
 Franklin, John, Co., Inc., The
 (Formerly: Kay & Kay, Inc.)
 GI Music
 Galaxy Music Corporation
 Gamble Hinged Music Co.
 Wulschner Music Co.
 Gaumont Music Publishers, Ltd.
 Gem Music Corporation
 Conrad, Con, Music Pub., Ltd.
 General Music Publishing Co., Inc.
 Georgeoff, Evan, Mus. Pub. Co.

• • • **ASCAP PUBLISHER MEMBERS** • • •

- Concert Music Pub. Co.
 Montrose, F., Mus. Pub. Co.
 Gershwin Pub. Corp.
 Glenmore Music, Inc.
 Global Music, Inc.
 Harvest Songs Co.
 Goldmine Music, Inc.
 Goldwyn, Samuel, Music Pub. Corp.
 Goodman Music Co., Inc.
 Handman & Goodman, Inc.
 Handman, Kent & Goodman, Inc.
 Universal Music Co., Ltd.
 Gordon, Hamilton S., Inc.
 Algonquin Pub. Co.
 Gordon, Hamilton S., Estate of
 Gordon, Hamilton S., Music Pub.
 Gordon, S. T., Music Pub.
 Gordon, S. T., & Son, Music Publishers
 Himan, Alberto, Music Pub.
 Wise, Jessie Moore
 Wise, Wm. H., & Co.
 Gordon, Kaufman & Real, Inc.
 Grand Music Corp.
 Artists Music Corp.
 Gray, H. W., Company, Inc.
 Gray, H. W., Co.
 Greenwich Music Co., Inc.
 Guild Music Publishers, Inc., The
 Hall-Mack Company
 Geibel, Adam, Music Co.
 Handy Bros., Music Co., Inc.
 Hansen, Charles H., Music Co.
 Hargail Music Press
 Harman Music, Inc.
 Harmony Music Corp.
 Harms, Inc.
 Harms, T. B., Company
 Harris, Charles K., Music Pub. Co., Inc.
 Harris, Chas. K., Mus. Pub.
 Homeyer, Chas., W. & Co., Inc.
 Best Music, Inc.
 Hope Publishing Company
 Biglow-Main-Excell Co.
 Excell, E. O., Co.
 Tabernacle Pub. Co.
 Howard, Joe, Music Pub.
 Hudson Music Corp.
 Huntzinger, R. L., Inc.
 J. P. Music Co.
 Jacobs, Walter, Inc.
 Abt, Valentine
 Bates & Bendix
 Bendix, Theodore
 Eby, Walter M.
 Farrand, Van L.
 Gay, Mace, Catalog
 Jacobs, Walter, Inc. (cont'd)
 Jaques, Percy
 Musiclovers Co.
 Partee, C. L., Music Co.
 Shattuck, B. E.
 Virtuoso Music School
 Jayvee Music Pub. Co.
 Jefferson Music Co.
 Jenkins Music Company
 Jewel Music Pub. Co., Inc.
 Jones, Isham, Music Corp.
 Jungnickel, Ross, Inc.
 Kanes Music Publishers
 Keane, Michael, Inc.
 Kearney Music Co.
 Kelton, Inc.
 Kendis Music Corporation
 King, Charles E.
 Kuhn, Dick, Music Corp.
 La Salle Music Publishers, Inc.
 Gilbert, L. Wolfe, Mus. Pub. Co.
 Schuster & Miller, Inc.
 Lake Shore Pub. Co., Inc.
 Leeds Music Corp.
 Am-Rus Music Corp.
 Consolidated Mus. Pub. House
 Down Home Music Co.
 Kaycee Music Co., Inc.
 Mayo Music Corp.
 Melrose & Montgomery
 Olman Mus. Corp.
 Wabash Music Co.
 Leslie, Edgar, Inc.
 Leslie Music Corp.
 Lewis Music Pub. Co., Inc.
 Lincoln Music Corp.
 Capano, Frank, Music Pub.
 Loeb-Lissauer, Inc.
 Kalmar & Ruby Music Corp.
 Lombardo Music, Inc.
 Lorenz Publishing Co.
 Tullar-Meredith Co., Inc.
 Ludwig Mus. Pub. Co.
 Lyric Music Publishers, Inc.
 Silver, Frank, Music Pubs., Inc.
 Spencer, Norman, & Son
 Macap Music Publishers, Inc.
 Bernard, Al., Song Publications
 Manhattan Music Publishers
 Manor Music Company
 Marchant Music Publishers
 LaBarre, Gene, Inc.
 Melody Publishing Corp.
 Tucker-Marchant Music Publishers
 Marlo Music Corp.
 Martin Music
 Maurice, Peter, Music Co., Ltd., The
 Maurice, Peter, Inc.
 Maxwell-Wirges Publications
 Mayfair Music Corp.
 Davis, Joe, Inc.
 Mayfair Music Corp. (cont'd)
 Triangle Music Pub. Co., Inc.
 McKinley Publishers, Inc.
 Melo-Art Music Publishers
 Melomusic Publications
 Melrose, Walter, Music Co.
 Melrose Music Corp.
 Melrose Bros. Music Co., Inc.
 Mercury Music Corp.
 Milene Music
 Miller, Bob, Inc.
 Pla-A-Song Co.
 Streamline Editions
 Miller Music Corp.
 Miller Music, Inc.
 Noble, Johnny
 Sherman, Clay & Company
 Mills Music, Inc.
 American Composers, Inc.
 Beck, Mort
 Clark, Frank, Mus. Co.
 Daly, Joseph, Mus. Pub. Co.
 Edwards, Gus, Mus. Pub. Co.
 Gordon & Rich, Inc.
 Gotham Attacks Mus. Co.
 Gotham Mus. Service, Inc.
 Jerome, M. K.
 Jerome & Schwartz Pub. Co.
 Kalmar, Puck & Abrahams, Consolidated
 Keit Music Corp.
 Kornheiser, Phil, Inc.
 Lincoln, Harry J., Music Co.
 Morse, Theodore, Music Co.
 Nelson, Jack, Mus. Co.
 Stark & Cowan, Inc.
 Stept & Powers, Inc.
 Sterling Songs, Inc.
 Sunlight Mus. Co., Inc.
 United States Music Pub. Co.
 Vandersloot Music Pub. Co.
 Waterson, Berlin & Snyder Co.
 Waterson, Henry, Inc.
 Williams, Harry, Mus. Co.
 Monaco, James V., Inc.
 Mood Music Co., Inc.
 Morris, Edwin H., & Co., Inc.
 Mercer & Morris, Inc.
 Morris, Joe, Music Co.
 White-Smith Mus. Pub. Co.
 Movietone Music Corp.
 Musette Publishers, Inc.
 Music Makers Publishing Co.
 Berk. Lew, Music Co.
 Musical Works
 Mutual Music Society, Inc.
 National Music Pub. Corp.
 Nazarene Publishing House
 Bilhorn Bros. Mus. Co.
 Lillenas Pub. Co.
 New World Music Corp.
 Noble Music Co., Inc.
 Northern Music Corp.
 Novelty Music Company

• • • **ASCAP PUBLISHER MEMBERS** • • •

- O'Flynn, Charles, Publications
 O'Kay Music Company
 Owens-Kemp Music Co.
 Oxford Music Corp.
- Paramount Music Corp.
 Popular Melodies, Inc.
 Spier & Coslow, Inc.
- Paull-Pioneer Music Corp.
 Rossiter, Harold, Mus. Co.
 Pepper, J. W., & Son, Inc.
 Photo Play Music Co., Inc.
 Luz Brothers Music Pubs.
 Music Buyers Corporation
 Pic Music Corp.
 Piedmont Mus. Co., Inc.
 Pinkard Publications, Inc.
 Pinkard Publications
 Players Music Corp., The
 Plymouth Music Co., Inc.
 Browne, Ted, Music Co.
 Popular Music Co.
 Portilla Music Corp.
 Presser, Theodore, Company
 Pyramid Music Co.
- R. F. D. Music Pub. Co., Inc.
 Record Songs, Inc.
 Remick Music Corp.
 Remsen, Alice
 Rhyme & Rhythm, Inc.
 Rialto Music Pub. Corp.
 Ricordi, G., & Co., Inc. (of N. Y.)
 Ringle, Dave
 Crescent Music Co.
 Famous-Writers Co.
 Goulden Leng Co.
 Krey, Geo. M., Co.
 Maytone Music Co.
 Song Creators Co.
 Tracy, Wm., Pub. Co.
 United Music Publishers
 World Music Co.
 York & King Pub. Co.
- Ritchie Music Co., Inc.
 Ritter, Tex, Music Publications,
 Inc.
 Robbins, J. J., & Sons
 Robbins Music Corporation
 Abrahams, Maurice, Inc.
 Metro-Goldwyn-Mayer Corp.
 Out of the World Pub. Corp.
 Sonnemann Mus. Co., Inc.
 Twentieth Century Music Corp.
 Universal Music Corp.
 Whiteman, Paul, Publications
 Wiedoeft, Rudy, Mus. Pub. Co.
- Rodeheaver Co., The
 Rossiter, Will
 Row, R. D., Music Co.
 Riker, Brown & Wellington,
 Inc.
 Row, R. D., Inc.
 Roy Music Co., Inc.
 Royal Music Publisher
- Rubank, Inc.
 Carlson, M. L.
 Finder & Urbanek
 Victor Music Co.
 Ruval Music Co.
 Rytvoc, Inc.
 Burke Doyle Music Co.
 Major Music, Inc.
 Tesio, P., & Sons
 Tesio-Major
- Santly-Joy, Inc.
 Santly Bros., Inc.
 Santly Bros.-Joy, Inc.
 Santly-Joy-Select, Inc.
 Select Music Publications, Inc.
 Saunders Publications
 Schirmer, G., Inc.
 Heffelfinger, R. W.
 Sanders-Weiss, Inc.
 Schroeder, D. L.
 Schroeder & Gunther, Inc.
 Schwarz, Merrell, Music Co., The
 Shapiro, Bernstein & Co., Inc.
 Shattinger Piano & Music Co.
 Shilkret, Nathaniel, Music Co.,
 Inc.
 Quincke, W. A., & Co.
 Shubert Music Pub. Corp.
 Simon, George, Inc.
 Sinatra Songs, Inc.
 Skidmore Music Co., Inc.
 Skylark Songs Music Publisher
 Society for the Publication
 Of American Music, Inc.
 Southern Music Pub. Co., Inc.
 Spier, Larry, Inc.
 Helf & Hager Co.
 McKinley Music Co.
 Root, Frank K., & Co.
 Spina-Green Music Corp.
 Sprague-Coleman, Inc.
 Sprague-Coleman
 Standard Music Publishers, Ltd.
 Stanley Music, Inc.
 ARA, Inc.
 Morris, Boris, Music Co.
 Stanwood Music Corp.
 Starlight Music
 Stasny Music Corp.
 Bibo-Lang, Inc.
 Stasny-Lang, Inc.
 State Music Pub. Co., Inc.
 Stephens, Bob, Inc.
 Stept, Inc.
 Stone Music Corp.
 Summy, Clayton F., Co.
 Sun Music Co., Inc.
 Weil, Milton, Music Co., Inc.
 Sunset Music Publishers
 Superior Music, Inc.
- Tempo Music, Inc.
 Tempo Pub. Co., The
 Thomas, John, Music Corp.
- Tin Pan Alley
 Tobias & Lewis, Music Pubs.
 Tone Music Co.
 Transcontinental Music Corp.
 Triangle Music Corp.
 Tropical Music Publishers
- United Music Corp.
 University Music Corp.
 (Formerly: Brown & Henderson,
 Inc.)
 Urban Music Publications
- Variety Music
 Victor Publishing Co.
 Victoria Publishing Co.
 Viking Music Corp.
 Villa Moret, Inc.
 Vogel, Jerry, Music Co., Inc.
 Crumit, Frank, Songs Co.
 Haviland, F. B., Pub. Co.
 Worth, Geo. T., & Co.
 Volkwein Bros., Inc.
 Agnew, J. E., Publications
 (Band & Orchestra Catalog
 Only)
 Bellefield Pub. Co.
 Caton Pub. Co.
 Crist, D. W.
 Dabney, W. R., Music Co.
 Groene Music Pub. Co.
 Volkwein Bros., Inc. (cont'd)
 Hall, Ellis B.
 Heltman, Fred
 Nirella, Danny
 Southwell, Geo., Pub. Co.
 White House Publications, The
 Von Tilzer, Harry, Music Pub. Co.
- Warock Music, Inc.
 Warock Music Co.
 Warren, Harry, Music, Inc.
 Waverly, Jack
 West'rn Music Pub. Co.
 Williams, Clarence, Music Pub.
 Co., Inc.
 Ahleim, Walter C., Music Co.
 Clifford, Frances, Music Co.
 Maison-Blanche Music Co.
 Piron, A. J., & Co.
 Thomas, George W., Music Co.
 Williamson Music, Inc.
 Willis Music Co.
 Windsor Music Corp.
 Witmark, M., & Sons
 Wood, B. F., Music Co.
 Woodward Music, Inc.
 Words & Music, Inc.
 Davis, Coots & Engel, Inc.
 Engel, Harry, Inc.
 Keit-Engel, Inc.
 World Music, Inc.
- Yankee Music Pub. Corp.
 Italian Book Co.

BROADCAST MUSIC, INC.

By CARL HAVERLIN

President

IN EXISTENCE but seven years, BMI is a symbol of an industry's initiative in creating the competition which freed it from a monopoly that once threatened its very economic life. During this time, broadcasters have not only carried out their original competitive plan but have brought into being an organization of international musical importance.

Today all but four of the broadcasting stations of the United States and Canada, as well as national and regional networks are BMI licensees. In addition, there are close to 2,000 hotels, night clubs and other establishments where music is performed, licensed by BMI.

Apart from its affiliations with established societies and music publishers, BMI as a matter of policy has opened and developed new sources of music by American composers, creating a vast repertoire that otherwise might never have seen the light of day. BMI has stimulated and encouraged in this way, hundreds of talented young writers and new publishers, thus building up its reservoir of music in all fields—popular, folk, educational and standard. The acquisition of new properties is a continuing process in the realm of American music. Available for BMI licensees are nearly 50,000 recorded and transcribed compositions of every description.

In August of 1947, Associated Music Publishers, Inc., became a wholly owned subsidiary of BMI, making its vast store of music of the world available to BMI licensees. Early this year seven leading Italian publishers assigned their U. S. performing rights to BMI, the deal involving some 5,000 compositions and copyrights, adding to the BMI store of Italian popular, operatic and other serious music.

BMI's foreign reservoir of music has been built on a practical foundation. The house of Breitkopf for instance, is not only the greatest music publishing firm in Germany but the oldest known publishers of music, dating back to the days of Bach. Apart from Continental affiliations, BMI has the largest catalogue of Latin-American music-rights extant, including that of the societies of Cuba, Chile, Colombia, Mexico and Brazil. These foreign rights are supplementary to the catalogues of more than 1,000 American and Canadian firms affiliated with BMI, a well rounded repertory.

OFFICERS of BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-president and general counsel; Charles A. Wall, vice-president in charge of finance; Robert J. Burton, vice-president in charge of publisher relations, and Claude C. Boydston, controller.

DIRECTORS (elected annually): Justin Miller, chairman; Sydney M. Kaye, vice-chairman; John Elmer, WCBM; William S. Hedges, NBC; Leonard Kapner, WCAE; Joseph A. McDonald, ABC; Paul Morency, WTIC; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry, Inc.; Robert D. Swezey, MBS, and Herbert V. Akerberg, CBS.

B M I P U B L I S H E R S

PUBLISHERS

- A-B Company Song Productions
 A. M. S. Music Collaborators
 A-1 Music Publishers of Amer.
 Academy Music Co.
 Ace Music Co.
 Acme Music Corporation.
 Acuff-Rose Publications
 Adams-Vee & Abbott, Inc.
 Adanac Music Company
 Adelphi Press, The
 Ahlefeld-Daniels Publications
 Airlane Music, Inc.
 Airwaves Music Publishing Co.
 Aladdin Music Publications
 Albin Tunes Publishers
 Alexander, Perry
 *Algonquin Music, Inc.
 All American Publications
 Allen and Klink Music
 Allen, Bud Publications
 Allen Intercollegiate Music, Inc.
 (B.M.I.)
 Allen, Rick Publications
 Allied Music, Inc.
 Altschuler, Joe
 Alva Music Publishing Company
 Alvin Music Corporation
 Ambrose, Adaline C.
 American Composers Alliance
 American Music, Inc.
 American Performing Rights
 Society, Inc.
 American Song Publishing Co.
 Amigo Music Publishing Co.
 Anchorage Music Publishers
 Apex Music, Inc.
 Appleton-Century, D. Co., Inc.
 (B.M.I.)
 Aragon Music Company
 Arberne Music Co.
 Arcadia Valley Music Publishing
 Art Melody Studios
 Art Music Company
 Ascot Publishing House
 Associated Composers, Inc.
 Atomic Music
 Aurora Music Publishers
 Austry, Gene Music Publishing
 Avery Music Company
 Avon Music, Inc.
 Azteca Music Company
- B. & B. Music Co.
 B-K Publishing Company
 B. M. S. Music Company
 Bach Music Publishers
 Baker Brothers
 Ball Music Publishing Company
 Ballard, Fred C.
 Balling, Matthew Music Pub.
 Baltimore Music Publishers, Inc.
 Banbury Music, Inc.
 Bar Music Publishing Company
- Barclay Music Company
 Barnes, Samuel D.
 Barnett, John W.
 Barnhart Music Corporation
 Barron, Jack
 Barron Music Company
 Barry, Bessie
 Barthel, Inc.
 Bartlett & Hartmann Music
 Baskin, Sidney
 Beacon Music Company
 Bebe Music Company
 Becker-Williams Publications
 Bell Music Co.
 Bell-Tone Music Publishing Co.
 Bellasai, Nino
 Belmont Music Company (Cole)
 Benald Music Publications
 Benatzky, Ralph Dr.
 Benson Music Company
 Berbert, E. M.
 Berger Publishing Company
 Berwick Music Corp.
 Beverly Music Company
 Biehl, Rose
 Billboard Music Publishing Co.
 Biltmore Music, Inc.
 Bison Music Publishing Co.
 Blane Music Company
 Blazon Music Company
 Block, Martin Music Inc.
 Blount, Burley
 Blue Bell Music Publishing Co.
 Bluebird Music Company
 Blue Jay Publishing Co.
 Blue Note Records
 Blue Ridge Publishing Corp.
 Bluestone-Bernard Music Pub.
 Boozey Music Publishers
 Botkin, Gene
 Bouma, G. H.
 Branders Music Company
 Brent, Stanford F.
 Brightlights Music Publishing
 Broadcast Music, Inc.
 Burns & Crowe Publications
- Calumet Music Co. (Cole)
 Campbell-Porgie, Inc.
 Cardinal Music Company, The
 Cardinal Music Publications
 Cascales, Joe, Music Publisher
 Chelsea Music Corporation
 Cherio Music Publishers, Inc.
 Cine-Mart Music Publishing Co.
 Clover Publishing Company
 Coast to Coast Music Corp.
 Cole Corporation. M. M.
 Colonial Music Publishing Co.,
 Columbia Music Publishers
 Continental Music Company
 Continental Music Publications
 Continental Record Co.
 Cornell Music Company
- Cosmopolitan Music Publ., Inc.
 (Colonial Music Pub. Co.)
 Country Music
 Courtney Music Publications
 Crocker, Al
 Crosby, Everett N., Ltd.
 Cross & Winge (American Mu-
 sic, Inc.)
 Cross Music Company
 Crossroads Music Co.
 Crown Music Co., Inc., Ltd.
 Crown Music Company
 Cundy-Bettoney Company, Inc.,
 Darrell, Jack, Music Publisher
 *Davis, Jimmie Music Corp.
 (A.P.R.S.)
 Dawn Music Co.
 De Santis, Frances
 Dexter, Al and Paris, James
 Dexter, Al, Music Publishing
 Dial Music Corporation
 Diamond Music Company
 Dinehart Music Company, The
 Dixie Music Publishing Co.
 Domino Music Corporation
 Doraine Music Publishing Co.
 Doraine, Peter, Inc.
 Doray, T., Music Publishing
 Dot Music Publishers
 Douglas Publishing Company
 Dream Music
 Dreamo Music Publications
 Du Val Music Publishing Co.
 Duchess Music Corporation
 Dulcet Tunes
 Dunray Music Company
 Duo Music Publishing Corp.
 Dynamic Music Company
- *Eagle Music Company
 East Coast Music Publications
 Eastern Publications
 *Eberle-Maxted Music Co.
 Eccma Music Company
 Echoes of Victory Music Pub.
 Editions Internationale Basart,
 Inc., Les
 Editions Musicales Victoria Mu-
 sical Editions
 *Editora Dominicana De Musica,
 C. Por A.
 Edwards, Norman, Music Pub.
 Elektrann Music Pub. Co.
 Elite Music, Inc.
 Elkane Music Company
 Elmore, C. M. Publisher
 Elsmo Bros. Publishers
 Embassy Music Corp.
 Emcee Publishing Company
 Emco Music Company
 Emerson Music Pub., Inc.
 Emorey Music Company
 Empire Publishing Company

BMI PUBLISHERS

Encore Music Publications, Inc.
 Englewood Music House
 Enos, Clyde
 Esquire Music Co.
 Essay Music Company
 Essex Music Publishing Co.
 Essee Music Publishing Corp.
 Excelsior Music Publishing Co.
 Executive Music Corporation

F & J Publishing Company
 Fairfax Music Company
 Fairway Music Company
 Fantasia Music Publishing Co.
 Fashion Music Publishing Co.
 Fassio, A. (Marks)
 *Favorite Music Company
 Fillerdelphia Music Company
 Film Music Producers
 Fine Arts Music Publishers Co.
 Fine Songs
 Flamingo Music
 Fletcher Publishing Company
 Florida Music Company
 Folk Songs
 Ford Music, Inc.
 Forest Glen Music Publishers
 Foster, Robert E.
 Four-Star Music Company
 Fowler, Wallace Publications
 Fox Music Company
 Fragos-Moore Incorporated
 France Music Company
 Franciosa Song Publications
 Francis & Wilmore Music Pub.
 Franco-American Publications
 Frederic, Will Music Publishers
 Freed & Hall Music Publishers
 Freeman, Albert Edward
 Freeman Music Company
 Friedly, Lowell G. & Company

G & W Music Publications, The
 G. D. S. Music Publishers
 G. M. S. Music Publishing Co.
 G. V. C. Music Publishing Co.
 Gaal, Charles J. & Co.
 Gala Music Publishing Corp.
 *Gala Record Corporation
 Gamma Music, Inc.
 Gardner, J. C.
 General Music Publications
 Gift Haven Publishing Co.
 Gilbert, Dick
 Gil-Rod Music Publishing Co.
 Glen Publishers
 Glick Music Company
 Globe Music Publishing Co.
 Globe Publications
 Golden, Jo, Music Publisher
 Golden Melody Music Company
 Golden Tune Publishers
 Golden West Melodies, Inc.
 Golden West Music Publications
 Gollatz Music Publisher

Goode Music, Inc.
 *Gordon Music Company
 Gordon Music Publisher
 Graham Music Company
 Grand Central Music Company
 Great Western Music Company
 Greater New York Music Corp.
 Greenwood, Livingston
 Grimes Music Publishers
 Guy Publishing Company, The

H. M. Banner Publications
 Haims, P. L.
 Hall, William
 Hampton Publications, Inc.
 (Marks)

*Happy Songs, Inc.
 Harmony House
 Harmony Music Publishers
 Harris & Lane Publications
 Hawaii Conservatory Pub. Co.
 Hill and Range Songs, Inc.
 *Hillbilly Music Publishing Co.
 Hilliard-Currie Music Publishers
 Hinds, Hayden & Eldredge, Inc.
 (B.M.I.)

Hit Parade Publications
 Hoosier Music Publishers
 Horvath, Joseph
 Howard, Jack, Publications, Inc.
 Humphries, Bruce, Inc.
 Hynnes Music Company

Imco Music Publishing Co.
 Imperial Music Publishing Co.
 Indigo Music, Inc.
 Inter-American Music Pub. Co.
 Irma Music Company

Jo-Ann Music Company
 *Johnstone Music, Inc.

Kammen, J. & J., Music Co.
 *Kaolene Corp.
 Kaymusic Publishers
 Kelly Music Publications
 Kelton-Romm Music Company
 Keystone Music Co.
 King-Del Music Publishers
 Kit Music Company
 Krygier, Joseph

La Casa Del Rio Music Pub.
 Lambiotte, O. J., Music Pub.
 Lang-Worth Publications, Inc.
 Latin American Publishing Corp.
 Lanier Music Company
 Lural Music Publishers, Inc.
 Lora, Rosemary
 *Lee Music
 *Lester, J. L., Music Company
 Liberty Music Publishers
 Little Jazz Music Pub., Inc.
 Livingston & Evans Music Co.
 *Lois Music Publishing Co.
 Lomax, Carl, Music Publishing

London Music Corp.
 Lone Star Music Co.
 Long, J. Baxter
 Lucky Music Publishers
 Lynch, Edward J.
 Lyric Music Co.

Mac Gregor, Grant
 Mack Music Company
 Mack-Nell Publications
 Maestro Music Company
 Magnet Music, Inc.
 Magnolia Music Corp.
 Main Street Songs, Inc.
 Majestic Music Company
 Major Minor Music
 Manhattan Melodies Music Pub.
 Mank's, Chaw, Blue Ribbon
 Music Co.

Maresh Music Co.
 Marks, E. B. Music Corp.
 Mar-Lane Music Publishers
 Mars Music Publications
 Marsales, Frank
 Master Melodies Music Pub.
 Mayer, Isabel C.

Mayhams Music Company
 Medallion Music Corp.
 *Melben Music
 *Mellin Music, Inc.
 Mellow Music Publishing Co.
 Melo Music Co.

Melo-Song Publishers
 Melody Hall Music Publishers
 Melody Lane, Inc. (Peer)
 Melody Moderne Incorporated
 Melody Music Company
 Melody Music Publications
 Melody Song Bureau
 Memphis Music Publishers, The
 Mercury Music

Merico Music Company
 Merit Music, Inc.
 Merit Music Publishing Co.
 Meritt Publications
 Merry Melodies Song Co.
 *Merrymount Music Press
 Merrywood Publishers
 Metro-Marr Publishers
 *Metro-Music

Metropolitan Music Company
 Metropolitan Music Publishers
 Meyers, Midgey
 Miami Music Publishers
 Midor Publishing Company
 *Midget Music, Inc.
 Midland Music Company
 Midwestern Publishers
 Mike-Tunes
 Millbrook Music
 Millburn Music Publishers, Inc.
 Miller, Charles
 Miller-Grau
 Miller Music Company
 Milligene Music Publishing

B M I P U B L I S H E R S

- Mipa Productions, Inc.
 Miracle Music Company
 Mission Hills Publications
 Missud, Jean M. (B.M.I.)
 Mitchell, Margaret Smythe
 Mode Music Publishing Co.
 Modern Jazz Publishers, Inc.
 Modern Melo Melody Publications
 Modern Melodies Publishing Co.
 Modern Music Publishing Co.
 Modern Standard Music Co.
 Moderne Editions (Cole)
 Moderne Publications (Cole)
 Mohawk Music Publishing Co.
 Monahan Music Publications
 Monarch Music Company
 Mongiello, Cosmo Andreotti
 Monmouth Publishing Company
 *Mono-Music
 Monroe Publications
 Moon Ray Music Publishers
 Moorhead, Paul G.
 Moreland Music Publishing
 Morris Music Publications
 Morrison & Ewing
 Morrison Music Company
 Morrissey Music Company
 Morse, Dave Studio Publishing
 Moss, Albert W.
 Motley Music Publishing Co.
 Motor City Music Publishers
 Mount Vernon Publications
 Mountain Music Company
 Mountain State Music Pub.
 Movieland Music Publishers
 Murray Music Company
 Murray Music Publishers
 Musart, L. C. Publications
 Music Art Publications
 Music Bar Publishers
 Music Box Melodies
 Music City Copyrights
 *Music Counter, The
 Music Enterprises
 Music for Frets
 Music For young America Co.
 Music Incorporated
 Music Manuscript Reporter
 Music Products, Inc.
 Music Row Publications
 Musical Melody Publishers
 Musicana, Inc.
 Musin, Ovid (Marks)
 *Mustang Music Pub. Co.
- Neff, George H.
 Nelrod Music Publishers
 Nelsen Music Publications
 Nelson Music Publications
 Nelson, Overson Publications
 Neptune Music Publishers
 New England Song Publishing
 New Era Music Corporation
 New Harmony Music Publishers
 New York Music Publishing
 Newton, Al
 Niehoff, Dolorosa
 Nicksch, Donald E.
 Mimisilla Music Company
 Nolan Music Co.
 Nolton, Frances Stuart
 Nurdyke Publishing Company
 Normandy Music, Inc.
 Normay Music Company
 Northeastern Music Company
 Northern Bell Music Pub. Co.
 Nosnaws Music Company
 Noteworthy Music, Inc.
- Oahu Publishing Company
 Ocean-Spray Music Company
 Olin, Milton E.
 Olson, Nils
 Olympian Agencies
 Onyx Publishers
 Orange Music Publishers
 Original Music Publishing Co.
 Oriole Tunes
 Orłowski, John R.
 Otten & Kemp
 Out West Music Publisher, The
 Ozark Mountain Music Pub.
- P. M. Music Publishing Co.
 Pacific Coast Music Publishers
 Pacific Music Publications
 *Palladium Music Publishing Co.
 Palmer Music Company
 Palomar Music Corp.
 Pan-American Publications
 Parade Music Company
 Paradise Music Company
 Paragon Publishers
 Paris, James B.
 Parmelee, Gilbert
 Pastor Music Co.
 Paterson, James A.
 *Patmar Music Company, Inc.
 Patriotic Music Publishing Co.
 Patton, Jack
 Paty Publishing Company, The
 Paxton, Margaret O.
 Pearl Music Company, Inc.
 Peck, Leah
 Peer International Corporation
 Peerless Music Publishing Co.
 Pelkonen, Matt, Music Co.
 Peloubet, William Spalding
 Pemora Music Company, Inc.
 Penn, Julius, Jr.
- Penn, Richard T.
 Penn-Sylvan Publications
 Personal Publications
 Peskin Music Publishing Co.
 Petrie, H. W. (Marks)
 Pettett, L. J.
 Petyak Publishers
 Phono-Tunes Music Company
 Piehl, Hilda
 Pittman, Pete, Publications
 Pitts, P. S., Publications
 Plamor Music Company
 *Plumb, Neely Publishing Co.
 Pond, Frank, Music Company
 Porgie, Debin & Friedman, Inc.
 Portland Music Company, The
 Prelude Music Co. (Marks)
 Premiere Music Publishing Co.
 Prestige Music
 Preview Music Company
 Pre-View Publications
 *Princess Publications
 Pritchett Publications
 Pro Musica Publishing Co.
 Propoggio, R. N.
 Prosser Music Publishing Co.
 Proven Publications
 Putman Publications
- Quaker Music Company
 *Quality Music Company, Inc.
 Quincy Music Publishers
- R. R. Publishers
 R. S. Rose Publishing Co.
 Radio & Video Music Pub.
 Radio Music Company
 Radio Music Publishers
 Radio-Recording Songs, Inc.
 Radio Screen Music Pub. Co.
 Rainbow Melodies Music Co.
 Rainbow Music Publishers
 Rainier Music Publishers
 *Rancho Music
 Randolph, Al, Publications
 Ray Music Publishing Company
 Raybert Music Company
 Raymore - McCollister Music Publishers
 Rayven Music Co., Inc.
 Real Music Company
 Recker, Robert, Music Co. (Marks)
 Record Music Publishing Company
 Recordo Music Publishers
 Redskin Publishing Co.
 Redwood Music Co., Inc.
 Reed, Harold Jobe
 Reeny Rhythms
 Rees, H. E., Music Publishers
 Reeves, John Frank
 Regal Music Company
 Regal Music Company, Ltd.
 Regent Music Corp.

BMI PUBLISHERS

- Reid & Singer Music Publishing Co.
 Reis & Taylor, Inc.
 Remarque Music Publishing Co.
 Renown Music, Inc.
 Republic Music Corporation
 Retter, Louis, Music Company
 Reveille Music Co.
 Revilo Music Co.
 Rex Music Publishers
 Reynolds-Bickel
 Rhapsody Publications
 Rhodes, David W.
 Rhythm Publishing Company
 Rhythms Of The West
 Richardson Songs
 Richmond Melodies
 Richter, Dr. William B.
 Ricordi, G. & Co.
 Rinehart, Marion W., Music Enterprise
 Ringwald Publications
 Rinker, Charles, Music Pub.
 Rion, Johnny
 Rivervale Music, Inc.
 Rod Jon Music Company
 Rodenberg, Edward L.
 Roe, Gilbert
 Romance Music Publications
 Romaunt Music Publications
 *Romay Music, Inc.
 Romeo Twin Publishing Co.
 Roque, Julio
 Rork, Ernest A., & Son
 Rosen, Raymond
 Rosetti, Joseph
 Roslyn Music Company
 Ross & Howard
 Ross, Hugh K.
 Ross Music Company
 Ross Music Pub. Co.
 Rossi, Edward and Louis
 RosSongs Music Publishers
 Roth, Elizabeth
 *Roth, Howard H. & Co., Inc.
 Rousseau Publishing Co.
 Roy, Mary
 Royal Crown Music Company
 Royal Gorge Music Publishing
 Royal Music Corporation
 Royalty Music Company
 Rubens, Mark
 Ruby Music Co.
 Rudell Music Publishing Co.
 Rudy Vallee Music Publications
 *Rujanart Music Publications
 Russell, Willard
 Russian-American Music Pub.
 Ruth, Barbara

 S. B. G. Music Publishers
 Salamanca Music Publishers
 Salvatori Music Company
 *San Juan Music Publishing Co.

 Sanders, Zeb V.
 Sapphire Music Publisher
 Savoy Music Company
 *Sawaya Publications, Inc., The
 Saxophone Music Company
 Scala Music Publishers
 Schael, August, Company
 Schell, William D.
 Scheuerle Bros. Music Publishers
 Schillinger, Arthur E.
 Schirmer, E. C., Music Co.
 Schofer, Kitty James
 Scholl Publishing Company
 Schumann Music Company
 Scripser's
 Seattle Music Publishing Co.
 Seidel, Emil, Music Pub'g Co.
 Sentinel Music Publications
 *Serac Publishing Co.
 *Sgambellone, G., Music Publishers

 Sharkey Music Publishing Co.
 Shavers, Herman
 Shaw, Charlie, Publications
 Shelby Music Publishing Co.
 Sheldon - Mitchell Publishing
 Shelhamer, Ben, Jr.
 Shelton, Bertha
 Shermack Company
 Sherwood Music
 *Shields Music Corporation
 *Shopa Music Publications
 *Show-Biz Music Co.
 Shutt, Albert, Music Publisher
 Singer, Murray, Music Pub.
 Singmore Music Publishers
 Siravo Music Company
 *Skriwanek Music
 Skylark Publications
 Skylark Songs
 *Skyline Music Publishers
 Slate Enterprises, Inc.
 Smart Songs Publishing Co.
 Smith, Bob
 Smith, Earl
 Smith, Jerry, Publications
 *Smith Publications
 Snyder, Fenton Publications
 Sobeck, Rosina
 Society of Jewish Composers, Publishers and Songwriters
 Soergel, Oscar
 *Solo Music
 Sommers, Henry J.
 Song Hit Publishing Company
 Song-Ranch Publications
 Song Shop, The
 Song-Tex Music Company
 Songcraft Publications
 Songette Publishing Co.
 Sonorous Music Co., Inc.
 Sons Music Pub. Co.
 Southeastern Music Publisher
 Spanish Music Center

 Spotlight Music Company
 Spry Music Publishing Co.
 Staff Music
 Staff Music Corporation
 Stan-Host Melodies
 Standard Publications
 Stanow Publications
 Star Music Co.
 Starglow Publications
 Stark Music Printing Company
 Starlight Music Company
 Stavín, Milt, Music Company
 Steele, Ted, Publishing Co.
 Stein, Rose Yvonne
 Stern, Jos. W. & Co. (Marks)
 Stern Music Publishing Co.
 Steven, Arthur Publications
 Stevens Music Company
 Stevens Music Corporation
 Stevens, Thomas A.
 Stewart, Larry
 Stone, Irving
 Stone, Jack & Associates
 Stover Music Company
 Strand Press Music Publishers
 Stratton, A. D., Music Co.
 Striplin, Mary A.
 Stroube, Walter A.
 Stuart Music, Inc.
 Studio Staff Productions
 Success Music Company
 Sudlik & Siegel
 Sultan Associates
 Sun Ray Music Publishers
 Sundial Songs
 Sunnyside Music Publications
 Sunrise Music Company
 Sunshine Music Company
 Superior Melodies Publishing Co.
 Sutton Music Company
 Swagger Song Studios
 Sweet Music Publications
 Sweet, William R.
 Swing & Tempo Music Co.
 Swing Music Publishers
 Symbolic Music Publishing Co.
 Syncopation Songs
 Syndicate Music Publishers, Inc.

 Tait-Douglas, Frederick
 Tamson Music Co.
 Tele-Mus Publishing Company, Inc.

• • • **BMI PUBLISHERS** • • •

- Televis Music Company
 The M. M. Hoffman Co.
 Thomas-Cole Publishing Co.
 Three Boys Music Company
 Tic-Toc Publishing Company
 Tichenor, W. C.
 Tidd, G. M.
 Tiffany Music Company
 Timberland Publishing Co.
 Time Music Company
 Times Square Music Co.
 Trans-American Music Pub.
 Tingor Music, Inc.
 Tinker, Bill
 Toby Music Publishers
 Tomerlin, Lysle
 Tompkins, Clarence F.
 Tompkins, Clarence & Cuff,
 Paul
 Topaz Music Publications
 Topik Tunes
 Tourjee, Leo Eben
 Tracy Music Company, Inc.
 Trade Mark Music
 Trans-American Music Pub-
 Transatlantic Music Company
 Transradio Music, Inc.
 *Treasure Music Publishers
 *Triad Music Company
 Trianon Publications
 Trinity Music Co., Inc.
 Trio Music Company
 Tropical Song Counter
 Trutone Publishing Company
 Tune-House Publications
 Tune Shop Music Publishers
 Tune-Time Music
 Tune Towne Tunes
 Turner Tunes, The
 Tutmarc, Paul & Dena
 20th Century Music Publishers
 Typemusic
 Tyrone Publications
 U. S. and International Music
 Publishers
 U. S. Music, Inc.
 Uhl & Ware
 *Ultra Music Company
 Unger Music Publisher
 Unique Music Publishers
 United Artists Publishing Co.
 United Music, Inc.
 Universal Music Sales
 University Music Co.
 University Publishing Company
 Uranus Music Company
 Urban Publications
 Val Music Corporation
 Valentine Music Publications
 Valiant Music Company, Inc.
 Valjean Music
 Valner, Kurt
 Valor Publications
 Van Brunt Publishing Company
 Van Dorn, Catherine
 Van Russ Music
 Vance Music Company
 *Vander Music Company
 Vanguard Songs
 Van's Music Company
 Variety Music Company
 Vavrin & King
 Van Bee Music Company
 Velleca Publishing Company
 Vernon Music Publishers
 Versailles Music Co., Inc.
 Vicca's Music Co.
 Victory Music Company
 *Vogue Music Corporation
 Vogue Music Publishing Co.
 *Von Hallberg Music Company
 Wabash Music Company
 Wade Franklin, Publications
 Wahl, J. Frederick
 Wald Music Company
 Walden, Orville C.
 Waldman, Irving, Music Pub-
 lishing Company
 Walker, Arthur L.
 Wallace Publishing Company
 Ward, Allan W., Music Pub.
 Warner Studio
 Washington Music Bazaar
 Waterss Music Publishing Co.
 Watson, W. A.
 Weaver, Jesse E.
 Webster Music Company
 Weeks, Publisher
 Wellman, Eugene
 Wells, Maurice O.
 Wemar Music Corporation
 Wentworth, Martha
 Wesjay Music Corp.
 West Coast Music Publishers
 West Philadelphia Music Centre
 *Westchester Music Co.
 Westmore Music Corporation
 (American Music, Inc.)
 *Whimsy, Ltd.
 White Mountain Music
 White Way Music Company
 Whitney, F. E., Publications
 Wilcox Music Publishing Co.
 Willard Herring, Ltd.
 Williams, Albert
 Williams & Williams
 Williams, Bud, Publisher
 Willis-Woodward Music Co.
 (Marks)
 Wilson Publishing Co.
 Winfield Music, Inc.
 Winner Music
 Winters, Leo, Inc.
 Winthrop, G. & Company
 Wise Music Publications
 Withers, Mike
 Witro Music Publishing Co.
 Witt, Claude H.
 Wizell, Murray, Music Co.
 Wolfe, Hugh J.
 Wood Song and Record Co.
 Woodward, Harry, Music Pub.
 Co.
 Woodland Music Company
 Woods Music Co.
 World Wide American Classics
 Worldwide Music Publishers
 Worthy, James H.
 Wright Publishing Company
 Wrightman, Neale Publishers
 Wyner Music Publishers
 *Wyoming Music Company
 "X-L" (Excell) Music Publica-
 tions
 *Yale Record Company
 Zaboy-Landino Music Company
 Zenith Music Publications
 Zoeller Music Company

NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

By M. E. Tompkins

President and Secretary of AMP

ON August 1, 1947, Broadcast Music, Inc. purchased the capital stock of Associated Music Publishers, Inc. The purchase involved only the music publishing and foreign affiliated publisher relations. The purchase did not include Associated Transcription Library Service or the wire service to hotels, restaurants, etc., known as Muzak.

Associated Music Publishers, Inc. as of August 1, 1947 became the sole selling agent of fine standard and serious music catalogs which were built up by BMI throughout its publishing life. Those catalogs are now merged with the excellent catalogs of AMP, and all activity, promotion and distribution of these catalogs will take place from Associated Music Publishers, Inc., 25 West 45th Street, New York City.

Broadcast Music, Inc., 580 Fifth Avenue, will continue in the popular music publishing business, popular music not being involved in the merger.

All broadcasting station licensees of BMI may now use all of the materials, the performance rights of which are vested in Associated under the license they enjoy with BMI without payment of any fee to AMP, and without additional fee to BMI.

AMP Board of Directors: Carl Haverlin, President, BMI; William Hedges, NBC; Sydney M. Kaye, Vice-President, BMI; Paul Morency, WTIC; J. Harold Ryan, Fort Industry Co.; M. E. Tompkins, President, AMP.

AMP officers: Sydney M. Kaye, Chairman of the Board; M. E. Tompkins, President & Secretary; Karl Bauer, Vice-President; Earl B. Hall, Vice-President; Charles E. Lawrence, Treasurer.

Publishers

Aibl Verlag (See Universal Edition)
 Alpha Music
 Congress Music Co.
 Latin American Bureau
 Leader Music Co.
 Associated Music Publishers, Inc.
 Bote & Bock
 Lauterbach & Kuhn
 Breitkopf Publications
 Breitkopf & Haertel
 Carl Simon
 Broussan (See Editions Eschig)
 Congress Music Co. (See Alpha Music)
 Demets (See Editions Eschig)
 *Doblinger Verlag
 Dupont (See Editions Eschig)
 Eos Verlag (See Simrock)
 Editions Eschig
 Broussan
 Demets
 Dupont
 Ondet
 Pion Honoré

Société Nouvelle
 Vieu
 Filmusic Union (See B. Schott's Soehne)
 Julius Hainauer
 *Wilhelm Hansen Forlag
 Kahnts' Schering Edition
 Latin American Bureau (See Alpha Music)
 Lauterbach & Kuhn (See Alpha Music)
 Leader Music Co. (See Alpha Music)
 F. E. C. Leuckart
 Luckardt (See Simrock)
 Otto Maass (See Universal Edition)
 Nagel Musical Archives
 Ondet (See Editions Eschig)
 Philharmonischer Verlag (See B. Schott's Soehne)
 Pion Honoré (See Editions Eschig)
 Pro Art Publications
 Schott & Co., Ltd.

B. Schott's Soehne
 Filmusik Union
 Grosch Verlag
 Philharmonischer Verlag
 Schuberthaus Verlag (See Universal Edition)
 Senff (See Simrock)
 Carl Simon (See Breitkopf & Haertel)
 N. Simrock
 Esos Verlag
 Luckardt
 Raabe & Plothow
 Senff
 Société Nouvelle (See Editions Eschig)
 *Universal Edition
 Aibl Verlag
 Albert Gutman
 Schuberthaus Verlag
 Otto Maass
 Vieu (See Editions Eschig)

*Symphonic Works only, as per a special list.

SESAC, Inc.

By PAUL HEINECKE
President

SESAC is pleased to announce that 1948 marks the 18th year of service to the broadcasting industry and all allied fields in the entertainment business. We are grateful, too, in having been able to grow with the industry and that mutual experiences have made it possible for us to meet each individual broadcaster's specific music requirements; simplify his music licensing problems; and prepare to assist him, as in the past, through any music copyright crisis which may arise.

As radio has expanded, so has SESAC, with many new publishers whose large catalogs have been added to our repertory, embracing well over 120,000 copyrighted compositions of every type of music—music needed daily, never dated, but of lasting value and appeal.

Such prominent American composers as Victor Herbert, Rudolf Friml, Edward MacDowell, Charles Wakefield Cadman, Bruno Huhn, Mrs. H. H. A. Beach, Cuthbert Harris, Virgil Thomson, Frank Grey and many others, through their compositions, enrich the SESAC music enjoyed by millions.

SESAC, in keeping with its long range plans for the future, began years ago to obtain for the broadcasters' use, a wide diversification in the music catalogs of its imposing list of American and foreign publishers. SESAC went further, in a realization that the spoken word, with or without music background, would play an important role in radio in the form of dramas, plays, sketches, musical comedies, operas, operettas. The SESAC catalogs contain hundreds of dramatic and comedy vehicles, now ready to serve our licensed stations in AM and FM, but more importantly, in greater measure, in television.

SESAC is further expending its full co-operation to FM and TV stations by making available its complete repertory under a gratis performance license valid until further notice. Meanwhile, special consideration is being given to the particular production and programming requirements of television.

Another important phase of SESAC's service is a high quality, modestly priced transcribed library-program service, which, at the end of 1947, only two and a half years after its inception, is being used effectively by over 300 AM, FM and TV stations. This unique library, containing only SESAC compositions, is recorded with an expertly-balanced one-quarter hour musical program made up of separate cuts on every vinylite record face. As a time-saver and a money-maker, the service has far exceeded every expectation of our subscribers.

All of our facilities, our services and the catalogs of our affiliated publishers are geared to meet the current music needs of the entire industry as well as keep pace with every programming and production requirement which may develop in the future. Whether your broadcasting medium is audio or video, SESAC is ready to serve you with The Best Music In America.

• • • SESAC PUBLISHERS • • •

PUBLISHERS

- Accordion Music Publishing Co., New York
 including:
Deiro, Pietro
 Adamus, A. (See "P.W.P.")
 Adamus, Zenobiusz (See "P.W.P.")
 Albright Music Company (See National Music Company, Inc.)
 Alford, Harry L., Chicago
 Alkire, Eddie, Publications, Easton, Pa.
 Altschuler, J. (See "P.W.P.")
 Arct, M., Warsaw, Poland
 Ashmall, Wm. E., Company (See McLaughlin & Reilly Co.)
 Augsburg Publishing House, Minneapolis
 Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
 Babwin Publications (See Palma Music Products)
 Barnes, A. S., and Company, Inc., New York
 Barnhouse, C. L., Company, Oskaloosa, Ia.
 Bartlett, E. M. (See Brumley, Albert E.)
 Barwicki, K. T. (See "P.W.P.")
 Beazley, Samuel W., & Son (See Stamps-Baxter Music & Printing Co.)
 Beirly Company (See Chart Music Publishing House, Inc.)
 Bendix Publishing Corp. (See National Music Company, Inc.)
 Benson, John T., Publishing Co., 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.
 including:
E. M. Bartlett
 Bryant Music Company, New York
 Call-Mar Publishers, Inc., Woodstock, Ill.
 Capitol Music Co. (See National Music Company, Inc.)
 Catholic Music Co. (See McLaughlin & Reilly Co.)
 Central Music Co., Dallas, Texas. (including: Ramsey, Will M.)
 Chart Music Publishing House, Inc., Chicago
 including:
Beirly Company, Alfred
Coanacher, B.
Huffer, Fred K.
Littig, Frank, Music Publishing Co.
Warde, Harry
Warner, F. Eugene
Western Accordion Music Company
- Church Music Co., The, Fullerton, Calif.
 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
 Cummings, M. Homer, Coalwood, W. Va.
 Daniel, John, Nashville, Tenn.
 Dean, Emmet S.
 Dean & Edmiaston
 Dean & Evridge
 Dean & Franklin
 Dean & Hensley
 Dean & Morgan
 Dean & Sebren
 Deiro, Pietro (See Accordion Music Publishing Co.)
 Denison, T. S., & Company, Chicago
 Di Bella, O., New York
 Edition "Jastrzab" (See "P.W.P.")
 including:
Rudnicki, Walery
"W.J.R."
Rzepecki, J.
 Editions "Olympia" (See "P.W.P.")
 Editions Pro Arte (See "P.W.P.")
 Eulenburg, Ernst, Ltd., London, England
 Fairbank, H. W., Company (See National Music Co., Inc.)
 Ferrill, J. W. (See Quartet Music Company)
 Firm Foundation Publishing House, Austin, Tex.
 including:
Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
Ramsey & Parker
Trio Music Co.
 Gebethner & Wolff, Warsaw, Poland
 Georgi & Vitak Music Co. (See Vitak-Elsnic Co.)
 Gilbert Music Company (See McLaughlin & Reilly Co.)
 Goddard Music Company, Chicago
 Gornston, David, New York
 Gospel Music Publications (See Hathaway, Franklin Earl)
 Grabczewski, F., Warsaw, Poland
 Hall Music Co., The, Maryville, Tenn.
 Hall & McCreary Co., Chicago
 Hanson, Eddy (See National Music Company, Inc.)
 Harmonia Edition Publishing Company, New York
 including:
Harmonie Publications
Rondo Publications
 Harper & Brothers, New York

• • • **SESAC PUBLISHERS** • • •

Hart's Music Company (See National Music Co., Inc.)
 Hartford Music Co., The, Hartford, Ark.
 Hathaway, Franklin Earl
 Music Publisher, Chicago
 including:
 Gospel Music Publications
 Henson, J. M., Music Publisher, Atlanta Ga.
 including:
 Morris-Henson Music Co.
 Southern Music Plate Co.
 Hoffman, Raymond A., Company, Chicago
 Holbrooke, Josef (See Modern Music Library)
 Huffer, Fred K. (See Chart Music Publishing House, Inc.)
 Idzikowski, Leon, Warsaw, Poland
 Idzikowski, M. (See "P.W.P.")
 Jastrzab (See "P.W.P.")
 Jeffress Music Co., Crossett, Ark.
 Jewell, Fred, Music Co., Worthington, Ind.
 Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
 Keene, Hank, Inc., South Coventry, Conn.
 Kelman Music Corp., New York
 King, K. L., Music House, Inc., Fort Dodge, Ia.
 Kjos, Neil A., Music Co., Chicago
 including:
 Max and Beatrice Krone
 Krachtus, John, Chicago
 Krone, Max & Beatrice (See Kjos Music Co.)
 Littig, Frank, Music Publishing Co. (See Chart Music Publishing House, Inc.)
 Liturgical Music Company (See McLaughlin & Reilly Co.)
 Liturgical Music Press, Inc., New York
 Maciejowski, ZB. (See "P.W.P.")
 McLaughlin & Reilly Co., Boston
 including:
 Liturgical Music Company
 Catholic Music Co.
 Also including published copyrighted compositions taken over from:
 Wm. E. Ashmall & Co.
 Berge Music Company
 John Singenberger
 Otto Singenberger
 Gilbert Music Company
 Modern Music Library, London, England
 including:
 Josef Holbrooke
 Morris-Henson Music Co. (See Henson, J. M., Music Publisher)
 Music Press (William L. Dawson) Tuskegee Institute, Tuskegee, Ala.
 Music Press, Inc., New York
 Music Products Corporation (See Pallma Music Products)
 National Music Co., Fort Worth, Tex.
 National Music Company, Inc., Chicago

including:
 Albright Music Company
 Bendix Publishing Corp.
 Broadcast Music Publishers
 (See Eddy Hanson)
 Capitol Music Co.
 Fairbank, H. W., Company
 Hart's Music Company
 Popular Music Publications
 Select Music Company
 Standard Music Company (See Eddy Hanson)
 Standard Songs (See Eddy Hanson)
 Windsor Music Company
 also including published copyrighted compositions taken over from:
 Eddy Hanson
 Nattrass-Schenck, Inc., New York
 Network Music Publishers (See Top Music Publishers, Inc.)
 Northwestern Press, The, Minneapolis, Minn.
 Nowa Scena, Warsaw, Poland
 Nowacki, Henryk X. (See "P.W.P.")
 Oak Ridge Quartet Music Co., Nashville Tenn.
 Olympia (See Editions "Olympia")
 Pagani, O., & Bro., New York
 Pallma Music Products Corp., Chicago
 including:
 Palma, Frank, Music Publisher
 Music Products Corporation
 Babwin Publications
 Quincke, Walter A. (Compositions as per list issued)
 Paragon Music Publishers, New York
 Panella, Frank A., Pittsburgh, Pa.
 Parks, J. A., Company, Chicago
 Parris Music Co., Jasper, Ala.
 Perry's Sons, A. W., Sedalia, Mo.
 Pioneer Music Press, Salt Lake City
 including:
 Wheelwright, Lorin F.
 Polskie Towarzystwo Muzyki Wspolczesnej; Warsaw, Poland (See "P.W.P.")
 Poltawski, Aleksander (See "P.W.P.")
 Pomaranski, Zygmunt (See "P.W.P.")
 Popular Music Publications (See National Music Company, Inc.)
 Pro Arte (See Editions Pro Arte)
 "PPW" *Przedstawicielstwo Wydawnictw Polskich* (Association of Polish Publishers); Warsaw, Poland
 Affiliates:
 Adamus, A.
 Adamus, Zenobiusz
 Altschuler, J.
 Barwicki, K. T.
 Edition "Jastrzab"
 including:
 Rudnicki, Walery
 "W. J. R."
 Rzepecki, J.
 Editions "Olympia"

- Editions Pro Arte*
 Idzikowski, M.
 Jastrzab
 Maciepowski, ZB.
 Nowacki, Hendryk X.
 Polskie Towarzystwo Muzyki
 Wspolczesnej
 Paltawski, Aleksander
 Pomaranski, Zygmunt
 Seyfarth, G.
 Slaski, H.
 Towarzystwo Wydawnicze Muzyki
 Polskiej.
 Wiehler, Z.
 Witezyk, Stanislaw
 "Zaiks" Związku Autorow, Kom-
 pozytorow I Wydawcow
 Zak, Czeslaw
 Zaremba, Alojzy
- Quartet Music Co., Fort Worth, Tex.
 including:
 J. E. Thomas
 J. W. Ferrill
 Alvis O. Thomas
- Quincke, Walter A. (See Pallma Music
 Products)
- Radio City Guitar Studio, Jackson
 Heights, New York
- Ramsey, Will M. (See Central Music Co.)
- Ramsey & Parker (See Firm Foundation
 Publishing House)
- Revival Music Co., The, Searcy, Ark.
 including:
 Walls, W. M.
- Ricart & Cia, Luis
 S. L., Via Layetana, Barcelona, Spain
 Rondo Publications (See Harmonia Edi-
 tion)
- Rudnicki, Walery (See "P.W.P.")
- Rzepecki (See "P.W.P.")
- Sacred Music Foundation, The, Los
 Angeles
 including:
 Herbert G. Tovey
- Sajewski, W. H., Chicago
- Schmidt Co., The Arthur P., Boston 16
- Schmitt, Paul A., Music Company, Min-
 neapolis, Minn.
- Schuberth, Edward, & Co., Inc., N. Y.
- Select Music Company (See National
 Music Company, Inc.)
- Seyfarth, G. (See "P.W.P.")
- Showalter Co., 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.
- Slaski, H. (See "P.W.P.")
- Smith, Wm. J., Music Co., Inc., New York
- Southern Music Plate Co. (See Henson,
 J. M., Music Publisher)
- Stamps-Baxter Music & Printing Com-
 pany, Dallas, Texas; Chattanooga,
 Tenn.; Pangborn, Ark.
 including:
 Samuel W. Beazley & Son
 V. O. Stamps Music Company
 Stamps Quartet Music Co., Dallas, Tex.
 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.
 Teddlie, Tillit S., Greenville, Texas
 Tennessee Music and Printing Co., Cleve-
 land, Tenn.
 Thomas, Alvis O. (See Quartet Music
 Co.)
 Thomas, J. E.
 (See Quartet Music Company)
- Top Music Publishers, Inc., New York
 including:
 Kanner Music Publishing Co.
 Network Music Publishers
- Tovey, Herbert G. (See Sacred Music
 Foundation, The)
- Towarzystwo Wydawnicze Muzyki Pol-
 skiej; Warsaw, Poland (See
 "P.W.P.")
- Treasure Chest Publications, Inc., N. Y.
- Trio Music Co. (See Firm Foundation
 Publishing House)
- Vaughan, James D., Lawrenceburg, Tenn.
- Vitak-Elsnic Co., Chicago
 including:
 Georgi and Vitak Music Co.
- Walls, W. M. (See Revival Music Co.)
- Warde, Harry (See Chart Music Pub-
 lishing House, Inc.)
- Warner, F. Eugene (See Chart Music
 Publishing House, Inc.)
- Warszawskie Towarzystwo Muzyczne
 (Warsaw Music Society); Warsaw,
 Poland
- 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, N. Y.
- Wiehler, Z. (See "P.W.P.")
- Windsor Music Company (See National
 Music Company)
- Winsett, R. E., Dayton, Tenn.
- Witezyk, Stanislaw (See "P.W.P.")
- "W.J.R." (See "P.W.P.")
- "Zaiks" Związku Autorow, Kompozytorow
 I Wydawcow; Warsaw, Poland (Au-
 thors, Composers and Publishers As-
 sociation of Poland) (See "P.W.P.")
- Zak, Czeslaw (See "P.W.P.")
- Zalewski, B. J., Chicago
- Zaremba, Alojzy (See "P.W.P.")

BEHIND THE MIKE

Work of

Artists

Vocalists

Sports Commentators

News Commentators

Disc Jockeys

Orchestra Leaders

Musical Conductors

Organists

Radio Writers

Announcers

Directors-Producers

Radio Directors

Home Economics Directors

Managers and Agents

For . . . 1947

Radio Artists

★ —their work during 1947★

— A —

ABBOTT, BUD

(Abbott, William); Actor; b. Asbury Park, N. J., Oct. 2, 1898; Abbott & Costello Show (ABC)

ABBOTT, GREGORY

NBC—Believe It or Not

ABBOT, JUDITH

NBC—Aldrich Family

ABBOTT, LEITH

KGW, Portland Ore.
Driver of the Month

ACE, GOODMAN

Easy Aces

ACE, JANE

Easy Aces

ACREE, CHUCK

CBS—Hunt Hunt

ADAMS, FRANKLIN P.

MBS—Information Please

ADAMS, INGE

NBC—Light of the World

NBC—Joyce Jordan

ADAMS, LEE

CBS—Lee Adams

ADAMS, MASON

NBC—Pepper Young's Family

ADLER, LUTHER

NBC—Mystery without Murder

ALBERTSON, JACK

NBC—Milton Berle Show

ALEXANDER, A. L.

MBS—Mediation Board

ALEXANDER, BEN

MBS—Heart's Desire

ALEXANDER, JOAN

CBS—Rosemary, Perry Mason

ALLEN, CHARME

CBS—David Harum

ALLEN, FRED

(Sullivan, John Florence); Comedian; b. Cambridge, Mass., May 31, 1894; Fred Allen Show (NBC)

ALLEN, GRACIE

(Burns, Mrs. George); Comedienne; b. San Francisco, Calif.; Secretarial Schools in N. Y.; Maxwell House Coffee Time (NBC)

ALLEN, PATRICK

NBC—Curtain Time

ALLEN, MINETTA

NBC—One Man's Family

ALLISON, FRAN

NBC—Meet the Meeks

ALLMAN, ELYIA

NBC—Abbott and Costello

Life of Riley

Maxwell House Coffee Time

Jack Benny Show

Eddie Cantor Show

Alan Young Show

CBS—Bill Goodwin Show

AMECHE, DON

NBC—The Drene Show

AMECHE, JIM

NBC—Grand Marquee

AMECHE, LOLA

ABC—Junior Junction

AMSTERDAM, MOREY

WHN

ANDREWS, CAMERSON

ABC—My True Story

ANDREWS, DAVID

KMBC, Kansas City, Mo.

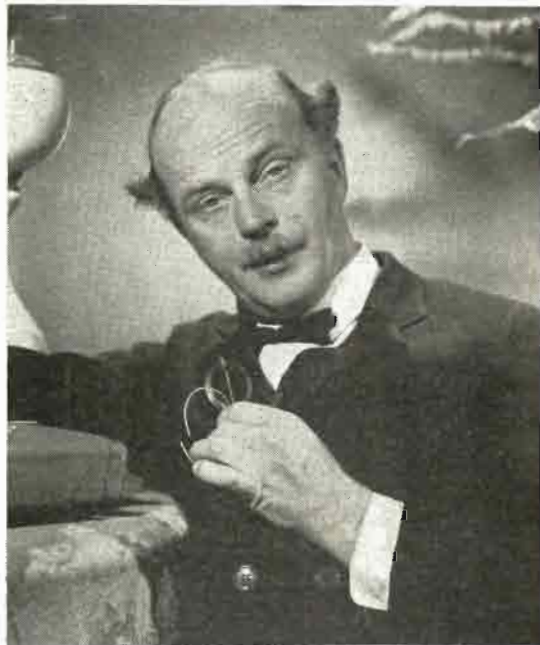
Rymaline Time

ANSON, BILL

MC, disc jockey; b. Chicago, Ill.,

Nov. 15, 1909; Chicago Art Inst.;

Hollywood Bandstand (KFWB)



AVAILABLE! EDGAR BERGEN

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Royal Pudding

NBC

. . . **RADIO ARTISTS** . . .

ANTHONY, ALLEN C.
NBC—Dr. I Q program

ARDEN, EVE
NBC—Sealtest Village Store

ARNALL, CURTIS
ABC—My True Story

ARNOLD, EDDIE
MBS—The Eddie Arnold Show

ARNOLD, EDITH
CBS—Crime Doctor

ARNOLD, EDWARD
ABC—Mr. President

ARQUETTE, CLIFF
CBS—Dick Haymes Show

ASCOT, RITA
NBC—Ma Perkins

AUDLEY, ELEANOR
ABC—My True Story

AUERBACH, ARTIE
NBC—Jack Benny Show
Mr. Kitzel

AVERBACH, HY
NBC—Jack Paar Show
Sealtest Village Store, Starring
Jack Carson with Eve Arden
Bob Burns Show

AVERY, TOL
NBC—Mad Masters

— **B** —

BACKUS, GEORGIA
NBC—Story of Holly Sloan

BACKUS, JIM
NBC—Alan Young Show
Bob Burns Show
MBS—The Jim Backus Show

BAILEY, BOB
NBC—Story of Holly Sloan
A Day in the Life of Dennis
Day

BAILEY, JACK
MBS—Queen For A Day

BAIN, DONALD
ABC—Theater Guild, My True
Story, Ladies Be Sealed

BAKER, KENNY
The Kenny Baker Show

BAKER, PHIL
CBS, NBC—Take It Or Leave
It

BANGHART, KENNETH
NBC—Author Meets Critic
Ford Theater

BANKS, JOAN
NBC—Today's Children

BARCLAY, LOUISE
Right to Happiness

BARI, LYNN
NBC—Rexall Summer Theater

BARKER, BRAD
ABC—The Theater Guild, My
True Story

BARNEY, MARION
NBC—Pepper Young's Family
When a Girl Marries

BARRY, JACK
MBS—Juvenile Jury

BARRYMORE, LIONEL
ABC—Mayor of the Town

BARTLETTE, TOMMY
ABC—Welcome Travelers
Tommy Bartlett Time

BARTON, FRANK
NBC—The Time, the Place, &
the Tune
A Day in the Life of Dennis
Day

BASQUETTE, JIM
NBC—Amos 'n' Andy

BATCHELDER, JOHNNY
NBC—Consumer Time

BAUER, CHARITA
ABC—My True Story
CBS—Rose of My Dreams

BAYAN, ADRIENNE
MBS—True Detective Myster-
ies

BEASLEY, IRENE
CBS—Grand Slam

BECK, JACKSON
MBS—Superman, Philip Morris
(NBC CBS)

BECKER SANDY

BEGLEY, ED
(Begley, Edward J.); Actor; b.
Hartford, Conn., March 25, 1901;
St. Patrick Parochial Sch.; Will
Brown on Aldrich Family; Sgt.
O'Hara on Fat Man; Pete Stone
on Big Sister; Francis Hayfield on
Myrt & Marge; Dr. Mildermaul
on Joyce Jordan; Charlie Chan on
Adventures of Charlie Chan; Be-
hind the Front Page (MBS)

BEGLEY, MARTIN
ABC—Fishing & Hunting Club
of the Air
My True Story

BEHRENS, FRANK
NBC—Lorenzo Jones

BELASCO, LEON
CBS—Man Called X.

BELL, RALPH
ABC—My True Story

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FORD

PETER
DONALD

JOE
LAURIE, JR.

WARD
WILSON

HARRY
HERSHFIELD

“PALMOLIVE”
NBC

ED. J. WEBER
Gen'l Mgr.

“KIRKMAN”
WOR

156 W. 44th St., New York 18, N. Y.

BENADARET, BEA

NBC—Jack Benny Show
A Day in the Life of Dennis Day
Maxwell House Coffee Time
Starring George Burns and Gracie Allen
Fibber McGee and Molly
The Great Gildersleeve
CBS—Adventures of Ozzie & Harriet

BENDER, DAWN

NBC—One Man's Family

BENDIX, WILLIAM

NBC—Life of Riley

BENNETT, FRAN

KDKA, Pittsburgh, Pa.
KDKA School of the Air

BENNY, JACK

(Kubelsky, Benjamin); Radio comedian; b. Chicago, Ill., Feb. 14, 1894; The Jack Benny Show (NBC)

BENTLEY, SPENCER

NBC—Stella Dallas

BERCH, JACK

The Jack Berch Show

BERGEN, EDGAR

(Bergen, Edgar John); Radio artist comedian, ventriloquist; b. Chicago, Ill., Feb. 16, 1903; Northwestern Univ., B.A.; Honorary M.A.; Charlie McCarthy Show (NBC)

BERLE, MILTON

(Berlinger, Milton); Comedian; b. New York, N. Y., July 12, 1908; Milton Berle Show (CBS)

BERNARD, BOBBY

NBC—The Baxters

BERNARD, CHARLES

KUGN, Eugene, Ore.
Old Timer

BERNARD, PHILIP

(Brace, Philip); Radio & Screen Actor; b. New Orleans, La., 1936; Hollywood Professional School; Lux Radio Theatre; Dennis Day Show; Family Theatre.

BERNARD, TOMMY

(Brace, Tommy); Actor; b. Los Angeles, Calif., 1923; ed. Hollywood Professional School; Adventures of Ozzie & Harriet, CBS; Those Websters, KFWB; Sweeney and March, CBS

BERNER, SARA

NBC—Sealtest Village Store
Jack Benny Show
The Frank Morgan Show
Eddie Cantor Show

BERTRAND, MARIANNE

NBC—The Baxters

BERWIN, BERNICE

NBC—One Man's Family

BETZ, CARL

KDKA, Pittsburgh, Pa.
KDKA, School of the Air
Adventures in Research

BICKART,

SANFORD H.

Actor, Announcer, Narrator; b. Pittsburgh, Pa., July 14, 1905; ed. Univ. of Pittsburgh Pre-Medical; Special in drama, Carnegie Tech, AB; Jack Benny in

Hollywood; Playhouse; Big Town; Dark Venture; Ford Theatre; Hedda Hopper; True Detective; Official Detective.

BILLSBURY, RYE

CBS—First Nighter

BINYON, CONRAD

ABC—Mayor of the Town
NBC—One Man's Family

BLACKBURN, ARLINE

ABC—Young Widder Brown
Back Stage Wife

BLAINE, MARTIN

NBC—Katie's Daughter

BLAIR, HENRY

NBC—One Man's Family

BLAIRE, HENRY

CBS—Adventures of Ozzie and Harriet

BLANC, MEL

NBC—Jack Benny Show
Judy Canova Show
Maxwell House Coffee Time
CBS—Mel Blanc Show

BLOCK, MARTIN

MBS—The Martin Block Show

BOGUE, MERWYN (Ish Kabibble)

NBC—Kay Kyser's College of Musical Knowledge

BOLAND, JOE

ABC—My True Story

BOLES, JIM

NBC—City Service
Television

BORGE, VICTOR

NBC—The Victor Borge Show

BORIS, ANTHONY

NBC—Philip Morris Presents the Rudy Vallee Show

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GEORGE and GRACIE

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. . . **RADIO ARTISTS** . . .

BRADLEY, CURLEY
MBS—Tom Mix

BRADLEY, MERLE
KMBC, Kansas City, Mo.
Appointment with Joanne Taylor

BRAHAM, HORACE
ABC—The Theater Guild
My True Story

BRANDT, MEL
NBC—Light of the World

BRANN, ROGER
KDKA, Pittsburgh, Pa.
KDKA School of the Air

BRASFIELD, ROD
NBC—Grand Ole Opry

BRAZUR, BURT
ABC—My True Story

BREEMER, BRACE
ABC—The Lone Ranger

BREMNER, MURIEL
NBC—Grand Marquee

BRENEMAN, TOM
Radio artist, MC; b. Waynesboro, Pa., June 18, 1902; Columbia Univ.; Keith, Balaban & Katz vaud. circuits; KFW3, Hollywood; Monoged San Francisco CBS station, KFAC, KFVD, Los Angeles; Feminine Fancies; The Sports Huddle, What's On Your Mind, Launched Breakfast at Sardi's, Tom Breneman's Breakfast in Hollywood, ABC, Jan. '41. Purchased own restaurant from which Breakfast in Hollywood emanates. Located on Vine near Sunset.

BREWSTER, JOHN
NBC—Stella Dallas

BRICE, FANNY
CBS—Baby Snooks

BRIGGS, DONALD
CBS—Perry Mason

BROKENSHIRE, NORMAN
NBC

BROWN, DICK
(Brown, Herbert Richard); Singer, MC, Actor, b. Youngstown, O.; Cincinnati Coll. of Music; Calling All Girls; Hearts in Harmony; Pleasure Parade; Dick Brown Show (WNEW); Guest-RCA Victor Show; Dave Elman's Auction.

BROWN, HAL
NBC—Just Plain Bill

BROWN, JOHN
Actor; b. Hull, England; Life of Riley; My Friend Irma; A Date with Judy; Ozzie & Harriet; The Dennis Day Show; Baby Snooks; Duffy's Tavern (NBC)

BRYAN, ARTHUR
NBC—Fibber McGee and Molly
The Great Gildersleeve
Adventures of Archie Andrews
Gramps
Milton Berle Show

BRYANT, WILLIE
MBS—Harlem Hospitality Club

BUCKLEY, FLOYD
NBC—The Aldrich Family

BUKA, DONALD
ABC—Theater Guild

BUNCE, ALAN
ABC—Ethel and Albert

BURKE, GEORGIA
NBC—When a Girl Marries

BURNETTE, JACK
WALT, Tampa, Fla.

BURNS, BOB
NBC—Bob Burns Show

BURNS, GEORGE
Comedian; b. New York, N. Y.; Maxwell House Coffee Time (NBC)

BURROWS, ABE
Radio actor; Writer; b. New York City, N. Y., 1910; ed. City College of New York and N. Y. C. Writer; Dinah Shore Program; Joan Davis, Abe Burrows Show; (CBS)

BURTON, MATT
WFRC, Reidsville, N. C.

BUSEK, ANITA
KWSC, Pullman, Wash.
The Story Lady

BUSHMAN, FRANCIS X.
NBC—Rexall Summer Theater
Fitch Bandwagon, Starring Alice Faye and Phil Harris

BUTTRAM, PAT
NBC—Saturday Night Round-up, Starring Roy Rogers
Fitch Bandwagon, Starring Alice Faye and Phil Harris

— C —

CAGNEY, JEANNE
ABC—My True Story

CAIN, ALDINE
KSGM, Ste. Genevieve, Mo.
Movieland

CAMARGO, Ralph
ABC—To Live in Peace
My True Story

Ed and Pegeen Fitzgerald

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. . . **RADIO ARTISTS** . . .

CAMPBELL, PATSY

Aldrich Family
Calling All Girls
Molle Mystery

CANDIDO, CANDY

NBC—Sealtest Village Store
Jimmy Durante Show

CANHAM, ERWIN D.

ABC—The Christian Science
Monitor Views The News

CANOVA, JUDY

NBC—Judy Canova Show

CANTOR, CHARLIE

NBC—Alan Young Show
Duffy's Tavern

CANTOR, EDDIE

Comedian; b. New York, N. Y.,
Jan. 31, 1893; Pabst Blue Ribbon
Show

CARLON, FRAN

CBS—Our Gal Sunday
Big Town

CARLTON, DEAN

ABC—This Is Your FBI

CARPENTER, CLIFF

Terry & the Pirates
My True Story

CARPENTER, KEN

ABC—Bing Crosby Show

CARSON, JACK E.

Actor; b. Carmen, Manitoba,
Canada, Oct. 27, 1910; St. Johns
Mil. Acad.; Carleton College
star of NBC's "The New Seal-
test Village Store".

CASE, NELSON

CBS—Lone Journey

CASEY, ANGEL

NBC—The Baxters

CATES, OPIE

ABC—The Opie Cates Show

CESAR, GEORGE

NBC—Curtain Time

CHALMERS, TOM

NBC—Pepper Young's Family

CHAMBERS, NORMA

ABC—My True Story

CHANCE, RAY

KMBC, Kansas City, Mo.
Appointment with Joanne
Taylor

CHAPMAN, PATTI

ABC—My True Story

CBS—Aunt Jenny

CHAPPEL, ERNEST

MBS—Quiet Please

CHEVIGNY, HECTOR

NBC—Plays by Ear

CHITTISON, HERMAN

CBS—Casey

Crime Photographer

CHRISTY, KEN

NBC—Meet Me at Parky's
Life of Riley

CLAIRE, HELEN

ABC—The Sheriff

CLARK, COTTONSEED

CBS—Hollywood Barn Dance

CLARK, LON CLAUDE

Actor, narrator, announcer; b.
Bricelyn, Minn.; MacPhail Sch.
of Music; Univ. of Minn.; New
Sch. for Social Research; Nick
Carter; MBS, Exploring the Un-
known; Flashgun Casey; Aldrich
Family; Boston Blackie; Gang-
busters

CLARKE, PHIL

(Clarke, Philip Norman); Actor;
b. Landon, Eng., Aug. 4, 1904;
Cathedral of St. John the Divine;
Peekskill Mil. Acad.; Clapham
College, London; Helen Hayes
Show; Light of the World; Chase
& Sanborn Hour (Tele); Super-
man; Dick Tracy; Nick Carter.

CLAYTON, PATTI

CONWAY, JULIE

Singer, Actress; b. Granite City,
Ill.; ed. Northwestern U.; Sparkle
Girl; CBS, NBC Armstrong Qu-
aker Girl; CBS, The Blu-White Kid
CBS, NBC

COSTELLO, LOU

(Cristillo, Lou); Actor; b. Pat-
erson, N. J., Mar. 6, 1908;
Abbott & Costello Show (ABC).

LEE, PEGGY

**COTSWORTH,
STAATS**

Actor, stage, radio; b. Oak Park,
Ill., Feb. 17, 1908; Penn. Sch of
Industrial Art; N. Y. Civic Rep.
Theater Apprentice Group; Lone
Journey (CBS); Front Page Far-
rell (NBC); Casey, Crime Pho-
tographer (CBS); Harvest of
Stars; The Sheriff; This Is Your
FBI.

COURTNEY, ALAN

CRAIG, DON

NBC—Fred Waring Show

CRENNA, DICK

NBC—Date With Judy

JEAN HERSHOLT

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N B C
ANNOUNCER — M.C.
NARRATOR



JULIE CONWAY

Oxydol's Sparkle Girl
Armstrong Quaker Kid
The Blu-White Kid
Radio Registry

. . . **RADIO ARTISTS** . . .

CREORE, PHYLLIS
CBS—Aunt Jenny

CROCKER, BETTY
ABC—Betty Crocker Magazine of the Air

CROFT, MARY JANE
NBC—Abbott and Costello Sealtest Village Store
CBS—Bill Goodwin Show

CROSBY, BING
ABC—Philco Radio Time

CROWDER, CONSTANCE
MBS—Those Websters

CROWLEY, MATT
NBC—Road of Life

CRUM, A. B.
KWG, Portland, Ore.
Science Byways

CULLEN, BILL
CBS—Winner Take All Give and Take
Missus Goes A-Shoppin

CLARKE, PHIL
Superman
Dick Tracy
Nick Carter

COLLINS, FRED
CBS—FBI In Peace & War

COLLINS, TED
MBS—Kate Smith

COLLINS, TOM
NBC—One Man's Family

COLONNA, JERRY
NBC—Bob Hope Show

COLVIG, PINTO
NBC—Frank Morgan Show

CONREID, HANS
NBC—Mystery in the Air

Bob Burns Show
Jack Paar Show
Maxwell House Coffee Time

COOK, TOMMY
NBC—Life of Riley
Date With Judy

COOPER, BEN
ABC—My True Story

COPPIN, GRACE
NBC—Katie's Daughter

CORDELL, KATHLEEN
CBS—Second Mrs. Burton

CORRELL, CHARLES (ANDY)
NBC—Amos 'n' Andy Show

COST, SUSAN
CBS—Mary Lee Taylor

COSTELLO, LOU
NBC, ABC—Abbott and Costello

CULLEN, BILL
CBS—Winner Take All

CURTIN, JOSEPH
CBS—Mr. & Mrs. North

— D —

DAMON, LES
CBS—Adventures of the Thin Man
NBC—Right to Happiness

DANCEY, NINA
WSIV, Pekin, Ill.
It Happened Here

DANDRIDGE, RUBY
NBC—Judy Canova Show

DARNAY, TONI
CBS—Strange Romance of Evelyn Winters

DAVIS, DIX
NBC—Date With Judy

DAVIS, JOAN
(Williams, Josephine Madonna);
Radio Screen actress; b. St. Paul, Minn., June 29, 1912; Joan Davis Show (CBS).

CULLEN, WILLIAM L.

DAY, DENNIS
NBC—A Day in the Life of Dennis Day
Jack Benny Show

DEAN, EDDIE
National Barn Dance
Judy Canova Show

DE CAMP, ROSEMARY
CBS—Dr. Christian

DEKOVEN, ROGER
ABC—Famous Jury Trials
My True Story

DELMAR, KENNY
(Senator Claghorn)
NBC—Fred Allen Show

DENNY, GEORGE V., JR.
ABC—America's Town Meeting

DeSANTIS, JOSEPH
ABC—The Clock

DESMOND, FRANCES
NBC—Meet the Meeks

DIAMOND, STEPHANIE
KDKA, Pittsburgh, Pa.
KDKA School of the Air
King for a Minute
Adventures in Research

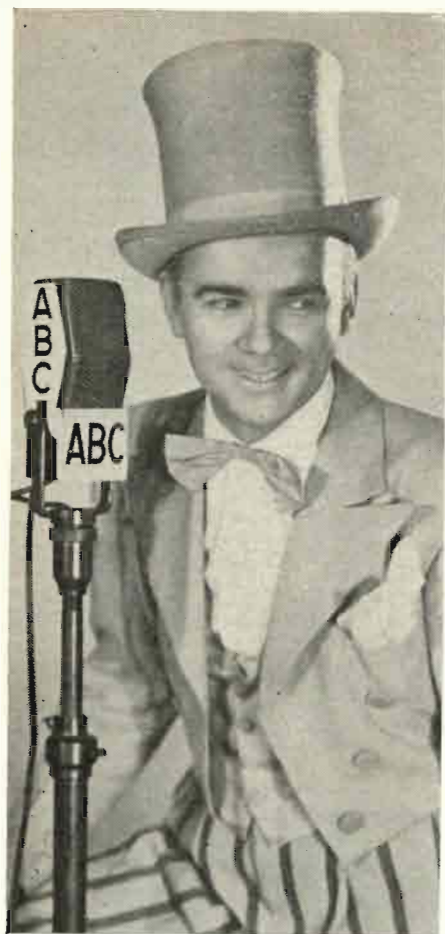
DOBKIN, LARRY
NBC—Adventures of Ellery Queen

DOIG, BARRY
NBC—Light of the World

BARBARA LUDDY
and **OLAN SOULE**

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CBS — Coast to Coast





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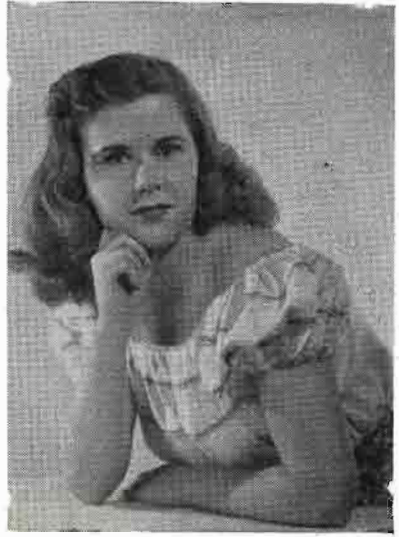
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• • • **RADIO ARTISTS** • • •

DOLOKHOV, ADELE
KDKA, Pittsburgh, Pa.
KDKA School of the Air

DOLPH, JACK
NBC—Fred Waring Show

DONALD, PETER C.
Comedian; b. Bristol, Eng., June 6, 1918; Professional Children's Sch.; Prize Assoc. of French Inst.; Can You Top This; Chesterfield Supper Club; Benny Goodman Show; Subbed for Dorothy & Dick & Arthur Godfrey; Tele MC, Bell Telephone & Gimbels Bros.; Warriors of Peace (ABC); Fred Allen Show

DONEY, JIM
WSRS, Cleveland Heights, O.

DONZE, AILEEN
KSGM, Ste. Genevieve, Mo.
Attention Ladies
Thru Fairyland

DOUGLAS, DON
MBS—High Adventure

DOUGLAS, SHARON
NBC—Sealtest Village Store
A Day in the Life of Dennis Day

DOUGLAS, SUSAN
MBS—Official Detective

DOUGLASS, DON
ABC—Fishing & Hunting Club

DOUGLASS, NANCY
ABC—My True Story

DOWLING, EDDIE
NBC—The Big Break

DOWLING, JANET
NBC—When a Girl Marries

DOYLE, LEN
NBC—Mr. District Attorney

DRAKE, BOB
KENT, Shreveport, La.
Camptown Radio

DUBOV, PAUL
True Detective
Elley Queen

DUDLEY, BERNARD
This is Hollywood

DUFF, HOWARD
CBS—Adventures of Sam Spade

DUMAS, HELENE
NBC—Right to Happiness

DUNBAR, CED
WSRS, Cleveland, Heights, O.

DUNLAP, WALLACE
WLIZ, Bridgeport, Conn.

DUNN, EDDIE
MBS—True or False

DURANTE, JIMMY
(Durante, James); Comedian; b. New York, N. Y., Feb. 13, 1893; Jimmy Durante Show.

DWYER, RUTH
WOOK, Silver Spring, Md.
Talent House

— E —

EARL, DR. CRAIG
ABC—Professor Quiz

EAST, ED
Head of Ed East Creative Recorded Spots; b. Bloomington, Ind.; Meet the Missus, CBS, PAC.

EDWARDS, CLIFF
ABC—Cliff Edwards Show

EDWARDS, JACK, JR.
NBC—Today's Children

EDWARDS, RALPH
MC, comedian; b. Merine, Colo., Jan. 13, 1913; MC, Truth or Consequences (NBC)

EDWARDS, SAM
CBS—Meet Corliss Archer

EDWARDS, SAMMY
NBC—Fabulous Dr. Tweedy

EGGLESTON, CHARLES
NBC—Ma Perkins

EILER, BARBARA
NBC—Masquerade
Fabulous Dr. Tweedy
A Day in the Life of Dennis Day
Life of Riley
Mystery in the Air

EINSTEIN, HARRY
NBC—Meet Me at Parky's

EITREIM, CAROL
KWLC, Decorah, Iowa
Bible Storytime

ELDER, HARRY
NBC—The Baxters
Curtain Time
World's Great Novels
American Novels

ELEY, HELEN
NBC—Duffy's Tavern

ELLERS, DICK
NBC—Mad Masters

ELLIOT, BILL
WLIZ, Bridgeport, Conn.

ELLIOT, WINN
CBS—County Fair
MBS—Quiet As A Flash

ELLIS, ROY
WSRS, Cleveland Heights, O.

EIETNER, ANN
NBC—Stella Dallas



CHARLOTTE MANSON



JAY JOSTYN

"MR. DISTRICT ATTORNEY"

Mgt. — MARTIN GOODMAN

. . . **RADIO ARTISTS** . . .

EMERSON, HOPE
Johnny Morgan Show
Adventures of Archie Andrews

EMERY, BOB
WOR; Small Fry Club; WABD;
Rainbow House; WABD Dumont
Television

EMIL, ALICE
KOL, Seattle, Wash.
Broadway on the Air

ENGEL, ROY
ABC—Sky King

ERIC, ELSPETH
CBS—Big Sister

ERICKSON, LOUISE
NBC—Date With Judy
The Great Gildersleeve

ERSKINE, MARILYN
NBC—Lora Lawton

EVANS, BILL
NBC—Manor House Party

EVANS, DALE
Saturday Night Round-Up

EVERETT, ETHEL
ABC—My True Story

— **F** —

FADIMAN, CLIFTON
CBS—Information Please

FALKENBURG, JINX
NBC—The Tex & Jinx Show

FAWCETT, GILBERT
KDAL, Duluth, Minn.
Diary of Duluth

FAYE, ALICE
NBC—Fitch Bandwagon

SCHOFIELD, DICK
FELTON, HAPPY
MBS—Guess Who

FELTON, VERNA
NBC—Red Skelton
Maxwell House Coffee Time

FENNELLY, PARKER
NBC—Fred Allen Show

FENWICK, ELLEN
Exploring the Unknown, ABC;
NBC; CBS; MBS

FIDLER, JIMMIE
ABC—Jimmy Fidler

FIRESTONE, BILLY, JR.
MBS—Thoe Websters

FIRESTONE, EDDIE
NBC—Life of Riley

FISCHMAN, HARVE
ABC—Junior Junction

FITZGERALD, ED
Radio commentator; b. Troy,
N. Y.; Originator of Mr. & Mrs.
Chatter programs; Breakfast With
the Fitzgeralds; The Fitzgeralds
in N. Y. (ABC); At Home With
the Fitzgeralds (Tele-WABD)

FITZGERALD, PEGEEN
Radio commentator; b. Norcatar,
Kans.; College of St. Theresa;
Originator of Mr. & Mrs. Chatter
programs; Breakfast With the
Fitzgeralds; The Fitzgeralds in
N. Y. (ABC); At Home With the
Fitzgeralds (Tele-WABD)

FITZMAURICE, MICHAEL
ABC—The O'Neills
My True Story

FLIPPEN, JAY C.
NBC—Meet Me at Parky's

FLYNN, CHARLES
ABC—Jack Armstrong

FOLEY, RED
NBC—Grand Ole Opry

FORBES, MURRAY
NBC—Ma Perkins

FORD, SENATOR
(Ford, Edward Hastings); Humor-
ist, radio, after dinner speaker,
author, vaudeville; b. Brooklyn,
N. Y., June 13, 1887; Can You
Top This (NBC); Vox Pop; Hob-
by Lobby; guest appearances

FORD, WHITEY (Duke of Pa-
ducah)
NBC—Grand Ole Opry

FOY, EDDIE
NBC—Kraft Music Hall

FRANCIS, ARLENE
ABC—The Affairs of Ann
Scotland

FRANK, CARL
NBC—Woman in White

FREEMAN, FLORENCE
CBS—Wendy Warren and the
News
NBC—Young Widder Brown

FREYMAN, EVELYN
NBC—Consumer Time

FROST, ALICE
CBS—Mr. and Mrs. North
ABC—The Clock

FULLER, BARBARA
NBC—One Man's Family
Abbott & Costello

FUSSELL, SARAH
NBC—Just Plain Bill
Right to Happiness

— **G** —

GALLOP, FRANK
NBC—Philip Morris Presents



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Children Albums

Actor — Announcer — Narrator
LA 4-1200

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DORIS McWHIRT

SChuyler 4-5700



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LA. 4-1200



LES TREMAYNE

Emcee—Readers Digest Program—CBS
Starring—The Falcon—Mutual
Announcer—Drew Pearson's News—ABC
Romantic Lead—Joyce Jordan—NBC
Romantic Lead—Wendy Warren & the News,
CBS
Commentator—Hollywood Headlines—ABC



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and NEWSREEL COMMENTARY

PL. 7-0700

RADIO ARTISTS

the Milton Berle Show
GAMEL, NORENE
 CBS—Bill Goodwin Show
GARDE, BETTE
 NBC—Aldrich Family
 Home Is What You Make It
 The Big Story

GARDNER, ED (ARCHIE)

(Poggenburg, Eddie); Actor, producer, director; b. Astoria, N. Y., June 29, 1904; Duffy's Tavern (NBC).

GARGAN, WILLIAM
 ABC—I Deal in Crime

GARROWAY, DAVE
 NBC—Dave Garroway Show

GAYER, ANNE MARIE
 NBC—Katie's Daughter

GEER, WILL
 NBC—Joyce Jordan, MD
 Eternal Light
 Home Is What You Make It

GENTRY, ART
 NBC—Aldrich Family
 Bob Hawk Show

GERALD, ARA
 NBC—Katie's Daughter

GERSON, BETTY LOU
 ABC—Mr. President

GIBNEY, HAL
 NBC—Front and Center
 Names of Tomorrow

GIBSON, JOHNNY
 NBC—Philip Morris Presents
 the Milton Berle Show
 CBS—Casey
 Crime Photographer

GILBERT, JANICE
 ABC—The O'Neils
 My True Story
 Break The Bank

GILBERT, RUTH
 CBS—Perry Mason

GILFORD, JACK
 NBC—Philip Morris Presents
 the Milton Berle Show

GILLESPIE, JEAN
 NBC—Adventures of Frank
 Merriwell

GILMAN, PAGE
 NBC—One Man's Family

GILMORE, ART
 NBC—Meet Me at Parky's

GODFREY, ARTHUR
 CBS—Arthur Godfrey Show
 Talent Scouts

GOFF, NORRIS
 CBS—Lum 'n' Abner

GOODWIN, BILL
 NBC—Maxwell House Coffee
 Time
 CBS—Bill Goodwin Show

GORDON, BERT
 NBC—Eddie Cantor Show

GORDON, GALE
 NBC—Maxwell House Coffee
 Time
 Fibber McGee and Mollie
 The Drene Show

GOTHARD, DAVID
 NBC—Katie's Daughter

GORDON, VIRGINIA
 NBC—Abbott and Costello

GOSDEN, FREEMAN (AMOS)
 NBC—Amos 'n' Andy Show

GOTHARD, DAVID
 NBC—Katie's Daughter

GOULD, MITZI
 NBC—Date With Judy

GOULD, SANDRA
 NBC—Life of Riley
 Duffy's Tavern

GRANIK, THEODORE
 MBS—American Forum Of
 The Air

GRAUER, BEN
 NBC—Home Is What You
 Make It
 Chesterfield Supper Club
 NBC—Symphony

GREEN, DON
 KGW, Portland, Ore.
 Horizons of Tomorrow

GREEN, DOROTHY
 WCBS, N. Y., WNBC, N. Y.,
 KHJ, Los Angeles, Calif.

GREEN, EDDIE
 Actor; b. Baltimore, Md., Aug.
 16, 1901; Eddie (The Waiter)
 Green on Duffy's Tavern (NBC).

GRIFFIN, ROBERT
 NBC—Ma Perkins

GRIFFIS, BILL
 NBC—Believe It or Not (Rob-
 ert Ripley)

GRIGGS, JOHN
 MBS—House Of Mystery
 Adventure Parade

GRIMES, JACK
 CBS—Let's Pretend

— H —

HAGG, BOB
 ABC—The Sheriff
 My True Story

HAINES, LARRY
 CBS—Young Dr. Malone



LURENE TUTTLE



SIDNEY PAUL

LE 2-1100



LAWSON ZERBE

SChuyler 4-5700

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WISHES THAT IS**

**KENNY
DELMAR**

**PETER
DONALD**



Sandy Bickart

Actor, Narrator, Announcer

SC 4-5700

RADIO ARTISTS

HALEY, JACK
NBC—Sealtest Village Store

HALOP, FLORENCE (Flo)
NBC—Jack Paar Show
Duffy's Tavern

HARRINGTON, MARY LOU
NBC—One Man's Family

HARRIS, ARLENE
CBS—Baby Snooks

HARRIS, PHIL
MC, comedian, orchestra leader; b. Linton, Ind., June 24, 1906; The Fitch Bandwagon (NBC).

HARRIS STACY
ABC—My True Story

HART, CAROLYN
WRNS, Columbus, Ohio

HAWK, BOB
NBC—Bob Hawk Show

HAYES, GEORGE (Gabby)
NBC—Saturday Night Round-up Starring Roy Rogers

HAYES, PETER LIND
CBS—Ford Show Starring Dinah Shore

HAYS, HARVEY
WMAQ, Chicago, Ill.
Words and Music

HAYMES, DICK
CBS—Dick Haymes Show

HAYWARD, JOYCE
NBC—Mystery without Murder

HEFLIN, VAN
NBC—Adventures of Philip Marlowe

HEIDEN, MARION
WBBL, Sheboygan, Wis.
Once Upon A Time

HELM, FRANCES
WBAP, Fort Worth, Tex.
Fruit Express

HERBERT, WILMS
NBC—Today's Children

HERSCHLER, BURTON
NBC—Nature Sketches

HERSHFIELD, HARRY
Columnist (Mirror), cartoonist, radio; b. Cedar Rapids, Io., Oct. 13, 1885; Can You Top This; Kate Smith; Hobby Lobby; Hildegarde

HERSHOLT, JEAN
Actor, stage, screen, radio; b. Copenhagen, Denmark, July 12, 1886; Graduate of St. Knud, Copenhagen; Hon. MA, Bowdoin College, Me.; Hon. Dr. Humanities Degree, Rollins College, Fla.; Star of "Dr. Christian" CBS show for past 11 years.

HERSON, BILL
NBC—Coffee with Congress

HEWITT, ALLAN
NBC—This Is Nora Drake

HEYDE, BUD
NBC—Mad Masters

HICKEY, NANCY
WCYB, Bristol, Bristol, Va.-Tenn.
Story Lady

HIGBY, MARY JANE
NBC—When a Girl Marries

HIGSBY, HIRAM
KMBC, Kansas City, Mo.
Early Bird Jamboree
Brush Creek Follies

HILDEGARDE
NBC—Raleigh Room with Hildegarde
Penguin Room with Hildegarde

HILLIARD, HARRIET
CBS—Adventures of Ozzie and Harriet

HOFFA, Portland
NBC—Fred Allen Show

HOLBROOK, JOHN
NBC—Life Can Be Beautiful

HOLLAND, CHARLOTTE
NBC—Joyce Jordan
This is Nora Drake
Home Is What You Make It
CBS—Lone Journey

HOLLENBECK, WILLIAM
NBC—Young Widder Brown

HOLMES, THURSTON
WBRK, Pittsfield, Mass.
Tick of Clock

HOLMES, WENDELL
NBC—Colonel Humphrey
Flack

HOPE, BOB
(Hope, Robert); Comedian, screen, radio; b. London, Eng., May 29, 1903; The Bob Hope Show (NBC)

HOPFER, HEDDA
CBS—This Is Hollywood

HORSFALL, DOT
WPDQ, Jacksonville, Fla.
Story Time Lady

HORTON, EDWARD EVERETT
NBC—Kraft Music Hall

HOUSTON, JANE
NBC—Stella Dallas

HOWARD, EUNICE
NBC—Pepper Young's Family



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... CHARACTER

LExington 2-1100

JOHN BROWN

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MY FRIEND IRMA
THE LIFE OF RILEY
A DATE WITH JUDY
OZZIE AND HARRIET
THE DENNIS DAY SHOW



ELLEN FENWICK
LE. 2-1100

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"PENNY"
ONE
FAMILY
"PHYLLIS"
FITCH BAND
WAGON

RADIO ARTISTS

HOWARD, JOE

NBC—Kay Kyser's College of Musical Knowledge

HOWARD, TOM

CBS—It Pays To Be Ignorant

HOWELL, WAYNE

NBC—Honeymoon in New York

HUBBARD, IRENE

CBS—Mr. Keen, Tracer of Lost Persons

HUBER, HAROLD

Mystery of the Week

HUGHES, ARTHUR

NBC—Just Plain Bill

HULL, JOHN WARREN

Actor, singer, MC, stage, screen, radio; b. Gasport, N. Y.; Jan. 17, 1903; NYU, Univ. of Rochester; Vox Pop; Fair Enough (ABC Tele); In Town Today (NBC Tele); Radio City Matinee (NBC Tele)

HULL, MARY

ABC—The Fat Man
Counterspy
Eternal Light
Molle Mystery
Up to Youth
My True Story

HUSING TED

WGN—Ted Husing's Bandstand

HUSTON, WALTER

ABC—The Fitzgeralds
Opportunity Knocks
Theater Guild on the Air

— I —

IDELSON, BILLY

MBS—Those Websters

IRVING, CHARLES

CBS—Young Dr. Malone
NBC—Milton Berle Show

— J —

JACKSON, JOAN

NBC—Aldrich Family

JAMESON HOUSE

NBC—Aldrich Family
Cavalcade of America

JANNEY, LEON

MBS—Charlie Chan

JARVIS, AL

KIAC, Hollywood, Calif.
Make Believe Ballroom

JENKS, HARRY

KMBC, Kansas City, Mo.
Rhymaline Time

JOELS, MERRILL E.

B. Hartford Conn., Jan. 19, 1915;
ed. Washington U.; Readers Digest; Aunt Jenny; Sherlock Holmes; Believe it or Not, The Eternal Light, The Clock

JOHNS, JOHN

KDKA, Pittsburgh, Pa.
Adventures in Research

JOHNSON, BESS

ABC—Ted Malone, Break the Bank

JOHNSON, BILL

MBS—Adventures of Michael Shayne, Detective

JOHNSON, CLIFF

MBS—Heart's Desire

JOHNSON, GEORGIANNE

KWLC, Decorah, Iowa
Chap-a-Day

JOHNSON, PARKS

Radio actor; b. Sheffield, Ala., Mar. 22, 1891; Univ. of Ga.; Emory College; Vox Pop CBS, ABC

JOHNSON, RAYMOND EDWARD

NBC—Adventures of Archie Andrews

JOHNSTONE, BILL

NBC—Today's Children

JOLSON, AL

JONES, GINGER

NBC—Joyce Jordan

JONES, HELEN

WLVA, Lynchburg, Va.
High Time for Teens

JORDAN, JIM (Fibber McGee)

NBC—Fibber McGee and Molly

JORDAN, MARIAN (Molly McGee)

NBC—Fibber McGee and Molly

JORDAN, OWEN

ABC—Terry and the Pirates
My True Story

JOSLIN, JO ANN

KDSJ, Deadwood, S. Dak.
KDSJ Theatre

JOSTYN, JAY

Radio actor; b. Milwaukee, Wisc.; Marquette Univ. Wisc. Conservatory of Music; Mr. District Attorney (NBC)

JOYCE, ARLENE

NBC—Ma Perkins

JULIAN, JOSEPH

NBC—Call the Police



STAATS COTSWORTH

LEx. 2-1100



ED BEGLEY

Will Brown—"Aldrich Family"—NBC
Sgt. O'Hara—"Fat Man"—ABC
Pete Stone—"Big Sister"—CBS
Francis Hayfield—"Myrt & Marge"—Mutual



BRET MORRISON

Title Role—"The Shadow"—MBS
Starring—"Song of the Stranger"—MBS
Narrator—"Light of the World"—NBC



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RADIO ARTISTS

— K —

KADELL, CARLTON
NBC—Masquerade
Amos 'n' Andy

KALSON, ALBERT
KDKA, Pittsburgh, Pa.
KDKA School of the Air

KAUFMAN, IRVING
NBC, CBS, MBS

KAY, BEATRICE
MBS—Beatrice Kay Show

KAYE, SAMMY
ABC—So You Want To Lead
A Band
Sunday Serenade

KEANE, CHARLOTTE
NBC—Adventures of Ellery
Queen

KEARNS, JOSEPH
Actor, radio, stage; b. Salt Lake
City, Utah, Feb. 12, 1907; Sus-
pense (CBS); Sam Spade (CBS);
Whistler (CBS); Judy Canova
(NBC); Ozzie and Harriet
(CBS); Jack Benny (NBC)

KEIGHLEY, WILLIAM
CBS—Lux Radio Theatre

KEITH, RICHARD
MBS—True Detective Mys-
teries

KELK, JACKIE
Radio actor; b. Brooklyn, N. Y.,
Aug. 6, 1923; Professional Chil-
dren's Sch.; Aldrich Family
(NBC); Superman (MBS)

KELLY, AL
NBC—Milton Berle Show

KELLY, JOE
NBC—Quiz Kids

KELTON, PERT
NBC—Milton Berle Show
Kraft Music Hall

KENT, ELAINE
NBC—Young Widder Brown

KETTLES, SALLY
KDKA, Pittsburgh, Pa.
KDKA School of the Air

KIERAN, JOHN
MBS—Information Please

KIERNAN, WALTER
WJZ

KILGALLEN, DOROTHY
ABC—Star Time with Dorothy
Kilgallen

KILPACK, BENNETT
Mr. Keen, Tracer of Lost Per-
sons

KING, JOHN REED
CBS—Give and Take
Missus Goes A-Shoppin

KINSELLA, WALTER
ABC—Theater Guild on the
Air

KIRBY, DURWARD
NBC—Honeymoon in New
York

KIRBY, KLEVE
NBC—Reveille Round-up
Sheaffer Parade

KIRKWOOD, JACK
CBS—Arthur Place

KLEIN, ADELAIDE
ABC—My True Story

KLIEB, HELEN
NBC—Mad Masters

KLINE, EUGENE
KDKA, Pittsburgh, Pa.
KDKA School of the Air

KLOWDEN, NINA
NBC—Rexall Summer Theater

KNIGHT, RAY
ABC—Good Morning, It's
Knight

KNUDSEN, PEGGY
CBS—Bill Goodwin Show
NBC—Sealtest Village Store

KOILMAR, RICHARD
ABC—Boston Blackie

KOOPS, EDWARD
KDKA, Pittsburgh, Pa.
Brunch With Bill
King for a Minute

KORDIC, REGIS
KDKA, Pittsburgh, Pa.
KDKA School of the Air

KRAMER, MANDELL
ABC—Counterspy

KRAMER, PHIL
NBC—Adventures of Archie
Andrews
Jimmy Edmondson Show
Chesterfield Supper Club

KRENN, OTTO
KDKA, Pittsburgh, Pa.
KDKA School of the Air

KROEGER, BERRY
NBC—The Big Story
Mo'le Mystery Theater
CBS—Big Sister

KYSER, KAY

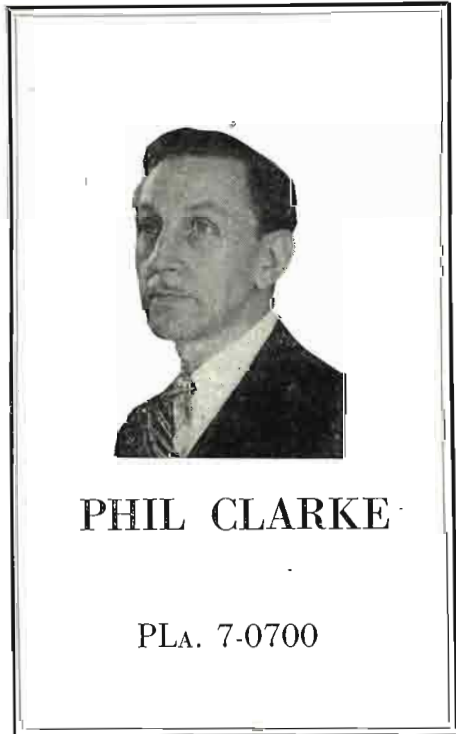
— L —

LADD, HANK
NBC—Kraft Music Hall

LAKE, ARTHUR
CBS—Blondie



JACKIE KELK



PHIL CLARKE

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“AUNT MARY”—NBC

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“STRANGE ADVENTURE”

RADIO ARTISTS

- LAKE, BARRIE**
WIBC, Indianapolis, Ind.
Annie's Almanac
- LAKE, FLORENCE**
CBS—That's Finnergan
- LANDER, ROSALEE**
WLBB, Carrollton, Ga.
Story Book of the Air
- LANE, DICK**
NBC—Alan Young Show
- LANG, HARRY**
NBC—Abbott and Costello
- LARKIN, JOHN**
NBC—Colonel Humphrey
Flack
The Third Horseman
CBS—Perry Mason
- LATIMER, ED**
NBC—Adventures of Ellery
Queen
- LATTING, ROBERT**
NBC—Woman in White
- LAUCK, CHET**
CBS—Lum 'n' Abner
- LAURIE, JOE, JR.**
Can You Top This? (NBC)
- LAWRENCE, CHARLOTTE**
CBS—Christopher Wells
NBC—Light of the World
- LAWRENCE, MORT**
ABC—Gangbusters
Exploring the Unknown
Adventures of the Falcon
Boston Blackie
Counterspy
My True Story
- LAZAR, JOAN**
NBC—Gramps
Home Is What You Make It
- LEE, PEGGY**
- LEE, PINKY**
NBC—The Drene Show
- LEE, VIRGINIA**
KAKC, Tulsa, Okla.
Story Time
- LEEFERS, BOB**
WMT, Cedar Rapids, Iowa
- LEFEVRE, NED**
NBC—Masquerade
Amos 'n' Andy
- LEGALLIENNE, EVA**
ABC—Barnes
One Woman's Opinion
- LEHR, LEW**
Stop Me If You Have Heard
This
- LENROW, BERNARD**
NBC—Molle Mystery Theater
- LEONARD, JIMMY**
NBC—Circle Arrow Show
- LEONARD, SHELDON**
CBS—Maisie
NBC—Meet Me at Parky's
- LEVENE, SAM**
ABC—Theater Guild on the
Air
- LEWIS, ABBEY**
ABC—My True Story
- LEWIS, ELLIOTT**
NBC—A Day in the Life of
Dennis Day
Fitch Bandwagon
Meet Me at Parky's
MBS—Scarlet Queen
- LEWIS, FORREST**
NBC—Meet the Meeks
- LEWIS, JACK**
KGO, San Francisco, Calif
Pat Novak
- LEWIS, ROBERT Q.**
CBS—Robert Q. Lewis Show
- LINDSAY, HOWARD**
NBC—Ford Theater
- LINKLETTER, ART**
CBS—House Party
NBC—People Are Funny
- LIPTON, BILLY**
ABC—My True Story
- LISS, RONNY**
MBS—Robin—Superman
CBS—Studio One
Aunt Jenny
Robert Q. Lewis Show
NBC—Ford Theatre
ABC—Counterspy
- LISZT, MARGIE**
NBC—Abbott and Costello
Duffy's Tavern
- LITTELL, PATTI**
KDKA, Pittsburgh, Pa.
KDKA School of the Air
- LIVINGSTONE, MARY**
(Benny, Mrs. Jack); Actress; b.
Seattle, Wash., June 23, 1909;
The Jack Benny Show
- LOYD, JOHN HOWARD**
Studio 1
Lora Lawton
Cavalcade of America
Front Page Farrell
We, The People
Armstrong Theatre
- LOCKE, RALPH**
NBC—Life Can Be Beautiful
- LORDE, ATHENA**
CBS—Reader's Digest
Kate Smith Hour
NBC—When A Girl Marries
MBS—The Shadow



FRANK LOVEJOY
"MURDER AND MR. MALONE"
ABC

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SChuyler 4-5700

. . . **RADIO ARTISTS** . . .

Linda's First Love
Nick Carter
LORRE, PETER
NBC—Mystery in the Air
LOVEJOY, FRANK
Radio actor; b. N. Y. C., N. Y.,
March 28; Murder and Mr.
Malone (ABC); coast to coast;
Sound Off (CBS).
LOVETT, DOROTHY
NBC—Today's Children
LUBIN, LOU
NBC—Amos 'n' Andy
LUDDY, BARBARA
Le Fevre, Barbara (Mrs.); b.
Helena, Mont.; First Nighter
(CBS)
LUNT, ALFRED
ABC—Theater Guild on the
Air
LYNCH, PEG
ABC—Ethel and Albert
LYONS, RUTH
WLW, Cincinnati, Ohio
Morning Matinee
LYTELL, BERT
ABC—Warriors of Peace
— **M** —
MacELHONE, ELOISE
MBS—Leave It to the Girls
MacQUARRIE, HAVEN
Actor; b. Boston, 1894; Noah
Webster Says (NBC).
McBRIDE, JACK
ABC—My True Story
McBRIDE, MARY
MARGARET
WNBC

McCAFFERY, JOHN K. M.
NBC—Author Meets the Critic
McCAMBRIDGE, MERCEDES
NBC—This Is Nora Drake
McCAMMEN, BESS
NBC—Joyce Jordan
McCLESKEY, BEN
WFAA, Dallas, Tex.
Hackberry Hotel
McCONNELL, LULU
CBS—It Pays To Be Ignorant
McCONNELL, SMILIN'
ED
Story teller, MC, singer; b. At-
lanta, Ga., Jan. 12, 1892; Wil-
liam Jewell College; Began radio
work 1922, WSB, Atlanta, Ga.
Present sponsors: The Brown
Shoe Co. (NBC); The Mantle
Lamp Co. (Transcriptions); The
Cole Milling Co.
McCORMICK, MYRON
CBS—Christopher Wells
ABC—The Listening Post
McCRARY, TEX
NBC—The Tex and Jinx Show
McDANIEL, HATTIE
NBC—Amos 'n' Andy
McDONNELL, CRAIG
NBC—Gramps
Story Shop
McGEEHAN, PATRICK
JOSEPH
Actor; b. Steelton, Pa., Mar. 4,
1908; Univ. of Va.; Red Skelton;
Joan Davis; Abbott & Costello;
Life of Riley; Picture trailers;
narrations

McGOVERN, JOHNNY
NBC—Bob Burns Show
McGRATH, PAUL
CBS—Inner Sanctum
McGUIRE, BOBBY
MBS—Twenty Questions
McHATTON, RUSSELL
KVBC, San Luis Obispo, Calif.
San Luis Obispo Players
McINTYRE, JOHN
NBC—One Man's Family
McKEE, BOB
Doctors Then and Now
Doctors Today
McLAIN, BOB
KDKA, Pittsburgh, Pa.
KDKA School of the Air
McLAUGHLIN, DON
ABC—David Harding, Coun-
terspy
NBC—Road of Life
McMICHAELS, FLORENCE
(Flo)
NBC—Vest Pocket Varieties
McNAUGHTON, HARRY
CBS—It Pays To Be Ignorant
McNEAR, HOWARD
ABC—The Adventures of Bill
Lance
McNEILL, DON
ABC—Breakfast Club
McNELLIS, MAGGI
ABC—Luncheon at the Latin
Quarter
McVEY, TYLER
NBC—Today's Children
McWHIRT, DORIS
Mutual
Song of the Stranger
NBC—CBS



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Jack Lawson

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. . . **RADIO ARTISTS** . . .

MACK, GILBERT

Actor, director; b. New York, N. Y., Nov. 3, 1912; Inner Sanctum; Superman; Reader's Digest; Grand Central Station; Mollie Mystery Theater; Harvest of Stars

MALONE, TED

(Russell, Alden F.); Radio story teller, poetry editor, commentator, MC; b. Colorado Springs, Colo., May 18, 1908; William Jewell College; Ted Malone (ABC); MC, Leave It to the Girls (MBS); MC, The Prudential Family Hour (CBS); Tele Series (WRBG, ABC)

MACY, JERRY

NBC—McGarry and His Mouse Mollie Mystery Theater
Bernie West's Carnival

MAHER, WALLY

NBC—One Man's Family

MAITLAND, ARTHUR

NBC—Adventures of Archie Andrews

MAIDEN, KARL

ABC—My True Story

MANN, GLORIA

Andrews
NBC—Adventures of Archie

MANN, JERRY

NBC—Alan Young Show

MANNING, JACK

NBC—Light of the World

MANSON

CHARLOTTE

Actress; b. New York, N. Y.,

Jan. 21, 1921; NYU, BS; Georgia on the Creep; Dr. Carlson McVicker on Road of Life (NBC); Patsy on Nick Carter (MBS); The Sheriff; Marjorie on Helen Trent; My True Story (ABC)

MARCH, HAL

CBS—Sweeney and March

MARKHAM, MARCELLA

ABC—My True Story

MARKS, SHERMAN

NBC—Meet the Meeks
World's Great Novels
American Novels

MARR, EDDIE

ABC—Radio Hall of Fame

MARSHALL, HERBERT

CBS—Man Called X

MARTEL, BILL

NBC—Masquerade

MARTIN, IAN

NBC—Adventures of Archie Andrews

RCA-Victor Show

MARTIN, TONY

ABC—The Tony Martin Show

MARSH, MYRA

NBC—Date with Judy

MARX, GROUCHO

ABC—The Groucho Marx Show

MASON, SYDNEY

WIBC, Indianapolis, Ind.

Hoosier Traveler

MASSEY, RAYMOND

NBC—Harvest of Stars

MASTERS, MONTY

NBC—The Mad Masters

MASTERS, NATALIE

NBC—The Mad Masters

MATHENY, PAUL

WMON, Montgomery, W. Va.
Magic Valley

MATHEWS, GRACE

CBS—Big Sister

MBS—The Shadow

MATTISON, C. W.

WGLN, Glens Falls, N. Y.

WGLN Players

MAXWELL, FRANK

NBC—Colonel Humphrey

Flack

Gramps

Vest Pocket Varieties

MEACHAM, MALCOLM

NBC—Ma Perkins

MAYHOFF, EDDIE

NBC—The Charlie McCarthy Show

MEIGHAM, JAMES

NBC—Backstage Wife

MENKEN, HELEN

ABC—Woman's Exchange

Theater Guild of the Air

MERRILL, GARY

NBC—Right to Happiness

MERRILL, KEN

RDSH, Boise, Idaho

MEYER, MARSHALL

WNOG, Norwich, Conn.

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WWOL, Lackawanna, N. Y.

Polish Hr.

MILEWICZ, STACK

WWOL, Lackawanna, N. Y.

Polish Hr.

MILFORD, MARY

KGO, San Francisco, Calif.

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KEARNS**

MAL BOYD

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Motion Pictures

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. . . **RADIO ARTISTS** . . .

MILLER, SUSAN
ABC—Abbott and Costello

MILLS, FRANK
WBAP, Fort Worth, Tex.
Fruit Express

MINER, JAN
CBS—Casey, Crime Photographer
NBC—Lora Lawton

MITCHELL, EVERETT
NBC — National Farm and Home Hour

MITCHELL, LES
Theater of Famous Radio People
Masquerade

MITCHELL, SHIRLEY
NBC—The Great Gildersleeve

MOHR, GERALD
ABC—The Adventures of Bill Lance

MONKS, JAMES
ABC—My True Story

MONTGOMERY, ROBERT
CBS—Suspense

MOORE, ARTHUR
CBS—Arthur's Place

MOORE, GARRY
NBC—Take It or Leave It

MOORE, TOM
ABC—Ladies Be Seated

MOOREHEAD, Agnes
ABC—Mayor of the Town

MORGAN, CLAUDIA
CBS—Adventures of the Thin Man
NBC—Right to Happiness

MORGAN, FRANK
NBC — The Frank Morgan Show

MORGAN, HENRY
NBC—Mystery in the Air

MORGAN, HENRY
ABC—Henry Morgan Show

MORGAN, JANE
NBC—One Man's Family
NBC—Life of Riley

MORGAN, JOHNNY
NBC—Johnny Morgan Show

MORRIS, ELYSE
KYW, Philadelphia, Pa.

MORRISON, BRET
Actor, singer, radio artist; b. May 5, 1912, Chicago, Ill.; Art Inst., Chicago; The Shadow (MBS); Light of the World (NBC); Thin Man; True Story; The Falcon; Superman; Song of the Stranger (MBS).

MOSS, ARNOLD
ABC—Warriors of Peace
Meet Me In Manhattan

MOTHERAL, JAMES
WKTM, Mayfield, Ky.
Friendly Philosopher

— N —

NAGEL, CONRAD
CBS—Silver Theater

NASH, CLARENCE
NBC—Bob Burns Show

NEISE, GEORGE
NBC—Judy Canova Show

NELSON, FRANK
NBC—Maxwell House Coffee Time
Jack Benny Show
Day in the Life of Dennis Day

NELSON, JOHN
ABC—Bride and Groom

NELSON, OZZIE
CBS—Adventures of Ozzie and Harriet

NILSON, NORMA JEAN
Lux Radio Theater
Stars Over Hollywood
Screen Guild Players
This Is My Best
Eddie Bracken Story
The Jack Carson Show

NISEN, CLARE
NBC—Backstage Wife

NOAH, HARRIET
WTAL, Tallahassee, Fla.
Radio Work Shop

NOLAN, JEANETTE
NBC—One Man's Family
Alan Young Show

NORTH ROBERT
NBC—Fitch Bandwagon

— O —

O'BRIEN, PAT
NBC—Rexall Summer Theater

O'BRIEN, VINCENT
KDKA, Pittsburgh, Pa.
KDKA School of the Air

OCKO, DANNY
ABC—My True Story
Theater Guild on the Air

O'DONNELL, GENE
NBC—Light of the World

O'HARA, SHIRLEY
ABC—My True Story
Theater Guild on the Air



EDDIE "The Waiter" GREEN
DUFFY'S TAVERN
Since the very first day

RADIO ARTISTS

OHNSMAN, HAL
KDKA, Pittsburgh, Pa.
KDKA School of the Air

O'KEEFE, WALTER
CBS—Double Or Nothing

OLIVER, STERLING
ABC—My True Story

OLMSTED, NELSON
NBC—Nelson Olmsted Story for Tonight

OLSEN, JOHNNY
(Olsen, John L.); Radio performer, writer, producer, singer, MC; b. Windom, Minn., May 22, 1910; South Dakota Business College; Ladies Be Seated (ABC); Johnny Olsen's Rumpus Room (ABC); Ladies Be Seated (Tele, WABD); Olsen Rumpus Room (Tele, WPTZ, WABD); Club Matinee (ABC)

OLSEN, PENNY
Ladies Be Seated (ABC); Johnny Olsen's Rumpus Room (ABC)

ORR, ANGELINE
MBS—Captain Midnight

ORTEGA, SANTOS
CBS—Big Sister

OSTERWALD, BIBI
ABC—Theater Guild on the Air

O'TOOLE, OLLIE
NBC—Fitch Bandwagon

OWEN, ETHEL
ABC—The Listening Post

— P —

PAAR, JACK
NBC—Jack Paar Show

PAGE, GALE
NBC—Today's Children Story of Holly Sloan

PARKS, BERT
ABC—Break the Bank

PARKS, BOB
KDKA, Pittsburgh, Pa. Adventures in Research
KDKA School of the Air

PARKYAKARKUS (Einstein, Harry)
NBC—Meet Me At Parky's

PARSONS, HARRIET
ABC—The Louella Parsons Show

PARSONS, LOUELLA
ABC—The Louella Parsons Show

PATRICK, PAT (Ereil Twing)
NBC—Charlie McCarthy Show

PATTON, MARY
ABC—My True Story

PAUL, SIDNEY
Actor, Announcer, Narrator; b. N. Y. C., Sept. 28, 1917; Johns Hopkins U., Columbia U. Big Town; Famous Jury Trials; Crime Photographer; Treasury Star Salute; Voice of the Army; Real Stories.

PAWLEY, ED
CBS—Big Town

PAYNE, VIRGINIA
CBS-NBC—Ma Perkins

PEALE, NORMAN VINCENT, Dr., Minister
NBC—Art of Living

PEARCE, AL
ABC—The Al Pearce Show

PEARL (Minnie Pearl)
NBC—Grand Ole Opry

PEARSON, DREW
ABC—Drew Pearson

PEARSON, FORT
NBC—Sheaffer Parade Evening with Romberg

PEARSON, GEORGE
NBC—Red Skelton Show

PEARSON, TED
NBC—Cavalcade of America

PEARY, HAL
NBC—The Great Gildersleeve

PELLETIER, VINCENT
NBC—An Evening with Romberg
General Mills Hour

PERRERA, LYDIA
NBC—Story to Order

PERROTT, RUTH
NBC—Judy Canova Show
Alan Young Show

PERSONS, FERN
NBC—The Baxters

PERVIN, VICTOR
NBC—Story of Holly Sloan

PETRIE, HOWARD
CBS—Durante-Moore Show.
Blondie

PETRUZZI, JACK
NBC—Woman in White

PIERCE, MADELEINE
NBC—Stella Dallas

PIOUS, MINERVA (Mrs. Nussbaum)
NBC—Fred Allen Show
CBS—Lone Journey

POLESIE, HERB
MBS—Twenty Questions

POLLOCK, BERT
KDKA, Pittsburgh, Pa.
KDKA School of the Air

POLMER, HELENE
NBC—Road of Life

POULTON, LIONEL
KDKA, Pittsburgh, Pa.
King for a Minute

POWELL, JANE
NBC—Date with Judy

POWERS, PENNY

(Olsen, Penny); b. Milwaukee, Wis., Feb. 6, 1917; ed. Stevens College; Johnny Olsen's Ladies Be Seated (ABC) Tele; Johnny Olsen's Rumpus Room (ABC) Tele.

PRENTISS, ED

MBS—Captain Midnight

PRICE, ALLEN

NBC—Meet the Meeks

PRICE, ROGER

Seaside Village Store

PRICE, VINCENT

Actor; b. St. Louis, Mo., May 27, 12; ed. Yale, MA; University of London; The Saint (CBS); Lux Theatre; Suspense; Family Theatre.

PRINCE, DAN

KYW, Philadelphia, Pa.

PROFESSOR QUIZ

(Earl, Craig); b. Boston, Mass.; Tufts; Harvard; Professor Quiz (ABC)

PRYOR, ROGER

CBS—Pause That Refreshes
On the Air

PURD'HAMME, CAMERON

CBS—David Harum

PUTNAM, GEORGE CARSON

Fox Movietone News

— Q —

QUIGLEY, ROBERT

ABC—My True Story

QUINN, BILL

ABC—My True Story

QUINTAL, MAE

ABC—My True Story

QUIZ KIDS

NBC

— R —

RABY, JOHN

NBC—When a Girl Marries

RAFFETTO, MICHAEL

NBC—One Man's Family

RAHT, KATHARINE

NBC—Aldrich Family

RAND, DICK

KGW, Portland, Ore.
Horizons of Tomorrow

RANDOLPH, AMANDA

Actress, vocalist; b. New York, N. Y.; Ladies Be Seated (ABC); Young Dr. Malone; Hour Class (NBC Tele)

RANDOLPH, ISABEL

NBC—Bob Burns Show
A Day in the Life of Dennis Day

RATHBONE, BASIL

MBS—Seotland Yard

RAU, HELEN WAYNE

KDKA, Pittsburgh, Pa.
Adventures in Research
KDKA School of the Air

READICK, FRANK

ABC—Fishing & Hunting Club
CBS—Crime Doctor

REDFIELD, BILLY

ABC—Tales of Willie Piper

REIBURGH, EVELYN

WMPT, Florence, Ala.

REED, ALAN

NBC—Duffy's Tavern
Abbott and Costello

REED, CAROL

KYW, Philadelphia, Pa.

REED, TOBY

NBC—Drene Show
Maxwell House Coffee Time

REINHART, ALICE

NBC—Life Can Be Beautiful

RELLER, ELISSA

NBC—Portia Faces Life

RICE, ROSEMARY

Actress; b. Montclair, N. Y.; ed. Professional Children's School, U. of Chicago; Theatre Guild of the Air; Ford Theatre; Studio One; When a Girl Marries (NBC); Archie Andrews (NBC); Right to Happiness (NBC).

RIGGS, GLENN

RIGGS, TOMMY

ABC—Tommy Riggs Show

RIPLEY, ROBERT L. (Bob)

NBC—Believe It or Not

RIVERS, ANTHONY

ABC—My True Story

ROBBINS, FREDDIE

NBC—Teenagers
King Cole Trio Time

ROBERTS, BOB

ABC—The Sheriff

ROBERTSON, ARNOLD

NBC—This Is Nora Drake

ROBINSON, BARTLETT (Bart)

NBC—Gramps
Portia Faces Life

ROBINSON, FLORENCE

NBC—Light of the World

ROCHESTER (Anderson, Eddie)

NBC—Jack Benny Show

ROCHESTER, MELVIN

KDSJ, Deadwood, S. Dak.

RODMAN, VICTOR

NBC—Women in White

ROEHL, ANN

KSOK, Arkansas City, Kans.
Storyland

ROESSLER, ELMIRA

NBC—Meet the Meeks

ROGERS, ROY

Dick Run, O.

RADIO ARTISTS

- NBC—Saturday Night Round-Up
- ROLF, ERIC**
NBC—Bob Burns Show
- ROLFE, MARY**
NBC—Aldrich Family
- ROXSON, ADELE**
ABC—My True Story
- ROOS, JEANINE**
NBC—Fitch Bandwagon
- ROST, ELAINE**
NBC—Adventures of Frank Merriwell
- ROUVERAL, JEAN**
NBC—One Man's Family
- ROVENTINI, JOHNNY**
NBC—The Milton Berle Show
- ROWLANDS, HUGH**
NBC—The Adventures of Frank Merriwell
- ROY, CECIL H.**
(Roy, Cecil Hildegarde; Radio Actress, Singer, Announcer; b. St. Paul, Minn.; ed. Panhandle Agricultural & Mechanical College, Okla. A. & M. Teachers College, Colo.; House of Mystery MBS; Comic Weekly Time NBC; True Story ABC; Tennessee Jed ABC; Young Widder Brown NBC; School of the Air CBS.
- RUBIN, JACK**
Break the Bank
- RUSSELL, RUTH**
NBC—Just Plain Bill
- RUSSELL, TODD**
CBS—Strike It Rich
- RYAN, IRENE**
CBS—Jack Carson Show
- RYAN, PATRICIA**
MBS—Real Stories from Real Life
ABC—My True Story
- S —
- SACHS, ADELAIDE LASNER**
KDKA, Pittsburgh, Pa.
KDKA School of the Air
- SANDS, BILL**
NBC—Milton Berle Show
- SARGENT, NANETTE**
NBC—Curtain Time
World's Great Novels
Meet the Meeks
- SCHUYLER, HELEN B.**
KOGY, Oklahoma City, Okla.
Turning the Leaves
- SCOTT, FRANCES**
(Bosch, Frankie S.); MC, commentator, actress, writer; b. San Francisco, Calif.; MC, Topsy Turvy Quiz Tele Show; MC, Let's Play Reporter; MC and star interviewer, Starlifted Revue; Commentator, It Takes a Woman; Fact or Fantasy; Personality Parade
- SCOURBY, ALEXANDER**
NBC—Your United Nations
Eternal Light
- SCRIBNER, JIMMY**
MBS—The Johnson Family
- SEEL, CHARLES**
NBC—Story of Holly Sloan
- SELBY, SARA**
NBC—Alan Young Show
Frank Morgan Show
- SEROTA, SAM**
WIP, Philadelphia, Pa.
A Trip To The Zoo
- SEYMOUR, ANN**
NBC—Gramps
- SHEA, GEORGE BEVERLY**
ABC—Club Time
- SHEA, JOAN**
NBC—Adventures of Archie Andrews
- SHEEN, FULTON, J. (Monsignor)**
NBC—Catholic Hour
- SHELDON, HERB**
NBC—Honeymoon in New York
- SHELTON, GEORGE**
CBS—It Pays To Be Ignorant
- SHEPHERD, ANN**
CBS—Big Sister
- SHERRY, BOB**
NBC
- SHIELDS, FRED**
CBS—Meet Corliss Archer
- SHIELDS, HELEN**
ABC—Theater Guild
My True Story
- SHIPP, MARY**
NBC—The Milton Berle Show
The Aldrich Family
- SHIRLEY, ALFRED**
MBS—Sherlock Holmes
- SHOCKLEY, MARION**
NBC—Road of Life
- SHORE, DINAH**
- SHUSTER, FRANK**
NBC—Wayne and Shuster Show
- SIEBOLD, FVELYN**
NBC—Life Can Be Beautiful
- SICKLES, WALTER**
KDKA, Pittsburgh, Pa.
Adventures in Research
KDKA School of the Air
- SIMMONS, JAMES**
KPXB, Beaumont, Tex.
Moments in Words & Music
- SINGLETON, DORIS**
NBC—Jack Paar Show
Sealtest Village Store
Maxwell House Coffee Time
- SINGLETON, PENNY**
CBS—Blondie
- SKELTON, RED**
NBC—Red Skelton Show
- SKINNER, CORNELIA OTIS**
NBC—Johnny Presents the Philip Morris Program
- SLATER, BILL**
MBS—Twenty Questions
Fishing and Hunting Club
- SLOAN, EVERETT**
NBC—Molle Mystery Theater
- SLOANE, ROBERT**
NBC—The Big Story
- SMART, J. SCOTT**
ABC—The Fat Man
- SMITH, BILL**
NBC—Adventures of Ellery Queen
- SMITH, SYDNEY**
MBS—Real Stories From Real Life
- SMITH, "WONDERFUL"**
NBC—Red Skelton Show
- SMOLEN, VIVIAN**
CBS—Our Gal Sunday
NBC—Stella Dallas
- SMYTHE, J. ANTHONY**
NBC—One Man's Family
- SNOOK, HARRY (Mr. & Mrs)**
WBT, Charlotte North Carolina
Breakfast with Patsy and Harry
- SNYDER LOUISE**
MBS—Adventures Of The Falcon
- SOKMAN, RALPH Dr.**
NBC—National Radio Pulpit
Minister
- SONDERGAARD, HESTER**
ABC—My True Story
- SOUBIER, CLIFF**
NBC—Meet the Meeks
World's Great Novels
American Novels
- SOULE, OLAN E.**
B. La Harpe, Ill., Feb. 28;
First Nighter (CBS); Grand Marquee (NBC)
- SPRINGER, EUGENE**
WBS, Canton, Ill.
Twice Told Tales
- STAFFORD, HANLEY**
CBS—Baby Snooks
Blondie
- STAMM, FREDERICK, K. Dr.**
Minister
NBC—Highlights of the Bible
- STANG, ARNOLD**
The Milton Berle Show (NBC);
The Eddie Cantor Show (NBC);
Henry Morgan Show; Theater Guild
- STANLEY, JOHN**
MBS—Sherlock Holmes
- STARKEY, JED**
KMBC, Kansas City, Mo.
Dinner Bell Roundup
Brush Creek Follies
- STARR, BONNIE**
KDSJ, Deadwood, S. Dak.
- STEHLI, EDGAR**
NBC—Aldrich Family
Gramps
- STEVENS, JULIE**
CBS—Romance of Helen Trent
- STEWART, NICODEMUS**
NBC—The Fabulous Dr. Tweedy
- STITT, JESSE WILLIAM, Dr.**
Minister
NBC—Art of Living
Highlights of the Bible
- STODDARD, ENSOR**
WKAP, Allentown, Pa.
Interlude from Reahty
- STONE, EZRA**
Aldrich Family
- STONE, HARLAN**
NBC—Adventures of Archie Andrews
- STONE, PAULA**
MBS—Leave It To The Girls
- STOOPNAGLE, COLONEL**
CBS—Vaughn Monroe Show
- STRATTON, CHESTER**
ABC—Theater Guild
My True Story
- STRATTON, GIL**
NBC—Life of Riley
- STRICKLAND, ANZIE**
NBC—Light of the World
- STROOCK, GLORIA**
NBC—Crimes of Carelessness
- STUDER, HAROLD (Hal)**
NBC—The Adventures of Frank Merriwell
- STUDERBAKER, HUGH**
CBS—Guiding Light
NBC—Woman in White
- STYLES, HAL**
KFWB—Vets Talk It Over
So You'd Like To Be in Radio
- SULLIVAN, ELLIOTT**
ABC—My True Story
- SULLIVAN, LEE**
NBC—Lee Sullivan's Vest Pocket Varieties
- SUTTON, CLARK**
KDKA, Pittsburgh, Pa.
Youth Looks at the News
- SWEENEY, BOB**
CBS—Sweeney & March

RADIO ARTISTS

SWENSON, KARL
NBC—Mystery without Murder
Lorenzo Jones
CBS—Our Gal Sunday

SZUWALSKI, LILI
WWOL, Lackawanna, N. Y.

— T —

TAIT, HELEN
KMBC, Kansas City, Mo.
Appointment with Joanne
Taylor

TANNEY, ARNO
CBS—Sound Off

TARPLIN, MAURICE
MBS—Mysterious Traveler
NBC—Light of the World

TAYLOR, DEEMS
NBC, RCA Show

TEDRO, IRENE
CBS—Meet Corliss Archer

TETLEY, WALTER
NBC—The Great Gildersleeve
The Alan Young Show
Fitch Bandwagon

TETZEL, JOAN
ABC—Theater Guild

THOMAS, ANN
Theater Guild
Molle Mystery
The Fat Man
Willie Piper
Mennen Shavetime
Hour Glass

THOMSON, BARRY
MBS—Sherlock Holmes

THOMAS, DANNY
NBC—The Drene Show

THOMAS, FRAZIER
WLW, Cincinnati, Ohio
Morning Matinee

THOMPSON, BILL
NBC—Fibber McGee and Molly

TODMAN, BILL
CBS—Winner Take All

TOKER, NORMAN
NBC—The Aldrich Family

TOMPKINS, JOAN
CBS—David Harum
NBC—Call the Police

TORME, MEL

TRAMELL, LYNN
WBAP, Fort Worth, Tex
Dream Awhile

TREACHER, ARTHUR
NBC—The Jimmy Durante
Show

TREMAYNE, LES
(Tremayne, Lester); Actor, An-
nouncer, Em-cee; b. London,
England; Kraft Music Hall, Cav-
alcade of America; Summer
Walter Winchell Show; The Fal-
con; The Thin Man; Inner Sonc-
tum; Joyce Jordan (NBC); Ad-
ventures of the Falcon (MBS);
Wendy Warren & the News
(CBS); Reader's Digest, Rodia
Edition (CBS); Drew Pearson
(ABC).

TRENT, SYBIL
NBC—Katie's Daughter

TROUT, DINK
NBC—A Day in the Life of
Dennis Day

TUTTLE, LURENE
(Tuttle, Lurene Susie); Radio
actress; b. Pleasant Lake, Ind.
Aug. 20, 1907; Pasadena Jr.
College; U. S. C. Drama Course;
Effie on Adventures of Sam
Spade (CBS); Nellie on Burns
& Allen; Hollywood Players; The
Whistler; The Saint; The Red
Skeltton Show (NBC); Ozzie &

Harriett; Suspense; Mystery With-
out Murder (NBC); Masquerade
(NBC)

— U —

URRY, FRANCIS
KSL, Salt Lake City Utah
Utah Bates Boys

— V —

VAGUE, VERA
NBC—Bob Hope how

VAINRIB, STANLEY (Dr. I Q)
NBC—Dr. I Q program

VALENTINE, LEW (Dr. I Q)
NBC—Dr. I Q program

VALLEE, RUDY
NBC—Rudy Vallee Show

VAN DEVENTER, FRED
MBS—Twenty Questions

VAN PATTEN, DICKIE
NBC—Young Widder Brown

VANDERPYLE, JEAN
NBC—Alan Young Show

VAN ROOTEN, LUIS
ABC—My True Story

VARDEN, EVELYN
NBC—This Is Nora Drake

VAUGHAN, BERYL
NBC—Meet the Meeks
Grand Marquee
ABC—Sky King

VENUTA, BENAY
MBS—Keeping Up With The
Kids

VINTON, ARTHUR
CBS—Crime Doctor

VITEZ, JOAN
NBC—Light of the World

VOLA, VICKI
NBC—Life Can Be Beautiful
Mr. District Attorney

VONN, VYOLA
NBC—Abbott and Costello
The Great Gildersleeve
The Alan Young Show
A Day in the Life of Dennis
Day

VON ZELL, HARRY
NBC—Eddie Cantor Show

— W —

WADE, ERNESTINE
NBC—Amos 'n' Andy

WALDO, JANET
CBS—Meet Corliss Archer

WALES, MARTIN
WBAY, Coral Gables, Fla.
Uncle Martin Dreamer

WALL, LUCILLE
NBC—Portia Faces Life
Lorenzo Jones

WALLACE, MYRON
NBC—Shaeffer Parade

WANAMAKER, SAM
ABC—My True Story

WARNER, GERTRUDE
NBC—Joyce Jordan

WARREN, ROBERT
NBC—Once Upon Our Time

WATERMAN, WILLARD
MBS—Those Websters

WAYNE, JOHNNY
NBC—Wayne and Shuster
Show

WEBB, JANE
NBC—Date With Judy
MBS—Those Websters

WEBBER, PEGGY
NBC—One Man's Family
Mystery in the Air

WEBER, CARL
CBS—Strange Romance of
Evelyn Winters

WEBSTER, CHARLES
NBC—Backstage Wife
Light of the World
Right to Happiness
Pepper Young's Family
Home Is What You Make It
Front Page Farrell
Portia Faces Life

WEEKS, BARBARA
CBS—Young Dr. Malone

WEIGEL, JOHN
NBC—Doctors Today
Curtain Time

WEIST, DWIGHT
CBS—We The People

WELLS, SARAJANE
NBC—Woman in White

WEST, TIM
KMBC, Kansas City Mo.
KMBC Big Brother Club

WESTOVER, JIM
KDKA, Pittsburgh, Pa.
King for a Minute

WEYER, NED
NBC—Young Widder Brown
Lora Lawton

WHITE, 'LASSES
NBC—Amos 'n' Andy

WHITEMAN, PAUL
ABC—On Stage America
Paul Whiteman Club

WHITFIELD, ANNE L.
Radio Actress; b. University,
Miss., Aug. 27, 1938; Fitch
Bandwagon; One Man's Family;
Lux Radio Theater; Jack Carson
Show; Family Theater; Doorway
To Life.

WHITMAN, ERNIE
ABC—Mr. President

WHITMAN, GAYNE
NBC—Pacific Story
Cavalcade of America

WICKER, MARY
NBC—Lorenzo Jones

WILCOX, HARLOW
NBC—Truth or Consequences
Fibber McGee and Molly

WILKINSON, RAY
WCEC, Rocky Mount, N. C.

WILLIAMS, FLORENCE
NBC—Front Page Farrell

WILLIAMS, TOM
CBS—Garden Gate

WILLIAMSON, DUD
MBS—What's The Name Of
That Song

WILLIS, RICHARD
CBS—Look Your Best

WILLOCK, DAVID
NBC—Sealtest Village Store

WILSON, DON
NBC—Jack Benny Show

WILSON, ETHEL
NBC—Backstage Wife
Lora Lawton

WILSON, JIM
WLBJ, Bowling Green, Ky.
Moods In Music

WILSON, STU
Quiz of Two Cities
Surprise Party
Examiner Comics

WILSON, WARD
NBC—Can You Top This
Aldrich Family
Mr. District Attorney
Gloomdodgers

WINCHELL, WALTER
ABC—Jergens Journal with
Walter Winchell

WINKLER, BETTY
CBS—Rosemary
NBC—Joyce Jordan

RADIO ARTISTS

WINSLOW, PAULA
NBC—Life of Riley
A Day in the Life of Dennis Day

WINTERS, ROLAND
NBC—Milton Berle Show

WOLFE, MARY
CBS—Rose Of My Dreams

WOLFE, SHIRLEY
Celebrity Night
Allen Prescott's Party
Meet Me in Manhattan

WOLFE, WINIFRED
NBC—Pepper Young's Family
Home Is What You Make It

WRAGGE, BETTY
NBC—Pepper Young's Family
Home Is What You Make It

WRAGGE, EDWARD
ABC—My True Story

WRIGHT, BEN
NBC—Woman in White

— Y —

YARBOROUGH, BARTON
CBS—Hawk Larabee
NBC—One Man's Family

YORK, DICK
ABC—Junior Junction
Jack Armstrong

YORKE, RUTH
NBC—The Third Horseman

YOUNG, ALAN
Radio & Movie Comedian; b. Northumberland, England, Nov. 19, 19; The Alan Young Show (NBC); Tony Martin Show (CBS)

YOUNG, ARTHUR, (Art)
NBC—Curtain Time
The Baxters

YOUNG, CARLETON
MBS—Count of Monte Cristo

YOURMAN, ALICE
NBC—Young Widder Brown
Adventures of Archie Andrews

YOUNGMAN, HENNY
Comedian; b. London, Eng. Mar. 16, 1906; Kate Smith Show; Raleigh Cigarettes; Hildegarde; Philco.

YOUTH PRESENTS GROUP
WIBX, Utica, N. Y.
Youth Presents

— Z —

ZARLEY, LOIS
WJOL, Joliet, Ill.
Storytime
Morning Matinee

ZERBE, LAWSON
Adventures of Frank Merriwell (NBC); Road of Life (NBC; CBS; ABC); MBS—High Adventure

ZIMMERMAN, DAVE
NBC—Percolator Party

ZINKAND, PHILLIP
KDKA, Pittsburgh, Pa.
KDKA School of the Air

ZUCHERO, WILLIAM
WMON, Montgomery, W. Va.
Playhouse

ZUCKERT, BILL
(Zuckert, William F.) actor; b. N. Y. C., N. Y., Dec. 18, 15; Gangbusters; Mr. District Attorney; Boston Blackie; Big Town; Mr. & Mrs. North; Mollie Mystery Theater; Counterspy; The Fat Man; Mr. Keen.

ZUIKEE, PEGGY
ABC—My True Story

For Prestige..

Be able to tell
listeners that your
station is a member
of

AP

Radio members of The AP
don't buy news! They
share the news of the largest
news-gathering organization
in the world on a *cost* basis.

AMERICA'S FAVORITE WESTERN HUMORIST
AND FOLK SONG STYLIST



RILEY SHEPARD

(THE COWBOY PHILOSOPHER)

1576 Broadway

New York City

Vocal Artists

—their work during 1947

— A —

ABEL, PATRICIA
KWKW, Pasadena, Calif.

AGA, BOB & (LEE BABCOCK)
KDSJ, Deadwood, S. Dak.
Bob and Lee Serenade

AIKEN, RICHARD
WTRR, Sanford, Fla.

JEFF ALEXANDER CHORUS
CBS—Tony Martin Show

ALEXANDER, DURELLE
WBAP, Fort Worth, Tex.
Durelle

ALEXANDER, TED
WARL, Arlington, Va.
Time Out With Ted

ALLEN, ROSALIE
WOV, New York City

ALLEN, TOMMY
WKY, Oklahoma City, Okla.
Anthony Avenue

ALTENDORF, BOB
KVGB, Great Bend, Kaus.
Range Riders

AMSTERDAM CHORUS
NBC—Waltz Time

ANDERSON, BOB
WDAY, Fargo, N. Dak.
Tello-Test Time

ANDERSON, PAUL
WJTN, Jamestown, N. Y.
Breakfast With Bigelow's

ANDREWS SISTERS
CBS—Club 15

ANDREWS, ALICE
KDKA, Pittsburgh, Pa.
Home Forum

ANDREWS, SISTERS
Singers; Laverne b. July 6,
1915; Maxene b. Jan. 3, 1918;
Patricia b. Feb. 1920; Minne-
apolis, Minn.; Eight To The
Bar Ranch (NBC).

ARCHER, GENE
WRC, Washington, D. C.
Look to This Day
Matchless Service Time

ARRES, DON
WHN, New York, N. Y.

ASHTON, SYLVIA
NBC—Design for Listening

ASTON, BUZZ
KDKA, Pittsburgh, Pa.
Buzz & Bill
Memory Time

ATKINS, JIMMY
NBC — Fred Waring Show,
Jack Berch Show

AUTRY, GENE
CBS—Gene Autry Show

— B —

BABBITT, HARRY
NBC—Kay Kyser's College of
Music & Knowledge

BABCOCK, LEE & (BOB AGA)
KDSJ, Deadwood, S. Dak.
Bob and Lee Serenade

BACK, GLADYS
WWBZ, Vineland, N. J.
Gladys Back Blues Singer

BAKER, KENNY
Kenny Baker Show

BALDWIN, BILL
KSO, Des Moines, Iowa
Baldwin's Music Shop & Tea
Time Serenade



PATTI CLAYTON

*What's that . . . you say
you're
Waitin' For Clayton?
well — here she is!*

WORLD TRANSCRIPTIONS

BULLET RECORDS

PARAMOUNT PICTURES

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"Saturday Night Serenade"

over CBS

and

Mercury Records

Public Relations
Sidney Ascher

Personal Management
Lou Capone

Bookings
William Morris Agency, Inc.

• • • **VOCAL ARTISTS** • • •

BALDWIN, WALT
WDVA, Danville, Va.
Songs of the Day, Walt Baldwin, Songs

BARBOUR, DAVE
Songwriter, Guitarist & Conductor; b. Flushing, L. I., N. Y., May 28, 1913; Summer Electric Program.

BARFIELD, WARREN
WPTF, Raleigh, N. C.
Barfield and Scott

BARROWS, JOHNNY
KWTC, Barstow, Calif.
Rangeland, Serenade

BARRY SISTERS
WEN, New York, N. Y.

BARTON, EILEEN
NBC — Eileen Barton Show; Teentimers Club, Angel in The Wings

BAXTER, JEANNE (Guest)
KDKA, Pittsburgh, Pa.
Home Forum, Duquesne Show

BEARDSLEY, ALICE
KUSD, Vermillion, S. Dak.
Star on the Campus

BEASLEY, FRANCES
WFAA, Dallas, Tex.

BEASLEY, IRENE
Beasley, Elizabeth Irene; Producer, MC, Singer; Whitehaven, Tenn.; Sweet Briar Coll.; MC Raising A Husband MBS; MC, Singer, Producer - Grand Slam

(CBS); Head of radio Prod. Service; Member N. Y. local board, AFRA.

BEASLEY, JACK
KOMA, Oklahoma City, Okla.
Okla. Roundup

BEAUDETTE, VICKIE
KDAL, Duluth, Minn.
Royal Trio

BECKER, MARGARET
KGW, Portland, Ore
String Serenade

BENCE, BLAIR
WDAD, Indiana, Pa.
Blue Ridge Pioneers

BELL, KEN
WPDQ, Jacksonville, Fla.
A Date With Ken

BENNETT, BETTY
NBC—Reveille Roundup

BENSON, BETTY
WKMO, Kokomo, Indiana

BERCH, JACK
NBC—Jack Berch Show

BERG, FLORENCE
KDKA, Pittsburgh, Pa.
Memory Time

BERNIER, DAISY
NBC—Fred Waring Show

BERRY, BOB
WITH, Baltimore, Md.
Laff With Lunch

BETMARIK, AL
WMOX, Meridian, Miss.
Lonesome Ben

BETTY AND HER BOYFRIENDS
CBS—Here's To You

BEVERLY
NBC—Music of the Moment

BEVERLEY, ELAINE
KDKA, Pittsburgh, Pa.
Brunch With Bill, Memory Time

BLACK, JUNE
WKRC, Cincinnati, Ohio
Amber Room

BLAKE, CECE
NBC—Eddie Cantor Show

BLISARD, DON & NORMAN
KUOA, Siloam Springs, Ark.
Grass Valleys Boys

BLOCKSTEIN, EVELYN
KDKA, Pittsburgh, Pa.
KDKA Home Forum

BLUE, GINNY
WAAT, Newark, N. J.
Broadwayites

BOBBITT, HAPPY
WBOB, Galax, Va.
Galax Roundup

BODYCOMBE, ROBERT
KDKA, Pittsburgh, Pa.
KDKA Home Forum

BOND, JOHNNY
CBS-NBC

BORDENAIRES QUARTET
CBS—County Fair

BOSWORTH, LILLIAN
WROM, Rome, Ga.
Hymns of Inspiration



ANITA ELLIS

RED SKELTON SHOW

N.B.C.

7:30 to 8:00 P.M., P.T.

10:30 to 11:00 P.M., E.T.

•
COLUMBIA PICTURES
•



PEGGY LEE and DAVE BARBOUR

THE
King Cole
TRIO

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VOCAL ARTISTS

BOYD, BILL

WRR, Dallas, Tex.
Cowboy Ramblers

BOYD, JIM

WRR, Dallas, Tex.
Cowboy Ramblers

BRADLEY, BILL

WCMA, Corinth, Miss.
Farmer's Frolic

BRANNUM, LUMPY (HUGH)

NBC—Fred Waring Show

BRAZZELL, JIMMY

WHSC, Hartsville, S. C.
Uncle Rays Kiddie Klub

BRINEY, M. M.

KDKA, Pittsburgh, Pa.
Tap Time

BRINKLEY, J. B.

WBAP, Fort Worth, Tex.
Chuck Wagon Gang

BRITO, PHIL

(Colombrito, Philip T.) Singer;
b. Boomer, W. Va.; Sept. 15;
1918; Kremi Radio Show (MBS);
Raleigh Cigarette Show (NBC);
Contented Hour (NBC); Hildegarde
(NBC); Kraft Music Hall
(NBC); Hollywood Open House
(CBS); Monogram Pictures As-
sociated Transcriptions Musicraft
Records.

BRITTON, JIMMY

WHCC, Rochester, N. Y.
To the Ladies

BRÖDIE, ROBERT

WHOP, Hopkinsville, Ky.
Clean-up Serenade

BROOKS, KIRBY

WIOD, Miami, Fla.
Studio A

BROWN, AUDREY

KOWL, Santa Monica, Calif.
Audrey Brown Sings

BROWN, BOB

KCTX, Childress, Tex.
Song Stenographers

BROWN, BUDDY

KTIM, San Rafael, Calif.
Maison Marin Show

BROWN, CLIFF

WSBA, York, Pa.
Ranch Boys

BROWN, DICK

(Brown, Herbert Richards); Sing-
er, MC, Actor, b. Youngstown,
O.; Cincinnati Coll. of Music;
Calling All Girls; Heorts In Har-
mony; Pleasure Parade; Dick
Brown Show (WNEW); Guest-
RCA Victor Show; Dave Elman's
Auction.

BROWN, ED

WMGY, Montgomery, Ala.
Ed Brown Sings

BROWN, JACK

NBC—Circle Arrow Show

BROWN, JACK

WLW, Cincinnati, Ohio
Morning Matinee

BROWN, JIMMIE

(Brown, James R.) Singer; b.
Pittsburgh, Pa. ed. Carnegie In-
stitute of Technology; Angostura
Time, WOR.

BROWN, NELLIE

WREN, Topeka, Kans.
The Keynotes

BRUNO, JACK

WOV, New York City

BRYAN, CHARLES

WMMT, McMinnville, Tenn.
Supper Serenade

BUCCANEERS

NBC—Circle Arrow Show

BUCK AND SHORTY

KSPV, Artesia, N. Mex.
Western Request

BUICE, BETTY

WGAA, Cedartown, Ga.
Hymn Time

BUICE, WALLACE

WGAA, Cedartown, Ga.
Hymn Time

BUNCH, ELVA

WRRF, Washington, N. C.
Songs by Elva

BURDETTE, JAMES

WFAA, Dallas, Tex.

BUTLER, WARDE

WERC, Cincinnati, Ohio
Amber Room

BYRD, F. (MRS.)

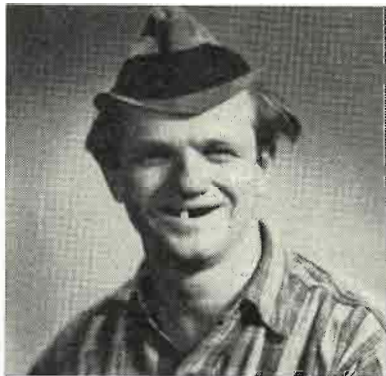
WKTMT, Mayfield Ky.
Perfect Hearts Quartet

BYRD GORDON

KSEO Durant, Okla.
Gordon Byrd

BYRD, MILDRED

WAYS, Charlotte, N. C.
Young Americans' Club



EDDIE McMULLEN

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Sesac Transcriptions
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Cosmo Records
Crown Records
Penguin Records
Continental Records

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"Make Mine Manhattan"

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N B C

Mgt. Gale, Inc.



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SINGING STAR

OF

"CALLING ALL GIRLS"
"PLEASURE PARADE"
"HEARTS IN HARMONY"
"DICK BROWN SHOW"



MARTHA TILTON

Dick Haymes Show
C.B.S.

• • • **VOCAL ARTISTS** • • •

BYRD, PAUL
WCKB, Dunn, N. C.
Paul Byrd & Radio Pals

BYRNES, PAULINE
NBC — Chesterfield Supper Club

— C —

CAMP MEETIN' CHOIR
NBC—Camp Meetin' Choir

CAMPBELL, DICK
WDVA, Danville, Va.
Shoppers' Serenade, Dick Campbell Sings

CAMPUS KIDS
NBC—Kay Kyser's College of Music & Knowledge

CANFIELD, PEPPER
WPBR, Baltimore, Md.
Club 1300

CANNON, NADIA
KGO, San Francisco, Calif.
Musical Etchings

CANTWELL, AL
WDNC, Durham, N. C.
The Frozen Food Kitchen

CAP ANDY & MILT
WCBS, Charleston, W. Va.
Cap Andy & Milt

CARL MAHR CHORUS
NBC—Philip Morris Presents the Rudy Vallee Show

CARMICHAEL, JAMES
KWTC, Barstow, Calif.
Music For Day-Dreaming

CARROLL, GEORGE
NBC—Circle Arrow Show

CARROLL, HELEN
NBC—Chesterfield Supper Club

CARLUCCI, JOSEPH
WHAT, Philadelphia, Pa.
For Those Who Prefer Music

CARMICHAEL, HOAGY
CBS—Hoagy Carmichael Sings

CARROLL, GLORIA
WEEI, Boston, Mass.
Beantown Varieties

CARPENTER, THELMA

CARSON, KEN
NBC—Presenting Ken Carson, Summerfield Bandstand, The Time, the Place & the Tune, Henry Russell's Music

CARTER, BOB
KDKA, Pittsburgh, Pa.
Tap Time, Sunday Supper Time

CARTER, RICKIE
WWRL, Woodside, N. Y.
Songs by Rickie Carter

CASE, BILL
KTNM, Tucumcari, New Mexico.
Timekeepers of the Airwaves

CASEY, CLAUDE
WBT, Charlotte, N. C.
The Briarhoppers, Carolina Hayride

CASS COUNTY BOYS
CBS—Gene Antry Show

CATLETT, BETTY JO
KABC—San Antonio, Tex.
Hearts Delighters

CAVANAUGH, PAGE (With Page Cavanaugh Trio)
NBC—Jack Paar Show

CHAPMAN, FRED
WILK, Wilkes Barre, Pa.
Smile for Supper

CHARIOTEERS
ABC—Bing Crosby

CHATWIN, CLAIR
NBC—Chesterfield Supper Club

CHURCHILL, STEWART
NBC—Fred Waring Show

CLARK, BOB
KMAC, San Antonio, Tex.
Stars Over San Antonio

CLARK, BUDDY
NBC—Carnation Contented Hour

CLARK SISTERS
NBC—The Drene Show

CLARKE, JEFF
WNEW, New York, N. Y.

CLAYTON, PATTI
vocalist, actress; b. Detroit, Mich., Feb. 28, 1924; Waitin' For Clayton (CBS); Club Fifteen (CBS); World Transcriptions; Bullet Records; Paramount Pictures.

CLITES, MINOR
KRES, St. Joseph, Mo.
ACCORDIAN CAPERS

COHENOUR, SUSAN
KOB, Albuquerque, New Mexico
Sweetheart Time



JIMMIE BROWN

Dick Rubin — M.C.A.

MONICA LEWIS

Singing Star—
Jan August Show
52 weeks

Exclusive
Decca Recording Artist

Booked by MCA
Personal Mgr.: Eddie Greene

Press:
East—Gary Stevens
Midwest—Sam Honigberg

VOCAL ARTISTS

COHENOUR, WILLIAM
KOB, Albuquerque. New Mexico
Sweethearts Time

COLE, NAT KING
(Coles, Nathaniel); b. Montgomery, Ala., March 17, 1919.
Kraft Music Hall, King Cole Trio Time (NBC).

COLE, RICHARD (DICK)
WFAA, Dallas, Tex.
Early Birds

COLEMAN, FRANK
KYW, Philadelphia, Pa.

COMO, PERRY
Vocal artist, radio & screen; b. Cannonsburg, Pa.; Supper Club (NBC).

COLLYER, LYNNE
NBC — Linger Awhile With Lynne Collyer, Honeymoon in New York, Lynne Collyer Sings

CONIFF, JIMMY
WJBO, Baton Rouge, La.
Songs by Jimmy Coniff

CONNER, NADINE
NBC—Kraft Music Hall

CONTE, JOHN
NBC—Teentimers Club

CONWAY, JULIE
NBC—The Drene Show

CONWAY SISTERS
WBYS, Canton, Ill.
Conway Sisters

COOPER, JERRY
MBS—Diamond Records

COOPER, GENEVA
WINN, Louisville, Ky.
Geneva Cooper

COURTNEY, DIANE
NBC—Honeymoon in New York.

COX, BETTY
WOW, Omaha, Nebr.
WOW Calling

COYLE, JERRY
WSNY, Schenectady, N. Y.

COZZI, SAM
KCIL, Houma, La.
Sam Cozzi Sings

CRANE, JOHN
NBC—Voices Down the Wind

CRAWFORD, KITTY
NBC—Ted Straeter Orchestra

CREW CHIEFS
NBC — Names of Tomorrow, Front & Center, Henry Russell's Music

CRIST, JAMES
WITH, Baltimore, Md.

CRIST, PHILIP
WFBR, Baltimore, Md.
Club 1300

CROSBY, BING
ABC—Phileo

CROSBY, BOB
CROSBY DICK
KTSM, El Paso, Tex.

Easy Listening

CROSS, GLENN
NBC—Manhattan Merry-Go-Round

CRUTCHFIELD, EMILY
WCCP, Savannah, Ga.

CUMMINGS, MARY J.
WRVA, Richmond, Va.
Quiet Corner

CURLEY AND GANG
KSPV, Artesia, N. Mex.
Western Round-up

— D —

DAHLEN, DEL
KDAL, Duluth, Minn.

DAILEY, MAXINE
KTSW, Emporia, Kans.
Kansas Soya Products

DALTON, TAUDIE
KVOO, Tulsa, Okla.
Dude Ranch

DAME, DONALD
NBC — American Album of Familiar Music

DAMONE, VIC
(Farinola, Vic) Singer. b. B'klyn, N. Y. June 12, 1928. Saturday Night Serenade (CBS); Jack Smith Show; Hit Parade; Hi Jinx Program; National Guard Programs.

DANIELS, JACK
WCOL, Montgomery, Ala.
Songs by Jack

DARWIN, GLENN
CBS—Sound Off

DALM, MARGARET
NBC — American Album of Familiar Music

DAVIES, EDWARD
WMAQ, Chicago, Ill.
Words and Music



BILL HARRINGTON

Singing Star

MUTUAL BROADCASTING SYSTEM

Management: Douglas F. Storer

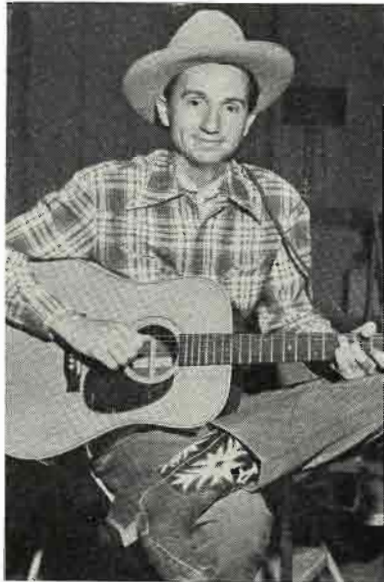
RKO Bldg., Radio City, New York



JEANNIE McKEON

VOCAL ARTISTS

- DAVIS, ART**
KAKC, Tulsa, Okla.
Rhythm Riders
- DAVIS, BERYL**
CBS—Vaughn Monroe Show
NBC—Your Hit Parade
- DAVIS, JACK**
WLAZ, Athens, Tenn.
Jack Davis and Tennessee Pals
- DAVIS, JEANETTE**
CBS—Arthur Godfrey Show
- DAWN, MARIAN**
WFBR, Baltimore, Md.
Club 1300
- DAWSON, GLORIA**
KNOW, Austin, Tex.
Date With Gloria
- DAY DENNIS**
NBC—Jack Benny Show, A
Day in the Life of Dennis Day
- DAY DORIS**
NBC—Your Hit Parade
- DAYE, MARILYN**
WBNS, Columbus, Ohio
Song Shop
- DeBORD, JEROME**
WIBW, Topeka, Kans
Henry and Jerome
- DeCESARE, ALICE**
WGN, Newburgh, N. Y.
Postman's Serenade
- DE FRANCESCO, JOHN**
WOV, New York City
- DELASANTOS, BILL & HIS OR-
CHESTRA**
KSRO, Santa Rosa, Calif.
- DELTA RHYTHM BOYS**
NBC—Amos 'n' Andy
- DeMARCA SISTERS**
NBC—Fred Allen Show
- DENNEY, EDMUND**
WIBW, Topeka, Kans.
Edmund Denney Time
- DENNIS, CLARK**
CBS—Welcome to Clark Den-
nis, Forever Tops
- DENNY, DAVE**
KOMA, Oklahoma City, Okla.
Okla. Roundup
- DESMOND, JOHNNY**
Teentimers Show, Teen Tim-
ers Club, Philip Morris Frolics
- DETRICK, JEAN**
WMMJ, Peoria, Ill.
Studio Party
- DEXTER, CLIFFORD**
KIVJ, Huron, S. Dak.
Vallet Hour
- DEY, GEORGIA**
NBC—Wayne & Shuster Show
- D & H Miners**
NBC—D & H Miners
- DICK, ROBERT**
WIBW, Topeka, Kans.
Songs of Bobby Dick
- DICKENSON, JEAN**
NBC — American Album of
Familiar Music
- DIEHL, VIRGINIA**
WIP, Philadelphia, Pa.
Studio Party
- DIXIE DONS**
NBC—Signed, Beasley Smith
- DIXIE FOUR**
WIBC, Indianapolis, Ind.
Dixie Four
- DON, MILDRED**
KDKA, Pittsburgh, Pa.
Mildred Don & the Men About
Town
- DONALDSON, ELAINE**
Kall, Salt Lake City, Utah
This is Elaine
- DONNA JEAN**
NBC—Circle Arrow Show
- DONOVAN, WARDE**
NBC—Solitaire Time, Songs by
Warde Donovan, Warde Dono-
van Sings
- DOREY, RAY**
WBZ-WBZA, Boston, Mass.
Music Shop
- DOWNING, LARRY**
NBC—Circle Arrow Show
- DRAGON, ELOISE**
NBC—Maxwell House Coffee
Time
- DRAGONETTE, JESSICA**
- DRAKE, ALFRED**
ABC—Ford Festival of Amer-
ican Music
- DRISCOLL, MARYLYN**
KENT, Shreveport, La.
Date With Driscoll
- DUGAN, PATTI**
NBC—Luncheon With Lopez
- DUNBAR, DEL**
KABC, San Antonio, Tex.
D-Bar Ranch Hand
- DUNCAN QUARTETTE**
WRFS, Alexander City, Ala.



JOHNNY BOND



HELEN CARROLL
and
THE SATISFYERS

Bob Lange—Ted Hansen—Art Lambert
Mgt. F. C. O'Keefe, RKO Bldg., N. Y. C.

VOCAL ARTISTS

DUNN, ARTY

NBC—Three Suns Trio, Three Suns Shine

E

EDDY, NELSON

NBC—Kraft Music Hall

EDWARDS, JOHNNY

WJW, Cleveland, Ohio
Songs by J. Edwards

EDWARDS, JOAN

NBC—Hit Parade
Republic Pictures

EDWARDS, LEE

NBC—Percolator Party

EEESEENSEE, HUGO

KNAP, Fredericksburg, Tex.
Texas Drifter

EIBECK, WALTER

KDKA, Pittsburgh, Pa.
KDKA Home Forum, Duquesne Show

ELLINGTON, RUTH

KSYL, Alexandria, La.
Ruth Ellington Sings

ELLIOT, BILL

WHEB, Portsmouth, N. H.
The Singing Cop

ELLIS, ANITA KERT

(Anita Ellis) b. Montreal, Canada; ed. College of Music, Cinn., O., Los Angeles City College, U.C.L.A. Calif. KTLA Tele; Columbia Pictures; Mercury Recording Red Skelton Show (NBC).

EMBREE, DOC & ESTHER

WIBW, Topeka, Kans.
Hymn Time

EMORY, RUSS

WNEW, New York, N. Y.

ERWIN, TRUDY

NBC—Jack Paar Show

ESQUIRE CHORUS

CBS—It Pays To Be Ignorant

ETTING, RUTH

WLN, New York, N. Y.

EVANS, BETTE

KAKC, Tulsa, Okla.
Bette Sings

EVANS, DALE

Saturday Night Round-up Starring Roy Rogers, NBC; Breakfast Club (ABC)

EWAN, TRUDY (Poor Mirium)

NBC—Bob Hope Show

F

FARNEY, DICK

NBC—Philip Morris Presents the Milton Berle Show

FARRELL, EILEEN

CBS—Eileen Farrell-Invitation to Music

FARRELL, SKIP

NBC—Manor House Party

FAY, LEW

KONO, San Antonio, Tex.
Laxy Ivories

FAYE, ALICE

NBC—Fitch Bandwagon.

FEE, JANET

KOA, Denver, Colo.
As You Like It; Rhapsody of the Rockies

FIDLER, JOAN

WKAL, Rome-Utica, N. Y.
Joan Comes Calling

FISCHER, DICK

KDKA, Pittsburgh, Pa.
Duquesne Show; Men About Town

FLAK, JUSTIN

KWLC, Decorah, Iowa
Hymns We Love

FORD, MAC and (SANDY)

WNAM, Neenah, Wis.
Mac and Sandy Show

FORD, SANDY and (MAC)

WNAM, Neenah Wis.
Mac and Sandy Show

FOREMAN, DAVE

NBC—Ruby Newman Orchestra

FORTIER, ROOSELLE COURY

WCOU, Lewiston, Maine
Songs by Roselle

FOUNTAINAIRES

NBC—Sealtest Village Store

FOUR HITS AND A MISS

CBS—Dick Haymes Show

FOWLER, WALLY

NBC—Grand Ole Opry

FOX, MARJEAN

KTUL, Tulsa, Okla.
Ring the Bell

FREAK, JAMES

KDKA, Pittsburgh, Pa.
KDKA Home Forum

FREY, HARRY E.

WBOW, Terre Haute, Ind.

FROMAN, JANE

CBS—Pause That Refreshes

FULTON, DICK

KAKA, Pittsburgh, Pa.
Duquesne Show, Men About Town

G

GALLAGHER, FRANK

NBC—Sheaffer Parade Starring Carmen Cavallero

GARCIA, LUCIS

NBC—Echoes from the Tropics, Tropicana

GARDNER, JUNE

WFBL, Syracuse, N. Y.
Musical Clock

GARVEN, ERNIE

WCCO, Minneapolis, Minn.
Darragh Aldrich Show

GARVEN, HAL

WCCO, Minneapolis, Minn.
Red River Valley Gang

GATES, NANCY

WKY, Oklahoma City, Okla.
Songs of Nancy Gates

GAYLORD, CHET

WBZ-WBZA, Boston, Mass.
Chet Gaylord

GIBBS, GEORGIA

NBC—Blue Ribbon Music Time

GIBOIN, GEORGETTE

WCOU, Lewiston, Maine
Two on the Aisle

GIBSON, DONALD

WOHS, Shelby, N. C.
The Hi-Lighters

GILBERT, CAROLYN

NBC—Carolyn Gilbert, Design for Listening

GIPSON, JACK

WBAP, Fort Worth, Tex.
Golden Couple

GLENN, MARY

KDKA, Pittsburgh, Pa.
KDKA Home Forum

GOOD, DOLLY

NBC—Circle Arrow Show

GORDON, ANITA

NBC—Charlie McCarthy Show

GRAYCE, MARY

WIOD, Miami, Fla.
Studio A

GREGORY, BOBBY

(Gregory, Robert C.); Musician, singer; Songwriter; b. Staunton, Va., Apr. 24, 1900; On 127 Keystone Transcriptions to date; Apollo records, Pilotone records, Checkered records, Benick records. First accordion player on tele program, 1925; Tele shows.

GRENIER, ANN

WATR, Waterbury, Conn.
Listen to Ann Grenier

GRIFFIN, MERV

KFRC, San Francisco, Calif.
Pietsweet Show, Merv Griffin Show

GRUBAUGH, MERLE

WILS, Lansing, Mich.
Rhythm Ranch

GRUBER, JOHN

KFXJ, Grand Junction, Colo.
Word of Life

GULES, BEN

WGLN, Glens Falls, N. Y.
Musical Showcase

GUSTAFSON, RUTH

KFXJ, Grand Junction, Colo.
Word of Life

GWINN, BILL

KFRC, San Francisco, Calif.
Pietsweet Show

H

HAGAMAN, CHARLES

WNOX, Knoxville, Tenn.
Merry-Go-Round

HALL, GALE

NBC—Gale Hall

HALL, JANE

WKY, Oklahoma City, Okla.
Call for Jane Hall

HAMILTON, DAVE

WIBC, Indianapolis, Ind.
Hamilton Songs, WIBC Coffee Shop

HAMMOND, HEAVY

WALT, Tampa, Fla.

HANK & THELMA

WDAY, Fargo, N. Dak.
Morning Round-up

HANNA, PHIL

CBS—Here's to You

HANNON, BOB

NBC—Waltz Time

HANSON, BURT

WCCO, Minneapolis, Minn.

HAPPY RAMBLERS

WRFS, Alexander City, Ala.
Happy Ramblers

HAPPY JOHNNY and The

HIGGINS BOYS

KXEL, Waterloo, Iowa

HARGROVE, HOMER

KTNM, Tucumcari, N. Mexico
Timekeepers of the Airwaves

HARMONAIRES

NBC—Circle Arrow Show

THE HARMONETTES

WPAM, Pottsville, Pa.
The Harmonettes

HARRINGTON, BILL

(Harrington, William O.); Vocalist, pianist accordionist; b. Indianapolis, Ind., May 31, 1918; Arthur Jordan Conservatory; Cincinnati Conservatory; Mill Harrington Sings (MBS); Guest on Stairway to the Stars, Harry Savoy Show, 300 Party, Vera Hall Show; Song Machine (WOR).

HARRIS, BETTY

NBC—The Three Suns Shine.
Betty Harris Show

VOCAL ARTISTS

HARRIS, PHIL

MC, comedian, orchestra leader; b. Linton, Ind., June 24, 1906; The Fitch Bandwagon (NBC).

HARRIS, WILMA

KDKA, Pittsburgh, Pa.
Home Forum

HASKELL, JACK

NBC—Dave Garroway Show.
Design for Listening. Musica.
Touchdown Tips

HAYES, HERBERT

WWRL, Woodside, N. Y.
Songs by Herbert Hayes

HAYMES, DICK

CBS—Dick Haymes Show

HEART, PEGGY

WHOO, Orlando, Fla.
Cinderella

HESKIN, ORLAND

KFYR, Bismarck, N. Dak.
Twilight Time

HENRY, MARY

WRBC, Jackson, Miss.
Sunday Music

HENZIE, MARTHA

KDKA, Pittsburgh, Pa.
Duquesne Show. Home Forum

HICKMAN, ELMER

WOAY, Oak Hill, W. Va.
The Elmer Hickman Show

HILDEGARDE

CBS

HILL, LOLA

NBC—Design for Listening.
Lola Hill

HINDS, BILL

KDKA, Pittsburgh, Pa.
Brunch With Bill, Buzz & Bill.
Tap Time

HOLTEN, BRICK

KWJJ, Portland, Ore.
Hammond Harmonies

HOUSTON, BOB

WHN, New York
NBC—Bob Houston Sings,
Solitair Time

HOWARD, MARY LOU

KYW, Philadelphia, Pa.

HUGHES, BOB

KDKA, Pittsburgh, Pa.
Duquesne Show

HUGHES, FRANCES

WCQN, Atlanta, Ga.
Sweetheart Serenade

HUGHES, MARJORIE

NBC—Chesterfield Supper
Club

HULL, JOHN WARREN

HUSS, JOAN

WNAM, Neenah, Wisc.
Music for Modernes

— I —

IKE & HAP

KVNU, Logan, Utah
Western Serenaders

IRBY, JERRY

KATL, Houston, Tex.
Texas Ranchers

— J —

JACKSON, ROY & HIS NORTH- WESTERNERS

KEX, Portland, Ore.
Neath Western Skies, North-
westerners

JAMISON, ANNE

NBC—An Evening with Rom-
berg

JAYNES, DOC

KFYR, Bismarck, N. Dak.
Northwest Farm Front

JENKINS, PEE WEE

WJHP, Jacksonville, Fla.

JENNINGS, JOANNE

CBS—Hour of Charm

JOHNS, ROGER

KSYL, Alexandria, La.
Songs by Roger Johns

JOHNS, VIVIAN

KDKA, Pittsburgh, Pa.
KDKA Home Forum

JOHNSON, BETTY

WBT, Charlotte, N. C.
Betty Johnson Sings

JOHNSON FAMILY

WBT, Charlotte, N. C.
Johnson Family Singers, John-
son Family Singers and Larry
Walker

JOHNSON, JOHNNY

KDSH, Boise, Idaho

JOHNSON, ROME

NBC—Circle Arrow Show

JOHNSON, SHIRLEE

WEEK, Peoria, Ill.
Stardust Serenade

JOHNSTONE, JOHNNY

CBS—Rhapsody in Rhythm

JOLSON, AL

(Yoelson, Asa); Actor, Singer; b.
St. Petersburg, Russia, May 28,
1888. Star on Kraft Music Hall
(NBC).

JONES, GENE

WBZ-WBZA, Boston, Mass.
Gene Jones

JONES, LINWOOD

WXGI, Richmond, Va.
Mountain Pals

JORDAN, JIMMY

WABZ, Albemarle, N. C.
Jimmy Jordan Sings

JUBILAIRES

NBC—Amos 'n' Andy

JUBILEE SINGERS, THE

KXEL, Waterloo, Iowa

JUN, ROSE MARIE

WMT, Cedar Rapids, Iowa

— K —

KALLEN, KITTY

ABC—Saturday Senior Swing

KAY, BEATRICE

MBS—Beatrice Kay Show.

KELLUM, KAY

WRBC, Jackson, Miss.
Dixie Rambler

KELLY, DONNA JANE

KDKA, Pittsburgh, Pa.
KDKA Home Forum

KELSO, MARIE

KGDM, Stockton, Calif.
Melodies

KEELAND, FRANCES

NBC—Voices Down the Wind

KEN CHRISTY CHORUS

NBC—Cities Service Highways
in Melody

KEN LANE CHORUS

NBC—Your Hit Parade

KENDALL, FRED

WJR, Detroit, Mich.

KENNEDY, NOREEN

WJAS, Pittsburgh, Pa.
Lee Kelton Orchestra

KENNY, JACK

WHUM, Reading, Pa.
Jack Kenny Serenade

KILTY, JACK

Once Upon Our Time (NBC);
Vest Pocket Varieties (NBC);
Jack Kilty Show (WNBT); Make
Mine Manhattan, Broadway Mus-
ical.

KINCHEN, JOE

WCMA, Corinth, Miss.
Farmer's Frolic

KINDERS, BARBARA

KDKA, Pittsburgh, Pa.
Tap Time

KINDERS, ELAINE

KDKA, Pittsburgh, Pa.
Tap Time

KINDERS, SHIRLEY

KDKA, Pittsburgh, Pa.
Tap Time

KING COLE TRIO

Kraft Music (CBS-MBS); Wild-
root Show (NBC).

KING, LOUISE

CBS—Music For You

KING, W. O.

WTOG, Savannah, Ga.
Hymns of the People

KING'S JESTERS

CBS—Music For You

KING'S MEN

NBC—Fibber McGee & Molly

KIRBY, FRED

WBT, Charlotte, N. C.

KIRBY, JOHN

Cowboy Roundup Time
KDKA, Pittsburgh, Pa.
Singing Strings, Songs You
Love

KNIGHT, EVELYN

CBS—Tony Martin Show

KREISMAN, BERNICE

WAPX, Montgomery, Ala.
Songs of Bernice

— L —

LA DUKE, BILL

WDRG, Hartford, Conn.
Shoppers Special, Shopping By
Radio

LAMB, BOB

NBC—Francis Craig Orchestra

LAMOUR, DOROTHY

NBC—Front & Center Starring
Dorothy Lamour

LANE, LILLIAN

NBC—Front & Center Starring
Dorothy Lamour

LANGFORD, FRANCES

NBC—The Drene Show, Max-
well House Coffee Time

LANGSTON, SALLY

WJMX, Florence, S. C.
Memory Time

LANHAM, ROY

NBC—Circle Arrow Show

LANSON, SNOOKY

NBC—Songs by Snooky,
Snooky Lanson Show

LARSON, NORMAN

NBC—Storehouse of Music

LAWRENCE, GREGG

NBC—Chesterfield Supper
Club

LAWRENCE, LEONARD

KDKA, Pittsburgh, Pa.
KDKA Home Forum

LEACH, BILLY

CBS—Music For You

LEAR, ROY

WBT, Charlotte, N. C.
CBS—Dixie Jamboree, Caro-
lina Calling

LEE, ERNIE

WLW, Cincinnati, Ohio
Ernie Lee Show

LEE, JERRY

KDSJ, Deadwood, S. Dak.
Songs of Yesteryear

LEE, PEGGY

(Egstrom, Norma); Singer, Song-writer, Actress; b. Jamestown, North Dakota, May 26, 1920; Bing Crosby Show; Summer Electric Program; Jimmy Durante Show.

LEE, TERRY

WPAA, Dallas, Tex.

LEONHARDT, ELIZABETH

KDKA, Pittsburgh, Pa.
KDKA Home Forum

LEWIS, MONICA

Singer; b. Chicago, Ill., May 5, 1925. Hunter College; Bob Hope Show; Monica Lewis Program; Eversharp - Schick; Jack Smith - Jan August Show.

LEWIS, WELCOME

KOWL, Santa Monica, Calif.
Sing O

LILLARD, ANNIE LAURIE

WPRC, Reidsville, N. C.

LILLIE & MARGE

WBYS, Canton, Ill.
Tune Toppers

LINDBLAD, ELLIOTT

WRLC, Toccoa, Ga.
Songs of Praise

LINDSAY, MERL

KOMA, Oklahoma City, Okla.
Okla. Night Riders

LINDSLEY, L. A. (MRS.)

WRBC, Jackson, Miss.
Radio Revival

LINK, BOB

WCCO, Minneapolis, Minn.
Songs with Bob Link

LINK, DICK

WCCO, Minneapolis, Minn.
Melody Morning

LISTER, BILL

KABC, San Antonio, Tex.
Songs by Bill Lister

LLOYD, DAVID

KYW, Philadelphia, Pa.

LONG, ALICE

KDKA, Pittsburgh, Pa.
KDKA Home Forum

LONG, GEORGE

WSBA, York, Pa.
Ranch Boys

LOVE, LUCY

WBIG, Greensboro, N. C.
Restin' Music

LUDRICK, NORMA

WJMX, Florence, S. C.
Songs by Norma

LYNCH, CAROLYN SMITH

WLAQ, Rome, Ga.
Taktitezzytyme

LYNCH, CHRISTOPHER

NBC—Voice of Firestone

LYONS, DOLORES

KGHF, Pueblo, Colo.
Dolores Lyons

— M —

MacARTHUR, BILL

KOWL, Santa Monica, Calif.
The Throb

MacCILLIEM, JOHN

KDKA, Pittsburgh, Pa.
Men About Town, Duquesne Show

MacGREGOR, EVELYN

NBC—Waltz Time

MacGREGOR, PHIL

NBC—Clevelandaires

MacRAE, GORDON

CBS—Gordon MacRae Troubadour

NBC—Twentytimers

McCLELLAN, STANLEY

NBC—D & H Miners

McCONNELL, SMILIN' ED

NBC—Smilin' Ed McConnell & His Buster Brown Gang

McCUNE, DON

KRSC, Seattle, Wash.
Romance-time

McCURDY, TED

KDKA, Pittsburgh, Pa.
KDKA Home Forum

McDOWELL, JAMES

WHPB, Benton Harbor, Mich.

McGUIRE, PAT

WICY, Malone, N. Y.
Welsh Tierney Show

McINTYRE, DOLENA

WUOF, Lewiston, Maine
Time for Music

McINTIRE, FRANCES

WSTP, Salisbury, N. C.
In a Sentimental Mood

McINTIRE, RUSSELL

WSTP, Salisbury, N. C.
Songtime

McKENNA, JEAN

NBC—A Miss & A Male. Design for Listening, Musiciana, Patterns in Melody

McKEON, JEANNIE

(Brabazon, Mrs. Paul); Vocalist; b. Fall River, Mass.; Univ. of Maine Green Light Review; Borge-Goodman Show; NBC; Black & White Records Yesterday (Album).

McMANUS, MARIAN

NBC—Manhattan Merry-Go-Round

McMULLEN, EDDIE

NBC-ABC-MBS
Penguin Dana Records

MAE, GEORGIA

WBZ-WBZA, Boston, Mass.
Georgia Mae & Her Buckaroos

MAIBIN, ELAINE

NBC—Tapestry Musicals. Music for Today, Serenade to America

MANN, PEGGY

NBC—RCA Show

MARDELL, RICK

WAAT, Newark, N. J.
Broadwayites

MARESCA, ROSALIA

WHOM, New York City
Sunday Serenade

MARINE, JOE

NBC—Fred Waring Show

MARINERS

CBS—Arthur Godfrey Show

MARSH, AUDREY

NBC—Aldrich Family

MARTIN, TONY

CBS—Tony Martin Show

MARTIN, VIVIAN

Dave Garroway—Musiciana

MARTIN, VIVIAN

NBC—Dave Garroway Show.
Design for Listening, Musiciana

MASSEY, CURT

ABC—Curt Massey Show

MASSEY, VERA

ABC—Vera Massey, Jack Beah

MAURIELLO, CAPPY

WNBC, New Haven, Conn.
Cappy Mauriello Program

MARTIN, ZEKE

WEMA, Corinth, Miss.
Farm and Home Hour

MASON, BETTY ROSE

WSAV, Savannah, Ga.
There's Music in the Air

MAXWELL, MARILYN

NBC—Abbott & Costello

MAYO, LARRY

WTIC, Hartford, Conn.
Rudy Martin & His Music

MEANS, SAM

KDKA, Pittsburgh, Pa.
KDKA Home Forum

MEIERS, MARVIN

KCOL, Fort Collins, Colo.
Marvin Meiers Sings

MELTON, ELIZABETH

KSEO, Durant, Okla.
Elizabeth Melton

MELTON, JAMES

NBC—Harvest of Stars

MEN OF THE WEST QUARTET

KOA, Denver, Colo.
Bokins Moving & Storage Pgm.

MERRILL, JACK

WFMJ, Youngstown, Ohio
Melodies by Merrill

MERRILL, ROBERT

Singer; b. Brooklyn, N. Y., June 4, 1918. Kostelanetz Hour, Serenade to America; RCA-Battle of Music; RCA-Music America loves Best; NBC - Symphony; RCA - Television Show.

MESERVEY, NORMAN

WOLF, Syracuse, N. Y.
Notes with Norm.

MIFFLIN SISTERS

WLTP, Kenosha, Wis.
Songs You Love to Hear

MILEWICZ, STACH

WWOL, Lackawanna, N. Y.
Polish Hr.

MILLER, BETTY LOU

WSTP, Salisbury, N. C.
Star Time

MILLER, MILENA

NBC—Kraft Music Hall

MILLIE & SUE

KMBC, Kansas City, Mo.
Early Bird Jamboree, Brush Creek Folies

MILLER, WES

KJIV, Huron, S. Dak.
Songs to Remember

MILLS BROTHERS

NBC—Kraft Music Hall

MITCHELL, RUSS

KDKA, Pittsburgh, Pa.
Men About Town, Duquesne Show

MODERNAIRES

CBS—Club 15

MOFFATT, VIOLA

KSEO, Durant, Okla.
Viola Moffatt

MONROE, VAUGHN

CBS—Vaughn Monroe Show

MOON MAIDS

CBS—Vaughn Monroe Show

MOONEY, JOE

ABC—Joe Mooney's Quartet, Paul Whiteman Hour.

MOORE, JUANITA & (LEE)

WCHS, Charleston, W. Va.
Lee & Juanita Moore

MOORE, LEE & (JUANITA)

WCHS, Charleston, W. Va.
Lee & Juanita Moore

MORGAN, LEE

KYW, Philadelphia, Pa.

MORGAN, MAC

NBC—Cities Service Highways in Melody

MORRISON, BRET

MULLINS, JOHN

WKTN, Mayfield, Ky.

Wingo Quartet

MURTAH SISTERS

ABC—Patt Barnes

VOCAL ARTISTS

— N —

NASH, HELEN
WOW, Omaha, Nebr.
WOW Calling

NEGRO QUARTET
WRUF, Gainesville, Fla.
Invincible Singers, Veterans
of Harmony

NASH, JOEY
Transcriptions

NELMS, NANCY
WDBJ, Roanoke, Va.
Estelle & Nancy

NESBIT, FRED
KOA, Denver, Colo.
Treasure Trails of Melody

NOBLE, ROGER
WSLI, Jackson, Miss.
Old and New

NOLAN, BOB
NBC—Saturday Night Round-
up Starring Roy Rogers

NORMAN, LOULIE JEAN
NBC—Kay Kyser's College of
Music & Knowledge

NORMAN, LUCILLE
NBC—Names of Tomorrow,
Lucille Norman Show, The
Time, the Place & the Tune

NORTON, LILIAN
NBC—Percolator Party

NYDEGGER, VERNE
KFBI, Wichita, Kans.
Nadine & the Nydegger
Sextet

NYGARD, MARION
WMIQ, Iron Mountain, Mich.
Sunday Evening Serenade

— O —

OKRIDGE QUARTET
NBC—Grand Ole Opry

O'CONNOR, DICK
NBC—Manhattan Merry-Go-
Round

O'CONNOR, JIMMY
WDBJ, Roanoke, Va.
Songs for You

OLSEN, JOHNNY
WJZ—Rumpus Room

O'NEILL, JULIE
NBC—St. Louis Serenade

O'CONNOR, WM.
WLS, Chicago, Ill.
Morning Devotions

ODSON, JUANITA
KVER, Albuquerque, N. Mex.
Minutes of Melody

O'HEREN, DICK
WHK, Cleveland, Ohio
Beat the Boys, Say It with
Music, Irish Program

O'NEIL, DANNY
ABC—Mary Small Revue,
Echoes of N. Y.

O'ROURKE, KEN
WWRL, Woodside, N. Y.
Ken O'Rourke Show

OSTROM, BERNARD
KVOX, Moorhead, Minn.
Minnesota Woodchopper

OWENS, BARBARA
KDKA, Pittsburgh, Pa.
Songs You Love To Hear

OWENS, JACK
ABC—Breakfast Club, Stair-
way to the Stars

— P —

PAIGE, RICHARD
NBC—Design for Listening,
Musicana, Patterns in Mel-
ody

PARKER, EVELYN
NBC—Signed, Beasley Smith

PARKER, FAYE
KDKA, Pittsburgh, Pa.
Tap Time

PARKER, PAUL
WMBL, Morehead City, N. C.
Songs by Paul Parker

PARRISH, FRANK
WIRE, Indianapolis, Ind.
Frank Parrish Show

PARVIN, CATHERINE E.
WWEZ, Vineland, N. J.
Catherine E. Parvin

PATTERSON, CREAM
WONS, Hartford, Conn.
Patter by Patterson

PATTON, PEGGY
WWNR, Beckley, W. Va.
Songs by Peggy Patton

PAYNE, FERN
KCTX, Childress, Tex.
Favorite Gospel Songs

PERKINS, RAY
KFEL, Denver, Colo.
The Ray Perkins Show

FERRIN, MAC
NBC—Fred Waring Show

PERRY, BILL
CBS—Saturday Night Seren-
ade

PERRY, EVERETTE
WABZ, Albemarle, N. C.
Hymn Time

PETE, COLORADO
KMBC, Kansas City, Mo.
Early Bird Jamboree, Dinner
Bell Roundup, Brush Creek
Pollies

PETERS, HENRY
WIBW, Topeka, Kans.
Henry and Jerome

PICKENS, JANE
ABC—Echoes of New York

**PICKLE, KAY and HIS RANGE
RIDERS**
KSRO, Santa Rosa, Calif.

THE PIED PIPERS
ABC—ohnny Olsen's Rumpus
Room

PIEPER, GERALD
KDKA, Pittsburgh, Pa.
KDKA Home Forum

PINAFORES
CBS—Gene Autry Show

PLANER, ROBERT
WNRD, Syracuse, N. Y.
Housewarmers

PLEIS, RAYMOND
WWEZ, Vineland, N. J.
Go'den Melodies

PORTNOY, JOSEPH
KDKA, Pittsburgh, Pa.
KDKA Home Forum

POST, BILL
KALL, Salt Lake City, Utah
Post Box

POTEET, ORVILLE
KCVR, Lodi, Calif.
Old Music Box

PRICE, DEWEY
WBT, Charlotte, N. C.
Briarhoppers

PRICE, HOWARD
KDKA, Pittsburgh, Pa.
Duquesne Show

PRICE, NOMAN
NBC—D & H Miners

PUTTERMAN, DAVID
NBC—Eternal Light

— Q —

QUINN, BRYAN
WBAA, West Lafayette, Ind.
Songs by Bryan Quinn

— R —

RABORN, SAM
WWNR, Beckley, W. Va.
Singin' Sam

RADIO CHORISTERS
NBC—Highlights of the Bible,
National Radio Pulpit

RAGLAND, HENRY
WCON, Atlanta, Ga.
Sweetheart Serenade

RAINE, LORRY
(Gayle (MRS.) Tim); B. Detroit,
Mich., June 13, 1926; Mork War-
now's Sound-Off (ABC); Califor-
nia Melodies (MBS); Summerfield
Band Concert (NBC); Coast Rec-
ords with Mark Warnow.

RAMONA
WLW, Cincinnati, Ohio
Rendezvous with Ramona

RAND, WILL & MILLIE
WNOC, Norwich, Conn.
Rand Review

RANDALL, EARL
NBC—Reveille Roundup

RANDOLPH, AMANDA
RANGERS, THE
WBT, Charlotte, N. C.
Rangers Quartet

RAWLEY'S TRIO, AL
WEEI, Boston, Mass.
Al Rawley's Trio

REDABAUGH, HAROLD
KGHF, Pueblo, Colo.
Harold Redabaugh

REED, BOB
WOR, New York, N. Y.
Your Time

REED, CAROL
WPEN, Philadelphia, Pa.
Open House

REED, PENNY
KYW, Philadelphia, Pa.

REGAL, JEAN
NBC—Your Host Is Buffalo

REID, BOB
Robert Q. Lewis Show, Bob
Reid Sings

REVERE, ADRIAN
NBC—D & H Miners

REYNOLDS, ANDY
WSBA, York, Pa.
Ranch Boys

RHYTHM RIDERS
KMBC, Kansas City, Mo.
Ray Judgens, Val Tatham,
Howard Smith, Joe Manning,
Western Echoes, Brush Creek
Pollies

RISLING, ROBERT
WBZ-WBZA, Boston, Mass.
Robert Risling Sings, Concert
Centennial

RIZZI, GLORIA
WPAM, Pottsville, Pa.
Treasury of Song

ROBERTS, DOROTHY
WIRE, Indianapolis, Ind.
Tune Up Time

ROBB, MURIEL
KDKA, Pittsburgh, Pa.
KDKA Home Forum

ROBERTS, BARRY
NBC—Manhattan Merry-Go-
Round

ROBERTSON, TEXAS JIM
ABC—Texas Jim Robertson

ROBINSON, AL
KPBX, Beaumont, Tex.
Down on the Farm

ROBOFSKY, ABRASHA (SGT.)
NBC—U. S. Army Air Force
Band

• • • **VOCAL ARTISTS** • • •

- RODGERS, BOB**
KIUL, Garden City, Kans.
Tune Topper
- RODGERS, SLIM**
KSGM, Ste. Genevieve, Mo.
Dinner Bell Time
- ROGERS, ROY**
NBC—Saturday Night Round-
up Starring Roy Rogers
- ROLAND, RUSSELL**
KMBC, Kansas City, Mo.
Rhythmline Time, Russell Rol-
and Sings, Brush Creek Follies
- ROMAY, LINA**
CBS—Dick Haymes Show
- ROSS, BETSY**
WFHG, Bristol, Va.
Betsy Ross Sings
- ROSS, SHIRLEY**
NBC—Bob Burns Show
- ROUSCH, MYRA SUE**
WJLS, Beckley, W. Va.
Myra Sue Rousch
- ROWE, GENEVIEVE**
NBC—Harvest of Stars
- ROY, CECIL H.**
- RUDOLPH, JACK**
WPAM, Pottsville, Pa.
Jack Rudolph Sings
- RUSSELL, CONNIE**
NBC—Manor House Party
- RUSSELL, JANE**
NBC—Kay Kyser's College of
Music and Knowledge
- RYAN, ANN**
NBC—Ann Ryan Sings, Circle
Arrow Show
- RYAN, DENNIS**
NBC—Manhattan Merry-Go-
Round
- S —
- SANDS, LITA**
NBC—Clevelandaires, Do You
Remember
- SATISFYERS, THE**
NBC—Chesterfield Supper
Club; Victor Records.
- SAUNDERS, FRANK**
CBS—Arthur Godfrey
- SAUNDERS, GEORGE**
KGW, Portland, Ore.
Oregon Melodies
- SAVALIER, CLARENCE**
WEIM, Fitchburg, Mass.
Memories in Song
- SAVECKA, ROSALYN**
KDKA, Pittsburgh, Pa.
KDKA Home Forum
- SAYLES, FRED**
WAAT, Newark, N. J.
Among My Souvenirs
- SCHAEFER, ANNE**
WKY, Oklahoma City, Okla.
Anthony Avenue
- SCHIMPF, STEWART**
KUOA, Siloam Springs, Ark.
Gospel Singer
- SCHMIDT, REINHOLD**
NBC—An Evening with Rom-
berg
- SCHON, KENNETH**
NBC—D & H Miners
- SCHOOLEY, IVAN**
KOA, Denver, Colo.
As You Like It
- SCHWARTZ, TINY**
NBC—Your Host Is Buffalo
- SCOTT, ROMAINE**
WPPA, Pottsville, Pa.
Woman's World
- SCOTT, TOM**
CBS—Tom Scott, American
Troubadour
- SEAGLE, JOHN**
NBC—Voices Down the Wind
- SEGAL, ROBERT**
NBC—Eternal Light
- SENNETT, BOB**
WMAZ, Macon, Ga.
At Home with Bob Sennett
- SERENADERS**
CBS—Saturday Night
Serenade
- SHANNON, BOB**
WPEN, Philadelphia, Pa.
Holiday Inn
- SHAW, SHIRLENE**
KENT, Shreveport, La.
Date at Eight
- SHAY, DOROTHY**
CBS—Spotlight Review
- SHAW, HOLLACE**
CBS—Saturday Night
Serenade
- SHELTON, ROBERT**
WFAA, Dallas, Tex.
Sunshine Roundup
- SHEPARD, RILEY**
NBC—CBS—WBT, WSM.
- SHEPHERD, JOAN**
KWBR, Oakland, Calif.
Joan Sings
- SHERIDAN, PHIL**
WIP, KYW, Philadelphia, Pa.
Studio Party
- SHELMAN, JUNE**
NBC—Words & Music, Design
for Listening, Musicana
- SHORE, DINAH**
(Montgomery, Mrs. George);
singer, actress; b. Winchester,
Tenn., Mar. 1, 1917; ed. Van-
derbilt Univ. BA Degree; Colum-
bia Records; Call for Music
(CBS); Ford Show (CBS).
- SHUMAKER, JIMMY**
WRON, Ronceverte, W. Va.
Rocky Mountain Frolic
- SIDNEY, BOB**
WHN, New York, N. Y.
- SIDNEY, PHYLLIS**
KDKA, Pittsburgh, Pa.
KDKA Home Forum
- SIEDEL, FLO**
WCCO, Minneapolis, Minn.
De Haven's Date
- SILVER SAGE RIDERS**
KCYR, Lodi, Calif.
Western Music
- SIMMONS SINGERS**
WSAV, Savannah, Ga.
Simmons Singers
- SIMS, EVELYN**
WTOC, Savannah, Ga.
Music by Request
- SIMMS, GINNY**
CBS—Pause That Refreshes
- SINATRA, FRANK**
CBS—Songs by Sinatra
NBC—Your Hit Parade
- SIZEMORE, GORDON WITH
LITTLE BETTY & DOC**
WBT, Charlotte, N. C.
Songs by Gordon Sizemore,
Betty, and Doc
- SLANEY, RUTH**
KDKA, Pittsburgh, Pa.
KDKA Home Forum
- SMITH, ARTHUR**
WBT, Charlotte, N. C.
Arthur Smith Quartet
- SMITH, BILLIE**
KPRC, Houston, Texas
Time On My Hands
- SMITH, FRED**
WCCO, Minneapolis, Minn.
Fred Smith Sings
- SMITH, GENE**
WROM, Rome, Ga.
Gene Smith Sings
- SMITH, JACK**
CBS—Jack Smith Show
NBC—The Drene Shampoo
Show
- SMITH, KATE**
May 9, 1909; b. Greenville, Va.,
Kathryne Elizabeth Smith; Kate
Smith Sings (CBS); Kate Smith
Speaks (MBS).
- SMITH, PETE**
WBAA, West Lafayette, Ind.
Songs by Pete Smith
- SMITH, RALPH**
WBT, Charlotte, N. C.
Carolina Hayride
- SMITH, SONNY**
WBT, Charlotte, N. C.
Arthur Smith and Cracker-
jacks
- SMOOTHIES**
NBC—Vest Pocket Varieties
- SYNDER, ROBERT**
WFBG, Altoona, Pa.
Bob and Gene
- SOLO, SAMMY**
WHN, New York, N. Y.
- SONS OF THE PIONEERS**
NBC—Saturday Night Round-
up Starring Roy Rogers
- SOUTHERNAIRES**
ABC—The Southernaires
- SPANN, HELEN**
NBC—Voices Down the Wind
- SPITALNY, PHIL ALL GIRL
CHOIR**
CBS—Hour of Charm
- SPORTSMEN QUARTET**
NBC—Jack Benny Show, Fitch
Bandwagon, Judy Canova Show
- STAFFORD, JO**
NBC—Chesterfield Supper
Club
- STANTON, BOB**
NBC—The Time, the Place &
the Tune, Seafest Village
Store
- STARLIGHTERS**
NBC—Chesterfield Supper
Club, Seafest Village Store,
Bob Hope Show
- STEBER, ELEANOR**
NBC—Voice of Firestone
- STEELE, HARRY**
KALE, Portland, Ore.
Singer and emcee)
- STEFFAN, ART**
NBC—Music of the Moment,
Your Host Is Buffalo
- STEPHENS, HAROLD**
WASL, Annapolis, Md.
The Melody Tenor of Radio
- STETLER, ROBERT**
WLAN, Lancaster, Pa.
- STEVENS, GARRY**
NBC—Chesterfield Supper
Club
- STEVENS, RISE**
CBS—Family Hour
- STUART, MICKY**
WWRL, Woodside, N. Y.
Songs by Micky Stuart
- STUTZ, CARMEN**
KONO, San Antonio, Tex.
It's a Good Day
- SULLIVAN, DON**
KMBC, Kansas City, Mo.
Dinner Bell Roundup, Brush
Creek Follies

VOCAL ARTISTS

SULLIVAN, LEE
NBC—Vest Pocket Varieties,
Serenade to America

SUMMERS, GEGE
KWMT, Mayfield, Ky.
Ky. Play Boys

SUNRISE SERENADERS
WRFS, Alexander City, Ala.
Sunrise Serenaders

SUNSET QUARTET
WSAV, Savannah, Ga.
Souvenirs of the Old South

SWALLEY, DUANE
NBC—Reveille Roundup

SWANEERS QUARTET
NBC—Camp Meetin' Choir

SWEETLAND, LEE
NBC—Harvest of Stars

SYLVIA
WLW, Cincinnati, Ohio
Sylvia Show

SYRIA, LEVI
WJMS, Ironswood, Mich.
Bashful Joe

— T —

TAYLOR, BOBBIE
WWOD, Lynchburg, Va.
Bobbie Taylor Sings

TEXAS MELODY BOYS
WWNR, Beckley, W. Va.
Songs of the Buckeroos

TBW, PAUL
WRUF, Gainesville, Fla.
Autumn Serenade

TEXAS MELODY BOYS
KJTV, Huron, S. Dak.
Hill Billy

THALL, BILL
NBC—Circle Arrow Show

THOMAS, BENNY
WACE, Chicopee, Mass.

THOMAS, JACK
KVMV, Twin Falls, Idaho
Music Director

THOMPSON, JEANNE
(Guest 1 time only)
KDKA, Pittsburgh, Pa.
Duquesne Show

THOMAS, THOMAS L.
NBC—Manhattan Merry-Go-
Round

THREE NOTES
WDAY, Fargo, N. Dak.
Tello-Test Time

TILTON, MARTHA
Vocalist; b. Corpus Christi; Dick
Haymes Show (CBS); Meet Me
At Parky's (NB); Your Hit Pa-
rade (NBC).

TIMM, ALLEN
WEMP, Milwaukee, Wis.
Ladies' Choice

TINNEY, FRANK
WGWR, Asheboro, N. C.
Familiar Hymns

TORME, MEL
(Tormé, Mel H.); Actor, Com-
poser, Arranger; b. Chicago, Ill.,
Sept. 13, 1925; Singing with the
Meltones; Torme Time (NBC).

TREADWELL, KENNY
KOWL, Santa Monica, Calif.
Kenny Treadwell

TREVATHAN, SKIPPER
KPRC, Houston, Texas

TRICKEY, NANCY
WBZ-WBZA, Boston, Mass.
Nancy Trickey Sings

TUMA, C
KVOO, Tulsa, Okla.
Sons of the Range

TUNE CHASERS
KMBC, Kansas City, Mo.
Charlie Pryor, Ruel Joyce, Ted
Painter, Vaughn Busey.
The Tune Chasers, Brush
Creek Pollies

TURNER, DALLAS (Cowboy)
KALE, Portland, Ore.

— V —

VALLEE, RUDY
NBC—Philip Morris Presents
the Rudy Vallee Show

VARNEY SISTERS
WMIQ, Iron Mountain, Mich.
The Varney Sisters

— W —

WAGAMAN, JOHN
WDAF, Kansas City, Mo.

WAGNER, ANN
WIBC, Indianapolis, Ind.
WIBC Coffee Shop, Annie's
Almanac

WAIN, BEA
ABC—Arthur Murray Show
WMCA—Mr. and Mrs. Music

WALSH, MARY JANE
WHN, New York, N. Y.

WALTERS, FRANCIS
WDBJ, Roanoke, Va.
Bouquet of Melodies

WALTI, PAUL
NBC—Mad Masters

WARD, KEN
WTAM, Cleveland, Ohio
Affectionately Yours, Do You
Remember, Clevelandaires

WATER, OZIE CAPT.
KMYR, Denver, Colo.
Sagebrush Serenade

WATERS, "SMILIN' BILL"
WHEB, Portsmouth, N. H.
Smilin' Bill Waters

WELLING, FRANK
WCHS, Charleston, W. Va.
Uncle Si

WELLINGTON, LARRY
NBC—Reveille Roundup

WELLS, J. B.
WXGI, Richmond, Va.
Mountain Pals

WELSH, IRVINE
WJR, Detroit, Mich.

WEST, NADINE
KFBI, Wichita, Kans.
Nadine & the Nydegger
Quartet

WEST, TED
WREN, Topeka, Kans.
The Keynotes

WESTON, KRIS
NBC—Luncheon with Lopez

WHALEN, CLYDE
WACE, Chicopee, Mass.
Tune Time Club

WHEATLEY, JOAN
NBC—Fred Waring Show

WHEELOCK, JUANITA
KCTX, Childress, Tex.
Sunday Serenade

WHITEY AND HOGAN
WBT, Charlotte, N. C.
The Briarhoppers, Carolina
Hayride

WHITING, MARGARET
CBS—Club 15
NBC—Eddie Cantor Show

THE WHOOT OWLS
WEOO, Orlando, Fla.
The Whoot Owls

WILLARD, DICK
WOR, New York, N. Y.
Time for Remembrance

WILDE, EMIL
KFUO, St. Louis, Mo.
Songs of Praise

WILLIAMS, MARVIN
WRR, Dallas, Tex.
Who's Who in Radio

WILSON, BILL
WDDO, Chattanooga, Tenn.
Vicks Dixie Stringers

WILSON, GRACE
WIS, Chicago, Ill.
National Barn Dance

WILSON, JANE
NBC—Fred Waring Show

WILSON, J. GARFIELD
NBC—Camp Meetin' Choir

WILTSHIRE, ARLINE
WXGI, Richmond, Va.
Cornbread Matinee

WILTSHIRE, BILL
WXGI, Richmond, Va.
Cornbread Matinee

WINTERS, JERRY
KVPD, Fort Dodge, Ia.
Mary and Jerry

WIS HILLBILLIES
WIS, Columbia, S. C.
WIS Hillbillies

WOLF, REINALD S.
WKOK, Sunbury, Pa.
Memory Songs

WOOD, BARRY
NBC—Johnny Presents the
Philip Morris Program

WOOD, TRUDY
KPRC, Houston, Texas

WOODS, B. L.
KTFS, Texarkana, Texas

WOOD, GLORIA
NBC—Kay Kyser's College of
Music and Knowledge

WOODS, ILENE
ABC—Johnny Thompson and
Ilene Woods, Breakfast Club

WOODY, PAULA
KOLN, Lincoln, Nebr.
The Paula Woody Show

WORKMAN, DICK
WFBL, Syracuse, N. Y.
Musical Clock

WRIGHT, HANK
WJPF, Herrin, Ill.
Hillbilly

WRIGHT, WILLIAM
NBC—Voices Down the Wind

— Y —

YOUNG, DALE
WAOV, Vincennes, Indiana
Teen Time

YOUNG, EVE
NBC—Story Shop, Honey-
moon in New York

YOUNG, HENRIETTE
KDKA, Pittsburgh, Pa.
KDKA Home Forum

YOUNG, NATALIE
KDKA, Pittsburgh, Pa.
KDKA Home Forum

YOUNG, NORMAN
NBC—Once Upon Our Time

YOUNG, WILLARD
NBC—D & H Miners

YVETTE
ABC—Stairway to the Stars

— Z —

ZIMMERMAN, MARGARET
KORE, Eugene, Ore.
The Kaufman Show

HARRY WISMER

BROADCASTING THE NATION'S TOP SPORTING EVENTS

Sports Director of American Broadcasting Company

Sports Commentators

—their work during 1947

— A —

- ADAMS, BILL**
Ice Hockey
KWJJ, Portland, Ore.
- ADAMS, FELIX**
Sports Roundup
KGER, Long Beach, Calif.
- ADAMS, JOHNNY**
WQQW, Washington, D. C.
- ADAMS, NOREY**
Sports Ann.
KGY, Olympia, Wash.
- ADAMS, TONY**
Tony Adams' Roundup
WMUR, Manchester, N. H.
- AHEARN, JACK**
Scholastic Sports
WITH, Baltimore, Md.
- ALDEN, JERRY**
Sports Roundup
WSNJ, Bridgeton, N. J.
- ALLAIN, ORREN**
WKAN, Kankakee, Ill.
- ALLEN, MEL**
b. Birmingham, Ala., Feb. 14, 1913; ed. U. of Ala., AB, LL.B., Columbia University; World Series, Major League All-Star Football Championship Game, Game, All-America Conference Sugar Bowl Game, CBS Football Television, New York Yankees Baseball and Football Games.
- ALLEN, WAYNE**
Sports Cast
KSEL, Lubbock, Tex.
- ALLINGER, RALPH**
Today in Sports
WFAS, White Plains, N. Y.
- ALLMAN, BOB**
On the Sports Horizon
KYW, Philadelphia, Pa.
- ALTMAN, DICK**
KTHT, Houston, Tex.
- ALVES, BOB**
Spotlight on Sports
KPRK, Livingston, Mont.
- ANDERSON, BOB**
Day's News
KWBR, Oakland, Calif.
- ANDERSON, DICK**
WEOA, Evansville, Ind.
- ARMSTRONG, FRANK**
Sports Parade
WDSG, Dyersburg, Tenn.
- ARNOLD, FULTON**
Arnold Sports
WTTM, Trenton, N. J.
- ARTHUR, HARRY**
WSMB, New Orleans, La.
- ATLAS, DON**
Sports Tabloid
KLOK, San Jose, Calif.
- ATWOOD, BRAD**
Sports Roundup
KWIK, Burbank, Calif.
- AUSTIN, COLEMAN**
Roanoke Boxing Bout
WROV, Roanoke, Va.
- BAILEY, BLAIN**
Resume of the sports of Day
KVNU, Logan, Utah
- BAILEY, CHARLES**
WEBB, Buffalo, N. Y.
- BAILEY, DON**
KWLK, Longview, Wash.
- BAKER, DICK**
Sports Caster
KRDU, Dinuba, Calif.
- BAKER, DICK**
Sports Whirl
WFKY, Frankfort, Kentucky
- BAKER, NELSON**
Hamburger's
WFB, Baltimore, Md.
- BAKKE, HAL**
S. W. Football Preview
Sports Final
WBAP, Fort Worth, Tex.
- BALDING, CHUCK**
Sports Whirl
WOAY, Oak Hill, W. Va.
- BALDRICA, MERV**
Sports from the Sidelines
WMIQ, Iron Mountain, Mich.
- BALL, ROGER**
WALT, Tampa, Fla.
- BARBER, JOE**
Top of the Sports
WNAB, Bridgeport, Conn.
- BARBER, RED**
CBS—Red Barber, Sports
WHN, N. Y.
- BARKER, EDDIE**
Sports Editor
Scoreboard
KMAC, San Antonio, Tex.
- BARLOW, JAY**
Special Events
WHLN, Harlan, Ky.
- BARRETT, WILLIAM R.**
Quarterback Club
WJLS, Beckley, W. Va.
- BARRUS, G. A.**
KODI, Cody, Wyoming
- BARTON, KEN**
KWKW, Pasadena, Calif.
- BASEL, MEL**
WEVD, New York, N. Y.
- BEARDSLEY, PAUL**
Sports Parade
KRMD, Shreveport, La.
- BEATTY, ROSS**
Sports Parade
Sports Pages of the Air
WELM, Elmira, N. Y.
- BECK, AL**
Sports Announcer
WDIA, Memphis, Tenn.
- BECKENDORF, JOHN**
Sports Parade
WGAU, Athens, Ga.
- BECKNER, RAY**
Sports Roundup
KRLN, Canon City, Colo.
- BELCHER, ROD**
Echoes from the Grandstand (Football, Basketball)
KMO, Tacoma, Wash.
- BELL, GEORGE**
Let's Look 'em Over
WJRD, Tuscaloosa, Ala.
- BELL, TED**
Football
KRSC, Seattle, Wash.
- BENNETT, KENYON**
Baseball games
KGEM, Boise, Idaho
- BENNETT, THURSTON**
Baseball Announcer
WBBQ, Augusta, Ga.
- BERG, LEE**
Speaking of Sports
KOLN, Lincoln, Nebr.
- BERGER, HAL**
Sports Review
KMPC, Los Angeles, Calif.
- BERGMAN, DUTCH**
WRC, Washington, D. C.
- BERNARD, MEL**
The Sportsman
WHSC, Hartsville, S. C.
- BERRY, RICHARD**
The Sports Revue
KXO, El Centro, Calif.
- BETTINSON, WINSLOW**
Sports Billboard
WHEB, Portsmouth, N. H.
- BILLICH, GEORGE**
Sportscoop
WOLF, Syracuse, N. Y.
- BIRLEFFI, LARRY**
Daily Sportscast
KFBC, Cheyenne, Wyoming
- BJERKE, KEN**
Play x play remotes
KWLC, Decorah, Iowa
KDEC, Decorah, Iowa
- BLACK, ELBERT L.**
Baseball
KVOU, Uvalde, Tex.
- BLACKBURN, ROBERT**
KFRE, Fresno, Calif.
- BLASHKI, PETE**
Cavalcade of Sports
KWBW, Hutchinson, Kans.
- BLOSSFIELD, CHARLIE**
In the Sport Light
WONS, Hartford, Conn.
- BLUE, EARL**
Sports With Earl Blue
WKIX, Columbia, S. C.
- BLUE, IRA**
Adventures in Sports
KGO, San Francisco, Calif.
- BOARDMAN, FRANK**
Sports Roundup
KSWO, Lawton, Okla.
- BOCHMAN, BILL**
Sportspage
WCOS, Columbia, S. C.
- BOGESS, JOHN**
WLAG, LaGrange, Georgia
- BOGGS, OTIS**
WFAA, Dallas, Tex.
- BOLAND, CHARLIE**
Sportscast
KWTX, Waco, Tex.
- BOLAND, JOE**
Joe Boland on Sports
WSET, South Bend, Ind.
- BOLTON, BILL**
Tendercrust Sports Review
Football Play by Play
KSYL, Alexandria, La.
- BOOSE, DANA**
Sports Spotlight
WTSP, St. Petersburg, Fla.
- BOROM, BILL**
Sports Scrapbook
KABC, San Antonio, Tex.

— B —

BACHMAN, CHARLIE
Football Predictions
WILS, Lansing, Mich.

three of a kind—



"Winners" on WHN

HOCKEY . . . "TODAY'S BASEBALL" . . . BASKETBALL . . . "TAKE A TIP FROM ME"
"SPORTS EXTRA" . . . "SPORTS GOSSIP FROM GALLAGHER'S" . . . "WARM-UP TIME"

SPORTS COMMENTATORS

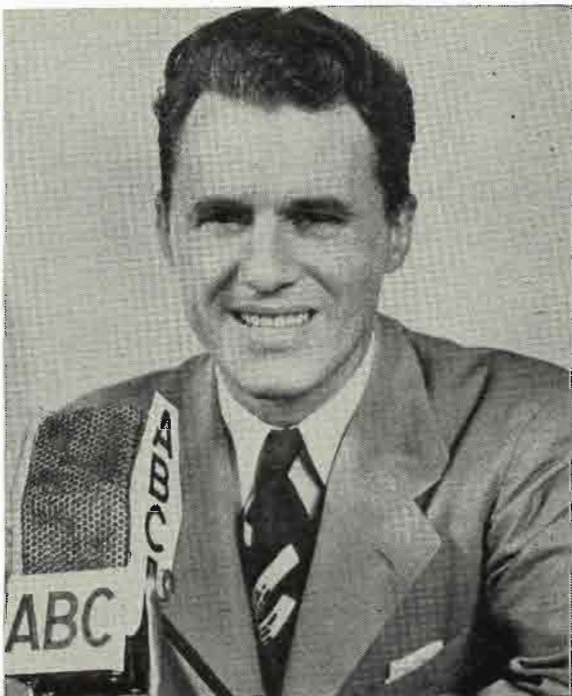
- BOSTIC, TOM**
Sports Extra
KIMA, Yakima, Wash.
- BOUDREAU, DON**
Sou III Sports Roundup
WCIL, Carbondale, Ill.
- BOYD, DON**
World of Sports
WCLO, Janesville, Wisc.
- BOYER, JOHN**
Sports Program
KDKA, Pittsburgh, Pa.
- BRADLEY, JACK**
Sports Journal
WSAZ, Huntington, W. Va.
- BRADLEY, LYLE C.**
Sportsman
WSSV, Petersburg, Va.
- BRADLEY, WILLIAM V.**
College Cheer
Pigskin Review
WHEB, Portsmouth, N. H.
- BRADSHAW, DICK**
WCEC, Rocky Mount, N. C.
- BRAMHALL, ART**
Marquette Football
WEMP, Milwaukee, Wis.
- BRANDT, BILL**
MBS—Inside Of Sports
- BRANDT, JOSEPH A.**
Sports Roundup
WTPR, Paris, Tenn.
- BRAZZELL, JIMMY**
The Sportsman
WHSC, Hartsville, S. C.
- BREITENMOSE, DON**
Sports Report
KFDR, Alexandria, La.
- BREMSER, LYLE, BREMSER**
Sports Director
KFAB, Omaha, Nebr.
- BRENARD, GEO.**
Sports Lineup
WLIF, Kenosha, Wisc.
- BREWER, HUGH**
Local Baseball Games
Local Football Games
Sports Round-Up
WKSJ, Pulaski, Lawrence-
burg, Tenn.
- BRITT, JIM**
WEDH, Boston, Mass.
- BROCK, ART**
- BRICK, ART**
Sports Ramble
KAJY, Bakersfield, Calif.
- BROOKS, NORMAN**
Pigskin Preview
Sports Highlights
WFPG, Steel Pier, Atlantic
City, N. J.
- BROWN, DENNIS**
Sports Arena
WMLT, Dublin, Ga.
- BROWN, ANDERSON B.**
Sports Review
WGWR, Asheboro, N. C.
- BROWN, BILL**
Sports Journal
WSTP, Salisbury, N. C.
- BROWN, ED**
Sports Hi-Lights
MGY, Montgomery, Ala.
- BROWNLOW, JOE**
Cascade Sports
KJQ, Wenatchee, Wash
- BROYLES, MARVIN**
Morning Sports
KCOR, San Antonio, Texas
- BRUCKNER, SKIP**
Sports Final
WAGU, Athens, Ga.
- BRUNDIGE, BILL**
Sports Parade
WOL, Washington, D. C.
- BRYANT, CHARLES**
Sports Roundup
KVI, Tacoma, Wash.
- BUCHANAN, BRUCE**
Sports Review
WOLS, Florence, S. C.
- BULLER, DICK**
Front Page of Sports
WKMJ, Dearborn, Mich.
- BULO, HARRY**
WJPR, Greenville, Miss.
- BURGESS, JACK**
WATN, Scoreboard
The Sportsman
WATN, Watertown, N. Y.
- BURICK, SI**
Si Burick
WHIO, Dayton, Ohio
- BURKE, BILL**
Sports Quiz
WPWA, Chester, Pa.
- BURT, JIM**
Sport Hilights
Sports Final
KELO, Sioux Falls, S. Dak.
- BURTON, DON**
Gen Manager
WLBC, Muncie, Indiana
- BUSH, HERB**
The Sportsman
Sports Roundup
KDIX, Dickinson, N. Dak.
- BYER, HAL (Football-basket-
ball)**
KWIL, Albany, Ore.

**DON
DUNPHY**

**GILLETTE'S "CAVALCADE
OF SPORTS" — ABC**

**BLOW BY BLOW
BROADCASTER
OF
FRIDAY NIGHT
FIGHTS FROM
MADISON SQUARE
GARDEN WITH
RADIO'S TOP RATINGS
2nd LOUIS-CONN68.2
1st LOUIS-CONN58.2
LOUIS-WOLCOTT43.2**

**"DON DUNPHY SHOW"
TELENEWS**



BYRNE, HARRY
Spotlight on Sports
KCSJ, Pueblo, Colo.

BYRUM, HOWARD
Sports Spotlight
WGNS, Murfreesboro, Tenn.

— C —

CALLAHAN, CHRIS
Spotlight
WNOG, Norwich, Conn.

CALVIN, JACK
Sports Reporter
KSON, San Diego, Calif.

CAMPBELL, BILL
Sports
WCAU, Philadelphia, Pa.

CAMPBELL, CHARLES
Sportscaster
KGEZ, KallsPELL, Mont.

CAMPBELL, "NEENIE"
Caravan of Sports
WMCK, McKeesport, Pa.

CANAVAN, ROBERT
Sportscaster
KROD, El Paso, Tex.

CAPPS, GORDON
Sports Spotlight
KSRV, Ontario, Ore.

CARAY, HARRY
Harry Caray Sports Review
KKOK, St. Louis, Mo.

CARLSON, ADE
Your Sports Round-Up
WEBC, Duluth, Minn.

CARLYLE, HUGH
Sports Album
KSWI, Council Bluffs, Iowa

CARMICHAEL, H.
Football, Baseball
KUIN, Grants Pass, Ore.

CARNEAL, HERB
Herb Carneal
WSYR, Syracuse, N. Y.

CARNEGIA, TOM
The Sportsman
Sportswire
WIRE, Indianapolis, Ind.

CARPENTER, BILL
WSNY, Schenectady, N. Y.

CARROLL, BROOKE
All Sports
KGVU, Greenville, Tex.

CARROLL, FRANK
Football Games
KLOU, Lake Charles, La.

CARROLL, TIM
Sport Page of the Air
KELP, El Paso, Tex.

CARSON, TOM
Play by Play
WKBZ, Muskegon, Mich.

CARTER, CAL
The Sportlight
KAMD, Camden, Ark.

CASE, JACK
Morning Sports
Evening Sports
WVNY, Watertown, N. Y.

CASE, LEE
Sports Round-Up
WCHA, Chambersburg, Pa.

CAVANAUGH, J.
Sports Scene
WARD, Johnstown, Pa.

CAVE, WALTER H.
Sports Arena
Football Scoreboard
KMJ, Fresno, Calif.

CHADD, DON
Sports Roundup
KSOK, Arkansas City, Kans.

CHALMERS, JIM
Speaking of Sports
WEIM, Fitchburg, Mass.

CHAMBERLAIN, CARL
Sports
WSAY, Rochester, N. Y.

CHAMBERLIN, GEORGE E.
Sportscast
WMBM, Miami Beach, Fla.

CHARLES, BERT
WAKR, Akron, Ohio

CHRISTIE, GEO.
Christie's Sports Page
WFEA, Manchester, N. H.

CLARK, J. B.
Sports Final
WAYS, Charlotte, N. C.

CLARK, JOHN
Durham In Sports
WHHT, Durham, N. C.

CLARK, LARRY
Sports Parade
Play by Play reports
WIBA, Madison, Wis.

CLARK, Lowell
Today in Sports
KGFJ, Shawnee, Okla.

CLAUSSEN, GENE
Football
KMOX, St. Louis, Mo.

CLAYTON, TOM
WLLH, Lowell, Mass

CLEMENTS, JOE
Sports Announcer
KVMV, Twin Falls, Idaho

CLOVER, CARLOS
Evening Sportscast
KRIG, Odessa, Tex.

STAN LOMAX
SPORTCASTS

6:45 p.m. WOR

for

Krueger Beer—Mon. - Wed. - Fri.

for

Köpper Co.—Tues. - Thurs. - Sat.

SPORTS COMMENTATORS

CLUNEY, JOHN A.
Speaking of Sports
WBRY, Waterbury, Conn.

COCHRAN, BILL
Bill Cochran, Sports News
WIOD, Miami, Fla.

COLE, JOHN
Sports Final
KFRU, Columbia, Mo.

COLEMAN, JIM
Speaking of Sports
KLPN, Minot, N. Dak.

COLTON, LAVERN
World of Sports
WCOU, Lewiston, Maine

COLWELL, TERRY
The Sports Page
WACE, Chicopee, Mass.

CONLIN, CLEM
Sportlites
KBCX, Sidney, Mont.

CONNER, BILL
Standard-Oil Sports-News
Football Review Preview
WEBC, Duluth, Minn.

CONNORS, JOE
Sports Review
WKRZ, Oil City, Pa.

CONROY, BILL
IGA Sportsshow
WICY, Malone, N. Y.

CONWELL, TOM
Sports
KCIL, Houma, La.

COOK, BILL
World of Sports
KVKM, Monahans, Tex.

COOK, STANLEY
WHDF, Houghton, Mich.

COOPER, ED
WCTC, New Brunswick, N. J.

CORLEY, BILL
Play-by-Play
WBNS, Columbus, Ohio

CORNISH, WORTHEN C. (Bud)
Worthen C. (Bud) Cornish
WGAN, Portland, Maine

COSTELLO, ED
The World of Sports
KOSA, Odessa, Tex.

COWELL, ED
Speaking of Sports
WJHL, Johnson City, Tenn.

COZZI, SAM
Sports
KCIL, Houma, La.

CRAGO, RICHARD L.
Speaking of Sports
WRUF, Gainesville, Fla.

CRAIN, PAUL
KNEW, Spokane, Wash.

CREAGER, MACK
Sportsman
Sports Parade
Hockey, wrestling and football
(live)
KAKC, Tulsa, Okla.

CROGHAN, JOE
Sports Special
WANN, Annapolis, Md.

CROSBY, CHUCK
Sports Scrapbook
WCOP, Boston, Mass.

CROSIAR, FRANK
Spots in Sports
WHOT, South Bend, Ind.

CROWN, NORMAN
WHPB, Benton Harbor, Mich.

CRUMP, GEORGE
Speaking of Sports
WCRO, Johnstown, Pa.

CUMMINS, RAY
Strictly Sports
WMBL, Morehead City, N. C.

CUMMINS, TAIT
WMT, Cedar Rapids, Iowa

CUMMINS, JACK
Football Scores
Pigskin Predictions
WPDQ, Jacksonville, Fla.

CUMMISKEY, JOE
MBS—Inside Of Sports

CUNNINGHAM, R. S.
Sports general
KSVP, Artesia, N. Mex.

CUSHING, KERBY
WHDE, Boston, Mass.

— D —

DANIEL, DAN
Sports Journal
WHOO, Orlando, Fla.

D'ACCARDO, GENE
Sports Events
KTRB, Modesto, Calif.

DAGG, BILL
Sports Spotlight etc.
KBOW, Butte, Mont.

DAIN, ROLAND
Play x play remotes
KWLC, Decorah, Iowa

DALE, HAROLD
Sports In Review
WABZ, Albemarle, N. C.

DANIEL, LARK O.
Sports Summary
KONO, San Antonio, Tex.



STEVE
ELLIS

BASEBALL

PLAY-BY-PLAY
NEW YORK GIANTS
for
CHESTERFIELD CIGARETTES
Via NBC TELE

BOXING

WJZ - WHN
For GILLETTE

FOOTBALL

COLLEGE
WMCA

NEW YORK GIANTS

SPORTS RESUME 6:45 to 7:00 P.M.
Monday thru Saturday

SPORTS DIRECTOR — Station WMCA



MEL ALLEN

SPORTS COMMENTATORS

- DANIELSON, PAUL**
KWIL, Albany, Ore.
- DAPLETTE, DOUG**
KREQ, Indio, Calif.
- DARIAN, FRANK**
Operator
SRDU, Dinuba, Calif.
- DAVIS, BILLIE**
Spotlight on Sports
WAYX, Waycross, Ga.
- DAVIS, CHAS. J.**
Sports Review & Football
Predictions
WWNC, Asheville, N. C.
- DAVIS, GEOFF**
Geoff Davis
WINS, New York, N. Y.
- DAWSON, BUD**
Sports Director
WQUA, Mohine, Ill.
- DAWSON, LYNN**
Sports Review
WGNH, Gadsden, Ala.
- DEALY, JACK**
Head of Local News Dept.
WKRM, Columbia, Tenn.
- DEAN, BILL**
Sportlight on Sports
KBIX, Muskogee, Okla.
- DeCAMP, JOHN**
Sportsman
WBAA, West Lafayette, Ind.
- DECKER, TOM**
Sports Journal
WFBL, Syracuse, N. Y.
- DECKER, VIC**
Clean Sports for Good Sports
WCMW, Canton, Ohio
- de FOREST, ED**
Ed de Forest's Inside of Sports
KRUX, Phoenix & Glendale,
Arizona
- DELANEY, BOB**
Alfar Sports Review
WJNO, West Palm Beach, Fla.
- DENGLER, BOB**
Headpin Headlines
KSYL, Alexandria, La.
- DENISON, SPENCER**
Sportscast
WHLS, Port Huron, Mich.
- DENNIS, DINTY**
Sports Durgout
WKAT, Miami Beach, Fla.
- DENTON, GLENN**
Tip-Off on Sports
KRJF, Miles City, Mont.
- DEPPE, DAVE**
WWNS, Statesboro, Ga.
- DESILET, LeROY**
Sports Quips
KRLC, Lewiston, Idaho
- DESMOND, CONNIE**
WHN, New York, N. Y.
- DESMOND, FRANK**
Sports Reporter
KSEO, Durant, Okla.
- DETER, BUD**
Sporting Events
KWIB, Hutchinson, Kans.
- DeVICTOR, MARTY**
Play-by-play
WBNS, Columbus, Ohio
- DeYOANNES, A. M.**
Play by Plays
WHLB, Virginia, Minn.
- DIHLMANN, HANK**
Sports Editor
Parade of Sports
KROS, Clinton, Iowa.
- DIEHL, BILL**
Sports Parade
WGH, Newport News, Va.
- DI LEO, LEW**
WGAT, Utica, N. Y.
- DILLON, LENNY**
Sports Review
WWBZ, Vineland, N. J.
- DIMMERLING, WM.**
Play-by-Play
WPAM, Pottsville, Pa.
- DIXON, RANDY**
Toast To Sports
WTEL, Philadelphia, Pa.
- DOGGETT, JERRY**
Baseball-Football
WRR, Dallas, Tex.
- DOMINA, CHAPPY**
WKNE, Keene, N. H.
- DONAHOO, DEL**
Sports Director
KBIZ, Ottumwa, Iowa
- DOFF, CLAY**
Play-by-Play
WKBK, Detroit, Mich.
- DOUGHERTY, WILL**
Sports Page
WJIM, Lansing, Mich.
- DOUGLAS, HAROLD**
Sports Page of the Air
KFRU, Columbia, Mo.
- DOUGLAS, STEVE**
WRC, Washington, D. C.
- DOUGLASS, WIN**
Sports Spotlight
WCMA, Corinth, Miss.
- DOWTY, BYRON**
Football Finals
WDSO, New Orleans, La.
- DOWTY, KENNETH M.**
World of Sports
KWCI, Natchitoches, La.
- DOYLE, DICK**
Sports Parade
WHBQ, Memphis, Tenn.
- DRILLING, JOE C. JR.**
Sports Parade
Play by Play
KCOK, Tulare, Calif.
- DUCKETT, CARL E.**
Sports Parade
WBOB, Galax, Va.
- DUDLEY, JIMMY**
Shell Digest
Sports Page
WJW, Cleveland, Ohio
- DUFFY, BOB**
Sportsfolio
WLNH, Laconia, N. H.
- DUGGAN, TOM**
Sports World
KEEN, San Jose, Calif.
- DUMAS, ROLAND**
Sport Highlights
WMAS, Springfield, Mass.
- DUNBAR, STU**
Sports Round-up
KTOP, Topeka, Kans.
- DUNCAN, CARL**
KYUM, Yuma, Ariz.
- DUNHAM, GLEN**
KROP, Brawley, Calif.
- DUNPHY, DON**
WHN, New York, N. Y.; Caval-
cade of Sports (ABC); Don Run-
phy Show.
- DYER, BILL**
Sports Special
WITH, Baltimore, Md.
- DYER, HAROLD F.**
Sports Journal
WCSH, Portland, Me.
- E —
- EAKINS, PHIL**
Sports Broadcast
KSLI, Silver City, New Mex.
- EDWARDS, CHARLES D.**
Highlights of Sports
WBEZ, Ponca City, Okla.
- EGAN, LEO**
WHDH, Boston, Mass.
- ELDER, DON**
Final Sports
WMAQ, Chicago, Ill.
- ELKINS, FRANK**
WHN, New York, N. Y.
- ELLIOTT, DOYCE**
Tonites Sports Review
KXOX, Sweetwater, Tex.
- ELLIOT, "WIN"**
- ELLIS, PHIL**
WPTF, Raleigh, N. C.
- ELLIS, STEVE**
WHN, New York, N. Y.
WMCA, New York, N. Y.
- ELLIS, WALT**
Sports Roundup
WLBB, Mattoon, Ill.
- ELSNER, HAL**
Major & Minor Sports
WWRU, Woodside, N. Y.
- ELSON, BOB**
WJJD, Chicago, Ill.
- EMBURY, ALLEN**
Sportscast
Play-by-Play
WOSH, Oshkosh, Wis.
- EMMERICH, LEE**
Tops in Sports
WKOX, Framingham, Mass.
- ENGLISH, TOM**
Tom English Sports Review
WRUC, Toecoa, Ga.
- ENKOTH, DICK**
WLWL, Minneapolis, Minn.
- ERWIN, TOMMY**
Sports Highlights
KVLFF, Alpine, Tex.
- ESSICK, LOU**
Sports Review
WGNL, Wilmington, N. C.
- EUBANKS, BLAIR**
Coca Cola Sports Revue
WTAR, Norfolk, Va.
- EUGENE, LES**
KTFS, Texarkana, Texas
- EVANS, JONES**
Football (Atlantic)
WSCR, Scranton, Pa.
- EVANS, ROBERT B.**
Sports Roundup
WSPD, Toledo, Ohio
- EVANS, W. T. J.**
Top of the Sports
WBAX, Wilkes-Barre, Pa.
- F —
- FADLCONER, J. B.**
Sports Page
WLAP, Lexington, Ky.
- FAGAN, FRANK**
Sports Parade
WGTC, Greenville, N. C.
- FAIR, JIM**
Play by Play
WLEE, Richmond, Va.
- FALKENSTIEN, MAX**
Sports Roundup
WREN, Topeka, Kans.
- FALKENSTEIN, MAX**
WREN, Topeka, Kans.
- FALLON, FRANK**
WMEX, Boston, Mass.
- FARBER, LOU**
Speaking of Sports
WHIM, Providence, R. I.
- FARMER, JIM**
Jim Farmer's Sportscast
WKBV, Richmond, Ind.
- FARRELL, MAURY**
Speaking of Sports
Sports Headlines
WAPI, Birmingham, Ala.
- FARRINGTON, FRANK**
Sports
KFAM, St. Cloud, Minn.

SPORTS COMMENTATORS

FARRIS, JOE
Today's Luck in Sports
WGKV, Charleston, W. Va.

FAY, JOE
Joe Fay's Sportslands
WPRO, Providence, R. I.

FAZZON, ART
Sports Spotlight
WDUK, Durham, N. C.

FELTON, DON
WHL, Niagara Falls, N. Y.

FENNO, RALPH
Spotlight on Sports
WKXL, Concord, New Hampshire

FENTON, EDDIE
All Sports Special
WCBM, Baltimore, Md.

FERGUSON, A. B.
Sports Desk
WBOW, Terre Haute, Ind.

FERGUSON, BERT
Sports Announcer
WDIA, Memphis, Tenn.

FERGUSON, JOHN
Football Games
WJBO, Baton Rouge, La.

FERGUSON, MAURY
Football Idiot
Radio Town Mirror, Sports-page
KIXL, Dallas, Tex.

FIELD, BILL
(all Football & Sports)
KBWD, Brownwood, Tex.

FIELD, BOB
Hockey
KMO, Tacoma, Wash.

FIELD, BRYAN
MBS

FIELDER, JOHN
Play-by-Play
WBHT, Harriman, Tenn.

FINCH, HOWARD K.
Football Broadcaster
WJIM, Lansing, Mich.

FINNEGAN, BOB
Ass't Sports Dir.
WREL, Columbus, Ga.

FINNERTY, HUGH
Time out for Sports
KCRC, Enid, Okla.

FISHELL, DICK
Sports reporter
KFWB, Hollywood, Calif.

FISHER, "HANK"
Sports Review
WLW, Cincinnati, Ohio

FITZPATRICK, JACK
KFEL, SportsCast
KFEL, Denver, Colo.

FLEISHMAN, SOL J.
Thrills for Sportsmen
WDAE, Tampa, Fla.

FLEMING, JACK
Sports Final
WAJR, Morgantown, W. Va.

FLEUGEL, CRES
Sportograph
WWXL, Peoria, Ill.

FLYNN, FAHEY
WBEM, Chicago, Ill.

FLYNN, ROBERT
Sports Final
WBBC, Flint, Mich.

FOSTER, BUD
Sports News
KROW, Oakland, Calif.

FOUTS, BOB
Bob Fouts' Sports
KYA, San Francisco, Calif.

FRANKLIN, ORVIN
Sports Headlines
KRRV, Sherman-Denison, Tex.

FRAZIER, HAL
Sports Parade
WMVA, Martinsville, Va.

FRED, ALAN
WAKR, Akron, Ohio

FRENCH, JACK
The 10:20 Sports Club
KILQ, Grand Forks, N. D.

FRENKLE, MILT
Athletic Events
WTAW, College Station, Tex.

FRISCH, FRANKIE
WMCA—Giant Baseball

FROST, BILL
KGFN, Grass Valley, Calif.

FULTON, BOB
Sports with Bob Fulton
KXLR, North Little Rock, Ark.

— G —

GADZIOLA, JOE
Sports Director
WSID, Baltimore, Md.

GALLAHER, EDDIE
WTOP, Washington, D. C.

GANNON, MIKE
Sports Final
WIS, Columbia, S. C.

GARDNER, DON
WKBN, Youngstown, Ohio

GAROD, GEORGE
Sports Around Town
WWRL, Woodside, N. Y.

GARY, KAYS
The Sportsman
WOHS, Shelby, N. C.

GATES, HILLIARD
Gateway to Sports
WKJG, Fort Wayne, Ind.

GEORGE LEE
Sports Spotlight
KWTO, Springfield, Mo.

GEORGE, STEVE
Strictly Sports
KCRA, Sacramento, Calif.

GIANARIS, HARRY
Sportspage of the Air
WHAN, Charleston, S. C.

GIBBONS, JIM
Arrow Sports Review
WMAL, Washington, D. C.

GIBBS, ROWLAND
KWKW, Pasadena, Calif.

GILLESPIE, EARL
WJPG, Green Bay, Wis.

GISMONDI, JAMES
Sportlights
WMBS, Uniontown, Pa.

GLENN, JAMES F.
Sports Review
KDRO, Sedalia, Mo.

GLICKMAN, MARTY

WHN, New York, N. Y.

GOBEN, BOB
Sports Scrapbook
WSOY, Decatur, Ill.

GOBER, JIM
Sports
KNOW, Austin, Tex.

GODON, RICHARD
Sports Slants
KHQ, Spokane, Wash.

GODWIN, AL W.
Spotlight on Sports
WNRD, Syracuse, N. Y.

GOETZ, JACK
Sports on Parade
KRPL, Moscow, Idaho

GOLLIDAY, C. LESLIE
Sports Special
WEPM, Martinsburg, W. Va.

GOODING, KEN
Reports from the World of Sports
KVAK, Atchison, Kan.

GOODIN, LLOYD A.
7:30 AM Final

KENT, Shreveport, La.

GOODRICH, BILL
Let's Look at Sports
WRBC, Jackson, Miss.

GOODWIN, CARI S.
WCHV, Charlottesville, Va.

GORDON, LARRY
Let's Talk Sports
KAVR, Havre, Mont.

JORDON, RED
Play-by-play of various sporting events
KELD, El Dorado, Ark.

GORHAM, BUD
Football announcer
KLIZ, Brainerd, Minn.

GOTTLIEB, RICHARD
The Sportsman
WTAW, College Station, Tex.

GOWDY, CURT
Sports by Gowdy
KOMA, Oklahoma City, Okla.

GRAMER, BILL
KUSN, San Diego, Calif.

GRANT, PHIL
World of Sports
WJXN, Jackson, Miss.

GRANT, WAYNE
Today in Sports
KOVC, Valley City, N. Dak.

GRATZ, GENE
Sports Parade
WELQ, Tupelo, Miss.

GRAVENMIER, HARRY
Sports Spotlight
KFFA, Helena, Ark.

GRAYSON, BOBBY
Bobby Grayson, Sports
KGW, Portland, Ore.

GREEN, HOWARD
Sportspage
KRBC, Abilene, Tex.

GREENSPAN, BUD
WHN, New York, N. Y.

GREGORY, JIMMY
The Sports Mike
WBBS, Huntsville, Ala.

GRESHAM, TOM
Sports Roundup
KLOU, Lake Charles, La.

GRIENER, FRED
Sports Final
KWSC, Pullman, Wash.

GRIFFITHS, BILL
WADC, Akron, Ohio

GRIFFITHS, DAVE
Sportsreel of the Air
WARM, Scranton, Pa.

GROSS, HERMAN
The Sportsman
WKTM, Mayfield, Ky.

GUERTLER, AL
Sports Round-up
WPAM, Pottsville, Pa.

GUINAN, JACK
Reports on Sports
WJTN, Jamestown, N. Y.

GUNDAKER, ED
Spotlight On Sports
WHP, Harrisburg, Pa.

GUYMAN, BILL
Football Warmup
KSFO, San Francisco, Calif.

— H —

HAAS, CLARE
Sports Spotlight
WMAN, Mansfield, Ohio

HADLEY, DOUG
Parade of Sports
WJPF, Herrin, Ill.

HADLEY, IRVING "Bump"
Sports
WBZ-WBZA, Boston, Mass.

HAGERMAN, JOE
KRJM, Santa Maria, Calif.

SPORTS COMMENTATORS

- HAGGERTY, LARRY**
Football Games
KPRL, Paso Robles, Calif.
- HALE, BILL**
Local Baseball Games
Local Football Games
Sports Round-Up
WBEJ, Elizabethton-Johnson City, Tenn.
- HALE, MARION**
Marion Hale
WHBQ, Memphis, Tenn.
- HALL, BILL**
World of Sports
WFRC, Reidsville, N. C.
- HALL, HALSEY**
Time out for Sports
WCCO, Minneapolis, Minn.
- HALLECK, MARK**
Director Sports
WLEX, Lexington, Ky.
- HALLOCK, WILES**
The Sportsman
Sports Time
WNAE, Warren, Pa.
- HALPERN, BILL**
Sports Merry-Go-Round
WLRB, Lebanon, Pa.
- HAMPTON, RAY**
News & Sports
WHBB, Rock Island, Ill.
- HANDLEY, LEE**
Sports Director
WMCB, McKeesport, Pa.
- HANSEN, CARROLL**
Looking 'Em Over
KQW, San Jose, Calif.
- HANSEN, DON**
Boatent Prevue
Tornadoes on Parade
WLAT, Laurel, Mississippi
- HANSEN, ED**
World of Sports
WDLB, Marshfield, Wis.
- HAPGOOD, ART**
Sportlight
KPRL, Paso Robles, Calif.
- HARMON, TOMMY**
NBC—funny Durante Show
- HARPER, EARL**
Play by Play games
WFRP, Savannah, Ga.
- HARDING, JIM**
Sports News of the Day
WTBC, Tuscaloosa, Ala.
- HARRELL, BILL**
News & Sports
KVOP, Plainview, Tex.
- HARRINGTON, JOHN**
WBBM, Chicago, Ill.
- HARRINGTON, JOHN**
5:30 PM Sports-east
KTAR, Phoenix, Arizona
- HARRIS, JACK**
Berghoff Sports Reporter
WSAP, Portsmouth, Va.
- HARRIS, ROBERT**
Sports Special
WAOV, Vincennes, Indiana
- HARRIS, WALTER**
Football Roundup
KFRC, San Francisco, Calif.
- HARRISON, BOB**
WHNC, Sports Parade
WHNC, Henderson, N. C.
- HARRISON, JACK**
Sportlites
WLAV, Grand Rapids, Mich.
- HARVEY, HENRY**
Along the Sports Trail
KFBI, Wichita, Kans.
- HARVILLE, CHARLIE E.**
Sports Director
WGBR, Goldsboro, N. C.
- HARWELL, DICK**
Spot Sports
KRGV, Weslaco, Tex.
- HARWELL, ERNIE**
WBGE Atlanta, Ga.
- HARWELL, ERNIE**
Sports Show
WGST, Ga. Tech Station, Atlanta, Ga.
- HASEL, JOE**
ABC
- HASSSETT, BUZZ**
Sports Editor
KCRG, Cedar Rapids, Iowa
- HATCH, JACK**
Sportlite
KVNJ, Coeur d'Alene, Idaho
- HAWKINS, JACK**
KJUN, Pecos, Texas
- HAYS, JIM**
Punformation Please
KVOA, Tucson, Arizona
- HEAD, IVAN R.**
Football Games
KVSF, Santa Fe, N. M.
- HEALY, CHUCK**
Sportscope
WGNV, Newburgh, N. Y.
- HEARN, CHICK**
Football games
WMRO, Aurora, Ill.
- HEATH, HAROLD**
WOC, Davenport, Ia.
- HEATH, MICKEY**
Breuer Baseball
WEMP, Milwaukee, Wis.
- HACK, TED**
WGPA, Bethlehem, Pa.
- HEDRICK, LEE**
KXYZ, Houston, Tex.
- HEILBRONER, LEWIS**
Sports Parade
WCPS, Tarboro, N. C.
- HEMENWAY, STANLEY, D.**
KPAB, Laredo, Tex.
- HENRIKSON, LES**
WCON, Atlanta, Ga.
- HERON, FRANK**
Baseball games
KWJL, Portland, Ore.
- HERKRETT, ARTHUR**
WMEG, Hibbing, Minn.
- HEWEY, IRA I.**
Spotlighting the Sport-lite
WHAI, Greenfield, Mass.
- HICKS, FRANK**
Hicks Predicts
KYSM, Mankato, Minn.
- HILL, BILL**
KGBM, Stockton, Calif.
- HILL, DON**
Sports
WAVE, Louisville, Ky.
- HILL, JERRY**
Sports Table
KDYL, Salt Lake City, Utah
- HILL, JOE**
Gedron Flashes
WAPO, Chattanooga, Tenn.
- HIRSCH, ELROY**
Sports Round Up
WKOW, Madison, Wis.
- HITCHCOCK, JACK**
Spotlight on Sports
KCOL, Fort Collins, Colo.
- HITCHCOCK, LARRY**
Sports Parade
WMAM, Marinette, Wis.
- HOLDEN, KENNETH F.**
Speaking of Sports
KBRK, Baker, Ore.
- HOLLERON, BOB**
Sports-caster
KTSB, San Antonio, Tex.
- HOLMES, ED**
Cheerful Earful
WSDL, Jackson, Miss.
- HODGES, RUSS**
WINS, Yankee Baseball
- HOLSTEN, ARCH**
Sports Parade
WRON, Roncverte, W. Va.
- HOMAN, MARVIN**
Sports Announcer
WOSU, Columbus, Ohio
- HOOKER, KEN**
Sports Roundup
KTYL, Mesa, Ariz.
- HOOPER, JACK**
Sports Observer
WHGB, Harrisburg, Pa.
- HOOPER, DON**
KIUP, Durango, Colo.
- HOOPER, DON**
WJMS, Ironwood, Mich.
- HORKER, JACK**
KSTP, St. Paul, Minneapolis, Minn.
- HOKING, DUTCH**
Hornin' In on Sports
KSB, Creston, Iowa
- HOUGH, HAL**
KOME, Tulsa, Okla.
- HOUSE, BOB**
Sports in Review
KWSL, Lake Charles, La.
- HOUSTON, HAROLD**
Sport Spotlight
KBLF, Red Bluff, Calif.
- HOWARD, JOHN**
WHJB, Greensburg, Pa.
- HOWARD, TONY**
Tony Howard's Sports
WPIK, Alexandria, Va.
- HOYT, WAITE**
Baseball and Sports Reviews
(Play by Play)
WPO, Cincinnati, Ohio
- HUDSON, HARVEY**
Spotlight on Football
WLEE, Richmond, Va.
- HUMISTON, HOD**
Sport News of the Day—all sport play by play
KWHK, Hutchinson, Kans.
- HUNDLEY, EARL**
Sports Editor
WLPB, Suffolk, Va.
- HUNTER, HARRY**
The Sportsman
WMVG, Milledgeville, Ga.
- HUNTER, RIG**
Sports Roundup
KHTE, Watsonville, Calif.
- HUSING, TED**
Ted Husing Bandstand, WHN;
Sports NBC, CBS, ABC.
- HUSSEY, TOM**
WHDB, Boston, Mass.
- HUTTON, E. M.**
Results With Tiny
WHYT, Newport News, Va.

SPORTS COMMENTATORS

JARVIS, BILL
Today in the World of Sports
KVGB, Great Bend, Kans.

JASON, PHILIP R.
Scoreboard
WTAG, Worcester, Mass

JAY, BILL
Sports
WNOX, Knoxville, Tenn.

JOHNSON, HERB
BC Sports Review
WMAZ, Macon, Ga.

JOHNSON, MONK
Sports on Parade
KUSD, Vermillion, S. Dak.

JOHNSON, PAUL
Sports News and Views
WTAG, Worcester, Mass.

JOHNSON, ROLLIE
Sports Review
WTCN, Minneapolis, Minn.

JOLLEY, LeROY
Sports Slants
KWIL, Albany, Ore.

JONES, JOHN G.
KLBK, LaGrande, Ore.

JONES, ROBERT L.
Sports Highlights
WSPR, Springfield, Mass.

JONES, TOM
Tom Jones Predicts
WFRS, Alexander City, Ala.

JONTRY, "SPEC"
Football Scoreboard
WJBC, Bloomington, Ill.

JORDAN, TINY JOE
Sports Editor
WKMO, Kokomo, Indiana

JORGENSEN, ROY L.
KYUM, Yuma, Ariz.

— K —

KABER, RUSSELL V.
Sports Headlines
KABR, Aberdeen, S. Dak.

KALBER, FLOYD
KGFV, Kearney, Nebr.

KALLAY, ED
Latest in Sports
WINN, Louisville, Ky.

KANE, JACK
Today's Sports
WHEB, Portsmouth, N. H.

KEATING, WILLIAM
Sports Revue
WHYN, Holyoke, Mass.

KEENE, BILL
Time out for Sports
KBOL, Boulder, Colo.

KEEF, BARNERY
Keeping Up With Sports
KEX, Portland, Ore.

KEHL, TONY
The World of Sports
KOLT, Scottsbluff, Nebr.

KEITER, LES
Sports Roundup
KELA, Centralia & Chehalis,
Washington

KEITH, DON
Public Relations Director
KUJ, Walla Walla, Wash.

KELLER, ROD
Rod and Reel Club
KSIG, Crowley, La.

KELLEY, BILL
Sports Edition
KFDA, Amarillo, Tex.

KELLEY, BOB
Parade of Sports
KMPC, Los Angeles, Calif.

KELLY, GENE
WIBC, Indianapolis, Ind.

KELLY, RUSH
World In Sports
KWBC, Fort Worth, Tex.

KENNARD, STEWART
WFBR, Baltimore, Md.

KENNEDY, KEVIN
Sports Panel
WNYC, New York, N. Y.

KENNEY, PAUL
Sports Highlights
WMOA, Marietta, Ohio

KENT, CARL
Sports Roundup
KTAR, Phoenix, Arizona

KEOWN, JOE
Sport Highlights
WPHP, Huntsville, Ala.

KERNS, JERRY
Football Preview
WMOX, Meridian, Miss.

KETNER, WILL
Sports Roundup
WFBG, Altoona, Pa.

KILLIAN, JIM
Football (Atlantic)
WSCR, Scranton, Pa.

KEYES, HUGH
Sports Round Up
KSUN, Bisbee, Ariz.

KINCAID, FRED
Football, Hockey, Basketball
WRR, Dallas, Tex.

KINDER, DICK
Sports Director
WKDK, Newberry, S. C.

KING, ARTHUR
Art King Sports Show
WEEI, Boston, Mass.

KING, BILL
Sports Roundup
WSV, Pekin, Ill.

KING, ED
KGEN, Grass Valley, Calif.

KING, WALLY
Sports of the Day
WATR, Waterbury, Conn.

KINSER, JOE
Clocking World of Sports
KTKC, Visalia, Calif.

KIRBY, BILL
Tips from the Gridiron
WDSM, Superior, Wisc.

KIRBY, DOROTHY
Sports Show
WGST, Ga. Tech Station, At-
lanta, Ga.

KIRBY, JERRY
Sport Flash
WKBB, Dubuque, Iowa

KIRBY, LEE
Sports Spotlight
WBT, Charlotte, N. C.

KLEY, HERB
WHBL, Sheboygan, Wisc.

KOFISKY, MICHAEL
Sportscast
KVOR, Colorado Springs, Colo.

KORCH, FRANK
WGN, Chicago, Ill.

KORZELIUS, GENE
WBNY, Buffalo, N. Y.

KOSCHMANN, MARTIN
Sports Editor
KXLE, E'lensburg, Wash.

KRAUSE, ED
Krause Talks Basketball
WHOT, South Bend, Ind.

KROEN, ED
WKPA, New Kensington, Pa.

KROUGH, BILL
WCNC, Elizabeth City, N. C.

KURTZ, PAUL
District Sports
WPIT, Pittsburgh, Pa.

— L —

LACHINMEIER, RUDY
Sports Director
KKL, Portland, Ore.

LACKEY, DUTCH
Sportscast
WHOP, Hopkinsville, Ky.

LaFRANCHISE, CHAS.
KALE, Portland, Ore.

LANDMAN, LOU'
Sports Roundup
WHA, Madison, Wis.

LANE, BILL
WCYB, Bristol, Va.-Tenn.

LANHAM, GEORGE
KIOX, Bay City, Tex.

LARAMORE, JIM
KIUP, Durango, Colorado

LASSEN, LEO
Signal Sports
KRSC, Seattle, Wash.

LAUX, FRANCE
Ill-Mo Hunt & Fish Club
KXOK, St. Louis, Mo.

LAWERANCE, JOHN
Local Sports Reel
WMFF, Plattsburg, N. Y.

LAWRENCE, TEDD
LAZ, BILL
Football games
WMRO, Aurora, Ill.

LEACH, ED
Sports Roundup
WEWO, Laurinburg, N. C.

LEBOW, GUY
WHN, New York, N. Y.

LEE, BERT
WHN, New York, N. Y.

LEDEBUHR, AL
Today in Sports
KFUO, St. Louis, Mo.

LEE, BOB
Sports Review
Football
KVER, Albuquerque, N. M.

LEE FRANK
Sports Spotlight
WMMN, Fairmont, W. Va.

LEE, JACK
Play-by-Play
WGBR, Goldsboro, N. C.

LEE, WILLIAM P.
WLAK, Lakeland, Fla.

LEE, ZEB
Sports Parade
WSKY, Asheville, N. C.

LEIBMAN, NED
In the World of Sports
KYJC, Medford, Ore.

LENNON, PAUL
Sports Review (also play-by-
play on football & basketball)
WSUA, Bloomington, Indiana

LENOX, JOHN JR.
HBEG, Okma'gee, Okla.

LEONARD, LEE
WFMJ, Youngstown, Ohio

LePAGE, JEAN
Sports Review
WMSA, Massena, N. Y.

LESTER, TOM
Sports Roundup
WESX, Salem, Mass.

LEWIS, ARNOLD
From the Grandstand
WJOR, Bangor, Maine

LEWIS, ED
Nightcap of Sports
KRDO, Colorado Springs, Co'o.

LIBBY, EDWARD F.
Sports
WKEX, Covington, Va.

LIEBBE, "SPIKE"
Muscatine Sports Reviewer
KWPC, Muscatine, Iowa

LIPEZ, HARRIS
WPBZ, Lock Haven, Pa.

LIVINGSTON, SAM
Down Sports Avenue
WKYB, Paducah, Ky.

• • • **SPORTS COMMENTATORS** • • •

- LITCHMAN, ART**
Sports Copy
KUGN, Eugene, Ore.
- LLOYD, VINCE**
(Sports Director)
WMBD, Peoria, Ill.
- LOCHMAN, WALT**
(Sports Director)
KCMO, Kansas City, Mo.
- LOCKE, ROBERT C.**
Sports Roundup
WRRN, Warren, Ohio
- LOFTFIELD, KIETH**
Sports Round-up
KOPO, Tucson, Arizona
- LOMAX, STAN**
Stan Lomax-Sports; WOR, WHN,
New York, N. Y.
- LONGE, JAMES**
Sporting Extra
KWG, Stockton, Calif.
- LOUDEN, VERN**
Sports Interviews
KROW, Oakland, Calif.
- LOWE, WALTER**
Sports Lowdown, Sighting
In With Walt Lowe
KGEM, Boise, Idaho
- LOWELL, STAN**
KOB Sportlight
KOB, Albuquerque, New Mex.
- LOWERY, BILL**
Local Baseball Games, Local
Football Games, Sports
Round-up
WGRV, Greenville, Tenn.
- LUNDQUIST, ELDON**
WTRC, Elkhart, Ind.
- LUCAS, MARTIN**
Sports Round-up
KWBU, Corpus Christi, Tex.
- LYNN, MAC**
Brewer's Box Scores
WLAY, Muscle Shoals, Ala.
- **M** —
- MACKENZIE, JOCK**
Sports Parade
WMOU, Berlin, N. H.
- MacLEAN, JOHN**
Sports Whirl
WROM, Rome, Ga.
- MacNEIL, JIM**
Jim MacNeil on Sports
WTSB, Lumberton, N. C.
- MacRAE, JOHNNY**
Highlights on Sports
WABI, Bangor, Me.
- McCALL, L. C.**
World of Sports
WWPF, Palatka, Fla.
- McCANDLESS, PAUL**
Sports Parade
WDAD, Indiana, Pa.
- McCANN, BOB**
Sportareel
KMBY, Billings, Mont.
- McCARTHY, DICK**
In the Grandstand
WKNY, Kingston, N. Y.
- McCARTHY, JIM**
On the Sports Scene
WBRE, Wilkes Barre, Pa.
- McCORMACK, JIMMIE**
WEAR, Clarksburg, W. Va.
- McCRACKEN, JARRELL**
May's Sports Cast
KGNO, Dodge City, Kans.
- McDONALD, ARCH**
WTOP, Washington, D. C.
- McDULIN, BILL**
Today in Sports
WMOH, Hamilton, Ohio
- McGINNIS, PAT**
Sports Special
WLIZ, Brainerd, Minn.
- McGONEGLE, JOE**
Sports Roundup
WHIS, Bluefield, W. Va.
- McGRATH, ED**
Duke's Sport Show, Pigskin
Highlights
WSFA, Spartanburg, S. C.
- McGRATH, NED**
Sports Page
WHDL, Olean, N. Y.
- McGUIRE, RAY**
Sports 5:30 P. M.
WNOE, New Orleans, La.
- McHALE, Billy**
WPKA, Chester, Pa.
- McINTIRE, J. CHAS.**
WMBH, Joplin, Mo.
- McKEE, BURTT, JR.**
WAPI, Birmingham, Ala.
- McKECHNIE, JAMES**
Leaders in Sports
WENE, Endicott, N. Y.
- McKINNON, BILL**
Sports Digest
WBNS, Columbus, Ohio
- McKINNON, BOB**
Sports Round-up
WRFs, Alexander City, Ala.
- McLENDON, GORDON**
(Managing Director)
KNET, Palestine, Tex.
- McLESKEY, JOE**
Spotlight on Sports
WMAP, Monroe, N. C.
- McLINN, STONEY**
Sport Shots
WIP, Philadelphia, Pa.
- McNALLY, RAY**
KANS, Wichita, Kans.
- McNAMARA, LARRY**
Sports Round-up
WNHC, New Haven, Conn.
- MACK, JOHNNY**
Sports Summary
WMID, Atlantic City, N. J.
- MAIERHOFER, LOU**
Sports Announcer
WRTA, Altoona, Pa.
- MANN, STU**
In the Bleachers
WLOL, Minneapolis, Minn.
- MANNING, TOM**
Sports
WTAM, Cleveland, Ohio.
- MANSFIELD, BOB**
WGOV, Valdosta, Ga.
- MARGET, MANNY**
Sports Shorts
KVOX, Moorhead, Minn.
- MARKS, GARNETT**
KGFN, Grass Valley, Calif.
- MARSHALL, R. E.**
Time out for Sports
WPAV, Portsmouth, Ohio
- MARSHALL, R. H.**
In the Sportlite
WORZ, Orlando, Fla.
- MARTIN, ALLYN**
Good Morning Sports
WLIZ, Bridgeport, Conn.
- MARTIN, BOB**
Sports Editor
WFOR, Portland, Maine.
- MARTIN, AL**
WHHM, Memphis, Tenn.
- MARTIN, DICK**
Sports Parade
WCMI, Ashland, Ky.
- MARTIN, GLEN**
KLP, Denver, Colo.
- MARTIN, JACK**
Sports Spotlite
WOPI, Bristol, Tenn.
- MARTIN, TINY**
Highlights in Sports
WFNC, Fayetteville, N. C.
- MARVIN, BILL**
Play by Play
KSON, San Diego, Calif.
- MASON, LUTHER**
WHA, Madison, Wisc.
- MASSE, AL**
Sports Scope
WBTA, Batavia, N. Y.
- MASON, FRANK**
Sports Round-up
WSLB, Ogdensburg, N. Y.
- MATTHEWS, TOM**
WFLA, Tampa, Fla.
- MAXWELL, BOB**
Sports Revue
WKNX, Saginaw, Mich.
- MAXWELL, JOCKO**
WWRJ Sports Club
WWRJ, Woodside, N. Y.
- MAYER, JACK**
Football Prophet
WALB, Albany, Ga.
- MAYNARD, BILL**
Sports Round-up
KTTS, Springfield, Mo.
- MENTON, BILL**
Sports on Toast
WKRQ, Mobile, Ala.
- MERRIMAN, DON**
Sports Jamboree
WHDL, Olean, N. Y.
- MESKILL, BOB**
(Sports Director)
Sports Special
WBQJ, Augusta, Ga.
- MEYER, A. J.**
All Sports
KPOW, Powell, Wyoming
- MILLER, DON**
Sports Director
WTOL, Toledo, Ohio
- MILLER, DICK**
KDWT, Stamford, Texas
- MILLER, FRED**
WBGE, Atlanta, Ga.
- MILLER, HARVEY**
Sportscaster
WJSW, Altoona, Pa.
- MILLER, JACK**
WGY Sports Record
WGY, Schenectady, N. Y.
- MILLER, LINWOOD**
Sportscast
WSAR, Fall River, Mass.
- MILLS, GLENN**
Sports in Review
KRAL, Rawlings, Wyoming
- MILLS, PELHAM, JR.**
Mills Views Sports
KPLC, Lake Charles, La.
- MILLS, RUSS**
Sports
WFOM, Marietta, Ga.
- MILNE, JAMES**
Play by Play of Basketball,
Hockey, Football
WNHC, New Haven, Conn.
- MILWARD, ART**
The Sports Special
WMIX, Mt. Vernon, Ill.
- MITCHELL, HAROLD (RED)**
Seeing Red with Mitchell
KSGF, Crowley, La.
- MITCHELL, J. W.**
Sports Page
WCVS, Springfield, Ill.
- MITCHELL, PAUL**
Football Color & Baseball
KSYL, Alexandria, La.
- MOLEN, SAM**
KMBC, Kansas City, Mo.
- MOONEY, GEORGE**
Sports Director KWEM, and
Razorback Network
KWEM, West Memphis, Ark.

SPORTS COMMENTATORS

MOORE, BERI
Football Games, Basketball Games, Baseball Games
WCTA, Andalusia, Ala.

MOORE, BILL
WPLH, Huntington, W. Va.

MOORHEAD, TOM
Tom Moorhead
WFIL, Philadelphia, Pa.

MORGAN, DICK
Speaking of Sports
KTUC, Tucson, Arizona

MORGAN, HANK
World of Sports
WFNS, Burlington, N. C.

MORGAN, RAY
Sports, Baseball, Basketball, Baseball, Hockey, College Football
WWDC, Washington, D. C.

MORGAN, ROBERT B.
Sports Round-up
WMBO, Auburn, N. Y.

MORRISON, GARRETT
WLOS Sports
WLOS, Asheville, N. C.

MOSENA, RICHARD
KBUR, Burlington, Iowa.

MUMFORD, ALEX
WCOM, Parkersburg, W. Va.

MURPHY, BILL
KFYR, Bismark, N. Dak.
Reports on Sports

MURRAY, DON
Sports Chat
WAZL, Hazleton, Pa.

MURPHY, ED
WDSR, Lake City, Fla.

MURPHY, WM. B.
Sports Whirl
KBLF, Red Bluff, Calif.

MURRAY, FRANNY
Sporting Page
WIBG, Philadelphia, Pa.

MURRAY, JIM
Sports Director
WWON, Woonsocket, R. I.

MUZZY, JIM
Today's Sports Today, Sports Whirl
WHBC, Canton, Ohio

— N —

NAGLER, AL
Al Nagler Sports
WKBK, Detroit, Mich.

NARZ, JACK
Sports Mirror
KWIK, Burbank, Calif.

NASH, HARRY
WNJR, Newark, N. J.

NATALE, JOE di
Sportstime
KODY, North Platte, Nebr.

NAUMAN, DICK
Football, Sports Resume
WRR, Dallas, Texas

NEAL, BILL
The Sports Final
WJMX, Florence, S. C.

NEAL, DON
Sports Lineup
KFLW, Klamath Falls, Ore.

NEAL, BOB
WGAR, Cleveland, Ohio

NEAL, BOB
Sports Special
WMP5, Memphis, Tenn.

NEALS, WALTER
Sports Final
WGLN, Glens Falls, N. Y.

NEILSON, DAVE
Play by Play Brca.
WENC, Whiteville, N. C.

NELSON, FRED
Sportereel
KBYM, Billings, Mont.

NELSON, JAMES
Spotting the Sports
KOAC, Corvallis, Ore.

NELSON, JOHNNY
Sports Corner
WESB, Bradford, Pa.

NELSON, LINDSEY
WKGN, Knoxville, Tenn.

NESBITT, DICK
Dick Nesbitt
WKRC, Cincinnati, Ohio

NEW, JIMMY
Cartersville High Games
WBHF, Cartersville, Ga.

NEWKIRK, AL
Speaking of Sports
WICA, Ashtabula, Ohio

NEWKIRK, BILL
Sports Preview
KATL, Houston, Tex.

NEWMAN, ZIPP
WSGN, Birmingham, Ala.

NICHOLSON, JOHN
Sports Special
WTMC, Ocala, Fla.

NICKELS, JACK P.
The Sports Special
KTRC, Santa Fe, N. Mex.

NICKELL, G. E.
Football, Baseball
KUIN, Grants Pass, Ore.

NOBLES, TOM
BC Sports Review, Sports Mirror, Football Prophet
WDOD, Chattanooga, Tenn.

NOLAN, JACK
Wire Grass Sports
WBHB, Fitzgerald, Ga.

NORMAN, JAYE
Sports Camera
WIGM, Medford, Wisc.

NORMAN, NEIL
Sports Review
WIL, St. Louis, Mo.

NORTON, ROBT.
Sports Parade
KVIC, Victoria, Tex.

NORVELL, JAMES
Sports Director
WKAI, Macomb, Ill.

NOYES, CURT
Football Prophet
WESX, Salem, Mass.

— O —

OBERN, GEORGE
KIST Sports-reel
KIST, Santa Barbara, Calif.

O'BRIEN, DON
Sports Director
KIOA, Des Moines, Iowa

O'BRIEN, DON
Sports Page of the Air
WNAX, Yankton, S. Dak.

O'BRIEN, JOE
KYW Hunting & Fishing Club
KYW, Philadelphia, Pa.

O'CONNOR, HENRY
H&L Sportscast
KOCA, Kilgore, Tex.

O'GARE, ROGER
Sports
WBEC, Pittsfield, Mass.

O'HALLORAN, PAT
Game Forecasts
KPQ, Wenatchee, Wash.

OKUN, PAUL
WTTT, Sanford, Fla.

O'NEILL, LOU
Sports Club of the Air
WWRD, Woodside, N. Y.

O'NEAL, MARTY
Local Angle in Sports (and all sports events carried by station)

WMIN, St. Paul, Minn.

ORUM, WILLIAM
Muny & Sports
WEW, St. Louis, Mo.

OWEN, CLIFF
5 Star Sports Final
KOPP, Ogden, Utah

OWENS, MOREY
Sports Review
WROK, Rockford, Ill.

— P —

PAIGE, ERIK
Sports Parade
WWNR, Beckley, W. Va.

PARADY, WILLIAM F.
Sports Highlights
KGLU, Safford, Ariz.

PARKER, KEN
WWOL, Lackawanna, N. Y.

PARKER, VIRGIL
Sports Parade, Gridiron Guesses
KORE, Eugene, Ore.

PARKES, HAL
Sports Sparks
KOLE, Fort Arthur, Tex.

PARKS, DARYL E.
WRJN, Racine, Wisc.

PARKS, DEL
Off-Sides
WILM, Wilmington, Del.

PARTON, RED
Sportscoop
WOLF, Syracuse, N. Y.

PASSAGE, GEORGE
Sports Album, Sports Final
WRVA, Richmond, Va.

PATRICK, VAN
WGAR, Cleveland, Ohio

PEARCE, ROY
6:45 Sports
KDMO, Carthage, Mo.

PECK, C. W.
KRUL, Corvallis, Ore.

PENFIELD, ADD
World of Sports
Sports Report
WRNY, Rochester, N. Y.

PENNER, RAY
Sports Parade of the Air
WLOW, Norfolk, Va.

PERICOLA, FRANK
WBSR, Pensacola, Fla.

PERRY, BOB
Highlights
KSIX, Corpus Christi, Tex.

PERRY, KEN
Spotlight on Sports
KFKA, Greeley, Colo.

PETERS, GEORGE
Play by Play
KVLF, Alpine, Tex.

PETERS, KEN
Play by Play Broadcasts
WTMS, Santa Barbara, Calif.

PETERSON, DON
Sports Review
KBUN, Bemidji, Minn.

PETERSON, EDDIE
Sports Review
KSUB, Cedar City, Utah.

PETERSEN, HARRY
Grainbelt Scoreboard
KOTA, Rapid City, S. Dak.

PETRONELLA, TONY
Sports Spotlight
WRIB, Providence, R. I.

PETTEGREW, C. W.
Football Announcer
WOSU, Columbus, Ohio

PFEIFFER, BOB
WJMS, Ironwood, Mich.

PHELAN, JOHN
Sports Highlights
KTSM, El Paso, Tex.

• • • **SPORTS COMMENTATORS** • • •

PHILBIN, BOB
WJOL, Joliet, Ill.

PHILLIPS, GORDON
Football Play by Play, Roanoke Boxing Bout
WROV, Roanoke, Va.

PIERCE, DON
Adams Sports Parade
WRRF, Washington, D. C.

PIERCE, JOHN
Sports
WTCB, Flint, Mich.

PIERSON, BILL
Sports Corner
WHKK, Akron, Ohio

PIERSON, DICK
The Sportsman
WHSC, Hartsville, S. C.

PLATT, BILL
Bill Platt's Sports
KOCY, Oklahoma City, Okla.

POINTEL, HANK
Play by Play
WFIG, Sumter, S. C.

POPE, BILL
WGY Sports Record
WGY, Schenectady, N. Y.

PORTER, RAY
Sports Special
KOJM, Havre, Montana

PORTER, WINSLOW
Bell's Sports Headliners
WINC, Winchester, Va.

POUCHER, WAYNE
WCSC, Charleston, S. C.

PRATT, RICK
Sports Review
WELL, New Haven, Conn.

PRESTON, ART
Sport Parade
KTUC, Tucson, Ariz.

PRICE, CLINT
Sizing Up Football
KVSM, San Mateo, Calif.

PRICE, DAN
Sports Round-up
WALB, Albany, Ga.

PRINCE, BOB
Bob Prince Sports
WJAS, Pittsburgh, Pa.

PROVENCE, BOB
Keystone Sports Review
WKNA, Charleston, W. Va.

PROVOST, ERIC
Sports Special
WSPB, Sarasota, Fla.

PRYOR, BILL
Spotlight on Sports
WNBF, Binghamton, N. Y.

P'UTER, JACK
Sports Round-up
KFXX, Grand Junction, Colo.

— **Q** —

QUIGLEY, E. C.
Ernie Quigley's Sports
WIBW, Topeka, Kans.

— **R** —

RANGER, JIM
Sports Editor
KVSM, San Mateo, Calif.

RATHE, BOB
Baseball
KFAM, St. Cloud, Minn.

RAYMOND, STAN
Sports Scope
WATL, Atlanta, Ga.

READ, BROOKS
Sports Memories
KPRK, Livingston, Mont.

READON, DAN
Speaking of Sports
WWSC, Glen Falls, N. Y.

REECE, SANFORD
Sports Review
WSBT, South Bend, Ind.

REED, ART
Sports Final
WMON, Montgomery, W. Va.

REED, C. D.
Sports
KNEL, Brady, Tex.

REED, HAROLD
(Sportscaster)
KSTT, Trinidad, Colo.

REEVE, RAY
Sports Parade
WRAL, Raleigh, N. C.

REID, JIM
BC Sports Review
WPTF, Raleigh, N. C.

REID, MICHAEL
Sports Review
KVRB, Rock Springs, Wyo.

REID, RICHARD S.
Previews in Sport, Sports Round-up
WTVL, Waterville, Maine.

REIDY, PAUL
The Sportsman
WFIG, Sumter, S. C.

REILLY, R. EDWARD
Sports Parade
WGAA, Cedarstown, Ga.

REILLY, SPEED
Sports Review
KLX, Oakland, Calif.

REINHOLDT, BOB
Play by Play
KWLN, Ashland, Ore.

REITER, FRED
YFLA, Tampa, Fla.

REYNOLDS, LEO
Sports Review
KRBC, Abilene, Tex.

RHEA, LARRY
Sports with Larry Ray
KCKN, Kansas City, Kans.

RHODES, DICK
Sports Edition
WAYB, Waynesboro, Va.

RHODES, HOWARD
Program Director
KJJ, Walla Walla, Wash.

RHONE, PAUL
World of Sports
WMON, Montgomery, W. Va.

RICH, MIKE
Five Star Final
WTRY, Troy, N. Y.

RICH, VANCE
Sports Parade
WENC, Whiteville, N. C.

RICHARDS, ROYCE
Speaking of Sports
WMMT, McMinnville, Tenn.

RIDGE, JACK
Sports Circus
WGAY, Silver Spring, Md.

RISER, JAMES
Sports Parade
WJEL, Hagerstown, Md.

ROBERT, HENRY
Harry Robert Sports
KYW, Philadelphia, Pa.

ROBERTS, MERLE
Football Games
WBAY, Coral Gables, Fla.

ROBINSON, BOB
Speaking of Sports
WFOR, Hattiesburg, Miss.

ROBINSON, HARRY
Play by Play Sports
KDSJ, Deadwood, S. Dak.

ROBINSON, WAYNE
KVOW, Littlefield, Tex.

ROBINSON, TOM
Special Events
KXLQ, Bozeman, Mont.

RODSTROM, LOYD
Sports Round-up
KRKO, Everett, Wash.

ROGERS, RALPH
Sports Director
KSJO, San Jose, Calif.

ROGERS, ROBERT
Sports Whirl
KWTC, Barstow, Calif.

ROMANCE, ED
Sports Parade
WPPA, Pottsville, Pa.

ROSE, HERM
Sport News
WFHG, Bristol, Va.

ROSS, KAL
Sports Extra
WNDR, Syracuse, N. Y.

ROSS, WAYNE
Sports Diary
KTRL, Sioux City, Ia.

ROTHRUM, BILL
Bill Rothrum
WSYR, Syracuse, N. Y.

ROWLAND, W. L., SR.
Along the Sports Trail
WGWC, Selma, Ala.

ROYALL, PAUL
KSL, Salt Lake City, Utah.

RUE, JIM
Sports Final
KSC, Pullman, Wash.

RUSSELL, DAVE
Southwest Grid Chart
KFDM, Beaumont, Tex.

RUSSELL, EARLE
Ports' Baseball, Pigskin Parade
KXOB, Stockton, Calif.

RYAN, PAT
Football Broadcasts, Pat Ryan, Sports, Spotlight Sports
WKY, Oklahoma City, Okla.

— **S** —

SADLER, JOHN, JR.
Sports Review, Pigskin Parade, High School Football Games
WIRA, Ft. Pierce, Fla.

SAENGER, JIM
Sports Whirl
KOJM, Havre, Mont.

SAGGAU, TIT
Sports Parade
WOW, Omaha, Nebr.

SADT, BUS
Sports Shots
WBFD, Morrisville, Pa.

SAKRY, CLIFF
Football, Basketball
KFAM, St. Cloud, Minn.

SALSBERG, JOE
Baseball Games, Football
WARM, Scranton, Pa.

SANDERS, GERALD
Football Broadcasts
KSEO, Durant, Okla.

SANDER, CHRIS
Sports Review & Sportscast
KOVO, Provo, Utah.

SANDLER, JACK
The Sports Trail
KOWH, Omaha, Nebr.

SANDLER, JACK
Sports Trail
KOAD, Omaha, Nebr.

SANDY, MICHAEL
WIBX Sports
WIBX, Utica, N. Y.

SAUNDERS, ERNIE
Sports Review
KFXX, Grand Junction, Colo.

SAUNDERS, ERNIE
Sports Page of the Air
WCHS, Charleston, W. Va.

SPORTS COMMENTATORS

- SAVAGE, BOB**
Sports News
WTAQ, Green Bay, Wisc.
- SAWYER, TOM**
Sports Round-up
WDBO, Orlando, Fla.
- SCEARCE, BOB**
Jax Sports Review, Fisherman's Corner
WJBO, Baton Rouge, La.
- SCHACHT, AL**
Al Schacht's Sports Show
WOR, New York, N. Y.
- SCHAGS, MARTY**
Ingold Sports Review
WDUK, Durham, N. C.
- SCHILLING, FRED**
WBSR, Pensacola, Fla.
- SCHNEEFLOCK, BILL**
Sports Spotlight & Local Sports Events
KASH, Eugene, Ore.
- SCHOENFELD, ED**
Putter Patler
KLX, Oakland, Calif.
- SCHREINER, RAY**
WBTM, Danville, Va.
- SCHUSS, AL**
All Sports Events
KOCO, Salem, Ore.
- SCOTT, BOB**
Sports Chat
WSJS, Winston-Salem, N. C.
- SCOTT, ED**
Sports Round-up
KOL, Seattle, Wash.
- SCOTT, RAY**
Today in Sports
WCAE, Pittsburgh, Pa.
- SEARLES, NEIL**
Sports Pace
WFOJ, Milwaukee, Wisc.
- SEARS, BILL**
Sports Extra
WPHN, Philadelphia, Pa.
- SEAVEY, CECIL**
Today in Sports
KRDO, Colorado Springs, Colo.
- SEELEY, DOYLE D.**
Spotlight on Sports
KWIN, Ashland, Ore.
- SEFICK, BOB**
Sports Today
WARD, Johnstown, Pa.
- SEIBERT, DICK**
WTCN, Minneapolis, Minn.
- SELLEY, ART**
Local Baseball Games, Local Football Games, Sports Round-up
WBAC, Cleveland, Tenn.
- SHACKLETON, ROBERT**
High School Sports
WKAR, East Lansing, Mich.
- SHADDOX, LEON**
Sportscast
KAOZ, Harrison, Ark.
- SHAFFER, FRED**
Sports Final
WSBA, York, Pa.
- SHANAHAN, TOM**
Sports Flash
WEMP, Milwaukee, Wisc.
- SHEEHON, WALTER**
Sports Flashes
WDAR, Savannah, Ga.
- SHELLENBERGER, JACK**
Sports Quiz
WHAT, Philadelphia, Pa.
- SHELTON, JIM**
WIBC, Indianapolis, Ind.
- SHELTON, JIM**
Sports Revue
WMOX, Meridian, Miss.
- SHERIDAN, RED**
All Football Games
KKOX, Sweetwater, Tex.
- SHERMAN, DEAN**
Sports Hi-Lites
WDGY, Minneapolis, Minn.
- SHRADER, WALT**
WKKB, Iron Mountain, Mich.
- SHUDD, ROY**
WROW, Albany, N. Y.
- SHUMATE, GENE**
Sports Desk
KSO, Des Moines, Iowa
- SIEGEL, SAMUEL**
KYUM, Yuma, Ariz.
- SIMMONS, JAMES**
The Best in Sports
KPBX, Beaumont, Tex.
- SIMPSON, JIMMY**
Sportspage of the Air
WMRC, Greenville, S. C.
- SIMS, FRANK**
Play by Play
KYFD, Fort Dodge, Ia.
- SINGER, LAN**
Special Events
WMLO, Milwaukee, Wisc.
- SINOR, BILL**
KREO, Indio, Calif.
- SLATER, SAM**
Spotlight on Sports
WPAK, Parkersburg, W. Va.
- SLATER, BILL**
Dumont Television Sports,
MUTUAL
- SLAVIN, TOM**
WWCO, Waterbury, Conn.
- SMITH, BILL**
Sports review
WMFR, High Point, N. C.
- SMITH, BOB**
(Reporter)
Sports Digest
WCOL, Columbus, Ohio
- SMITH, BOB**
Bob Smith's Sports Review
WOOD, Grand Rapids, Mich.
- SMITH, EARL**
WLCS, Baton Rouge, La.
- SMITH, FRANK**
Sportscaster
KHUM, Eureka, Calif.
- SMITH, LYALL**
WXYZ, Detroit, Mich.
- SMITH, SIG**
Sports Review
WKBW, Buffalo, N. Y.
- SMOLKA, JOHNNY**
Production, Musical Dir.
WDEC, Americus, Ga.
- SNOWDEN, CHARLES**
Sports Parade
WIRK, West Palm Beach, Fla.
- SNYDER, BILL**
WJZM, Clarksville, Tenn.
- SNYDER, JOE N.**
Sports Hi-Lites
WLCX, La Cross, Wisc.
- SORRELL, BILL**
News and Sports Review
WILS, Lansing, Mich.
- SPENCER, LLOYD**
KVOW, Littlefield, Tex.
- SPOKES, AL**
Reports on Sports
WJOY, Burlington, Vt.
- SPROUSE, LEONARD**
Sports Round-up
KCHS, Hot Springs, N. Mex.
- STANTON, PETE**
Sports Review, Pigskin Parade On the Gridiron
WJPA, Washington, Pa.
- STEADMAN, W. L.**
Sports Calendar
WCOV, Montgomery, Ala.
- STEEL, BILL**
Reports on San Diego Sports
KUSN, San Diego, Calif.
- STEELE, BOB**
Strictly Sports
WTIC, Hartford, Conn.
- STEELMAN, ROBERT P.**
Sports Review
KOIL, Omaha, Nebr.
- STEIS, BILL**
Sports Spotlight
WOLE, Clearwater, Fla.
- STEMLER, NICK**
Sports Director
WAGE, Syracuse, N. Y.
- STERLING, EARL**
KLIX Scoreboard
KLIX, Twin Falls, Idaho
- STERN, BILL**
Colgate Sports Nwsreel of the Air (NBC)
- STERRETT, ROBERT**
In The Sportlite
WTON, Staunton, Va.
- STEWART, ALAN**
Sportfolio
WTBL, Philadelphia, Pa.
- STEWART, M. D.**
Announcer
KNET, Palestine, Tex.
- STIRRAT, R.**
WGBB, Freeport, N. Y.
- STODDARD, BOB**
KATO, Reno, Nevada
- STONE, RALPH**
Football
KSRO, Santa Rosa, Calif.
- STONE, VIRGIL E.**
KGKB, Tyler, Tex.
- STOREY, BOB**
Story of Sports
KGL, Fort Wayne, Indiana
- STOUT, ALLEN**
Sports Events
WROL, Knoxville, Tenn.
- STRAND, NORMAN**
Sports Montage
WSAV, Savannah, Ga.
- STREET, MALCOLM**
Patty Sports Parade
WHMA, Anniston, Ala.
- STRINE, EARL**
Hunting & Fishing Club
WCHA, Chambersburg, Pa.
- STUART, BOB**
Sports
KNOW, Austin, Tex.
- STUART, BOB**
Sears Sport Shots
KKRO, Aberdeen, Wash.
- STUART, MIKE**
K. U. Sports Parade
KFKU, Lawrence, Kans.
- STUCKWISCH, ROBERT**
Sports Review
WABJ, Adrian, Mich.
- STURM, GENE**
Play by Play announcer
KMHK, Mitchell, S. Dak.
- SULLIVAN, CHARLEY**
Sports News and Views
WMC, Memphis, Tenn.
- SULLIVAN, GENE**
Sullivan Sport Roundup
KFEQ, St. Joseph, Mo.
- SUMNEY, MAURICE**
Sport Page
WGFJ, Kalamazoo, Mich.
- SUTER, WILLIAM G.**
Sports Camera
KGLO, Mason City, Iowa
- SUTHERLAND, BILL**
Memory Time
Natural Gas

SPORTS COMMENTATORS

Pittsburgh's First Favorites
Mildred Don & the Men about
Town
KDKA, Pittsburgh, Pa.
Sports Reel
WCAE, Pittsburgh, Pa.
SUTHERLAND, JIMMY
Sports On Review
KGCU, Mandan, N. D.
SWASEY, WILSON
Sports Parade
WBTA, Batavia, N. Y.
SWEENEY, B. J.
Hudepohl Brewing
Sports by Sweeney
WHKC, Columbus, Ohio
SWINGLE, CY
KNOE, Monroe, La.

— T —

TAUB, SAM
WHN, New York, N. Y.
TEMPLETON, DINK
Sport Page of the Air
KFRG, San Francisco, Calif.
TERRY, BILL
Shell Panorama
WAGA, Atlanta, Ga.
THOMPSON, CHUCK
Speaking of Sports
Sports-A-Tune
WIBG, Philadelphia, Pa.
THOMPSON, DON
KOLO, Reno, Nevada
THOMPSON, HAL
Hal on Sports
WFAA, Dallas, Tex.
TOBE, JAMES
March of Sports
KSGM, St. Genevieve, Mo.
TRABAR, JIMMIE
KIOX, Bay City, Tex.
TRAYNOR, HAROLD J. (Pie)
Baseball
KQV, Pittsburgh, Pa.
TRUIT, ROLLIE
Baseball games
KWJJ, Portland, Ore.
TSCHUDI, LOU
Lou Tschudi
WING, Dayton, Ohio
TUCKER, JINX
WACO, Waco, Texas
TUCKER, JOE
Sports Slants
Sports Shorts
WWSW, Pittsburgh, Pa.
TURNER, BOB
Bob Turner, Sports
WHAM, Rochester, N. Y.
TYSON, "TY" E. L.
Sports Review
WWJ, Detroit, Mich.

— U —

UFER, BOB
Along the Sports Sidelines
WPAQ, Ann Arbor, Mich.
UNPERTH, DON
Sports Highlights
WFHR, Wisconsin Rapids,
Wisc

— V —

VANCE, HENRY
WAPL, Birmingham, Ala.
VANCE, ROY
Tilghman Football Games
WPAD, Paducah, Ky.
VAUGHAN, BOB
Sports Parade
KIDO, Boise, Idaho

VESTRO, AL
WWCO, Waterbury, Conn.
VIA, RICHARD
Sports News
WLOE, Leaksville, N. C.
VILLANI, JOHNNIE
Sports Editor
WBRW, Welch, W. Va.
VINGI, RAY
WKWK, Wheeling, W. Va.
VOCALIS, JAMES C.
The Sports Roundup
WLBB, Carrollton, Ga.
VRATIS, SOCS
Inside Information
KOLE, Port Arthur, Tex.

— W —

WADDELL, BILL
WEAT, Lake Worth, Fla.
WAKEMAN, TONY
All Sports Parade
WWDC, Washington, D. C.
WALDEN, MYRON
Sports Column of the Air
WTAX, Springfield, Ill.
WALDEN, PAUL E.
KODL, The Dallas, Ore.
WALDEN, WARREN
Everybody's Sport
WEAN, Providence, R. I.
WALL, FRED
Fred Wall
WOOK, Silver Spring, Md.
WALLER, EDMUND
Sports of the Day
WATR, Waterbury, Conn.
WALTON, EARL
Sports Parade
WLAR, Athens, Tenn.
WANKE, HUGH
Sports Final
WTH, Baltimore, Md.
WALTON, LUKE
Old Gold Sports Round-Up
WISH, Indianapolis, Ind.
WANN, PAUL
WOCO, Minneapolis, Minn.
Sideline Slants
WARD, BILL
WNCA, Asheville, N. C.
WATTRICK, DON
Sports Director
WJR, Detroit, Mich.
WEAVER, BILL
Scrapbook of Sports
WDAY, Fargo, N. Dak.
WEAVER, HANK
KECA, Los Angeles, Calif.
WEDDELL, WRAY
C & S Sportscast
KTBC, Austin, Tex.
WEGENER, RICHARD A.
KCOK, Tulare, Calif.
WELLS, JIM
Jim Wells—Sports
WBEN, Buffalo, N. Y.
WESTER, ALLAN
Sports Roundup
WFAK, Charleston, S. C.
WHEELER, ALVIN F.
Sports Broadcast
KSL, Silver City, N. M.
WHEELER, JOSEPH
Sports Spot
WBIR, Knoxville, Tenn.
Special Events
WIGGINS, JIM
Sportscast
KABC, San Antonio, Tex.
WHITTIER, CHUCK
Spotlight on Sports
WILK, Wilkes Barre, Pa.

WIKE, DON
Nat'l Sales Mgr.
KUJ, Walla Walla, Wash.
WILLIAMS, BEN
Old Salt
WTOG, Savannah, Ga.
WILLIAMS, BILL
Live Sports
WFRG, Reidsville, N. C.
WILLIAMS, DALE
Sports Parade
WOJ, Ames, Iowa
WILLIAMSON, HADLEY
Sports Parade
WSIC, Statesville, N. C.
WILLIAMS, JERRY
Sports News
WKAP, Allentown, Pa.
WILLIS, JOHN
Football
KCOY, Santa Maria, Calif.
Play by Play Broadcasts
KTMS, Santa Barbara, Calif.
WILLS, BEN
Pipetime
WGPC, Albany, Ga.
WILLS, HARRY
Sports Revue
WJMC, Rice Lake, Wisc.
WILSON, CHUCK
Sports Resume
WKST, New Castle, Pa.
WILSON, JIM
Sportlights
WJPR, Greenville, Miss.

WILSON, WARD

WHN, New York, N. Y.
WIMBERLEY, BOB
Razorback of the Air
KUOA, Siloam Springs, Ark.
WIMER, JOE
Sports
KOCS, Ontario, Calif.
WINDSOR, WALTER
Walter Windsor, Sports
Sports Final
Play by Play all sports
WDVA, Danville, Va.

WISMER, HARRY

Sports Director ABC network; b.
Port Huron, Mich., June 30,
1912; Fla. Univ.; All Army foot-
ball games; Professional Football
Championships; Nat'l Open Golf
Tournament; Exclusive Army-
Navy game; Headline Edition;
Nat'l Tennis Championships;
Champion Roll Call (ABC).

WOLF, HAL
Sports Desk
KNBC, San Francisco, Calif.
WYNNE, JAMES
Play by Play
WAIR, Winston-Salem, N. C.

— Y —

YACK, GEORGE
WMBF, Lewiston, Pa.
YOAKAM, DICK
Standard Melody Parade
WHO, Des Moines, Ia.
YOUNG, JAY
Sports Review
WERC, Erie, Pa.

— Z —

ZEANAH, CHARLES
Sports Column Of Air
Sports Mirror
WSFA, Montgomery, Ala.

News Commentators

—their work during 1947

— A —

ABBE, JAMES
KGO, San Francisco, Calif.
James Abbe Observes

ACKERLY, GENE
KFRE, Fresno, Calif.

ADAMS, CEDRIC
WCCO, Minneapolis, Minn.
Newscaster

ALLEN, CHUCK
WJPR, Greenville, Miss.
News from Here

ADAMS, CHARLES F.
WMVA, Martinsville, Va.
Midday News

ADAMS, JOHN
CBS

ADDINGTON, HAROLD
KFKU, Lawrence, Kans.
Roundup of Editorial Opinion

AGRONSKY, MARTIN
WMAL, Washington, D. C.
ABC

ALLEN, ROBERT S.
WOR, New York, N. Y.

ALLEN, SPENCER
WGN, Chicago, Ill.

ANDERLY, B. H.
KLIZ, Brainerd, Minn.
Noontime News

ANDERSON, BRUCE F.
KWYO, Sheridan, Wyoming
Editor Speaks

ANDREWS, GENE
WHAR, Clarksburg, W. Va.
News A'dup

ANDREWS, LARRY
KUX, Phoenix and Glendale,
Arizona
Column of the Air

ANDREWS, M. CARL
WDBJ, Roanoke, Va.
Over the Editor's Desk

ANTHONY, JULIAN
ABC

ANTHONY, LEE
(News Casters)
WTAD, Quincy, Ill.

ARMOND, WM.
WBLJ, Dalton, Ga.
News Views

ARNOLD, HARRY
KLIX, Twin Falls, Idaho
Harry Arnold Views the News

ARTHUR, JON
WSAI, Cincinnati, Ohio
Woman's Side of News

AUSTAD, MARK
WWDC, Washington, D. C.

— B —

BACH, ALWYN
KYW, Philadelphia, Pa.

BADGER, BOB
WEDO, McKeesport, Pa.
Editor Speaks

BAKER, ART
Announcer, Commentator; b. New
York City, N. Y., 1898; Art
Baker's Notebook, (KF1); On
The Air Ten Years.

BALLINGER, KENNETH
WTAL, Tallahassee, Fla.
Home News

BALMER, CLINTON C.
World of Books
WLVA, Lynchburg, Va.

BANGHART, KENNETH
NBC

BANNER, BILL
WSPA, Spartanburg, S. C.
Bill Banner and the News

BANTA, DEANE
KLX, Oakland, Calif.

BARRINGTON, BRUCE
KXOK, St. Louis, Mo.
Early Edition News, Overnight
News Final, News With B.
Barrington

Gabriel Heatter

LOUELLA
PARSONS

ABC
Network

EVERY SUNDAY
9:15 P. M. EST

NEWS COMMENTATORS

- BARRY, ALICE**
KTSM, El Paso, Tex.
Woman's World
- BATCHELOR, RICHARD**
WTRR, Sanford, Fla.
- BARTH, BERNARD C.**
WLOS, Asheville, N. C.
Bernie Barth's Commentary
- BAUER, FREDERIC**
WINN, Louisville, Kentucky
Six O'Clock News
- BAUKHAGE, H. R.**
WMAL, Washington, D. C.
ABC
- BAXTER, LIONEL**
WAPI, Birmingham, Ala.
News 'Til Now
- BEALL, JACK**
WMAL, Washington, D. C.
ABC
- BEATTY, MORGAN**
WRC, Washington, D. C.
NBC
- BEHRENS, MARVIN**
WBZ-WBZA, Boston, Mass.
Marvin Behrens
- BELL, DON**
WGAY, Silver Springs, Md.
- BELL, JACK**
WTCN, Minneapolis, Minn.
D X Dinner News
- BENTLEY, JULIAN**
WBBM, Chicago, Ill.
- BENTON, JACK**
KMBC, Kansas City, Mo.
- BERMAN, AVERILL**
KWIK, Burbank, Calif.
- BERNHARD, JOHN E., J.**
WFOY, St. Augustine, Fla.
Town Topics
- BEZOFF, BEN**
KLZ, Denver, Colo.
- BIDDLE, RICHARD R.**
WLAY, Muscle Shoals, Ala.
Noon News
- BJORNSON, BJORN**
WRC, Washington, D. C.
NBC
- BJORNSON, VAL**
KSTP, St. Poul-Minneapolis, Minn.
Minnesota Opinion
- BLACK, ALAN**
WJPA, Washington, Pa.
Local News, Community Highlights
- BLACK, ALGERNON**
WMCA, New York, N. Y.
Ethical Issues in the News
- BLAKELY, CLINT**
WAPI, Birmingham, Ala.
Auburn Daily News
- BOARMAN, PATRICK**
CBS
- BODEN, BOB**
KROS, Clinton, Iowa
10 O'clock News
- BOLTON, PAUL**
KTBC, Austin, Tex.
Straight Texas
- BORGE, PAUL**
KWLC, Decorah, Iowa
Morning News Summary
- BORMANN, JIM**
WMT, Cedar Rapids, Iowa
- BOWLER, JAMES**
WJMR, New Orleans, La.
News Digest
- BRADY, J. ROBB**
KIFI, Idaho Falls, Idaho
The Post Register Commentaries
- BRANCH, TAYLOR**
WRR, Dallas, Tex.
News Analyst, World News
- BRANDT, ALBERT A., DR.**
WEVD, New York, N. Y.
Comments
- BRANDT, C. A.**
WOMT, Manitowoc, Wis.
This and That
- BRANON, BOB**
KLOU, Lake Charles
Noon News
- BRASE, JOHN**
KOSA, Odessa, Tex.
Oil News
- BRAWLEY, HARRY**
WCHS, Charleston, W. Va.
Let's Talk Sense
- BREEN, EDWARD**
KVFD, Fort Dodge, Ia.
Ed Breen & The News
- BRICE, DON**
WKBN, Youngstown, Ohio
- BRINKLEY, DAVID**
WRC, Washington, D. C.
NBC
- BRITT, BLOY'S**
WHNC, Henderson, N. C.
Farm News
- BROOKS, BOB**
KTRH, Houston, Tex.
The News

ART
BAKER



"ART BAKER'S
NOTEBOOK"—KFI

NEWS COMMENTATORS

BROOKS, CLIFF
 (Local News Ed.)
 WGBF, Evansville, Ind.

BROOKS, GEORGE
 WNEW, New York, N. Y.

BROOKS, NED
 NBC

BROOKS, REID
 KXLW, St. Louis, Mo.
 Golden Circle News

BROSTER, BERNARD
 WJZM, Clarksville, Tenn.

BROWN, ANDERSON B.
 WGWR, Asheboro, N. C.
 Behind the Headlines

BROWN, CECIL
 MBS

BROWN, FRED
 WNCA, Asheville, N. C.
 Fred Brown News

BROWN, HUGH
 KGFN, Grass Valley, Calif.
 Days of '49

BROWN, NED
 WORZ, Orlando, Florida
 News and Farm Review

BROWNING, BOB
 WKNY, Kingston, N. Y.
 Local News

BRUGGEMAN, VERN
 KALL, Salt Lake City, Utah
 Intermountain Empire News

BRYAN, GEORGE
 CBS

BUCK, STEVE
 KWSC, Pullman, Wash.
 News of the World

BURDETTE, WINSTON
 WTOP, Washington, D. C.
 CBS

BURRIS, DICK
 KSO, Des Moines, Iowa
 Ten O'Clock News

BURT, LYLE
 KRSC, Seattle, Wash.
 World Revue

BURTON, MUTT
 WFRC, Reidsville, N. C.
 News

BURWELL, TED
 WCKB, Dunn, N. C.
 Final Edition

BUSFIELD, ROGER M.
 KNOW, Austin, Texas
 News

BUTLER, JAMES W.
 WGBR, Goldsboro, N. C.
 Town News and Views

BYRON, JAS. A.
 WBAP, Fort Worth, Tex.
 Mid-day News

CAMPBELL, DON
 WTSP, St. Petersburg, Fla.
 Campbell Calling

CAMPBELL, FRANK
 KVSM, San Mateo, Calif.
 Today's World

CANHAM, ERWIN
 ABC—The Christian Science
 Monitor Views The News

CARAKER, GEORGE
 KOLN, Lincoln, Nebr.

CARLO, MICHAEL
 WKAL, Rome-Utica, N. Y.
 Behind the News

CARLSON, EDWARD A.
 WGAN, Portland, Maine
 Editors View the News

CARLSON, JOEL, F.
 WGH, Newport News, Va.
 Joel Carlson—News

CARLSON, W. RICHARD
 WAVZ, New Haven, Conn.

CARLSON, WILL
 WTOD, Toledo, Ohio
 Carlson News

CARMICHAEL, H.
 KUIN, Grants Pass, Ore.
 On File

CAROTA, FRED
 WWSC, Glens Falls, N. Y.
 Local Happenings

CASE, GEORGE T.
 WINK, Ft. Myers, Fla.
 World in Review

CAVITT, DON
 WNAM, Neenah, Wis.
 Today's News Picture

— C —

CAIN, BEN
 KAFY, Bakersfield, Calif.
 Raisin' Cain

CAIRNEY, JIM
 WDSG, Dyersburg, Tenn.
 News in Review

CALLEN, JOSEPH
 WATR, Waterbury, Conn.
 Local News

CALMER, NED
 CBS



GORDON FRASER



**GEORGE
 HAMILTON
 COMBS, JR.**

*Eleventh year as featured
 News Commentator—WHN.*

"THE EDITORIAL SLANT OF THE NEWS"

NEWS COMMENTATORS

CERRI, BILL
WGAT, Utica, N. Y.

CHAMBERLAIN, HOWARD
WLW, Cincinnati, Ohio
World Front

CHAPEL, JOHN K.
KROW, Oakland, Calif.
Bond News

CHAPLIN, W. W.
NBC

CHARLES, GORDON
WTCM, Traverse City, Mich.

CHARLTON, R. M.
WTOG, Savannah, Ga.
Savannah Today

CHASE, MILTON
WLW, Cincinnati, Ohio
World Front

CHILDS, R. W.
KMA, Shenandoah, Iowa
News Editor

CLARE, BOB
KTIP, Porterville, Calif.
News Roundup

CLARK, DALE
WAGA, Atlanta, Ga.
7:30 A.M. News

CLARK, HARRY
CBS

CLARK, RANDY
WMMJ, Peoria, Ill.
New sat Noon

CLAUSSEN, GENE
KMOX, St. Louis, Mo.

CLEARY, J. M.
WESB, Bradford, Pa.
News Review

CINE, CLAY
WJZM, Clarksville, Tenn.

CLOS, JEAN
(News Director)
WLEX, Lexington, Ky.

COBB, TY
KRGV, Westaco, Tex.
News and Views

COFFIN, TRIS
ABC

COLEMAN, WARD A.
WENC, Whiteville, N. C.
Columbus Commentary

COLLINGWOOD, CHARLES
CBS

COLLINS, TED
MBS—Kate Smith Speaks

CLOSE, UPTON
(Hall, Josef Washington); Author, lecturer, radio commentator; b. Kelse, Wash., Feb. 27, 1894; Walla Walla Coll.; Whitman Univ.; BA degree; Weekly Commentary over Mutual Network.

COLWELL, TERRY
WACE, Chicopee, Mass.

CONDON, GLENN
KAKC, Tulsa, Okla.
City Desk, Home-town News

CONLEE, L. T.
WHRQ, Memphis, Tenn.
News to Now

CONNOLLY, JAMES P.
WITH, Baltimore, Md.
News

COOK, BILL
RVKM, Monahans, Tex.
UP World News Roundup

COMBS, GEORGE HAMILTON, Jr.
WHN, New York, N. Y.

COPP, CHARLES A.
WDLB, Marshfield, Wis.
Charles Copp

CORDELL, ANN
KELD, El Dorado, Ark.
Column of the Air

CORDIER, ANDREW
NBC—Your United Nations

COSTELLO, BILL
CBS

COSTELLO, ED
KOSA, Odessa, Tex.
Willis News

CRABTREE, CHIC
KIFT, Idaho Falls, Idaho
Farm News

CRAIG, CHARLES
KODY, North Platte, Nebr.
4-Bell News Round-up

CRANDALL, MARK
KFEL, Denver, Colo.
Pace of the World Today

CRAWFORD, SAM
(News Editor)
KGY, Olympia, Wash.

CROKER, W. J.
KDEC, Decorah, Ia.

CROOKS, WILLIAM
WFMJ, Youngstown, Ohio

CROWE, HILTON
WALT, Tampa, Fla.

CUSTARA, RICK
KCOY, Santa Maria, Calif.
Home Town News

CULL, RICHARD, SR.
WHIO, Dayton, Ohio
Richard Cull, Sr.

CUNNINGHAM, BILL
MBS

CURLEE, ZEKE
KWBU, Corpus Christi, Tex.
Around Town With Zeke

CURTIS, RON
(Newscaster)
WFBL, Syracuse, N. Y.
WFBL News

— D —

DAIL, AMBERT
WBTM, Danville, Va.

DAIN, ROLAND
KWLC, Decorah, Iowa
Noon News

DALTON, KENNETH G.
Commentator
WBET, Brockton, Mass.

DALY, JOHN
CBS

DANCEY, CHARLES
WSIV, Pekin, Ill.
WORLD at Large

DAVIDSON, MEADE
WWRL, Woodside, N. Y.
News Analysis

DARLEY, LARRY
KVOP, Plainview, Tex.
Town Crier

DAVIS, ELMER
WMAI, Washington, D. C.
ABC

DAVIS, JOHN
Morning & Noon News
WWS, Pittsburgh, Pa.

DAVIS, REX
KMOX, St. Louis, Mo.

DAVIS, ROBERT
KSRV, Ontario, Ore.
Report to the Valley

DAY, CHARLES
WGAR, Cleveland, Ohio

DeBIE, DICK
KSIQ, Crowley, La.

DEBNAM, W. E.
WPTF, Raleigh, N. C.
Debnam Views the News

DECKER, TOM
KALE, Portland, Ore.
Newswriter

DENISON, C. B.
WMRC, Greenville, S. C.
Between the Lines

DENKEMA, EDDIE
KOPP, Ogden, Utah

DENMAN, JOHN
WJR, Detroit, Mich.

DENVER, DEE, JR.
KFEG, St. Joseph, Mo.

DEWEESE, DALLAS
WLW, Cincinnati, Ohio
Sohio Reporter

DINNEEN, JOSEPH F.
WROL, Boston, Mass.

DISNEY, RUFUS
WCTT, Corbin, Ky.
Time For News

DIXON, JOHN
WROK, Rockford, Ill.
News Plus

DIXON, STANLEY
KSWI, Council Bluffs, Iowa
Five Star Final

DOOLEY, CHARLES
WPKY, Frankfort, Ky.
Ky News

DOWNS, BILL
CBS

DOYLE, JIM
ABC — Hollywood Mystery
Time,

DRAKE, GALEN
ABC

DREIER, ALEX
WMAQ, Chicago, Ill.
NBC—Skelly News

DRILLING, JOE C., JR.
Peter Paul News
KCOK, Tulare, Calif.

DULANEY, CARROLL
WCBM, Baltimore, Md.
Our Town

— E —

EATON, HOWARD
WNAD, Norman, Okla.
Between You and Me

EATON, RICHARD
WOOK, Silver Spring, Md.

EDWARDS, A. F.
KWFT, Wichita Falls, Tex.
World Affairs

EDWARDS, DOUGLAS
CBS

EDWARDS, FRANK
WIBC, Indianapolis, Ind.

EDWARDS, HOWARD
KBWD, Brownwood, Tex.
News

EDWARDS, JOHN
ABC

EID, LEIF
WRC, Washington, D. C.
NBC

ELLIOTT, DOYCE
KXOX, Sweetwater, Tex.
News

ELLIOTT, TIM
WAKE, Akron, Ohio

ELLISON, BILL
WJBC, Bloomington, Ill.
Business Review

ENGLE, THAINE
WBAP, Fort Worth, Tex.
What Happened Last Night

ENGLER, BOB
WMIN, St. Paul, Minn.
News of the Hour

ENICH, H. L.
WMAM, Marinette, Wis.
Noon News Edition

EPLEY, MALCOLM
KFLW, Klamath Falls, Ore.
Managing Editor's Report

ERR, E. CHRISTY
WBRY, Waterbury, Conn.

NEWS COMMENTATORS

ERWIN, TOMMY
KVLE, Alpine, Tex.
7:30 Commentary

ESTES, JIM
WBU, Lexington, N. C.
World At Large

ESTRELLA, BLANCA
WIOD, Miami, Fla.
Latin American News (In Spanish)

EVANS, JOSEPH
CBS

EVANS, WICK
KXLW, St. Louis, Mo.
Good News

— F —

FAHEY, JOHN E.
KNEW, Spokane, Wash.

FALER, DICK
(Newscasters)
WTAD, Quincy, Ill.

FARLENDER, REV. A. W.
KSRO, Santa Rosa, Calif.
A Parson Views the News

FARMER, JOHN
KMBC, Kansas City, Mo.

FARQUHAR, WALTER
WPAM, Pottsville, Pa.

FARRELL, MAURY
WAPI, Birmingham, Ala.
WAPI, News

FARRINGTON, FIELDEN
CBS

FARRIS, J.
WGKV, Charleston, W. Va.
Purity News

FEAGIN, ROBERT R.
WPDQ, Jacksonville, Fla.
News Final

FIDLER, JIMMIE
ABC

FIEDLER, JOSEPH J.
WDLB, Marshfield, Wisc.
The Taxpayer

FIENIGOLD, BLANCHE
WALB, Albany, Ga.
Timely Topics

FISCHER, LARRY
KVKM, Monahans, Tex.

FISHER, STERLING
NBC—Our Foreign Policy

FLANNERY, HARRY W.

FLEISCHER, WILFRID
CBS

FLEMING, ROSEMARY
WBSR, Pensacola, Fla.

FLETCHER, GRAEME
NBC

FLOWER, ELSIE
KGDH, Stockton, Calif.
City Journal

FLYNN, ROY
WAPI, Birmingham, Ala.
Final Edition

FORD, JOHN
WTCN, Minneapolis, Minn.
John Ford News

FORTSON, JOHN L.
NBC—Religion in the News

FOSTER, CEDRIC
MBS

FOSTER, HOMER
WSOO, Sault St Marie, Mich.
Homer Foster

FOWLE, FARNSWORTH
CBS

FRANK, PAUL B.
WHKC, Columbus, Ohio
Ward Baking Co.

FRANK, VAL
WAAT, Newark, N. J.
Breakfast Reporter

FRANK, WILLIAM P.
WILM, Wilmington, Delaware
Around the Town

FRANSEN, BOB
KYSM, Mankato, Minn.

FRASER, GORDON
News Correspondent, Commentator, Announcer (ABC); b. Lawrence, Mass., Feb. 4, 1908; ed. U. of Maine, Brown University, Ph. B. United Nations Highlights; U. N. Correspondent for Headline Edition; Nancy Craig; Gordon Fraser; U. S. Steele Theater Guild; Ford Sunday Evening Hour.

FRECH, ED J.
KFRE, Fresno, Calif.

FREDERICK, HARLAND
KSFO, San Francisco, Calif.
Harland Frederick

FREDERICK, PAULINE
ABC

FRENCH, BOB
WHBC, Canton, Ohio
News

FROGGE, JOHN
WGBB, Freeport, N. Y.
News of Nassau

FULDHEIM, DOROTHY
ABC

FURNISS, WALTER
(Reporter)
WCOL, Columbus, Ohio

— G —

GAETH, ARTHUR
WMCA, New York, N. Y.

GAETH, ARTHUR
WOL, Washington, D. C.

GAILMOR, WILLIAM
WHN

GALLOVAN, BILL
WJZM, Clarksville, Tenn.

GAPEN, KEN
NBC—National Farm and Home Hour

GARCIA, HECTOR D.
KPAB, Laredo, Tex.
Community News

GARDINER, DON
ABC—Monday Morning Headlines

GARDNER, HY
MBS — Twin Views of the News

GARRED, BOB

GARRETTSON, JOSEPH
WSAI, Cincinnati, Ohio
Shell Oil

GAVITT, RICHARD
KANS, Wichita, Kans.
Asst. News Editor

GAYMAN, L. VAUGHN
WKBB, Dubuque, Iowa
Noon-Time News

GEARHART, NICK
KTBS, Shreveport, La.

GEORGE, ABNER, H.
KOTA, Rapid City, S. Dak.
Tri-State News

GEORGE, STEVE
KGRA, Sacramento, Calif.

GERVAIS, SIDNEY
KATL, Houston, Tex.
News Roundup

GIBBONS, JOHN
WCAE, Asbury Park, N. J.
Night Extra

GIBBONS, TOMMY
WPIC, Sharon, Pa.
Hourly News

GLADSTONE, HENRY
WOR, New York, N. Y.

GODDARD, DON
WINS, N. Y., N. Y.
Don Goddard

GODWIN, EARL
WMAL, Washington, D. C.
ABC

GOOD, MIKE
WNHC, New Haven, Conn.
The Political Scene

GORDON, KEITH
KXO, El Centro, Calif.
Midday News

GOTTLIEB, RICHARD
WTAW, College Station, Tex.
Varnor News

GRAHAM, DONALD R.
KVOA, Tucson, Arizona
The Town Crier

GRAHAM, GORDON
WIBC, Indianapolis, Ind.

GRANT, AUSTIN
WXYZ, Detroit, Mich.

GRANT, HOWARD
KLJZ, Brainerd, Minn.
County Agen News

GRANT, JOSEPH
WMEX, Boston, Mass.

GRANT, PETER
WLW, Cincinnati, Ohio

GRANT TAYLOR
ABC—Headline Edition

GRAU, PHIL
WEMP, Milwaukee, Wis.
Radiotorials

GRAUER, BEN
NBC

GRAY, CHARLES
KHBG, Okmulgee, Okla.

GRAY, CHARLES W.
WHEB, Portsmouth, N. H.
Community News

GRAY, JAMES H.
WALB, Albany, Ga.
Weekly Commentary

GREBE, EARL C.
WSPD, Toledo, Ohio

GREEN, H. E.
KFKA, Greeley, Colo.
News & Interviews

GREER, BOB
KPRK, Livingston, Mont.
Between the Lines

GREGORY, MARK
KSTP, St. Paul, Minneapolis, Minn.
Tomorrow's Headlines Tonight

GRIER, HARRY
KTRH, Houston, Tex.
World At Large

GRIFFIN, JOHN
KIUP, Durango, Colo.

GRIFFIN, MICHAEL
WHTAQ, Green Bay, Wis.
The News & You

GRIFFITH, BILL
KMBC, Kansas City, Mo.

GRIM, GEORGE
WCCO, Minneapolis, Minn.
Newscaster & Commentator

GROAT, CARL D.
WLW, Cincinnati, Ohio
World Front

GROSS, CLAIR
KSTB, Creston, Iowa
Human Side of the News

GROSS, SHELDON
(Local News Editor)
WPPG, Steel Pier, Atlantic City, N. J.
Town Crier, Town Topics

GRUHN, RUDI
KFRE, Fresno, Calif.

GUNN, BEN
WCON, Atlanta, Ga.

GUTHRIE, BILL
WTAW, College Station, Tex.
News Highlights

GUTHRIE, DAVID L. R.
WGPA, Bethlehem, Pa.
United Nations Commentator

— H —

HADLEY, WILLIAM H., JR.
KXLR, North Little Rock, Ark.
Final Edition

HAGAN, MALONE
KCTX, Childress, Tex.
News and Views

HAINES, CHARLES
KGHP, Pueblo, Colo.

HAINLINE, JOSEPH
WJR, Detroit, Mich.

HALEY, AL
WWOL, Lackawanna, N. Y.

HALL, HELEN
MBS

HALVERSON, PAT
WRBC, Jackson, Miss.
Halverson

HANNA, EARL
WMOX, Medidian, Miss.
Dixie News, Cross Section

HANNAH, ROBT.
WFIG, Sumter, S. C.
Morning News

HANSSON, Peter
WIZE, Springfield, Ohio

HARDGROVE, BOB
KVSM, San Mateo, Calif.
Your Labor Report

HARKNESS, RICHARD
WRC, Washington, D. C.
NBC

HARRISON, C.
WHBF, Rock Island, Ill.

HARSCH, JOSEPH C.
WTOP, Washington, D. C.
CBS—Meaning of the News

HART, DON
WSNJ, Bridgeton, N. J.
Morning Dispatch

HARTLEY, HOWARD
WCLE, Clearwater, Fla.
Florida Reporter

HARTRICK, GEORGE A.
WJLS, Beckley, W. Va.
Evening Edition

HARWOOD, GEOFFREY
WBZ-WBZA, Boston, Mass.
Background to the News

HAUAN, MARTY
KDMO, Carthage, Mo.
News for Neighbors

HAWKINS, JACK
KIUN, Pecos, Texas
News Roundup

HAWKINS, ROBERT
WKAN, Kanakakee, Ill.

HAYES, SAM
NBC

HAYMAN, DON C.
WMBS, Uniontown, Pa.
Manos Theater News

HEAD, IVAN R.
KSVF, Santa Fe, N. M.
News Till Noon

HEALY, JAMES
WSNY, Schenectady, N. Y.
Jim Healy and the News

HEATTER, GABRIEL
WOR, N. Y. Behind The Front Page (MBS).

HECKERT, ROBERT
KYW, Philadelphia, Pa.

HELPER, Alvin
MBS

HEMINGWAY, NORMAN
WPAR, Parkersburg, W. Va.
Local News

HENDERSON, TOM
WHJB, Greensburg, Pa.

HENDRICKSON, BOB
WAGE, Syracuse, N. Y.

HENLE, RAY
NBC

HENRY, BILL
CBS

HENRY, DICK
WOOD, Grand Rapids, Mich.
Standard Oil News, Noon
News, Morning News

HENTON, EARL
WEBC, Duluth, Minn.
10 O'Clock News

HEPNER, ARTHUR
CBS

HERLIHY, ED
NBC

HERMAN, CHAS.
WLAV, Grand Rapids, Mich.
One O'Clock News

HESS, JR., CLYDE G.
WTAG, Worcester, Mass.

HENSLER, WILLIAM H.
WLW, Cincinnati, Ohio
World Front

HICKS, CAP
(News Editor)
WRGA, Rome, Ga.

HICKS, TAYLOR
ABC

HILL, LILLARD
WBAP, Fort Worth, Tex.
10 P.M. News

HILL, PAT
(Newscasters)
KOB, Albuquerque, N. M.
New Mexico)

HILLEGAS, FRED
WSYR, Syracuse, N. Y.
Fred Hillegas

HILLMAN, WILLIAM
MBS

HINES, LINDLEY
WREN, Topeka, Kans.
Over The Back Fence

HINN, MICHAEL
WKOW, Madison, Wisc.

HINSHAW, FRED MOORE
WLBC, Muncie, Indiana
News Ed

HIXSON, REED
KSOX, Arkansas City, Kans.
Today's Top News

HOCHSTETTER, LEO
CBS

HODGE, FREDERICK A., DR.
WBN, Buffalo, N. Y.
Reading Between the Lines

HOFF, OLAF, JR. (MRS.)
WMAI, Greenfield, Mass.
Turners Falls Newspaper of the Air

HOFFPAUIR, JAY
KSIG, Crowley, La.

HOLLENBECK, DON
CBS

HOLLES, EYERETT
WBBM, Chicago, Ill.

HOLT, FRED
WIRE, Indianapolis, Ind.

HORNADY, JOHN R.
WLAQ, Rome, Ga.
News

HOTTELET, RICHARD C.
CBS

HOWARD, FRANK
KTUC, Tucson, Arizona
Tucson Story

HOWARD, JOHN
WILB, Greensburg, Pa.

HOWARD, RALPH
KNBC, San Francisco, Calif.

HOWE, QUINCY
CBS

HOWELL, REX
KPNJ, Grand Junction, Colo.
Radiatorial

HUME, FABIAN
WRJB, Providence, R. I.

HUMPHREYS, BILL
CBS

HUNT, RAYMOND J.
KONO, San Antonio, Tex.
News at Nine

HUNT, TED
KRDD, El Paso, Tex.
Between the Lines

HURLBIT, JIM
WMAQ, Chicago, Ill.
News

HURLEIGH, ROBT. F.
WGN, Chicago, Ill.

HUSS, J. W.
WJMS, Ironwood, Mich.
WIBK, Iron Mountain, Mich.

HYAMS, ISABEL J.
KLIZ, Brainerd, Minn.
News for Women

HYDE, DON
WGAR, Cleveland, Ohio

— I —

INGRAM, ARTHUR
WERC, Erie, Pa.
World Wide & Local News

INGSTAD, BOB
KOVC, Valley City, N. Dak.
Noon News

IRVING, JANE
WSAL, Cincinnati, Ohio
Woman's Side of News

ISRAEL, ABNER, M.
WALB, Albany, Ga.
It Happened During The Week

IVES, BOB
(Newscaster)
WFBL, Syracuse, N. Y.
Late Evening News

— J —

JACKSON, ALLAN
CBS

JACKSON, ART
WLAV, Grand Rapids, Mich.
Day in Review

JACKSON, BILL
WGTM, Wilson, N. C.

JARVIS, DICK
KSIG, Crowley, La.

JEFFRIES, ALLEN
WIRE, Indianapolis, Ind.

JENSEN, ALAN
(News Reporter)
KSL, Salt Lake City, Utah

JETER, GOETZE
KVOR, Colorado Springs, Colo.
City Journal

JOHNSON, DOUG
WAGE, Syracuse, N. Y.
News Editor

JOHNSON, DUANE
KCOY, Santa Maria, Calif.
Mid-day News

JOHNSON, SAMUEL, DR.
KMOX, St. Louis, Mo.

JOHNSON, WILLARD
NBC—Religion in the News

JONES, ALBERT
WABZ, Albemarle, N. C.

JONES, PAUL
WFLA, Tampa, Fla.

— K —

KALTENBORN, H. V.
WNBC, New York, N. Y.
NBC—H. V. Kaltenborn Edits the News

KRAMINS, ROBERT
WEAR, East Lansing, Mich.
The News and You

KARLTON, GERRY
KWL, Decorah, Iowa
Sunday Summary

NEWS COMMENTATORS

KARNSTEDT, CAL
KSTP, St. Paul-Minneapolis, Minn.
5:45 News

KAUFMAN, LOUIS L.
WCAE, Pittsburgh, Pa.
Louis L. Kaufman

KEARL, WAYNE
(News Reporter)
KSL, Salt Lake City, Utah

KEITH, MAXINE
WOR.

KELLY, TOM
WOOD, Grand Rapids, Mich.
Sears Global News, Butternut Roundup

KELPE, HENRY
KOIL, Omaha, Nebr.
Newscaster

KELSEY, NORMAN
WCHV, Charlottesville, Va.

KENDRICK, ALEXANDER
CBS

KENNEBREW, DICK
WDEF, Americus, Ga.
Commentators

KENNEDY, LOU
WORZ, Orlando, Fla.
New and Farm Review

KENT, HAROLD
WENE, Endicott, N. Y.
I See By the Paper

KENNY, H. B.
WLEE, Richmond, Va.
H. B. Kenny

KERLIN, J. C.
(Local & State News Ed.)
WGBF, Evansville, Ind.

KESSLER, DAVID E.
WHAM, Rochester, N. Y.
Today & Yesterday

KIERNAN, WALTER
Columnist, N. Y. Mirror (ABC)

KILGALLEN, DOROTHY
ABC—Star Time With Dorothy Kilgallen

KILLICK, LAWRENCE F.
WCAX, Burlington, Vt.
Views of the News

KING, CY
WEBB, Buffalo, N. Y.

KINGDON, FRANK
WOR, New York, N. Y.

KITTELL, CLYDE
NBC

KLAVAN, GENE
WCBM, Baltimore, Md.
Kavan Comments

KNAPP, MERRILL
WBTA, Batavia, N. Y.
News Edition

KNELL, JACK
WBT, Charlotte, N. C.
News Digest, News and the Story Behind the News

KNIGHT, KIRK
WKMH, Dearborn, Mich.
Kirk Knight & the News

KOOP, THEODORE F.
CBS

KREGELOH, HUBERT
WSPR, Springfield, Mass.
Understand the Peace

KROUSER, CARYL
KWTC, Barstow, Calif.
Local Views of the News

KRUEGER, BILL
KDAL, Duluth, Minn.
Phillips News

KRUGER, KATHRYN
KLIZ, Brainerd, Minn.
4-H Club News

KRUM, TYRELL
NBC—Veterans' Advisor

— L —

LACKEY, HECHT, S.
WSON, Henderson, Ky.

LACOSSITT, HENRY
MBS

LaFORCE, CHARLES
WFOX, Milwaukee, Wis.
Home Edition

LAIRD, STEPHEN
CBS

LaMOUNTAIN, NOAH
WMAS, Springfield, Mass.
Notebook

LANG, WILLIAM
WHN, New York, N. Y.

LANGE, B.
KGDM, Stockton, Calif.
News Round-up

LaPOINTE, ARMAND
WFEA, Manchester, N. C.

LATIMER, JAY
WINS, New York, N. Y.
Inside New York

LATTIMER, DAVID
WOSU, Columbus, Ohio
Instructor in History

LAWLER, TOM
WHBS, Huntsville, Ala.
Morning News

LAWTON, FLEETWOOD
KMPC, Los Angeles, Calif.
KFI, Los Angeles, Calif.
NBC—Fleetwood Lawton

LEMEN, MATT
KPO, Tucson, Arizona
News at Noon-Fifteen

LENHART, GARRY
WHO, Des Moines, Ia.
World Events Commentary

LENOX, JOHN, JR.
KHBG, Okmulgee, Okla.

LEROUX, JOE
KELD, El Dorado, Ark.
News from Home

LESUEUR, LARRY
CBS

LEWIS, ERVIN
WLS, Chicago, Ill.
News Reporter

LEWIS, FULTON
MBS

LITTLE, JAMES A.
WTAG, Worcester, Mass.

LITTLETON, BUCK
WKLF, Clanton, Ala.
Alabama Today

LLOYD, JACK
WAGE, Chicopee, Mass.

LOCKWOOD, DOTY
WCON, Atlanta, Ga.

LOHMAN, P. H.
WJOY, Burlington, Vt.
An Economist Views the News

LONG, CHET
WBNS, Columbus, Ohio
Chet Long News

LONG, PAUL
KDKA, Pittsburgh, Pa.
Plane Talk, Iron City News.
Studebaker News, Vicks News.
Keystone Lumber News

LONG, STUART
KVET, Austin, Tex.
Texas at Ten

LONGMIRE, CAREY
WOR, New York, N. Y.

LORENZ, SHERWOOD
WOSH, Oshkosh, Wis.
Cook & Brown Newscast

LOWE, KEN
RWY, Oklahoma City, Okla.
Merit News

LUDLAM, KENNEDY
NBC—America United, U. S.
Army Air Forces Band

LUKINS, HARRY
KDMO, Carthage, Mo.
Noon News

LUNDY, DAN
KXLA, Los Angeles, Calif.

— M —

MacCABEE, C. B.
WCMA, Corinth, Miss.
Editor Talks It Over

McCARTHY, TOM
(News Editor)
WKRC, Cincinnati, Ohio

McCLURE, KEN
KSIX, Corpus Christi, Tex.
News

McCONNELL, JIM
KLOU, Lake Charles, La.
Regional News

MacFARLANE, IAN ROSS
WFBR, Baltimore, Md.
Frost Motors

MacGREGOR, R. J.
WCBM, Baltimore, Md.
City Hall

MacVANE, JOHN
NBC

McCALL, LAWSON
KEX, Portland, Ore.
Lawson McCall News, Currently Speaking

McCARTHY, CHARLES F.
NBC

McCORMICK, ROBERT
NBC

McDONALD, BOB
KRGV, Weslaco, Tex.
News Editor

McDONALD, IRVING T.
(Analysts)
WEEL, Boston, Mass.
News Analysis

McDONALD, J. J.
WLBR, Lebanon, Pa.
Average Opinion

McCORMICK, ROBERT
WRC, Washington, D. C.

McCUNE, JOHN
WAPT, Birmingham, Ala.
Auburn Daily News

McGIBENY, DONALD
WAIT, Chicago, Ill.

McGRATH, ED
WSPA, Spartanburg, S. C.
News in Review

McHAN, BILL
WJPR, Greenville, Miss.
Noon Edition

McNAMARA, JOHN
(News Editor)
WLPM, Suffolk, Va.

MAHONEY, CLYDE
WTOP, Washington, D. C.

MANSUAY, FRANK P.
WSCR, Scranton, Pa.
News You Need

MANUEL, KEN
WWJ, Detroit, Mich.
News by Manuel

MAPLES, GRADY
KTNM, Tucumcari, New Mex.
World's Eye View of the World Wide News

MARES, JERRY
WCBM, Baltimore, Md.
Journal

MARION, JOHN
WGAT, Utica, N. Y.

MARION, RUSS
WBTM, Danville, Va.

MARLOWE, PAUL
WAYB, Waynesboro, Va.

MARQUES, LUIS
CBS

NEWS COMMENTATORS

MARR, DALE

WBBC, Flint, Mich.
Luncheon News

MARTIN, JIM

WGAR, Cleveland, Ohio

MARTIN, RAY

WALL, Middletown, N. Y.
Sports Review

MARTIN, LOUIS R.

KWHN, Ft. Smith, Ark.

MASTON, GEORGE

KPDR, Alexandria, La.
Noon Newspaper

MATTHEWS, TOM

WFLA, Tampa, Fla.

MAYNARD, ROBERT K.

WSVS, Crewe, Va.
Highlights and Shadows in the News

MEANEY, ED

WESX, Salme, Mass.
Local News

MEHLIN, RUTH E.

KRMD, Shreveport, La.
For Women Only

MEISTER, BOB

WMAM, Marinette, Wisc.
Three Star Edition

MENDELSON, WALLACE

WROL, Knoxville, Tenn.

MENTOR, ART

KNET, Palestine, Tex.
News Editor

MERRILL, CLACUS, G.

WHAR, Clarksburg, W. Va.
AM Edition

MILES, ROBERT

KIXL, Dallas, Tex.
Radio Town Mirror

MILLER, DICK

KDWT, Stanford, Texas

MILLER, J. W.

WTAW, College Station, Tex.
Aggie News

MILLER, JOHN Z.

KGCU, Mandan, N. D.
AP News

MILLER, REX

KHJ, Los Angeles, Calif.
MILICAN, KENNETH A.

KXYZ, Houston, Tex.

MITCHELL, N. P.

WFBC, Greenville, S. C.
World Today

MONROE, BILL

WNOE, New Orleans, La.
New Orleans and the World

MOORAD, GEORGE

KGW, Portland, Ore.
George Moorad Comments

MOORE, HEYWARD

WGNS, Murfreesboro, Tenn.

MOORE, LESLIE

WTAG, Worcester, Mass.
Views of the News

MORGAN, DICK

KTUC, Tucson, Arizona
5-Star Final

MORGAN, ROY E.

WLK, Wilkes Barre, Pa.
Perspective

MORGAN, TOM

WOV, New York City

MORRIS, V. P., DR.

KOAC, Corvallis, Ore.
World in Review

MORLEY, FELIX

NBC

MOZLEY, DON

CBS

MURPHY, BILL

WGES, Miami, Fla.
Shell News Reporter

MURROW, EDWARD R.

CBS

— N —

NASH, R. J.

KSO, Des Moines, Iowa
12 O'Clock News

NEAL, BOB

WMPS, Memphis, Tenn.
NELSON, PAUL

WGN, Chicago, Ill.

NEITHAMER, W. F.

(Newscaster)

KTSA, San Antonio, Tex.

NELSON, HOWARD

WJHP, Jacksonville, Fla.
News & Pgm. Dir.

NELSEN, M. L.

WHO, Des Moines, Ia.
The Billboard

NEMETH, WILLIAM

WARL, Arlington, Va.
Federal Index

NEWHALL, BOB, COL.

WSPB, Sarasota, Fla.
Radio Times

NEWMAN, ERIE

WCLE, Clearwater, Fla.
Noontime Roundup

NIBLING, ALBERT

KRRV, Sherman-Denison, Tex.
News of the Week

NICHOLSON, DON

(Newscasters)
WTAD, Quincy, Ill.

NOBLE, WENDELL

MBS—Newscope

NORTHUP, E. D.

WCNC, Elizabeth City, N. C.

NORWOOD, BILL

CBS

— O —

O'BRIEN, GERRY

KTUC, Tucson, Arizona
Editor Speaks

ODSON, ROBERT J.

KVER, Albuquerque, New Mexico

Korbers Noon News, Evening Headlines

OLIPHANT, R. DUNCAN

WGAN, Portland, Maine
Editors View the News

O'NEIL, BILL

WARS, Wilmington, Dela.
The Wilmington Scene

OPPER, FREDERICK B.

ABC

ORFIELD, BENNETT

WLS, Chicago, Ill.
News Reporter

OTTO, BOB

WCPO, Cincinnati, Ohio
WCPO News

O'SULLIVAN, TIM

WGL, Fort Wayne, Indiana

OUELLETTE, LIONEL

WEEB, Portsmouth, N. H.
Community News of Dover

OWENS, RAY

(Newscaster)
WFBL, Syracuse, N. Y.
Today in Syracuse

— P —

PACE, ESTON

(Newscaster)
KTSA, San Antonio, Tex.

PALMER, BRUCE

WYK, Oklahoma City, Okla.
Okla's Front Page

PARKER, LAURENCE

KMA, Shanandoah, Iowa
Newscaster

PARR, W. H.

WTQC, Savannah, Ga.
Traffic scoreboard

PARSONS, LOUELLA

(Martin, Louella Parsons); b. Freeport, Ill., Aug. 6, 1890; ed. Dixon College; Movie news commentator (ABC).

PASS, DANA

KWKW, Pasadena, Calif.
Pasadena, Calif.

PATTERSON, COLEMAN

WTSB, Lumberton, N. C.
Carolina Reporter

PATTERSON, PAT

WMT, Cedar Rapids, Iowa

PAYTON, JAMES

WDSM, Superior, Wisc.
Tribune Time

PEAK, GENE

WPAD, Paducah, Ky.
D-X News, Sterling News

PEARSON, DREW

ABC

PENNEL, WILLIAM

WORZ, Orlando, Fla.
Bill Pennell Reports

PANNER, RAY

WLOW, Norfolk, Va.
Virginia in the News

PERKINS, DEXTER

WHEC, Rochester, N. Y.
Dexter Perkins

PETER, GEORGE, JR.

KVLF, Alpine, Tex.
Wash. Insid Out

PETERSON, DREXEL

KVFD, Fort Dodge, Ia.
Drexel Peterson & The News

PETERSON, ELMER

KNBC, San Francisco, Calif., NBC

PETERSON, JAMES

(News Editor)
KSL, Salt Lake City, Utah

PETERSON, RALPH HOWARD

NBC

PETTINGILL, SAM

ABC

PETTYJOHN, L. E.

(Farm Director)
WLPF, Suffolk, Va.

PFEIFFER, BOB

WMT, Cedar Rapids, Iowa

PHILLIPS, CHARLIE

KTBS, Shreveport, La.

PINELL, CLAUDE

KPAC, Port Arthur, Texas

POINTEL, C. H.

WFEG, Sumter, S. C.
12:30 Edition

POLK, GEORGE

CBS

POPE, BILL

WENY, Elmira, N. Y.
Sports Front

PRESTON, ART

KTUC, Tucson, Arizona
Morning News, News at Noon

PRINCE, BOB

WCAE, Pittsburgh, Pa.
11th Hour News

PRINGLE, NELSON

CBS

PROVENCE, BOB

WKNA, Charleston, W. Va.
11th Hour News

PURDY, MICHAEL L.

KLPM, Minot, N. Dak.
Labor Speaks

PRYOR, DON

WTOP, Washington, D. C.
CBS

PUTNAM, RUTH

WESX, Salem, Mass.
World Situation

PUTNAM, GEORGE CARSON

News reporter, MC, Narrator; b. Wahpeton, N. Dak., July 14, 1914; Macalester Coll.; Univ. of Minn.; MC, Spotlight on America; Up - to - the - Minute News; In Today Town (Tele-RC); Movietone news and travelogues; Castle Films.

PYLE, J. HOWARD
KTAR, Phoenix, Arizona
Arizona Hi-Lights

— Q —

QUILL, JOSEPH
WBET, Brockton, Mass.

— R —

RABELL, FRED
KSON, San Diego, Calif.
Confid. Yrs.

RAMOS, RALPH
KFDN, Beaumont, Texas
While You Slept

RANDOLPH, JAMES
WWCO, Waterbury, Conn.

RANDOLPH, WILLIAM
(News Editor)
WKMO, Kokomo, Indiana

RAPPELET, A. O.
KCLL, Houma, La.

RAYMOND, FRANK
KVSM, San Mateo, Calif.
Just Evesdropping

REDMOND, DICK
WHP, Harrisburg, Pa.

REDEEN, BOB
WOC, Davenport, Ia.

REED, C. D.
KNEL, Brady Tex.
News

REED, RALPH B.
WNYC, New York, N. Y.
Top Talk of the Day

REEDY, GEORGE E.
WOL, Washington, D. C.

REID, ERLE (DUKE)
KOB, Albuquerque, N. Mex.

REID, PAUL
WFIG, Sumter, S. C.
6:30 Edition

REINHARDT, FRED
WJPF, Herrin, Ill.

REITER, FRED
WFLA, Tampa, Fla.

REYNOLDS, JOHN M.
WLOS, Asheville, N. C.
WLOS News

RHOY, JAMES B.
WFKY, Frankfort, Ky.
This 'N That

RIDENOUR, GORDON M.
WELM, Elmira, N. Y.
Afternoon Extra, 6:00 News.
News Behind the News

ROBERTS, CLETE
KMPC, Los Angeles, Calif.
Clete Roberts Reports

ROBERTS, DONALD
KDB, Santa Barbara, Calif.
12:00 News

ROBINSON, PRESCOTT
WOR, New York, N. Y.

ROBY, MAX
(News Reporter)
KSL, Salt Lake City, Utah

ROGERS, BILL
CBS

ROGERS, JAMES A.
WJMX, Florence, S. C.
Sunday Commentary

ROLLINS, CHAP
KROP, Brawley, Calif.
Valley Farm Reporter, Mid
Morning Summary

ROSE, BILLY
MBS
Pitching Horseshoes

ROSETTE, GEORGE
WEVD, New York, N. Y.
Comments

ROWLEY, BOB
WJR, Detroit, Mich.

ROYAL, PAUL
(News Reporter)
KSL, Salt Lake City, Utah

RUNNION, GUY
KXLW, St. Louis, Mo.
News at Noon

RUSK, CLAY
WHO, Des Moines, Ia.
Studebaker Commentary

RUSSELL, DAVE
KFDM, Beaumont, Tex.
Topline Edition

RYAN, RED
WCOV, Montgomery, Ala.

RYKARD, BRIM
WCOS, Columbia, S. C.
Journal of Air

— S —

SAERCHINGER, CESAR
NBC

SAKRY, CLIFF
KFAM, St. Cloud, Minn.
Central Minnesota News,
Views and Information

SANDERS, WM. L.
WHIO, Dayton, Ohio
Wm. L. Sanders

SARGENT, DWIGHT
WGAN, Portland, Maine
News With Sargent

SARTAIN, AUXFORD
WTBF, Troy, Ala.
Sartain Observations

SCHAUGHENCY, ED
KDKA, Pittsburgh, Pa.
Natural Gas

SAUNDERS, JOHN
WIOD, Toledo, Ohio
Today in Toledo

SAXON, JIM
WJPA, Washington, Pa.
World News

SCANLON, CORNELIUS
(Analysis)
WEEL, Boston, Mass.

SCHENKER, ANDRE
WTIC, Hartford, Conn.
History in the Headlines

SCHILLING, FRED
WBSR, Pensacola, Fla.

SCHOENBRUN, DAVID
CBS

SCHOFIELD, DICK
SCHREINER, RAY

SCOTT, JOHN W.
KABC, San Antonio, Tex.
John W. Scott

SCULLY, FRANCES
ABC

SECONDARI, JOHN
CBS

SEIBELS, GRENVILLE
WIS, Columbia, S. C.
Today's News

SELAH, C. WM.
WHBF, Rock Island, Ill.

SERGIO, LISA
WOV, New York, N. Y.

SEVARED, ERIC
WTOP, Washington, D. C.
News, CBS

SHADEL, WILLARD
CBS

SHAPIO, LIONEL
CBS

SHAW, BRUNO
WNEW, New York, N. Y.

SHELL, TED
CBS

SHERROD, BETTY
WCOL, Columbus, Ohio

SHERRY, BOB

SHINKMAN, PAUL
WBBC, Bethesda-Chevy Chase, Md.

SHINN, JUNEAU
KLIX, Twin Falls, Idaho
Juneau Shinn's Six O'Clock
Edition

SHIRER, WILLIAM L.
MBS

SHOEMAKER, JACK
KONO, San Antonio, Tex.
(Commentator)

SHREVE, GEORGE
KRLO, Lewiston, Idaho
News at Noon

SHULL, WAYNE
(News Editor)
KANS, Wichita, Kans.

SHULTZ, JOHN W.
WMVA, Martinsville, Va.
News of the Day

SHUMATE, HAL
KGBS, Harlingen, Tex.
Your News

SILER, LEON
What's New in Kenosha
WLIP, Kenosha, Wisc.

SILVER, DOUGLAS
WIRA, Ft. Pierce, Fla.
Local & National News

SIMMONS, JAMES
KPBX, Beaumont, Tex.
Washington Inside Out

SIMPSON, CHUCK
WCSC, Charleston, S. C.

SINGER, LAN
WMLO, Milwaukee, Wisc.
World Report

SINGISER, FRANK
WGY, Schenectady, N. Y.
Wultex Program

SHERMAN, ROBERT
(Chief News Editor)
WAVZ, New Haven, Conn.

SKORNIA, HARRY J.
WSAU, Bloomington, Ind.
News & Views

SLATE, CHARLES
WLOE, Leaksville, N. C.
1230 News

SMITH, BRAD
KRGV, Welasco, Tex.
Reddy Kilowatt News

SMITH, COURTNEY
WEOA, Evansville, Ind.

SMITH, DICK
KMCA, San Antonio, Tex.
Newscasts

SMITH, EARLE
(Editor)
KMBC, Kansas City, Mo.

SMITH, HOWARD K.
CBS

SMITH, KATE
MBS
Kate Smith Speaks

SMITH, LEON
(General News Editor)
WBBC, Burlington, N. C.

SMITH, ROY
WJZM, Clarksville, Tenn.

NEWS COMMENTATORS

SMITH, TED A.
KWRC, Pendleton, Ore.
News at Noon

SMITH, TOM Q.
WIOD, Miami, Fla.
The Rambler

SMITS, LEE
WXYZ, Detroit, Mich.

SNYDER, ED
(News Editor)
WDK, Columbus, Ga.

SONNIER, ALDEN
KSG, Crowley, La.

SOWARD, OLAF
WIBW, Topeka, Kans.
Olaf Soward's Viewpoint

SPECK, HUGO T.
WFAA, Dallas, Texas.
Speck Views News

SPRAGG, GRAYDON
WHI, Greenfield, Mass.
Around the Country

STEPHANSON, MALVINA
ABC

STILLE, ELBERT
WHK, Columbus, Ohio
Ward Baking Co.

STURDEVANT, ROBERT
ABC

SULLIVAN, PAUL
KROY, Sacramento, Calif.

SUTCLIFFE, DICK
WROV, Roanoke, Va.
What Goes On Here

SWAYZE, JOHN CAMERON
NBC

SWIFT, JACK
KDKA, Pittsburgh, Pa.
Metropolitan Life News, Keystone Lumber News, Peter Paul News, Mueller News, Youth Looks at the News

SWING, RAYMOND
WMAL, Washington, D. C.

— T —

TANTER, ERIC
KCKN, Kansas City, Kans.
News, K. C. Scene What Does American Freedom Mean to You

TATE, FRANK
WCOL, Columbus, Ohio

TAYLOR, HENRY J.
MBS
Your Land and Mine

TEMPLE, ALVIS H.
WLBJ, Bowling Green, Ky.
News & Views

THERINGER, GEORGE
WRBL, Columbus, Ga.
Sports & Special Events Director

THOMAS, BILL
KDKA, Pittsburgh, Pa.
Main Street Editor

THOMAS, BOB
KEX, Portland, Ore.

THOMAS, CHARLES
WHOO, Orlando, Fla.
Noon Edition, Five Star Final

THOMAS, J. K.
WLOE, Leaksville, N. C.
During the Week

THOMAS, LOWELL
CBS

THOMAS, LYNN C.
KVOE, Santa Ana, Calif.
Local News

THOMPSON, GAIL
WHAR, Clarksville, W. Va.
What is New

TITCHENER, DOROTHY
WENE, Endicott, N. Y.
Dorothy Titchener Presents

TOMPKINS, WILLIAM H.
WROW, Albany, N. Y.

TOMLINSON, EDWARD
NBC

THAYIS, EDWARD
WGH, Newport News, Va.
Edward Travis News

TROUT, BOB
CBS

TREXLER, LARRY
WDIA, Memphis, Tenn.

TRIPPE, JIMMY
WHTB, Talladega, Ala.

TRUE, HAROLD
WWJ, Detroit, Mich.
News By True

TRUERE, ROBERT
WCSC, Charleston, S. C.

TUCKER, L. D.
WMIQ, Iron Mountain, Mich.
Today's Commentary

TURNER, MICHAEL
WKIX, Columbia, S. C.

— U —

UEBELHART, JAMES W.
WSPD, Toledo, Ohio

ULMER, JIM
WMOA, Marietta, Ohio
Noon Edition

UMSCHEID, ARTHUR G.
KOAD, Omaha, Nebr.

ITLLEY, CLIFTON
WMAQ, Chicago, Ill.
News

— V —

VADEBONCOEUR
WCYR, Syracuse, N. Y.
Vadeboncoeur Views the News

VANDERVEER, McCLELLAND
WSGN, Birmingham, Ala.

VAN KIRK, WALTER, DR.
(Minister)
Religion in the News NBC

VESTRO, AL
WWCO, Waterbury, Conn.

VOGT, AUGUST
WDAF, Kansas City, Mo.

VON BERGEN, JOHN
WARM, Scranton, Pa.
News with John Von Bergen

VON TOBEL, PHILIP
WATR, Waterbury, Conn.
C C News

— W —

WADE, BYRON
WTAM, Cleveland, Ohio
Personalities in the News

WADSWORTH, HENRY
WJXN, Jackson, Miss.
News to this Time

WALKER, DANTON
Twin Views of the News.
MBS

WALKER, FRANKYE C.
WFOY, St. Augustine, Fla.
St. Aug. Newsreel

WALLACE, EDWARD
WTAM, Cleveland, Ohio
News Analysis, NBC

WALSH, FRANK J.
(News Editor)
WBCM, Bay City, Mich.

WALSH, J. RAYMOND
WMCA, New York, N. Y.

WALTON, SIDNEY
WINS, New York, N. Y.
Sidney Walton

WARD, HENRY
WKYB, Paducah, Ky.
Ward's Radio Column

WARNER, ALBERT L.
WOL, Washington, D. C.

WATSON, BROOKS
WMBD, Peoria, Ill.

WATSON, LOREN (BUD)
KLIF, Dallas, Tex.
Speaking of Sports, Morning Sports Special.

WATTS, BILL
KRIC, Lewiston, Idaho
Evening Edition

WEBB, HUGH
WKLF, Clanton, Ala.
All the News

WEEKS, EDWARD
ABC
(Editor at Home)

WELLS, CARVETH
KFI, Los Angeles, Calif.
Inside the News

WESP, JOE
WBEN, Buffalo, N. Y.
Ironic Reporter

WHEBEE, CHARLES
WGTC, Greenville, N. C.
News & Views

WHELOCK, HOWARD E.
WKNE, Keene, N. H.

WHITE, DON
KIT, Yakima, Wash.
KIT News

WHITE, JACK
WJR, Detroit, Mich.

WIDMARK, BOB
WMT, Cedar Rapids, Iowa.

WIETING, FRED
WIBG, Philadelphia, Pa.
News at Noon, Northwestern News

WILLIAMS, CLANTON
WTBC, Tuscaloosa, Ala.
Background of News

WILLIAMS, DOC
WADC, Akron, Ohio.

WILLIAMS, GLENN
WAGE, Syracuse, N. Y.

WILLIAMS, RUSS
WHK, Cleveland, Ohio
Richman News

WILLIAMS, WALTER
WSMB, New Orleans, La.

WILLS, DAVID
WMAL, Washington, D. C.

WILLSON, JIMMIE
KWSL, Lake Charles, La.
Views the News

WILLSON, JIMMIE
WAPI, Birmingham, Ala.
Morning News

WILSON, GLEN
WIRE, Indianapolis, Ind.

WILSON, WILLIAM R.
WRVA, Richmond, Va.
William R. Wilson

WINCHELL, WALTER
ABC

— Y —

YEAGER, RAY
KROW, Oakland, Calif.
Milan News

YOE, TOM
KFBU, Lawrence, Kans.

YOUNG, LANDON
News from Mount Oread
ABC

YORK, CAL
KRFO, Indio, Calif.

YOUNG, MURRAY
WHK, Cleveland, Ohio
Murray Young

— Z —

ZEIGEN, JACK
WING, Dayton, Ohio
Zeigen & the News

ZIEBARTH, E. W.
WCCO, Minneapolis, Minn.

Disc Jockeys

—their work during 1947

— A —

- | | | |
|---|---|---|
| <p>AAROE, ALDEN
WRVA, Richmond, Va.
"Wake Up Time"</p> <p>ABBOTT, BILL
WCKE, Dunn, N. C.
Slumberbuster</p> <p>ABBOTT, WALT
KLEB, LaGrande, Ore.</p> <p>ACKLEY, "Happy Cowboy"
DICK
KRUX, Phoenix & Glendale,
Arizona
A. M. Rhythm Roundup</p> <p>ADAMS, BERNIE
WPDQ, Jacksonville, Fla.
600 Club</p> <p>ADAMS, TED
WAIR, Winston-Salem, N. C.
Double Cola Time</p> <p>ADKINS, JACK
KYJC, Medford, Ore.
1230 Club</p> <p>AGNEW, JOHN K.
WHKC, Columbus, Ohio</p> <p>ALBERGHINI, Hal
WCOU, Lewiston, Maine
Krack-Pot Kollege</p> | <p>ALDEN, NORM & (Jimmy Lowe)
KKOL, Fort Worth, Tex.
Juke Box</p> <p>ALEXANDER, LES
WIP, Philadelphia, Pa.
Dawn Patrol</p> <p>ALEXANDER, PAUL
KSL, Salt Lake City, Utah</p> <p>ALLAN, FRANK
KTOP, Topeka, Kans.
Disk Derby</p> <p>ALLAND, FRED
Requestfully Yours
WINK, Ft Myers, Fla.</p> <p>ALLBAUGH, BOB
WOL, Ames, Iowa
Saturday Serenade</p> <p>ALLEN, BOB
KWIN, Ashland, Ore.
Music Box Review</p> <p>ALLEN, DAVE
KFRU, Columbia, Mo.
Musical Clock</p> <p>ALLEN, ED
WMAQ, Chicago, Ill.
The Early Bird</p> <p>ALLEN, FRANKLIN
KAKC, Tulsa, Okla.
Cozy Corner
Allen Franklin Presents</p> | <p>ALLEN, GARRETT
WFRC, Reidsville, N. C.</p> <p>ALLEN, MEL
WINS, New York, N. Y.
Mel Allen Show</p> <p>ALLEN, ROSALIE
WOV, New York City
Prairie Stars</p> <p>ALLEN, TOMMY
WKY, Oklahoma City, Okla.
2315 Club</p> <p>ALLEN, WAYNE
KSEL, Lubbock, Tex.
950 Club</p> <p>ALLEY, LEN
1450 Club
KLO, Ogden, Utah</p> <p>ALLISON, HUGH
WGAC, Augusta, Ga.
Homefolks Frolics</p> <p>ALLYN, KEN
WRNL, Richmond, Va.
Mallbag Programs</p> <p>ALVES, BOB
KPRK, Livingston, Mont.
Rhythm Roundup</p> <p>AMOLE, GENE
KMYR, Denver, Colo.
Off the Record</p> |
|---|---|---|

ted husing

"bandstand"

whn—1050

DISC JOCKEYS

AMSTERDAM, MOREY
WHN, New York, N. Y.
For People Only

ANDERLY, B. H.
KLJZ, Brainerd, Minn.
Concert Miniature

ANDERSON, AXEL
WDEV, Waterbury, Vt.
Record Rendezvous

ANDERSON, BOB
KWLK, Longview, Wash.

ANDERSON, DON
KTFS, Texarkana, Texas
Record Party

ANDERSON, JIM
WIRK, West Palm Beach, Fla.
Platter Party

ANDERSON, LEONARD
KTRB, Modesto, Calif.
Roger Roundup

ANDERSON, WARREN
KBIZ, Ottumwa, Iowa
Anything Goes
1240 Club

ANDREW, BOB
WDUK, Durham, N. C.
Holiday For Strings

ANGEL, BILL
KSVP, Artesia, N. Mex.
1450 Club

ANSON, BILL
KFWB, Hollywood, Calif.
Hollywood, Bandstand

ARDRE, BOB
WNAR, Norristown, Pa.
Jukebox Jamboree

ARMER, ALAN
KEEN, San Jose, Calif.
Hits for Mrs.

ARMSTRONG, BUD
KOWH, Omaha, Nebr.
Mr. Music

ARNOLD, ED
KIEM, Eureka, Calif.

ARTHUR
WHAM, Rochester, N. Y.
This is Arthur

ARTHUR, BOB
WOMT, Manitowoc, Wis.
The Wax Museum

ARTHUR, DOUG
WBIG, Philadelphia, Pa.
Danceand

ARTMAN, PAUL
WJPR, Greenville, Miss.
Bandstand

ASHER, WARREN
WFOR, Hattiesburg, Miss.
Rural Roundup

ASHLEY, ART
WONS, Hartford, Conn.
Club Midnight

ATKINSON, J. C.
WBBQ, Augusta, Ga.
Wake up with J. C.

ATKINSON, WAYNE
KVKM, Monahans, Tex.
KVKM Record Party

AUSTIN, COLEMAN
WROV, Roanoke, Va.
Rub-Scrub Music Club

— B —

BABCOCK, SAM
KWEM, West Memphis, Ark.
Teen Town

BACKMAN, JOHN
KWAL, Wallace, Idaho
All Star Dance Parade

BACON, BOB
WBRE, Wilkes-Barre, Pa.
Bacon For Breakfast

BAILEY, CARL
KXLA, Los Angeles, Calif.
Juke Box

BAILEY, DON
KWLK, Longview, Wash.

BAILEY, NORMAN
WKXL, Concord, New Hamp-
shire
Smile Awhile

BAKER, JACK
WFKY, Frankfort, Kentucky
Musical Clock

BALDWIN, BILL
KSFO, San Francisco, Calif.
Baldwin Show

BALDWIN, BILL
KSO, Des Moines, Iowa
Baldwin's Music Shop & Tea
Time Serenade

BALDWIN, BUD
WHIO, Dayton, Ohio
Breakfast in Bedlam

BALL, JACK C.
KROP, Brawley, Calif.
Jack The Ball Boy

BALL, ROGER
WALT, Tampa, Fla.
Roger

BALTIMORE, ED
WISE, Asheville, N. C.

BANNER, ANDE
KIUP, Durango, Colo.

BANNON, DICK
KIYI, Shelby, Mont.

BARBER, DON
WAGA, Atlanta, Ga.
Jive at Five



DUKE
ELLINGTON
and His Orchestra

Composer, Arranger and Interpreter of
America's Swing Classics

COLUMBIA RECORDING ARTIST

HEARD COAST-TO-COAST AS THE HOST
AND RECORD ROTATOR OF
THE DUKE ELLINGTON SHOW

Double Winner of
ESQUIRE'S GOLD AWARD
1945, 1946
and again in
1947

Direction:
WM. MORRIS AGENCY

. . . **DISC JOCKEYS** . . .

BARBER, DON
WGNI, Wilmington, N. C.
Record Review

BARBER, MARY
KOPF, Ogden, Utah

BARCLAY, AL
WHAT, Phila. Pa.
Sunday Serenade

BARG, MYRON
WJBC, Bloomington, Ill.
1230 Club

BARKER, SAM
KVOU, Uvalde, Tex.
In the Mood

BARLOW, JAY
WHLN, Harlan, Ky.
1230 Club

BARNES, PATT
WJZ

BARR, FRED
WWRL, Woodside, N. Y.
1600 Club

BARRETT, BILL
KVOF, Plainview, Tex.
Alarm Clock

BARRICK, ELDON
KTRB, Modesto, Calif.
Old Time Tunes

BARRY, GENE
WING, Dayton, Ohio
Swing with WING
Lonesome Gal

BARRY, LES
WBEN, Buffalo, N. Y.
Luncheon Club

BARTELL, PAUL
WFOX, Milwaukee, Wis.
Fox Club

BARUCH, ANDRE & (Bea Wain)
WMCA, New York, N. Y.
Mr. and Mrs. Music

BASSO, NICK
WAJR, Morgantown, W. Va.
Rise & Shine

BATCHELOR, RICHARD
WTR, Sanford, Fla.

BEARD, PAT
WSTP, Salisbury, N. C.

BEATTY, ROSS
WELM, Elmira, N. Y.
Coffee & Crumpets Club

BEAUDETTE, CARLTON
WLCX, La Crosse, Wis.
1490 Club

BECKERS, NORB
WDSG, Dyersburg, Tenn.
Open House Party

BECKTEL, EARL
WSNJ, Bridgeton, N. J.

BEECHAM, WALLY
WBRC, Birmingham, Ala.
Anything Goes

BEECHINOR, BOB
KEEN, San Jose, Calif.
Campus Serenade

BEDFORD, PAUL
WFMJ, Youngstown, Ohio

BELANEY, BILL
WCOL, Columbus, Ohio
Home Songs

BELCHER, ROD
KMO, Tacoma, Wash.
The Jazz Show

BELSNAP, AL
WESX, Salem, Mass.
Sunrise Serenade

BELL, BOB
WHOT, South Bend, Ind.
Club Sterling

BELL, CHARLIE
WIS, Columbia, S. C.
In the Groove

BELL, DON
WGH, Newport News, Va.
Off The Record

BELL, KEN
WPDQ, Jacksonville, Fla.
Music 'Til Midnight

BELLAH, MILTON
WDAR, Savannah, Ga.
The Bandstand

BENAC, HENRY
WGLN, Glens Falls, N. Y.
Rhapsodies In Rhythm

BENDER, BOB
KWBU, Corpus Christi, Tex.
Cowboy Roundup

BENGSTON, CHARLES
WATR, Waterbury, Conn.
Melody Time

BENNETT, BING
WAYS, Charlotte, N. C.
Ways Ballroom

BENNETT, FRED
KTSB, San Antonio, Tex.
Merry-Go-Round
Bandwagon

BENSON, BOBO
KYW, Philadelphia, Pa.
On the Sunny Side

BENSON, RED
WINS, N. Y.

BENTLEY, RAY
WROV, Roanoke, Va.
That's My Favorite

BILL ANSON

**"HOLLYWOOD
BANDSTAND"**

K F W B



. . . **DISC JOCKEYS** . . .

- BENUM, ARNOLD**
KMO, Tacoma, Wash.
The Music Room
- BERG, HAL**
WILK, Wilkes-Barre Pa.
Club Swingtime
- BERG, LEE**
KOLN, Lincoln, Nebr.
Curfew Club
- BERGERON, JOLLY**
WSLB, Oradensburg, N. Y.
Sweetmusic Time
- BERMAIN, GEO.**
WKTM, Mayfield, Ky.
Chapel In The Sky
Musical Roundup
- BERNARD, MEL**
WHSC, Hartsville, S. C.
Music Shop
- BERRY, BILL**
WOOO, Orlando, Fla.
Whoot'n Antics
- BERRY, BOB**
WITH, Baltimore, Md.
Wake-Up Baltimore
- BERRYHILL, KEN**
WDIA, Memphis, Tenn.
- BERRYMAN, ED**
WHOT, South Bend, Ind.
Majestic Bandstand
- BETTINSON, WINSLOW**
WHEB, Portsmouth, N. H.
Alarm Clock Club
- BEVERLY**
KBOL, Boulder, Colo.
- BICKFORD, CHARLES**
WOHS, Shelby, N. C.
Merry Merchant
- BIGLEY, DAVID E.**
WJOI, Florence, Ala.
Requestfully Yours
- BILLICH, GEORGE**
WOLF, Syracuse, N. Y.
Campus Clambake
- BILLINGSLEY, WM.**
WADE, Wadesboro, N. C.
- BINGHAM, PETE**
WJOI, Florence, Ala.
Atomic Boogie
- BISHOP, DON**
KGEM, Boise, Idaho
Alarm Klock Klub
- BISHOP, FORREST**
KWLK, Longview, Wash.
- BISHOP, J. DIGE**
WETA, Andalusia, Ala.
All Request Hour
- BLACK, ALAN**
WJPA, Washington, Pa.
Polka Party
- BLAINE, LEE**
WGAD, Gadsden, Ala.
Requestfully Yours
- BLANCHARD, LOWELL**
WNOX, Knoxville, Tenn.
Musical Clock
- BLASE, BOB**
Houston, Tex.
- BLOCK, MARTIN**
Make Believe Ballroom, WNEW;
Chesterfield Supper Club, NBC;
The Martin Block Show, MBS;
Martin Block's Musical Merry-
Go-Round Series at M-G-M;
Martin Block Music Corp. (Hol-
lywood, Calif.), Martin Block
Studio at Encino, Calif.
- BLUE, DAVE**
WTFL, Philadelphia, Pa.
Twin Tune Hits
- BLUETT, SPOTS**
WWCQ, Waterbury, Conn.
- BOBBIT, HAPPY**
WBOB, Galax, Va.
Coffee Time
- BOBISUD, WALT**
KBKR, Baker, Ore.
- BOBKIN, LARRY**
WTAL, Tallahassee, Fla.
Light Flash
- BOELTER, ERWIN**
KJAM, Vernal, Utah
Concert Miniature
- BOGDEN, HILARY**
WJAS, Pittsburgh, Pa.
Come 7—Parade of Stars
- BOGER, EUGENE**
KWYO, Sheridan, Wyoming
Gene's House Party
- BOHANNON, RAY**
KATO, Reno, Nevada
- BOLEN, JIM**
WTL, Carbondale, Ill.
1020 Club
- BOLENDER, RICHARD**
WBRK, Pittsfield, Mass.
Concert Hall
- BOLIN, ART**
WARM, Scranton, Pa.
Swing Session
Uncle Art's Almanac
- BOLTON, BILL**
KSYL, Alexandria, La.
Number Please
- BONAR, LEON**
KAWT, Douglas, Arizona
Morning Music Hall



GEORGE MONAGHAN

"Monaghan's
Morning
Watch"
every morning
6:30-7:00 WOR

DISC JOCKEYS

BOND, BERNARD
KCHS, Hot Springs, New Mexico
Platter Chatter

BONGIORNO, MICHAEL
WHOM, New York City

BOONE, ROBERT
WBYS, Canton, Ill.

BOOSE, DANA
WTSP, St Petersburg, Fla.
The 1380 Local

BOOTHBY, JOHN
WEBR, Buffalo, N. Y.
Sweet Music

BOUCHIER, GENE
WPDQ, Jacksonville, Fla.
Musical Clock

BOVARD, BOB
KWBR, Oakland, Calif.
Dixieland Jamboree

BOWEN, WORCESTER
KWTC, Barstow, Calif.
Teen-Time

BOWERS, BILL
KFMJ, Tulsa, Okla.
Spinner Sanctum

BOWERS, BILL
KAKC, Tulsa, Okla.
Coffee Time

BOWERS, CHARLES
WKDK, Newberry, S. C.
Hillbilly Hit Parade

BOWICK, BILL
WALB, Albany, Ga.
Sweet & Swing

BOWLER, JAMES
WJMR, New Orleans, La.
Club 990

BOWMAN, MAURY
WDIA, Memphis, Tenn.

BOYD, LEX
KROW, Oakland, Calif.
Date at the Krowsbah

BOYSEN, JAMES F.
WTCN, Minneapolis, Minn.
Alarm Clock Club

BOYUM, G. W.
WLBJ, Bowling Green, Ky.
4:00 Special

BRACANOVITCH, TOM
KWIN, Ashland, Ore.
Juke Box Review

BRADFORD, PHIL
WCOL, Columbus, Ohio
Rise and Shine

BRADLEY, BOB
WDAY, Fargo, N. Dak.
Platter & Platter Time

BRADLEY, LYLE C.
WSSV, Petersburg, Va.
Request Club

BRADLEY, NICK
WABI, Bangor, Me.
Easy Rhythm

BRADLEY, WILLIAM V.
WHEB, Portsmouth, N. H.
Platter Parade

BRADSHAW, DICK
WCEC, Rocky Mount, N. C.
Morning Mail
Caro. Coffee Time

BRAGG, CHARLES
WGNS, Murfreesboro, Tenn.
1450 Club

BRAGG, MARION
WNEX, Macon, Ga.
Alarm Clock Club

BRANCH, NEAL
WJHL, Johnson City, Tenn.
Branchin' Out

BRALEY, BILL
KVSP, Santa Fe, N. M.
On the Q.T.

BRANDT, JOSEPH A.
WTPR, Paris, Tenn.
You Asked For It

BRANNON, BOB
KLOU, Lake Charles, La.
Brannon's Open House

BRANT, BILL
KDKA, Pittsburgh, Pa.
Midnighter's Club

BRAZZELL, JIMMY
WHSC, Hartsville, S. C.
Music Shop

BRECHT, LESTER
KURV, Edinburg, Tex.
Pitchin Kurv's

BRELAND, ED
WAML, Laurel, Miss.
Record Review

BRENNAN, BILL
KOLF, Scottsbluff, Nebr.
Disc Time

BRENNAN, BILL
WJOY, Burlington, Vt.
Mid-Morning Varieties
Sandman Serenade

BRENNARD, GEORGE
WLIP, Kenosha, Wisc.
Melody Cruise

BRENNER, BOB
WCOP, Boston, Mass.
Green Room

BRENNER, PAUL
WAAT, Newark, N. J.
Requestfully Yours

BRESSLER, BOB
WARD, Johnstown, Pa.
1490 Club



FRED ROBBINS

JACK LESCOULIE

WOR-Mutual

DISC JOCKEYS

- BREWER, CHARLES W.**
WKRM, Columbia, Tenn.
1340 Club
- BREWER, HUGH**
WKSR, Pulaski-Lawrenceburg,
Tenn.
Lawrenceburg Hour
- BRIAR, STEVE**
KENT, Shreveport, La.
Requestfully Yours
- BRICE, JAMES A.**
WTPR, Paris Tenn.
Disc Jockey's Choice
- BRITT, PAUL**
KCOL, Fort Collins, Colo.
Matinee for Mama
Teen Time
- BRITTON, JACK**
WKGN, Knoxville, Tenn.
Morning Express
- BROCKWAY, BEAMAN**
KIMA, Yakima, Wash.
1460 Club
- BRODE, BUDDY**
WILK, Wilkes Barre, Pa.
- BROKENSHIRE, NORMAN**
WNBC, New York, N. Y.
Norman Brokenshire Show
- BROOKER, KING**
KXO, El Centro, Calif.
Diggin' The Grooves
- BROOKS, ED**
WMIX, Mt. Vernon, Ill.
Coffee Time
- BROOKS, FOSTER**
WKBW, Buffalo, N. Y.
Melody, Inc.
Million Dollar Ballroom
- BROOKS, KIRBY**
WIOD, Miami, Fla.
The Dreambuster
- BROOKS, TOM**
KAWT, Douglas, Arizona
Easy Rhythm
- BROPHY, BILL**
WKNY, Kingston, N. Y.
Number Please
- BROTHERS, BILL**
WHNC, Henderson, N. C.
890 Club
- BROWN, ART**
WOL, Washington, D. C.
- BROWN, BERNARD**
WAPO, Chattanooga, Tenn.
At Sundown
- BROWN, BILL**
WSTP, Salisbury, N. C.
Modern Harmonies
- BROWN, BOB**
WEPM, Martinsburg, W. Va.
Turntable Matinee
- BROWN, BOB**
WFPG, Steel Pier, Atlantic
City, N. J.
1450 Club
- BROWN, ED**
WMGY, Montgomery, Ala.
Wax-Works
- BROWN, RAY**
WDSG, Dyersburg, Tenn.
Swingtime & Night Patrol
- BROWN, ROBERT**
WJLS, Beckley, W. Va.
Curfew Club
- BROWN, WIN**
WWSW, Pittsburgh, Pa.
6 to 8 Special
- BROWNE, GERALD**
KIFI, Idaho Falls, Idaho
Request Matinee
- BRUCE, AL**
WLBR, Lebanon, Pa.
Morning Mirth
- BRUCE, RAMON**
WHAT, Phila, Pa.
Ravin' With Ramon
- BRUCKNER, SKIP**
WGAU, Athens, Ga.
1350 Platter Party
- BUGGEMAN, VERN**
KALL, Salt Lake City, Utah
Melody Mac & Vern
- BRUNER, BOB**
WISH, Indianapolis, Ind.
Variety Hour
- BRYANT, KEN**
KMHK, Michell, S. Dak.
1490 Club
- BRYANT, KENNETH L.**
WKEY, Covington, Va.
- BUCHAN, ALEX**
KXLW, St. Louis, Mo.
Bulletin Clock
- BUCHANAN, PAUL**
WSUA, Bloomington, Indiana
School & College Matinee
- BUDD, MILTON**
WMBD, Peoria, Ill.
- BUHLMAN, CLINT**
WBEN, Buffalo, N. Y.
Clint Buehman
- BULL, BULKELEY, THAD**
KREO, Bakersfield, Calif.
- BULL, FRANK**
KFWB, Hollywood, Calif.
America Dances



MAURICE HART

"START THE DAY RIGHT"

6 to 7 A.M.

"THE HOLLYWOOD
BANDSTAND"

10 A.M. to 1 P.M.

Daily

Monday through Saturday
K.F.W.B.

Hollywood, California

Management
M.C.A.

DEAR ANYBODY (and that means you!):

In case anybody cares who reads this, I'd like to go on record as reminding you that I am CREDITED with having brought more "FIRSTS" to radio than any other guy.

So?—so nothing!—While the others CASH IN ON MY BRAINSTORMS AND TALENTS, I don't even get the chance to swipe back my own ideas!

But I don't care. TELEVISION IS COMING IN . . . AND THAT'S WHEN I'LL BRING BACK RADIO!

ALAN COURTNEY
WNEW—12 NOON DAILY

P. S.—CALL ME ANYTIME.

MU. 2-7001

Write or wire
415 Lexington Ave., N. Y. C.

• • • **DISC JOCKEYS** • • •

BULLINGTON, WILLIAM
KSGM, Ste. Genevieve, Mo.
Music Madness

BULOW, HARRY
WJPR, Greenville, Miss.
Musical Clock

BUNN, JIM
KCMO, Kansas City, Mo.
Meet Mr. Music

BURGE, RALPH
WMPS, Memphis, Tenn.
Rhythm Express
Ralph's Record Shop
Let's Get Up

BURGESS, HARRY C.
WISE, Asheville, N. C.

BURKE, JACK
WICY, Malone, N. Y.
1490 Club

BURKE, RAY
WAIR, Winston-Salem, N. C.
Late Date

BURNETTE, JACK
WALT, Tampa, Fla.
Jooking with Jack

BURNS, ED
WGNV, Newburgh, N. Y.
On the Bandstand

BURNS, STAN
WINS, New York

BURT, GARLAND
WJOL, Florence, Ala.
SSL Hillbillies

BURT, RICHARD
WSAY, Rochester, N. Y.
Timekeeper

BURTON, BOB
WEEK, Peoria, Ill.
Juke Box Revue

BURTON, LINN
WAAF, Chicago, Ill.
Linn Burton Show

BUTLER, DON
WGBS, Miami, Fla.

BYRD, HERB
KXLR, North Little Rock Ark.
After Hours
Boogie and Blues

BYRNES, SYD
WCPS, Tarboro, N. C.
Alarm Clock Club

— C —

CADDELL, GRAHAM
WOLS, Florence, S. C.
Sunrise Serenade
Hill Billy Jamboree

CAIRNEY, JIM
WDSG, Dyersburg, Tenn.
Night Patrol

CALDWELL, FRED M.
KVET, Austin, Tex.
Music Matinee

CAMPBELL, BOB
KWIK, Burbank, Calif.

CAMPBELL, DICK
WDVA, Danville, Va.
Alarm Clock Club

CAMPOS, LALO
KVET, Austin, Tex.
Noche de Fiesta

CANNADY, BILL
WJMO, Cleveland, Ohio
Swing with Bill

CANSLER, KEN
KSEK, Pittsburg, Kans.
Dancing the Polka

CARMELA, LARRY
KYJC, Medford, Ore.
Your Request

CARD, CLELLAN
WCCO, Minneapolis, Minn.
Card's Midnight Show

CARLSON, WILL
WTOO, Toledo, Ohio
Yours for the Asking

CARMAN, JOHN
WELS, Port Huron, Mich.
Yawn Patrol

CARPENTER, BILL
WSNY, Schenectady, N. Y.
Wake-up Time

CARPENTER, CLAYTON
KWRC, Pendleton, Ore.

CARRIGAN, BILL
WKBK, Columbia, Tenn.
Stardust Special

CARROLL, BROOKE
KGVL, Greenville, Tex.
The Brooke Carroll Show

CARROLL, RAY
WHOM, New York City
After Hours

CARSSON, ED
WMAM, Marinette, Wis.
570 Club

CARSWELL, TOM
WCOA, Pensacola, Fla.
Matinee in Rhythm

CARTER, CAL
KAMD, Camden, Ark.
Musical Clock

CARTER, ED
WACE, Chicopee, Mass.
730 Club



TED STEELE



JOHNNY CLARKE

and his Alter Ego
(one on the right is Clarke)
La 4-1200

DISC JOCKEYS

CARTER, JACK
KSEO, Durant, Okla.
Radio Juke Box

CARTER, LeROY
KCTX, Childress, Tex.
Carters Clambake

CARTER, VERNON
WRRF, Washington, N. C.

CASE, KEN
KBON, Omaha Nebraska
1490 Swing Club

CASE, LEE
WCHA, Chambersburg, Pa.
Alarm Clock Club

CASSEL, CHUCK
WDAD, Indiana, Pa.
Jukebox Serenade

CATE, LOU
WENY, Elmira, N. Y.

CATER, VERNON
WRRF, Washington, N. C.
Early Bird Program

CAUDILL, CARL
WGTL, Kannapolis, N. C.
870 Club

CAUSEY, DONALD H.
KHOZ, Harrison, Ark.
Rise and Shine

CAVANAUGH, J.
WARD, Johnstown, Pa.
Hiqh Neighbor

CAVANAUGH, JOSEPH
WENE, Endicott, N. Y.
Jr. Disc Jockeys

CECIL, CHUCK
KPLW, Klamath Falls, Ore.
Requestfully Yours

CHADDOCK, ROBT. N.
KLPR, Oklahoma City, Okla.
Jamboree

CHANEY, BILL
KKO, El Centro, Calif.
3:30 Club

CHANEY, CHARLES
KMYC, Marysville, Calif.
Moonlight Ballroom

CHAPEAU, TED
WMBR, Jacksonville, Fla.
Lazy Bones

CHAPMAN, FRED
WILK, Wilkes Barre, Pa.
Whistling in the Dark

CHARLES, ROBERT
KWTX, Waco, Tex.
Request Club

CHARLES, DOSS
WHMA, Anniston, Ala.

CHASE, EDDIE
KFVD, Los Angeles, Calif.
Eddie Chase Show

CHASE, EDDIE
WOOD, Grand Rapids, Mich.
Off the Record

CHASTAIN, TONY
WGBS, Miami, Fla.
The Nightwatch

CHRISTENSON, FRED
WMPB, Memphis, Tenn.
It's the Tops

CHURCHES, GLENN
KCUR, Sacramento, Calif

CLARK, DOUGLAS
KWEM, West Memphis, Ark.
Western Trails

CLARK GORDON
KRAL, Rawlins, Wyoming
Moods in Melody

CLARK, GORDON L.
KPBX, Beaumont, Tex.
Revolving Bandstand

CLARK, HENRY
WMFF, Plattsburg, N. Y.
Discs & Data

CLARK, LOWELL
KGFF, Shawnee, Okla.
Dinner Dance

CLARK, WARREN
KBOL, Boulder, Colo.
Musical Clock

CLARKE, JIMMY
WAZL, Hazleton, Pa.
Melody Hour

CLARKE, JOHNNY
Announcer, Narrator. b. King-
ston, Ohio, May 10, 13 ed. U.
of Cinn. Cinn. Conservatory of
Music, Miami U. (Ohio). Going
to Town; Three Corner Club,
WINS; Rittenhouse Chimes Show
(Tele).

CLARKE, PAUL
WMT, Cedar Rapids, Iowa
Borden's Ballroom

CLARY, SKEETS
KOSA, Odessa, Tex.
Melody Shop

CLAYTON, BOB
WHDE, Boston, Mass
Boston Ballroom

CLEAVEK, MARSHALL
WKAP, Allentown, Pa.
Down on the Farm
Polka Dots
Yawn Patrol

CLEVELAND, BILL
KMYC, Marysville, Calif.
Bill Cleveland's Bandstand

CLEVELAND, CARLTON
WCRW, Chicago, Ill.
Evening Serenade



TEDD LAWRENCE

"Swingtime"
"Hall Of Fame"
WHN



JACK LACY

"Listen To Lacy"
WINS

• • • **DISC JOCKEYS** • • •

CLIFFER, MAURI
KMPC, Los Angeles, Calif.

CLIFTON, JACK
KPRL, Paso Robles, Calif.
Music Hour

CLIFTON, JACK
WAKR, Akron, Ohio

CLINE, CLAY
WJZM, Clarksville, Tenn.
Midnight Masquerade

CLOSE, VIVIAN
KPCR, Alexandria, La.
Close to You

COHRAN, PAUL
KWVK, Hutchinson, Kans.
1190 Club

CODDON HAL
KFMB, San Diego, Calif.
Cheatin' on The Sandman

COLE, FRED B.
WEDH, Boston, Mass.
Carnival of Music

COLE, DONN RAMON
WLBK, Leesburg, Fla.
Platter Party

COLEMAN, PAUL
WINR, Binghamton, N. Y.
Timekeeper

COLLIE, BIFF
KSTX, Corpus Christi, Tex.
Mailman's Matinee

COLLINS, JOHN S.
KBIR, Knoxville, Tenn.
1240 Club

COLVIN, BILL
WPAX, Thomasville, Ga.
Musical Clock

COMBES, JACK
WFUN, Huntsville, Ala.
Insomniac Serenade

COMBS, MORRISON
WSIC, Statesville, N. C.
Musical Clock

CONDIT, BUD
WCAX, Burlington, Vt.
Turntable Terrace

CONGER, FRED
WREN, Topeka, Kans.
Variety Matinee

CONEY, LARRY
WHAJ, Greenfield, Mass.
Housewife's Serenade

CONGER, BOB
WKBK, Detroit, Mich.

CONNOR, BILL
WEBC, Duluth, Minn.
Friendly Time

CONNORS, TED
WFMJ, Youngstown, Ohio
1450 Club

CONWAY, TOM
Time for Dancing
WHIS, Bluefield, W. Va.

COOK, BOBBY
Mountain Jamboree
WHTN, Huntington, W. Va.

COOK, CARL
KTMS, Santa Barbara, Calif.
Bar None Roundup

COOK, IRA
KFAC, Los Angeles, Calif.
Lucky Lager Dance Time

COOK, JIM
KFDA, Amarillo, Tex.
12:30 Club

COOK, JOE
KDAL, Duluth, Minn.
Open House

COOK, PHIL
WCBS, N. Y.

COOK, RICHARD
WMRN, Marion Ohio
Matinee Variety
Club 1490

COOK, WALTER
KVER, Albuquerque, New
Mexico
Teen Agers

COOKE, JOHN
KTRH, Houston, Tex.

COONTZ, EDDIE
KTUL, Tulsa, Okla.
Morning Watch
KOMA, Oklahoma City, Okla.
Eddie's Corner Store

COOPER, JACK
WAAF, Chicago, Ill.
"Jivin" With Jack Cooper

COOPER, JACK L.
WSBC, Chicago, Ill.
G'oom Chasers
Search for Missing Persons
Rug Cutters

COOPER, JIM
WFNC, Fayetteville, N. C.
Musical Clock

COPE, FRANK
KJBS, San Francisco, Calif.
Alarm Klok Klub

COPELAND, JACK
WWWB, Jasper, Ala.
Flip The Platter

CORCORAN, BILL
WJBO, Baton Rouge, La.
Coffee Time

CORDELL, BOB
WKBK, Detroit, Mich.
Corn Till Morn



BILL LEYDEN

Hollywood

DISC JOCKEYS

CORLEY, BOB
WGRV, Greenville, Tenn.
1340 Club

CORNELL, CURLY
WADC, Akron, Ohio

CORNWELL, BLAINE
KXLW, St. Louis, Mo.
Record Time
Today's Top Ten

CORWIN, HAL
KSRV, Ontario, Ore.
The Corwin Show

COSTLEY, JAN
WINR, Binghamton, N. Y.
You Name It

COURTNEY, ALAN
Radio broadcaster, disc jockey,
MS; b. New York, N. Y., Nov.
29, 1912; NYU; Fordham Univ.;
Courtney's Record Carnival
(MBS); MC for Korn Kobbler
(Recorded); Calling All Girls;
Courtney's Campus Club; WNEW
Varieties.

CRALE, BILL
WCOA, Pensacola, Fla.
Lullaby in Rythm

CRAIG, ED
WBLJ, Dalton, Ga.
Tea Time Tunes

CRAIG, FRANCIS
Featured by Francis Craig
WSM, Nashville, Tenn.

CRAIG, GLEEN
KCLE, Elburne, Tex.
All Hillbilly Shows

CRAIN, MARVIN
KNET, Palestine, Tex.

CAMER, BILL
KOAM, Pittsburg, Kans.
Star Preview

CRAMER, TED
WKY, Oklahoma City, Okla.
Time & Tune Parade

CRANDALL, PAUL
WBLJ, Dalton, Ga.
Breakfast Express

CRANNA, JIM
WSLB, Ogdensburg, N. Y.
1400 Club

CRAVEN, HAROLD
WMFR, High Point, N. C.
Off the Record

CRESWELL, DICK
KELO, Sioux Falls, S. Dak.
Requestfully Yours

CRIST, JIM
WITH, Baltimore, Md.
Tello-Test

CROCKER, LEE
KDMO, Carthage, Mo.
Needlework

CROCKER, ROY
WMMT, McMinnville, Tenn.
1230 Club

CUETARA, RICK
KCOY, Santa Maria, Calif.
June Box Revue

CULVER, CAL
KFYR, Bismarek, N. Dak.
Saturday Swing Session

CUMMINGS, AL
WARR, Arlington, Va.
Cummings Corner

CUMMINS, RAY
WBML, Morehead City, N. C.
Hillbilly Hit Parade

CUNNINGHAM, BOB
KSNP, Artesia, N. Mex.
Jam for Supper

CURD, LARUE
KRSC, Seattle, Wash.
Top O' The Morning

CURTIN, DAVID
WRNY, Rochester, N. Y.
Clock Watcher

CUSICK, FRED
WBET, Brockton, Mass.
Platter Patter

CUTNER, TOMMY
WSLI, Jackson, Miss.
930 Club

— D —

DAILEY, TOM
KWK, St. Louis, Mo.
The Tome Daile Show

DAILY, DICK
WFOY, St. Augustine, Fla.
1240 Club

DALTON, BOB
WRNL, Richmond, Va.
Requestfully Yours

DANA, LES
WSPD, Toledo, Ohio
Show Time

DANIELS, ED
WGRV, Greenville, Tenn.
Luncheon Melodies

DANIELS, MERILL
WRRF, Washington, N. C.
Tunes, Time and Shopping
Tips

DARLEY, LARRY
KVOP, Plainview, Tex.
All-Request

DAUGHERTY, BERT
KWAL, Wallace, Idaho
Yours for the Asking
Music for you

DAVID, ART
KGYW, Vallejo, Calif.
Early Worm

DAVID, TOBY
WJR, Detroit, Mich.

DAVIDSON, BRYAN
WSON, Henderson, Ky.
Melody Time

DAVIDSON, BYRON
WAOV, Vincennes, Indiana
1450 Club

DAVIES, LAWSON S. C.
KCSU, Provo, Utah
Diggin' the Discs with Davies

DAVIS, CLYDE C.
WAYX, Waycross, Ga.
Morning Rise'n Shine

DAVIS, DON
KFRC, San Francisco, Calif.
Flying Discs

DAVIS, ED
WFPG, Steel Pier, Atlantic
City, N. J.
Midnite Platter Party

DAVIS, EDDIE
WTOC, Savannah, Ga.
Alarm Clock Club

DAVIS, HAL
RCMJ, Palm Springs, Calif.
Music for the Party

DAVIS, JOHN LEE
WKEY, Covington, Va.

DAVIS, OVIDE
KCIL, Houma, La.
1490 Club

DAWSON, BILL
WPAV, Portsmouth, Ohio
Housewives Requests
1400 Club

DEAL, JOHN H.
WHCU, Ithaca, N. Y.
Time Service

DEAN, BILL
KBIX, Muskogee, Okla.
Turntable Terrace

DEANE, JOE
WHEC, Rochester, N. Y.
Open House

DEBERING, HARV
KSRV, Ontario, Ore.
10 O'clock Special

DEBIE, DICK
KSGI, Crowley, La.
Tie-Top Tunes

DECKER, VIC
WCMW, Canton, Ohio
Timken Time

DEE, TOMMY
WBST, South Bend, Ind.
Rise and Shine

DeMARSE, WILLARD
WRNY, Rochester, N. Y.
Melody Matinee

DeMILLE, STAN
KSUB, Cedar City, Utah
Columbia Record Shop

DENNEY, ROLAND
KPLT, Paris, Tex.
Cowboy Rhythms

DEPPEN, STAN
WSBA, York, Pa.
Literature on Request

DEUTSCH, EMERY
WQXR, New York, N. Y.
Gypsy Melodies

DeVICTOR, MARTY
WBNS, Columbus, Ohio
Marty's Party

DEVLIN, ANDREW
WBBZ, Vineland, N. J.
Platter Parade

DEVONCHIK, JOE
WBML, Morehead City, N. C.
Musical Reveille

DEVORE, TOM
KVOO, Tulsa, Okla.
Music Room

DeWALD, DON
KHUB, Watsonville, Calif.
Music Box Revue

DICKENS, JIMMY
WKNX, Saginaw, Mich.
Melody Ranch

DICKLER, SID
WMCK, McKeesport, Pa.
Meet the Maestro

DICKSON, DICK
WARS, Wilmington, Dela.
Today's Top Tunes

DIETRICH, RAY
KIST, Santa Barbara, Calif.
Sun-KIST Show

DIGESU, FRED
WJHO, Opelika, Ala.
All-College Review

DILL, GLEN
WTSP, St. Petersburg, Fla.
The Sundial

DILLINGHAM, ALEX
WLSL, Lansing, Mich.
Record Time

DILLNER, BILL
WEDC, Chicago, Ill.
Midnight Flyers

DINSMORE, ED
WOP, Boston, Mass.
Ed Dinsmore Show

DIX, JACK
WBQB, Memphis, Tenn.
Mr. Beecore's Waxworks

DIXON, BILL
WTCB, Flint, Mich.
Record Lounge

DIXON, PAUL
WCPO, Cincinnati, Ohio
The Paul Dixon Show

DOBBINS, JOE
WBNS, Columbus, Ohio
Yawn Patrol

DODD, SAM
WAOV, Vincennes, Ind.
Sad Sam—The Record Man

DISC JOCKEYS

DODGE, OTIS
WHTB, Talladega, Ala.
Yawnbusters

DOLAN, EDDIE
KLOK, San Jose, Calif.
Platter Party

DON, UNCLE
WOR, New York, N. Y.
Uncle Don's Record Party

DONALDSON, BOB
WIMGY, Montgomery, Ala.
Wax-Works

DONALDSON, CHRIS
WOL, Ames, Iowa
Today's Music

DONALDSON, EARN
KALL, Salt Lake City, Utah
Melody Mac & Vern

DOOLEY, PETER
WFKY, Frankfort, Ky.
Dance with Dooley

DOREY, RAY
WBZ-WBZA, Boston, Mass.
Turntable Terrace

DORSEY, BILL
WSKY, Asheville, N. C.
Rhythm Ranch & Sunny Side

DORSEY, JOE
WEMP, Milwaukee, Wis.
Wire Request

DORSEY, TOMMY
WMCA, New York, N. Y.
WHDH, Boston, Mass.
WMMJ, Peoria, Ill.
The Tommy Dorsey Show

DOUGLAS, VAN
WBBK, Detroit, Mich.
Harlem on Parade

DOYLE, JOHN
KIT, Yakima, Wash.
Johnny Come Early

DREPPERD, BOB
WLOW, Norfolk, Va.
Morning in Norfolk

DREYFUSS, DICK
WAGM, Presque, Isle, Me.
Pop Melody Time

DRILLING, JOE C. JR.
KCOK, Tulare, Calif.
Date With A Disc

DU BOIS, CHUCK
KMBY, Billings, Mont.
1240 Club

DUFFY, BOB
WLNE, Laconia, N. H.
At Your Request

DUDDALE, CHARLES
KOIL, Omaha, Nebr.
Melody-Go-Round

DUGGAN, TOM
KEEN, San Jose, Calif.
KEEN Kapers

DUGGERS, MELVIN
WKRK, Columbia, Tenn.
Hillbilly Melodies

DUKE, TOMMY
WMLT, Dublin, Ga.
WMLT Dancing Party

DUNCAN, JIM
WEBQ, Harrisburg, Ill.
Requestfully Yours

DUNDAS, BOB
KTHT, Houston, Tex

DUNLAP, WALLACE
WLIZ, Bridgeport, Conn.
Dial Dunlap

DUPUY, MONTY
WNCA, Asheville, N. C.
Requestfully Yours

DURST, LAVADA
KYET, Austin, Tex.
Rosewood Ramble

DWYER, DONN
KFNE, Shenandoah, Iowa
Watching the Grooves

DYER, DON
WAYB, Waynesboro, Va.
Your choice

— E —

EARLE, BOB
WKOW, Madison, Wisc.
Midnight in Madison

EARLE, BOB
WROK, Rockford, Ill.
1440 Club

EAST, HARRY
WDAK, Columbus, Ga.
Talk of the Town

EATON, E.
WAIM, Anderson, S. C.

EATON, GORDON
WCCO, Minneapolis, Minn.
Music Made in USA

ECKERT, ED
WKNY, Kingston, N. Y.
Musical Clock

ECKLES, DAMON
WTSP, St. Petersburg, Fla.
Junior D J Club

ECKLES, POP
WBGE, Atlanta, Ga.

EDELL, BOB
WJBC, Bloomington, Ill.
Tik Tok Time

EDGAR, BILL
WBEJ, Elizabethton-Johnson
City, Tenn.
Breakfast Club

EDNEY, GRADY
WLOS, Asheville, N. C.
Skyland Ballroom

EDWARDS, FRED
KRDL, Dallas, Tex.

EDWARDS, JOHNNY
KATL, Houston, Tex.
Chuckwagon Call

EDWARDS, LEE
WLIP, Kenosha, Wisc.
Chore Time
Let's Go Show

EDWARDS, MARTIN
WANN, Annapolis, Md.
Matinee Music

EIGEN, JACK
WINS, New York, N. Y.
Meet Me at the Copa

EILERS, BILL
KEEN, San Jose, Calif.
Saddle Pals

EKKER, GERALD
KBIO, Burley, Ida
Saturday Afternoon Swing
Session

ELLEN, MARVIN
WCAO, Baltimore, Md
Varieties

ELLINGTON, DUKE
NBC-CBS-MBS-WMCA.

ELLINGTON, STEVE
KOAC, Corvallis, Ore.
Ride 'Em Cowboy

ELLIOTT, BOB
WHDH, Boston, Mass
Back Day Matinee

ELLIOTT, DON
WEAS, Decatur, Ga.
Mike Fright

ELLIOTT, DOYCE
KXOX, Sweetwater, Tex.
Coffee Cup Review

ELLIOTT, JAY
WBBC, Flint, Mich.
Tommy Dorsey Show

ELLIOTT, PERRY
WRLD, West Point, Ga.
Round-Up Time

ELLSWORTH, JACK
WHLM, Providence, R. I.
Record Review

ELSNER, ROY
KECK, Odessa, Tex.
Melody Matinee
920 Special

ENGLE, HOLLAND
WGN, Chicago, Ill.

ENGLISH, JIMMY
WKYB, Paducah, Ky.
Saturday Session

ENTERLINE, BERNE
WMMJ, Peoria, Ill.
1020 Club
Bern's Bandstand

ERWIN, TOMMY
KVLK, Alpine, Tex.
Platter Party
Alarm Clock Club
Cavalcade of Music

EUBANKS, BOB
KORE, Eugene, Ore.
At Your Command
North's Melody Inn

EVANS, BILL
WGAU, Athens, Ga.
Good Morning Circle

EVANS, BILL
WGN, Chicago, Ill.

EVERSON, CHRIS
WMOX, Meridian, Miss.
Solid Senders

EVANS, DON
WGVK, Charleston, W. Va.
Ham N' Eggs

EVANS, JEFF
KRUL, Corvallis Ore.
Early Worm Club

EYCK, SID TEN
KSAN, San Francisco, Calif
Sid Ten Eyck Show

— F —

FACEMEYER, ROY
WSNJ, Bridgeton, N. J.
Jersey Jamboree

FAGAN, FRANK
WGTC, Greenville, N. C.
Block Party

FAIR, JIM
WLEB, Richmond, Va.
Spillite on Music

FARBER, BURT
WSAI, Cincinnati, Ohio
Burt Farber Show

FARKAS, REMY
WQXR, New York, N. Y.
Record Rarities

FARMER, JON
WAGA, Atlanta, Ga.
Early Worm
Hillbilly Hit Review

FARRELL, MAURY
WAPI, Birmingham, Ala
Matinee In Birmingham

FAULKNER, BILL
WISH, Indianapolis, Ind.
Whoosier Requesime

FAUST, BOB
KVOW, Littlefield, Texas

FAY, LEW
KONO, San Antonio, Tex.
10 O'clock Tunes
Rythm & Romance

FETHERSTONE, CHARLIE
WWSC, Glens Falls, N. Y.
Charley Featherstone

FELLER, SHERM
WEEL, Boston, Mass
Club Midnight

FELTON, BILL
WNAM, Neenah, Wisc.
Valley Varieties

FERGUSON, BILL
WHHT, Durham, N. C.
Midnight Serenade

DISC JOCKEYS

- FERGUSON, JIM**
WCBT, Roanoke Rapids, N. C.
Especially for You
- FERRIBY, ERNEST**
WELB, Por Huron, Mich.
12 O'clock Club
- FIELD, CHAS.**
KWLN, Ashland, Ore.
Wake up Rogue Valley
- FIELDER, JOHN**
WBET, Harrison, Tenn.
Shoppers Express
- FINCH, BUD**
WELI, New Haven, Conn.
Coffee Club
- FINNERTY, HUGH**
KCRC, Enid Okla.
Matinee Time
Screen Song Hits
- FISHER, JIM**
WFOY, St. Augustine, Fla.
Ham 'n Eggs
- FISHER, AL**
WFMJ, Youngstown, Ohio
- FISHER, LARRY**
KVKM, Monahans, Tex.
Alarm Clock Club
- FISK, JIM**
KGFN, Grass Valley, Calif.
Anything Can Happen
- FITZGERALD, GORDON**
WBAP, Fort Worth, Tex.
Time and Tempo
- FLAHERTY, BOB**
WSKY, Asheville, N. C.
Melody Matinee
- FLANNIGAN, LON**
WGVA, Geneva, N. Y.
Really The Blues
- FLECKY, JERRY**
WGAJ, Presque Isle, Me.
Let's Dance
- FLEISCHMAN, SOL, J.**
WDAE, Tampa, Fla.
Wake up Tampa
- FLEMING, JOEL**
WPAM, Pottsville, Pa.
Anthracite Club
- FLEMING, ROBERT**
KID, Idaho Falls, Idaho
The Fleming Show
Swingtime
- FLETCHER, FRED**
WRAL, Raleigh, N. C.
Tempus Fugit
- FLORENCE**
WGAY, Silver Spring, Md.
Florence, Girl Disc Jockey
- FOLAND, MYLES**
WWXL, Peoria, Ill.
Found Revue
- FORBES, BOB**
WJMX, Florence, S. C.
Alarm Clock
- FORD, ART**
WNEW, New York, N. Y.
- FORD, ERNEST J.**
KFXM, San Bernardino, Calif.
Dede Ranch Party
- FORD, JOHN**
WTGN, Minneapolis, Minn.
John Ford Show
- FORD, MILTON Q.**
WWDC, Washington, D. C.
Morning Show—6 to 9:15
- FORMAN, WIN**
WARM, Scranton, Pa.
Sunny Side of the Street
- FORSTER, BOB**
WICA, Ashtabula, Ohio
Wake up and Scream
- FORSTER, ROGER**
WEOA, Evansville, Ind.
- FORSYTHE, JIM**
WDSO, New Orleans, La.
In the Groove
- FOSTER, BIL**
WABJ, Adrian, Mich.
Radio Juke Box
- FOWLER, FROSTI**
KWSC, Pullman, Wash.
Jive at Five
- FOWLER, J. B.**
WPAD, Paducah, Ky.
Platter Parade
- FOWLER, JIM**
WGPC, Albany, Ga.
Record Shop
- FOWLER, JUDGE**
WGPC, Albany, Ga.
Musical Clock
- FOX, BILL**
KGY, Olympia, Wash.
- FOX, FRANCKE**
WHLN, Harlan, Ky.
Doghouse Program
- FOX, GARY**
KILQ, Grand Forks, N. D.
Band Of The Day
- FOX, SYLVAN**
KSYL, Alexandria, La.
1400 Melody Lane
- FOY, FRED**
WXYZ, Detroit, Mich.
Sunrise Serenade
- FRANCIS, AL**
WKST, New Castle, Pa.
Name the Program
- FRANCIS, JOE**
WNHC, New Haven, Conn.
Musical Mail Call
Night Club of the Air
- FRANK, PAUL B.**
WHKC, Columbus, Ohio
- FRANKLIN, DON**
WTMC, Ocala, Fla.
Melody Lane
- FRANKLIN, JOHN**
KTKC, Visalia, Calif.
940 Alarm Clock
- FRAY, JACQUES**
WQXR, New York, N. Y.
Listening with Jacques Fray
- FRAZIER, BOB**
WMMN, Fairmont, W. Va.
Alarm Clock
920 Club
- FRAZIER, HAL**
WMVA, Martinsville, Va.
- FRAZIER, JIM**
WMNC, Morganton, N. C.
Record Request Show
- FREDRICKS, FRANK**
WTAM, Cleveland, Ohio
Frank Fredricks
- FREEBAURNSMITH, THOMAS**
KFWB, Hollywood, Calif.
- FREED, ALAN**
WAKR, Akron, Ohio
Request Review and Matinee
- FREIMAN, PAUL**
KOK, Tulare, Calif.
Records in Review
- FRENCH, CHARLIE**
WWNR, Beckley, W. Va.
Hillbilly Jamboree
- FRENCH, JACK**
KILQ, Grand Forks, N. D.
Off The Record
- FRIELING, JIM**
WEBR, Buffalo, N. Y.
Featuring Frieling
- FRISTOE, WILTZ**
WJLM, Lewisburg, Tenn.
Breakfast Club
Swing Club
- FRITSCH, ELWOOD**
KXOX, Sweetwater, Tex.
Sat. Hit Review
- FRITZ, DONALD**
WHKC, Columbus, Ohio
- FRONT, BILL**
KGFN, Grass Valley, Calif.
Dance Time
- FRONT, JACK**
WGH, Newport News, Va.
Clock Watcher
- FROST, JACK**
WMIN, St. Paul, Minn.
Requestfully Yours
- FRYMIER, LARRY**
WKAR, East Lansing, Mich.
Dawn Salute
- FULLER, BOB**
WKNE, Keene, N. H.
- FULMER, ALLAN**
WFIG, Sumter, S. C.
Hits of the Week
- FULSOM, JERRY**
KADA, Ada, Okla.
Melody Roundup
- FUSCO, DAN**
WKAL, Rome-Utica, N. Y.
The Timekeeper

— G —

- GABRIEL, DON**
WJW, Cleveland, Ohio
Dawn's Early Light
- GAGNON, ED**
WMFE, Plattsburg, N. Y.
Midnight in Plattsburg
- GAINES, JERRY**
WPPA, Pottsville, Pa.
1360 Club
- GALLAHER, EDDIE**
WTOF, Washington, D. C.
Moondial
- GAMBLE, BILL**
KFRU, Columbia, Mo.
Pin Up Melodies
- GAMBLING, JOHN**
WOR, New York, N. Y.
Rambling with Gambling
- GARCIA, GENE**
WALT, Tampa, Fla.
Uncle Gen
- GARLAND, HOWARD**
WDVA, Danville, Va.
Juke Box Revue
WAX Museum
Midnight Serenade
- GARRITY, BOB**
WHON, N. Y.
- GARROWAY, DAVE**
WMAQ, Chicago, Ill.
11:60 Club
Dave Garroway Show
- GAY, CONNIE B.**
WARL, Arlington, Va.
Let's Be Gay
- GEARHART, VAL**
KFXM, San Bernardino, Calif.
Open House
- GEE STAN**
WGAR, Cleveland, Ohio
Impressions in Wax
- GEHLERT, BILL**
WTEL, Philadelphia, Pa.
- GENTRY, BILL**
WKNA, Charleston, W. Va.
Top O' Morning
- GEORGE, NELSON**
WDBO, Orlando, Fla.
Yawn Patrol
- GERM, BUD**
WHLB, Virginia, Minn.
Polka Party
- GHIORSE, LARRY**
WBET, Brockton, Mass
Turntable Terrace

DISC JOCKEYS

- GIBBONS, JIM**
KTNM, Tucumcari, New Mexico
Quiz 'Em With Rhythm
- GIBBONS, JIM**
WMAL, Washington, D. C.
Town Clock
- GIBNEY, JOE**
KLIX, Twin Falls, Idaho
Poe's CLICKS Club
- GIBSON, DON**
WJRI, Lenoir, N. C.
Midnight Dancing Party
- GIBSON, GERRY**
WJOY, Burlington, Vt.
4:45 Special
- GILBERT, DICK**
KRUX, Phoenix & Glendale, Arizona
Latin-American Hour
The Dick Gilbert Show
- GILLARD, MARSHALL**
WAIM, Anderson, S. C.
- GILLESPIE, BOB**
WONS, Hartford, Conn.
Turntable Memories
- GILLIAM, ROBERT**
WKBB, Dubuque, Iowa
Off the Record
- GILMAN, HAL**
WSLB, Ogdensburg, N. Y.
At Your Request
- GILMORE, BRUCE**
WABJ, Adrian, Mich.
Matinee at Club 1500
- GINGERY, LOUDEN**
KVAK, Atchison, Kan.
1450 Club
- GITTUS, ART**
WABJ, Adrian Mich.
Record Shop
- GLACKIN, W. O.**
WWWB, Jasper, Ala.
Morning Music
- GLADNEY, NORMAN**
WWDG, Washington, D. C.
Tune Inn
- GLOVER, WILLARD**
WMBS, Uniontown, Pa.
Request Express
- GLYNN, JACK**
KIUL, Garden City, Kans.
Coffee Club
- GOBER, JIM**
KNOW, Austin, Tex.
Rhythm Roundup
- GOERNER, BOB**
KQW, San Jose, Calif.
Curfew Club
- GOMON, ED**
WHMA, Anniston, Ala.
Supper Serenade
- GONZALAS, NAP**
KVSP, Santa Fe, N. M.
Santa Fe Hour
- GOODMAN, DAVE**
WFUN, Huntsville, Ala.
Fun Time
- GORDON, KEITH**
KFKA, Greeley, Colo.
It's Time to Dance
- GORDON, BILL**
WHHM, Memphis, Tenn.
1340 Club
- GORMAN, M. C.**
WSGC, Elberton, Ga.
Rise & Shine
- GOSLIN, JOHNNY**
KRUL, Corvallis, Ore.
Hi Jinks
- GOULD, DICK**
WLOW, Norfolk, Va.
Who's Singing that Song
- GOULDY, TED**
WBAP, Fort Worth, Tex.
Sat. Morning Round-Up
- GROVE, ELLIOTT**
WSYR, Syracuse, N. Y.
Club 570
- GRADY, JOE**
WPEN, Phila., Pa.
950 Club
- GRAHAM, HERB**
KFEQ, St. Joseph, Mo.
KFEQ Disc Derby
- GRANAS, MORT**
WTBC, Tuscaloosa, Ala.
Platter Parade
- GRANT, JIM**
WSPB, Sarasota Fla.
The Dream Smaller
- GRANT, KEN**
KMAC, San Antonio, Tex.
Hillbilly Hit Parade
- GRAULICH, BERT**
WBAY, Coral Gables, Fla.
- GRAY, BARRY**
WKAT, Miami Beach, Fla.
- GRAY, CLIFF**
WSFA, Spartanburg, S. C.
- GRAY, DON**
WADE, Wadesboro, N. C.
- GRAY, FRED**
WGWR, Asheboro, N. C.
Record Roundup
- GRAY, GORDON**
WJR, Detroit, Mich.
- GRAY, HU**
KTSW, Emporia, Kansas
Music Makers Jamboree
- GRAY, JOHNNY**
WELM, Elmira, N. Y.
Sunrise Serenade
- GRAY, MITCH**
WJPA, Washington, Pa.
Breakfast with You
- GRAYSON, JAY**
WANN, Annapolis, Md.
Yawn Patrol
- GRAYSON, MEL**
WSSV, Petersburg, Va.
Mood Indigo
- GREBE, FRED**
WHAI, Greenfield, Mass.
Musical Mailman
- GREEN, ART**
WINS, WNEW, N. Y.
- GREEN, JOHNNY**
KVFD, Fort Dodge, Ia.
78 'till 12
- GREENE, CARL**
KSON, San Diego, Calif.
Carl Calls
- GREGORY, GREG**
KVER, Albuquerque, New Mexico
Music for the Girls
- GREGG, TOM**
WREN, Topeka, Kans.
The Nightwatchman
- GREGSON, JACK**
KSFO, San Francisco, Calif
- GREY, JERRY**
KCHS, Hot Springs, New Mexico
Wake up Hot Springs
- GRIBBLE, JACK**
KFBC, Cheyene, Wyoming
1240 Club
- GRIFFIN, DAN**
WGTM, Wilson, N. C.
Mail Bag
- GRIFFITH, BILL**
KOL, Seattle, Wash.
Date Disc
- GRIFFITH, JIM**
KFDM, Beaumont, Tex.
Rythm Time
- GROFF, WILL**
WJEJ, Hagerstown, Md.
Rise and Shine
- GROHMAN, JIM**
WFPG, Steel Pier, Atlantic City, N. J.
Musical Clock
- GROSS, CLAIR**
KSIB, Creston, Iowa
Mystery Melody
- GROVE, BILL**
WFNC, Fayetteville, N. C.
Port Bragg Hour
- GROVE, JERRY**
WPAY, Portsmouth, Ohio
Musical Clock
- GUARDINO, M. J.**
KUIN, Grants Pass, Ore.
Afternoon Jamboree
- GUESS, BOB**
WLBI, Mattoon, Ill.
Request Time
- GUNDERSON, DALE**
KXRO, Aberdeen, Wash.
Make Mine Music
- GUNNELLS, BARBARA**
WRBK, Detroit, Mich.
Royalties of Jazz
- GUNTHEROTH, HARRY**
KOME, Tulsa, Okla.
- GUTHRIE, BILL**
WTAW, College Station
Coffee Club
- GUY, AUBREY**
WMC, Memphis, Tenn.
Bandstand Serenade
- GWYN, JACK**
KTBC, Austin, Tex.
Coffee Time
- GWYNN, Z. V. "Easy"**
WIBC, Indianapolis, Ind.
Easy Does It
Easy Listening



- HADLEY, BILL**
KXLR, N. Little Rock, Ark.
Collector's Corner
Juke Box Revue
- HADLEY, DOUG**
WJPF, Herrin, Ill.
Tops in Tunes
- HAGAN, STAN**
WMAN, Mansfield, Ohio
Wake up and Live
- HAGEMAN, JIM**
WCHV, Charlottesville, Va.
Musical Clock
- HAGEN, CLIFF**
KGDM, Stockton, Calif.
Melody Hour.
- HALE, BILL**
WBEJ, Elizabethson, Johnson City, Tenn.
1240 Club
- HALE, BILL**
WROM, Rome, Ga.
Records at Random
- HALL, CHARLES E.**
WCSC, Charleston, S. C.
- HALL, NORMAN**
WOMI, Owensboro, Ky.
Strictly Informal
- HALL, RUSS**
WFPA, Dallas, Tex.
Once Over Weekly
- HALL, WILLIAM**
KVMT, Twin Falls, Idaho
- HALLENBECK, KEN**
WKNE, Keene, N. H.
- HALLOCK, WILES**
WNAE, Warren, Pa.
Mile of Smiles
- HAMILTON, JOE**
WLBJ, Bowling Green, Ky.
Get Up & Grin

DISC JOCKEYS

- HAMILTON, JOHN**
KPRL, Paso Robles, Calif.
Uncle Johnny's Bandbox
- HALLWOOD, DICK**
WBBC, Flint, Mich.
After Hours Club
BBC Ballroom
- HAMMOND, CHARLES**
WMBO, Auburn, N. Y.
Musical Clock
- HANCOCK, JOHN**
WFRP, Savannah, Ga.
Danceand
- HANNAH, BOB**
WFIG, Sumter, S. C.
Musical Clock
- HANNAH, LLOYD**
KELA, Centralia & Chehalis,
Washington
Insomnia Club
- HANRAHAN, ED**
WTHE, Baltimore, Md.
- HANSEN, ROY**
WOJS, Hartford, Conn.
Roy Hansen Show
- HAPGOOD, ART**
KPRL, Paso Robles, Calif.
Platter Parade
- HARDISON, BOB**
KVWC, Vernon, Tex.
Variety Time
- HARE, HOBART**
KPRD, Alexandria, La.
B'fast Cabaret
- HARGREAVES, BERNIE**
WENY, Elmira, N. Y.
- HARLAND, CHUCK**
KSRV, Ontario, Ore.
Skumber Busters
- HARMES, FRANK**
WITH, Baltimore, Md.
Swing Class
- HARPER, JOHNNY**
WWEL, Woodside, N. Y.
Kitchen Kapers
- HARRELL, BILL**
KVOP, Plainview, Tex.
Dancing by Request
- HARRILL, NELSON**
WGWR, Asheboro, N. C.
Good Neighbor Time
Wake Up Time
- HARRINGTON, BILL**
WESX, Salem, Mass.
Tea Time Ballroom
- HARRIS, BILL**
WHMA, Anniston, Ala.
All-Request Hour
- HARRIS, CRAIG**
KLX, Oakland, Calif.
Craig Harris Matinee
- HARRIS, DEAN**
WAGE, Syracuse, N. Y.
Request Time
- HARRIS, DICK**
WCIP, Madisonville, Ky.
- HARRISON, CHARLIE**
WTAW, College Station, Tex.
Record Rack
- HARRISON, JACK**
WLAV, Grand Rapids, Mich.
Late Risers
- HART, MAURICE**
Announcer, Disc Jockey, b.
N. Y. C., N. Y. Jan. 6, '09.
Start the Day Right; The Holly-
wood Bandstand; KFWB, Holly-
wood, Calif.
- HARTELY, JIM**
WGGA, Gainesville, Ga.
1240 Club
Hillbilly Hit Parade
- HARTMAN, ROME**
WIRK, West Palm Beach, Fla.
Morning Toast
- HARVEY, BOB**
KDRO, Sedalia, Mo.
Swing Serenade
- HARWELL, DICK**
KRGY, Westlaco, Tex.
Dreamland Ballroom
- HARWELL, ERNIE**
WBGE, Atlanta, Ga.
- HARWOOD, CHRIS**
WBUD, Morrisville, Pa.
Chris Harwood Showcase
- HASELTINE, FRED**
WDNC, Durham, N. C.
Alarm Clock Club
- HASKINS, RALPH**
WKTW, Mayfield, Ky.
Wake Up and Live
- HASSING, DOUG**
WTOC, Savannah, Ga.
Flavor Rangers
- HAUG, CARL**
WKRQ, Ala.
Dixie Platter Party
- HAUTE, JIM**
KLMP, Minot, N. Dak.
Revolving Bandstands
- HAYWORTH, JAY**
KWOC, Poplar Bluff, Mo.
1340 Klamworks
- HAYS, JIM**
KVOA, Tucson, Arizona
Music by Request
- HEAD, BYRON L.**
KOLL, Omaha, Nebr.
Alarm Clock Club
- HEALY, GARY**
KBUN, Bemidji, Minn.
Mid-day Matinee
- HEGARD, KEN**
WFOJ, Milwaukee, Wis.
Pancake Parade
- HEGGEN, HAROLD**
KTW, Seattle, Wash.
Just Misc
- HEMINGWAY, JACK**
KXLE, Ellensburg, Wash.
Yawn Patrol
- HEMRICK, JOHN**
WBHF, Cartersville, Ga.
Morning Jamboree
- HENDERSON, SCOTT**
KTCU, Tucson, Arizona
Juke Box Jamboree
- HENKE, CHAS.**
WFHR, Wisconsin Rapids,
Isc.
Music Til sign-off
- HENNESSEY, FRANK**
WSYR, Syracuse, N. Y.
Timekeeper
- HENNESSY, TOM**
WPAK, Charleston, S. C.
Requestfully Yours
- HENRY, GIL**
KOPP, Ogden, Utah
Call A Cop
- HENSON, DOUG**
WVMG, Milledgeville, Ga.
Five til Five
- HERMAN, CHARLIE**
WLAV, Grand Rapids, Mich.
Music for Milady
- HERNON, PAT**
WKOW, Madison, Wis.
Harmony House
- HERRING, WARREN**
WAGC, Chattanooga, Tenn.
Moonlight Melodies
- HERRINGTON, HUBERT**
KPRX, Beaumont, Tex.
I-Name-It
- HERRIOTT, RICHARD**
KVSE, Santa Fe, N. M.
12-60 Club
- HERSON, BILL**
WRC, Washington, D. C.
- HESTER, ART**
KSEK, Pittsburg, Kans.
Five-Five Show
- HEWEY, D.**
WIBV, Belleville, Ill.
Downey Hewey Show
- HICKOK, BILL**
WCOON, Atlanta, Ga.
Harmony House
Ansley Supper Club
- HILDAHL, HENRY**
KORE, Eugene, Ore.
Night Owl Bandwagon
- HILDEBRAND, BERNADO**
WRNO, Orangeburg, S. C.
- HILEY, JOE**
KGY, Olympia, Wash.
- HILLE, DALTON**
WHIZ, Zanesville, Ohio
Breakfast in Bedlam
- HICKE, GLENN**
WPAX, Thomasville, Ga.
As You Like It
- HICKOK, BILL**
WCOP, Boston, Mass.
Harmony House
Bill Hickok Show
- HOCKETT, CHARLES**
KOC-A, Kilgore, Tex.
Eye Opener
- HOFF, GRANT**
KGME, Boise, Idaho
Spinner's Delight
- HOFFMAN, WAYNE**
WKMO, Kokomo, Indiana.
- HOFFPAUR, JAY**
KSGI, Crowley, La.
Coffee Time
- HOGAN, ED**
KWBC, Fort Worth, Tex.
Hogan's Alley
- HOGAN, GEO.**
WOR, N. Y.
- HOGGATT, JACK**
KIT, Yakima, Wash.
Destination Midnight
- HOGUE, DICK**
WKNA, Charlestown, W. Va.
Midnight Music
- HOKANS, ARNE**
WKLA, Ludington, Mich.
Morning Varieties
Let's Dance
- HOLLANDSWORTH, DENNIS**
WOAY, Oak Hill, W. Va.
Juke Box Revue
- HOLMAN, PHIL**
KMJ, Fresno, Calif.
Tops in Pops
- HOLMES, CHARLIE**
WDVA, Danville, Va.
Holmes Hayloft
- HOLMES, JOHN**
KWLX, Longview, Wash.
- HOLT, BOB**
KGFV, Kearney, Nebr.
- HOPPS, HIRAM**
WOLF, Syracuse, N. Y.
WOLF Buckaroo
- HORN, BOB**
WIP, Philadelphia, Pa.
Midnight Bandwagon
- HORTON, HAL**
KRLD, Dallas, Texas
- HOTCHKISS, TOM**
KGER, Long Beach, Calif.
Housewives' Music Hall
- HOULIHAN, BILL**
WWXL, Peoria, Ill.
Dawnbuster

DISC JOCKEYS

HOUSTON, HAROLD
KBLF, Red Bluff, Calif.
1490 Club
Old Chisholm Trail

HOWARD, DALE
KVOX, Moorhead, Minn.
Juke Box Revue

HOWARD, DON
WEBC, Duluth, Minn.
Don Howard Show

HOWARD, HANK
WATR, Waterbury, Conn.
Little Symphony

HOWARD, TONY
WPIK, Alexandria, Va.
Melody Matinee

HUDSON, HARVEY
WLEE, Richmond, Va.
1450 Club

HUGHES, RUSH
KXOK, St. Louis, Mo.
Song and Dance Parade
Rush Hughes Show

HULSEY, JACK
KYWC, Vernon, Tex.
Platter Parade

HUNICUTT, MIKE
WOL, Washington, D. C.

HUNNICUTT, TOM
KWOC, Poplar Bluff, Mo.
All Request Jamboree

HUNT, RAY
KONO, San Antonio, Tex.
Cowboy Jamboree
Saddle Pals

HUNTER, HARRY
WMVG, Milledgeville, Ga.

HURST, ED
WPEN, Phila., Pa.

HUSING, TED
(Husing Edward B.); Disc jockey;
b. New York, N. Y., Nov. 27,
1901; Pace Inst.; Columbia Univ.
Ext.; Orange Bowl Football Game;
Kentucky Derby; N. Y. & N. J.
Stake Races; U. S. Army Recruiting
Football Series; Indoor &
Outdoor Track & Field; Disc
jockey show, WHN (Ted Husing's
Bandstand)

HUTCHISON, FRED
WHUN, Huntingdon, Pa.
Musical
Record Session

HUTCHINSON, PHYLL
WRON, Ronceverte, W. Va.
Breakfast Club

HYATT, MARION
WJHO, Opelika, Ala.
Alarm Clock Club

— I —

IDE, CARL
KDKA, Pittsburgh, Pa.
Pittsburgh's First Favorites

IRVING, BOB
WLAP, Lexington, Ky.
Platter Chatter

IRVING, GEORGE
WCMA, Corinth, Miss.
G.I. Jive

IRVING, JIM
WESX, Salem, Mass.
Radio Bazaar

IRVING, PAUL
WEDC, Chicago, Ill.
Evenin' Heatwave

— J —

JACK, CHEROKEE
KMO, Tacoma, Wash.
Western Ditties

JACKSON, HAL
WOOK, Silver Spring, Md.
House that Jack Built

JACKSON, PAUL
WSNY, Schenectady, N. Y.
Speaking of Jazz

JACKSON, SANDY
KBON, Omaha, Nebraska
Rhythm Inn

JACKSON, TOM
WKAB, Mobile, Ala.
T-N-T

JACOBSEN, HANK
WKDK, Newberry, S. C.
1240 Club

JAMERSON, PETER
WAVZ, New Haven, Conn.
Make Believe Ballroom

JAMES, A. M.
WFRP, Savannah, Ga.
Howdy Neighbor

JAMES, ANDY
WORA, Effingham, Ill.
Record Review

JAMUP & HONEY
WSM, Nashville, Tenn.
Stop, Set & Listen

JENKINS, BILL
WTOP, Washington, D. C.
Corn Squeezing

JENNINGS, AL
WCCP, Savannah, Ga.
Al's Wax Works

JESKE, FRED
WAGE, Syracuse, N. Y.
Morning Timekeeper

JESSE, BILL
KGDE, Fergus Falls, Minn.
Dance Time

JOHN, COUSIN
WBRW, Welch, W. Va.
Crazy House

JOHNSEN, CLIFF
KLX, Oakland, Calif
Cactus Jack Show

JOHNSON, BOB
WHJB, Greensburg, Pa.

JOHNSON, DICK
WIGM, Medford, Wis.
Polka Time

JOHNSON, DUANE
KCOY, Santa Maria, Calif.
Johnson's Folly

JOHNSON, HARRY
KGNO, Dodge City, Kans.
KGNO Request Hour
1340 Dance Club

JOHNSON, IRWIN
WBNS, Columbus, Ohio
The Early Worm

JOHNSON, JIM
KGFN, Grass Valley, Calif
Jukebox Jamboree

JOHNSON, JOE
WMVA, Martinsville, Va.

JOHNSON, VERN
KRSC, Seattle, Wash.
Hold Everything

JOHNSTON, JOHNNY
WGAD, Gadsden, Ala.
Platter Party

JONES, ART
WKOX, Framingham, Mass.
Jones Jamboree

JONES, BOB
WSAL, Annapolis, Md.

JONES, BOB
WBIG, Greensboro, N. C.
Groans by Jones

JONES, CHAUNCEY
KWBT, Hutchinson, Kans.
The Swing Shift

JONES, DANA
WBEBC, Pittsfield, Mass.
Yours for the Asking

JONES, BOBBY
WSGC, Elberton, Ga.
One Night Stand

JONES, J. D.
KJAM, Vernal, Utah
1340 Club

JONES, JIMMY
KGVJ, Greenville, Tex.
Music and Madness

JONES, TOM
WRFS, Alexander City, Ala.
Spotlight

JORDAN, FRANK
WRNY, Rochester, N. Y.
680 Club

JORDAN, MARK
KGO, San Francisco, Calif.
Requestfully Yours

JORDON, AL
WCKB, Dunn, N. C.
Sunshine Hour

JOYCE, HOWARD
WLA V, Grand Rapids, Mich.
Melody Merchant

— K —

KALBERER, GEORGE
KDAL, Duluth, Minn.
Five-Thirty Local

KALLAY, ED
WINN, Louisville, Ky.
Your Saturday Morning Swing
Club

KALMUS, BEA
WHN, New York, N. Y.

KAMMAN, LEIGH
WLOL, Minneapolis, Minn.

KANE, DAVID
WLAU, Laurel, Miss.
Clockwatcher

KANE, JOHNNY
WINS, WHOM, N. Y.

KARRENBAR, BILL
WHBC, Canton, Ohio
1480 Club

KATHE, RICHARD
WMRN, Marion, Ohio
Song Shop

KAUFFMAN, BUD JR.
WLS, Lansing Mich.
First Call

KAY, WALTER
WJW, Cleveland, Ohio
Melody Time

KEANE, JACK
KGBS Harlingen Tex.
Hi Time

KEARNEY, GERALD
WFEA, Manchester, N. H.
Merry-Go-Round

KEATH, ED
KFRU, Columbia, Mo.
Record Review

KEEN, JEFF
KYW, Philadelphia, Pa.
Along the Rialto

KEITH, JOE
KLIF, Dallas, Tex.
Joe Keith Show

KELLAR, ART
WRON, Ronceverte, W. Va.
Request-a-Record

KELLER, O. J. JR.
WTAX, Springfield, Ill.
Juke Box Serenade

KELLY, GENE
WNDR, Syracuse, N. Y.
Saturday Serenade

KELLY, TOM
WOOD, Grand Rapids, Mich.
Wax Works

KELLY, WARREN
WJR, Detroit, Mich.

KEMP, ED
WSPD, Toledo, Ohio
Midnight Express

KENNEDY, MICHAEL
WEPM, Martinsburg, W. Va.
Sports and Jive

• • • **DISC JOCKEYS** • • •

KENNEDY, RAY
WRVA, Richmond, Va.
Rhyme Does Pay

KENSINGER, GLENN
WMBD, Peoria, Ill.

KENT, BOB
WBUD, Morrisville, Pa.
Night Owl Show

KENWARD, JACK
WMID, Atlantic City, N. J.
Once Over Lightly

KERR, STEWART
WANN, Annapolis, Md.
Morning Call

KESSEN, BILL
WRUF, Gainesville, Fla.
Insomnia Serenade

KEY, JIMMY
KLPF, Oklahoma City, Okla.
Mountain Music

KIERNAN, WALTER
WJZ, N. Y.

KILGORE, GENE
KRUL, Corvallis, Ore.
Time to Dance

KILLGORE, JOE
KRES, St. Joseph, Mo.
Milkman's Matinee

KILNESS, J. S.
KAWT, Douglas, Arizona
1450 Club

KING, BRAD
WHAN, Charleston, S. C.
Hit the Deck

KING, DAVE
WBPP, Lock Haven, Pa.
King Komes Kalling

KING, FULTON, A.
WTON, Staunton, Va.
Coffee Pot

KING, GLEN
KLX, Oakland, Calif.
Glen King Show

KING, H. E.
WORZ, Orlando, Fla.
Studio Party

KING, J. D. JR.
WJRD, Tuscaloosa, Ala.
Western Serenade

KING, W. O.
WTOC, Savannah, Ga.
Juke Box Review

KING, WALLY
WATR, Waterbury, Conn.
FAF

KING, WAYNE
KOVC, Valley City, N. Dak.
1490 Club

KINNAMON, RAY
WBHF, Cartersville, Ga.
Record Round-up

KISER, JIMMY
WSOC, Charlotte, N. C.
Pajama, Jamboree

KLAVAN, GENE
WCBM, Baltimore, Md.
3 Shades of Dawn

KLEIN, PAT
WKYB, Paducah, Ky.
Yawn Patrol

KLOSE, AL
WBRW, Welch, W. Va.
Melody Time

KNIGHT, BOB
WOL, Washington, D. C.

KNOUSE, KAY
KCLE, Cleburne, Tex.
Juke Box & Record Bar

KNOX, BOB
WIBG, Philadelphia, Pa.
Here's Everything

KNUTSON, DARYL
WDSM, Superior, Wis.
Bandstand

KOCH, ORV.
KFNF, Shenandoah, Iowa
Corn Crub Frolics

KOLBY, CAL
WAVZ, New Haven, Conn.
Make Believe Ballroom

KOONS, BOB
KMO, Tacoma, Wash.
The Jazz Show

KOZLOW, BUCKY
WLIB, N. Y.

KRAMER, CLAUDE
KVAK, Atchison, Kan.
Make Believe Ballroom

KRAUEL, JOHN
KFAM, St. Cloud, Minn.
Birthdar & Anniversary Club

KRIEGER, ED
WSOO, Saulte Ste. Marie,
Mich.
WSOO Varieties

KRUPP, LARRY
WJW, Cleveland, Ohio
Bandstand

KUEHNER, EARLE
WIL, St. Louis, Mo.
Afternoon Ballroom

KUSHEL, MEL
WSBA, York, Pa.
Juke Box Serenade

KYLE, FORREST
KOPP, Ogden, Utah
Time to Smile

— L —

LaBOE, ARTHUR
KCMJ, Palm Springs, Calif.
Sundialers Club

LACY, JACK
Listen to Lucy
WINS, New York, N. Y.

LADD, ED.
WPAT, Paterson, N. J.
Hi Neighbor

LaFRANCHISE, CHAS.
KALE, Portland, Ore.
Platter Patter

LAMB, BILL
WBBC, Flint, Mich.
Jam For Breakfast

LAMB, BILL
KOLE, Port Arthur, Tex.
Thanks for the Dance

LAMBERT, ED
WCAW, Charleston, W. Va.
Off the Record

LAMBERT, KEN
WLDS, Jacksonville, Ill.
Wake Up & Live

LAMERE, ROY
WDLB, Marshfield, Wis.
Anything Goes

LANCOT, CLIFF
WEW, St. Louis, Mo.
770 Record Club

LANDFEAR, DEAN
WMT, Cedar Rapids, Iowa
Off the Record

LANDRY, JIMMY
WDSO, New Orleans, La.
Breakfast Jam

LANE, VANCE
KGER, Long Beach, Calif.
Musical Roundup

LANGLEY, RALPH
KECA, Los Angeles, Calif.
Morning Watch with Ralph
Langley

LANSING, GERRY
KWTX, Waco, Tex.
Tune Factory

LANSING, LARRY
WPLE, Huntington, W. Va.
Musical Timekeeper
Music Hall

LANSON, SNOOKY
WSM, Nashville, Tenn.
Snooky's Song Shop

LARSEN, BOB
WWNR, Beckley, W. Va.
1450 Club

LARSON, PAUL
WNEB, Worcester, Mass.
Timekeeper

LASHBROOK, BOB
WHOT, South Bend, Ind.
Wake Up and Smile

LASHER, SID
WAGA, Atlanta, Ga.
590 Express

LASSITER, CHAD
WCMA, Corinth, Miss.
Whatcha' Doin'

LAVIGNE, RICHARD
WEYN, Holyoke, Mass.
Musical Reveille

LAWHEAD, GORDON
WHBQ, Memphis, Tenn.
The Clock Watchers

LAWLER, TOM
WHBS, Huntsville, Ala.
Hillbilly Hits
Musical Clock

LAWLEY, LEE
KGER, Long Beach, Calif.
Hall of Records

LAWRENCE, BOB
KTFB, Texarkana, Texas
Reveille Roundup

LAWRENCE, BRUCE
KXOB, Stockton, Calif.
Turntable Bandstand

LAWRENCE, LARRY
WAGE, Syracuse, N. Y.
Request Time

LAWRENCE, TEDD
b. Miami, Fla., April 9, '14.
Swingtime Session, WHN; Robert
Hall of Fame, WHN.

LAZARE, JACK
WNYC, New York, N. Y.
Disk Date

LAZAROW, ART
WEXL, Royal Oak, Mich.
Sagebrush Melodies

LEACH, ED
WEWO, Laurimburg, N. C.
Good Morning Man

LEAFER, WOODROW
WJMR, New Orleans, La.
Heat Wave

LEE, DAVE
WKJG, Fort Wayne, Ind.
Records on Parade

LEE, LILA
WEDO, McKeesport, Pa.
Mail Bag

LEE, W. C. COL.
WCLE, Clearwater, Fla.
680 Club

LEEDS, NORMAN
WHUM, Reading, Pa.
Request, Please

LEGARE, JOHN E.
WAYX, Waycross, Ga.
Supper Dance Hour

LEHNHOFF, BILL
KTW, Seattle, Wash.
Your Program

LEMONS, WISHARD
KOCC, Oklahoma City, Okla.
Voice vs. Voice

LENAY, WILL
WLW, Cincinnati, Ohio
Morning Star

LEONARD, JESSE
KEX, Portland, Ore.
Sunnyside Up

LEONARD, MAC
KHUZ, Borger, Texas.
Please Play

DISC JOCKEYS

LESCOULIE, JACK

Disc Jockey, Announcer; WOR-
Mutual all night show.

LESLIE, JACK

KTIP, Porterville, Calif.
Tip Top Spot

LESTER, BILL

KOY, Phoenix, Arizona
Off the Record

LESTERS, GARY

WRIB, Providence, R. I.
Breakfast with the Record
Man

LEVINSON, BUD

KOLN, Lincoln, Nebr.
G'oom Busters

LEWIS, BILL

WKOX, Framingham, Mass.
Red's Club

LEWIS, BILL

KLMP, Minot, N. Dak.
Midnight in Minot

LEWIS, ED

KRDO, Colorado Springs,
Colo.
1240 Club
Turntable Talk

LEWIS, GENE

KTHH, Houston, Tex.

LEWIS, LYLE

WABZ, Albemarle, N. C.
Luncheon Dance Time

LEWIS, MARK

WWOD, Lynchburg, Va.
Spin & Chir

LEW'N, KERMT

WKWF, Key West, Fla.
1600 Club

LEYDEN, BILL

KMPC, Los Angeles, Calif.
Music Hall

LINDSAY, JACK

WCEC, Rocky Mount, N. C.
Platter Plant

LIPEZ, HARRIS

WBPZ, Lock Haven, Pa.
Platter Chatter

LIPPINCOTT, ELWOOD

KELA, Centralia & Chehalis
Wash.
Mugrumps

LISTER, BILL

KABC, San Antonio, Tex.
Hillbilly Hit Parade

LITTLE, BILL

KADA, Ada, Okla.
Songs of Range Capers

LITTLEJOHN, JOHNNY

WJXN, Jackson, Miss.
Record Rendezvous

LITTLETON, BUCK

WKLF, Clanton, Ala.
Musical Clock

LOCHMAN, WALT

KCMO, Kansas City, Mo.
Walt's Wax Works

LOCKE, GENE

WMMT, McMinnville, Tenn.
Mailbag Show

LOGAN, JIM

WGPA, Bethlehem, Pa.
For You By Request

LONDON, REX

KHOZ, Harrison, Ark.
1240 Club

LONG, JOHNNY

KDWT, Stamford, Texas
1400 Club

LOREN, Wm. H.

WLVA, Lynchburg, Va.
Turntable Windup
It's the Tops

LOWE, JACKSON

WWDC, Washington, D. C.
1450 Club

LOWE, JIM

KFRU, Columbia, Mo.
Disc Derby

LOWE, JIMMY & (Norm Alden)

KXOL, Fort Worth, Tex.
Juke Box

LOWERY, BILL

WGRV, Greeneville Tenn.
Let's Have Fun

LUCAS, BEN

WRGA, Rome, Ga.

LUCAS, CLYDE

WBAY, Coral Gables, Fla.

LUCAS, HARLEY

WLOK, Lima, Ohio
Hart Beats

LUCAS, MARTIN

KWBU, Corpus Christi, Tex.
Hi Neighbor

LUKENS, NED

WEAS, Decatur, Ga.
Jumpin' with Jack

LUND, ED

WGOV, Valdosta, Ga.
1450 Club
Wax Works

LUND, HOWIE

WJMO, Cleveland, Ohio
Here's Howie

LUND, JACK

KFXJ, Grand Junction, Colo.
920 Club

LUNDQUIST, VERNON

wKGN, Knoxville, Tenn.
Readin' Writin'

LUPTON, JOHN

WLAN, Lancaster, Pa.
Remote Control

LYNCH, CHARLES T.

WFGF, Kalamazoo, Mich.
Platter Party

LYON, LEN

KWCO, Chickasha, Okla.
Hillbilly Request

LYONS, BOB

WGBS, Miami, Fla.
Florida Special

LYONS, JIMMY

KSDJ, San Diego, Calif.
Discapades

LYONS, ROBERT

WHIZ, Zanesville, Ohio
1240 Club

Mc

MacKELVIE, ARTHUR

KHQ, Spokane, Wash.
Music Shop

MacRAE, JOHNNY

WABI, Bangor, Me.
Rise and Shine

McADOO, DICK

WGBG, Greensboro, N. C.
Yawn Patrol

McALLISTER, DON

WDBO, Orlando, Fla.
Rise and Shine

McANDREW, BILL

WARM, Scranton, Pa.
Swing Session

McBRIDE, BOB

WPIK, Alexandria, Va.
Early Birds

McCALL, L. C.

WWPF, Palatka, Fla.
800 Club

McCANDLESS, MAC

WDAD, Indiana, Pa.
Music with Mac

McCANN, BOB

KBMY, Billings, Mont.
Matinee Melodies

McCARTHY, RED

WHGB, Harrisburg, Pa.
Platter, Chatter

McCARTY, BURL

WDAE, Tampa, Fla.
Wake Up Tampa

McCARTY, DONALD E.

WBOW, Terre Haute, Ind.
Off the Record

McCAULEY, JOE

WIP, Philadelphia, Pa.
Dawn Patrol

McCLANAHAN, STEELE

KGBS, Harlingen, Tex.
Musical Clock

McCLURE, AL

KOAM, Pittsburg, Kans.
Dance Time

McCONNELL, BYRAN

WKST, New Castel, Pa.
We Congratulate

McCONNELL, JIM

KLOU, Lake Charles, La.
Music For Moderns

McCREARY, MACK

KEBE, Jacksonville, Tex.
1400 Club

McCUSKEY, ALICE

WOSU, Columbus, Ohio
Music Librarian

McCUTCHEON, DON

KASH, Eugene, Ore.
Sunday Musicale

McDANIEL, CARL

KOCY, Oklahoma City, Okla.
Martins Music Shop

McDEVITT, LEO

WAAB, Worcester, Mass.
Accent on Rhythm

McELROY, MAC

WERC, Erie, Pa.
1230 Club
The Timekeeper

McDONALD, GARF

KWSL, Lake Charles, La.
Music As You Like It

McEACHERN, LEE

WHBQ, Memphis Tenn.
The Clock Watchers

McELWEE, RUSS

WKDK, Newberry, S. C.
Dance Time

McGARRY, JONES, DANA

WBEO, Pittsfield, Mass.
Requestfully Yours

McGILL, MORREY

WCMW, Canton, Ohio
Tip Top Tunes

McILVAINE, DON

WHWL, Nanticoke, Pa.
Juke Box Review

McINTYRE, FRANK

KLIX, Twin Falls, Idaho
Mid-Morning Melody Matinee

DISC JOCKEYS

- McKAY, RAY**
WATL, Atlanta, Ga.
Radio Rodeo
- McKAYE, KEN**
KSPV, N. Mex.
Morning Matinee
- McKELLAR, DOUG**
KECA, Los Angeles, Calif.
That Feller McKellar
- McKENNA, BOB**
WEDO, McKeesport, Pa.
Spook Club
- McKENZIE, ED**
WKBK, Detroit, Mich.
Jack the Bellboy
- McKINNON, BOB**
WRFS, Alexander City, Ala.
1050 Club
- McLAIN, DONALD**
WABZ, Albemarle, N. C.
Platter Parade
- McLELLEN, CHUCK**
KVAK, Atchison, Kan.
Musical Clock
- McLENDON, NORWOOD**
KNOW, Austin, Tex.
Requestfully Yours
- McLESKEY, JOE**
WMAP, Monroe, N. C.
Club 1080
- McLOUGHLIN, JIM**
WFNS, Burlington, N. C.
Moonlight Capers
- McMEEKIN, MARILYN JEAN**
WMCK, McKeesport, Pa.
Number Please
- McMULLEN, JACK**
WMBS, Uniontown, Pa.
Request Express
- McNEELEY, MARTY**
WJMO, Cleveland, Ohio
Noon Timeclock
- McNEW, DAN**
WBAC, Cleveland, Tenn.
Let's Have Fun
- M —**
- MAASS, BILL**
WBAA, West Lafayette, Ind.
Tea Time Tunes
- MABRY, BOB**
KUSN, San Diego, Calif.
All Hit Request Program
- MABRY, DICK**
WBG, Philadelphia, Pa.
A Man & His Music
- MACK, BERNIE**
WMUR, Manchester, N. H.
Radio Juke Box
Groovin' at the Grove
- MACK, BILL**
WEDC, Chicago, Ill.
Hot and Bothered
- MACK, BRUCE**
KOSA, Odessa, Tex.
Night Owl Club
- MACK, JIM**
WHPB, Benton Harbor, Mich.
Yawnin' in the Mawnin'
- MACK, RUSSELL**
KR0D, El Paso, Tex.
Musical Clock
- MacLEAN, JEAN**
KBIO, Burley, Ida.
Mystery Music Shoppes
- MACRI, JIM**
WIRA, Ft. Pierce, Fla.
Musical Clock
Indian River Ranch
- MADISON, BOB**
KWBW, Hutchinson, Kans.
Request Club
- MAFFIE, AL**
WFEA, Manchester, N. H.
Coffeetime
- MAGGIO, JOE**
KIDO, Boise, Idaho
Musical Merry Go Round
Six to Seven Club
Little Show
- MAGRUDER, PHIL**
WKYB, Paducah, Ky.
800 Club
- MAGUIRE, DICK**
KFJI, Klamath Falls, Ore.
Ricky's Request
- MAHONEY, ED**
WCVS, Springfield, Ill.
- MALLORY, LES**
KYA, San Francisco, Calif.
1260 Club
- MALLOY, LES**
KGO, San Francisco, Calif.
Les Malloy
- MALONE, LEE**
WMFT, Florence, Ala.
Let's Dance
- MANDEL, DISNEY**
WKAN, Kankakee, Ill.
- MANN, ALAN**
KFWB, Hollywood, Calif.
- MANN, EARL**
KDIX, Dickinson, N. Dak.
Farm Service Hour
- MANNING, RAY**
WIL, St. Louis, Mo.
Platter Parade
- MANNING, STEVE**
WFNC, Fayetteville, N. C.
20th Century Serenade
- MANSFIELD, ANDY**
KWKW, Pasadena, Calif.
Notes to you
- MANSFIELD, BOB**
WGOV, Valdosta, Ga.
Coffee Club
- MARCELLE, LOU**
KFWB, Hollywood, Calif.
All Star Western Jamboree
- MARCOE, VERN**
KSBW, Salinas, Calif.
Saddle Rock & Rhythm
- MARION, RUSS**
WBTM, Danville, Va.
- MARKEY, PAUL**
WIZE, Springfield, Ohio
Musical Scoreboard
- MARS, PETER A.**
WKLA, Ludington, Mich.
Musical Clock
- MARSHALL, JERRY**
WNEW, New York, N. Y.
- MARSHALL, R. H.**
WORZ, Orlando, Fla.
Bob's Record Shop
- MARSHALL, WARREN**
KDIX, Dickinson, N. Dak.
This is my Song
- MARTIN, DAN**
WFMD, Frederick, Md.
Morning Neighbor
- MARTIN, ALLYN**
WLIZ, Bridgeport, Conn.
Platter Party
- MARTIN, DICK**
WGWR, Asheboro, N. C.
Request Time
- MARTIN, JOE**
WNAX, Yankton, S. Dak.
- MARTIN, KRIS**
WACE, Chicopee, Mass.
Musical Grab Bag
- MARTIN, LEW**
WDSM, Superior, Wisc.
1230 Club
- MARVIN, BILL**
KSON, San Diego, Calif.
Pigskin Parade
- MASON, BILL**
WMIQ, Iron Mountain, Mich.
Off the Record
- MASON, CHARLES**
WEAT, Lake Worth, Fla.
Swing Siesta
- MATEL, CHET**
WOOD, Grand Rapids, Mich.
Off the Record
- MATHERS, DON**
KDAL, Duluth, Minn.
Music Shop
- MATTHEWS, JAMES**
WLBB, Carrollton, Ga.
Readin' Ritin' Rhythm
- MATTISON, CARL**
WGLN, Glens Falls, N. Y.
Musical Souvenirs
- MATTSON, BOB**
WELLB, Virginia, Minn.
Saturday Swing Shift
- MAXWELL, BOB**
WKNX, Saginaw, Mich.
Hall of Records
Coffee Time
- MAXWELL, CHUCK**
KFBC, Cheyenne, Wyoming
Requestfully Yours
- MAYER, JACK**
WALB, Albany, Ga.
Melody Time
- MAYNARD, JACK**
KTSM, El Paso, Tex.
Gold Coast Express
- MAYO, BILLY**
WFFA, Dallas, Tex.
The Mayo Show
- MEECHAM, LLOYD**
KIFI, Idaho Falls, Idaho
Melody Matinee
- MEEHAN, BOB**
Discmaster
WEAN, Providence, R. I.
- MEEKS, CARL**
WRLC, Toccoa, Ga.
Tiny's Platter Party
- MEHAN, BOB**
KWBR, Oakland, Calif.
Around the Bay After
Midnight
- MEISTER, BOB**
WMAM, Marinette, Wisc.
Hitchin' Post
- MENDEZ, RAFAEL**
KWKW, Pasadena, Calif.
Rafael Mendez Program
- MENTOR, ART**
(News Editor)
KNET, Palestine, Tex.

DISC JOCKEYS

- MERINO, CHET**
WEIM, Fitchburg, Mass.
Breakfast Music
- MERRITT, CECIL**
WTBF, Ala.
Musical Reveille
Mail-Order Music
- MERVINE, FRANK**
WCBM, Baltimore, Md.
Out of the Night
- MESKILL, BOB**
WERQ, Augusta, Ga.
After Hours
- MESSER, FRANK**
Juke Box Revue
WSKY, Asheville, N. C.
- MEUSCHKE, BILL**
KDRO, Sedalia, Mo.
Musical Clock
- MEYER, BILL**
WLDS, Jacksonville, Ill.
Request Review
- MEYER, DON**
WEVA, Richmond, Va.
Jughead's Juke Box
- MICHAEL, GEORGE**
WROW, Albany, N. Y.
Morning Watch
- MICHAEL, ROBERT**
WRTA, Altoona, Pa.
Midnight Dancing Party
- MICHEL, BOB**
WJSW, Altoona, Pa.
Let's Dance
- MIDDLETON, ROBERT**
WWSC, Glens Falls, N. Y.
1450 Club
- MILFORD, SKIP**
WCRW, Chicago, Ill.
Melodies for Millions
- MILLER, DAVE**
WAAW, Newark, N. J.
Home Town Frolic
- MILLER, DEAN**
WCOL, Columbus, Ohio
Glassdoor Melodies
- MILLER, FRED**
WBGE, Atlanta, Ga.
- MILLER, GEORGE**
KADA, Ada, Okla.
KADA Matinee & Campus
- MILLER, GEORGE P.**
KWCO, Chickasha, Okla.
Club 1560
- MILLER, GRANT E.**
WCRW, Chicago, Ill.
Musical Melodies
- MILLER, LeROY**
WFIL, Philadelphia, Pa.
The LeRoy Miller Club
- MILLER, MAC**
WROE, West Point, Miss.
Melody Shop
- MILLER, M. P. JR.**
WLOE, Leaksville, N. C.
Musical Clock
- MILLER, SKIP**
WJSW, Altoona, Pa.
Record Revue
- MILNE, JIM**
WNHC, New Haven, Conn.
Yawn Club
Polka Parade
- MIMS, BILL**
WHAN, Charleston, S. C.
Night Owl
- MINOR, DICK**
WDUK, Durham, N. C.
Platter Prevue
- MITCHELL, BILL**
WLAG, LaGrange, Ga.
- MITCHELL, DON**
WCON, Atlanta, Ga.
Town Toppers
Mitchell's Matinee
- MITCHELL, JACK**
KSYC, Yreka, Calif.
Platter Party
- MITCHELL, JIM**
WCVS, Springfield, Ill.
- MITCHELL, PAUL**
KSYL, Alexandria, La.
Romantic Voices
- MITCHELL, PAUL**
WLBR, Lebanon, Pa.
Hits of the Day
- MOFFETT, RAY**
WCAO, Baltimore, Md.
Morning Musical Clock
- MOHER, BILL**
WDAY, Fargo, N. Dak.
Friendly Time
- MOHR, ED**
WMGY, Montgomery, Ala.
Wax-Works
- MOLLOY, PHIL**
WHFB, Benton, Harbor, Mich.
Twin City Capers
- MONAGHAN, GEORGE**
Monaghan's Morning Watch
WOR, New York, N. Y.
- MONDAY, RAY**
WACO, Waco, Texas
- MONROE, CLARK**
WTAW, College Station, Tex.
The Clark Monroe Show
- MONROE, GEO.**
Melody Matinee
KFDW, Beaumont, Tex.
- MONROE, JOE**
KENT, Shreveport, La.
Jive 'Til Five
- MONTGOMERY, BOB**
WFHR, Wisconsin, Rapids
Wis.
Music 'til sign-off
- MOODY, BILL**
KWSC, Pullman, Wash.
Coffee Pot Parade
- MOORE, BERI**
WCTA, Andalusia, Ala.
Guess Who?
- MOORE, BOB**
KSON, San Diego, Calif.
Music and Moore
- MOORE, HAL**
WCAU, Philadelphia, Pa.
The Bugle Call
- MOORE, LONNY**
WGAC, Augusta, Ga.
Club 58
- MOORE, R. D.**
KGFF, Shawnee, Okla.
4390 Club
- MOORE, SAM**
KSAN, San Francisco, Calif.
Chuck Wagon Party
- MOORE, TOM**
WIBG, Philadelphia, Pa.
Bandwagon
- MORATH, MAX**
KVOR, Colorado Springs, Colo.
Max Unpax the Wax
- MORE, TOM**
WNOX, Knoxville, Tenn.
Club 99
Jamboree
- MORELAND, JIMMIE**
KVWC, Vernon, Tex.
Platter Parade
- MORGAN, BUFORD**
KEBE, Jacksonville, Tex.
Parade of Bands
- MORGAN, DICK**
KTUC, Tucson, Arizona
Swingtime
- MORGAN, GENE**
KCMJ, Palm Springs, Calif.
Disc Audition
- MORGAN, HAL**
WGAR, Cleveland, Ohio
Morgan's Musical Inn
- MORGAN, JACK**
WFMJ, Youngstown, Ohio
- MORGAN, ROBERT B.**
WMBO, Auburn, N. Y.
Informally Yours
- MORGAN, ROBIN**
WOR, New York, N. Y.
Robin Morgan—Aged 5
- MORRIS, ED**
WMAP, Monroe, N. C.
Disc Derby
- MORRIS, JOHN**
WLOL, Minneapolis, Minn.
Johnny On The Spot
- MORRIS, JOHN R.**
WSSG, Elberton, Ga.
140 Club
- MORRISSEY, JACK**
WHKK, Akron, Ohio
Star Spotlight
- MOSS, PHIL**
WHHM, Memphis, Tenn.
Anything Goes
- MOTHERAL, JAMES**
WKTW, Mayfield, Ky.
Musical Roundup
- MULHOLLAND, ROSS**
WXYZ, Detroit, Mich.
The Barefoot Society
- MULLIGAN, RAY**
WPAM, Pottsville, Pa.
Top o' the Morning

DISC JOCKEYS

MULLINAX, WALLACE
WFBC, Greenville, S. C.
Top o' the Morning

MUNN, MELVIN
KRLD, Dallas, Tex.

MUNZELL, ADRIAN
WLOS, Asheville, N. C.
Cover Puller

MURPHY, DENNIS
WLCX, LaCrosse, Wisc.
Masterworks

MURPHY, ED
WSYR, Syracuse, N. Y.
The Ed Murphy Show
Platter Party

MURPHY, WM.
KBLF, Red Bluff, Calif.
Mid-Morning Melodies
Ehama Farmer

MURRAY, BUDDY
WHTB, Talladega, Ala.
Hits and Encores

MURRAY, HAL
WKAT, Miami Beach, Fla.
Murray-Go-Round

MURRAY, JOHNNY
WDSO, New Orleans, La.
Dancing Party

MURRY, JIM
WGAU, Athens, Ga.
Dancing in the Dark

MYERS, HUBERT
WDAN, Danville, Ill.

— N —

NAGLE, DAVE
WCEV, Charlottesville, Va.
The Record Man

NASH, BOB
KSEL, Lubbock, Tex.
Club 800

NAUGHTON, RUSS
WDRC, Hartford, Conn.
Music off the Record

NAYLON, LARRY
KPRC, Houston, Texas
Sunrise Serenade

NEARN, JOE
KFFA, Helena, Ark.
1490 Club

NEATHERY, JOHN W.
KSAM, Huntsville, Tex.
Swing Shift

NEHRLING, WALLY
WIRE, Indianapolis, Ind.
Dawn Patrol
Platter Chatter

NEILSEN, JAY
WTHB, Baltimore, Md.

NELSON, BOB
KOVG, Valley City, N. Dak.
Coffee Cup Club

NESBITT, PHIL
WITE, Baltimore, Md.

NEWMAN, ED
WEVD, N. Y.

NEWSOME, GIL
KWK, St. Louis, Mo.
Bandstand Revue

NIMMO, BILL
WLW, Cincinnati, Ohio
Platter Time

NORIEGA, EDDIE
KWTC, Barstow, Calif.
1230 Club (Spanish)
Eddie Spins 'Em

NORMAN, GENE
KFWE, Hollywood, Calif.
Eastside Show
(Mild and Mellow — KMPC,
Los Angeles, Calif.)

NORMAN, STANLEY
WPIT, Pittsburgh, Pa.
Stanley Norman Show

NOVELLO, MIKE
WRNL, Richmond, Va.
Alarm Clock Club

NYDEGGER, VERNE
KFBI, Wichita, Kans.
Carnival of Music

— O —

O'CONNELL, BILL
WMBL, Morehead City, N. C.
Song Shop

O'DONNELL, BOB
WJTN, Jamestown, N. Y.
Music off the Record

O'HARA, DON
KMJ, Fresno, Calif.
Portable Bandstand

OHRT, EV.
KMHK, Mitchell, S. Dak.
Alarm Clock Club

OLIVER, CLIFF
WBBC, Canton, Ohio
Owl's Club

OLSEN, JOHNNY

(Olsen, John L.); Radio performer, writer, producer, singer, MC; b. Windom, Minn., May 22, 1910; South Dakota Business College; Ladies be Seated (ABC); Johnny Olsen's Rumpus Room (ABC); Ladies Be Seated (Tele, WABD); Olsen Rumpus Room (Tele, WPTZ, WABD); Club Matinee (ABC)

OSBORNE, OZZIE
WISH, Indianapolis, Ind.
Ten Thirty Time

O'SULLIVAN, BOB
KWTK, Burbank, Calif.

OTIS, DON

OTT, BEN
KTKG, Visalia, Calif.
940 Nightcap

OWENSBY, BILL
WEWO, Laurinburg, N. C.
Matinee Melodies

— P —

PACKARD, LOU
WJOR, Bangor, Me.
Varsity Hour

PADILLA, ELVA
KPAB, Laredo, Tex.
Rio Grande Serenade

PAGE, FRANK
KWEM, West Memphis, Ark.
Yours for Asking

PAGE, NORM
WMIN, St. Paul, Minn.
Mr. Music
Columbia Masterworks
Requestfully Yours

PAIGE, ERIK
WWNR, Beckley, W. Va.
Mixing It Up

PALEN, DAN
WLAU, Laurel, Miss.
Wax Works

PALLAN, ART
WWSW, Pittsburgh, Pa.
Record Hits

PALMER, CHARLES
KFXM, San Bernardino, Calif.
Open House

PANTAGES, JIMMIE
KLIF, Dallas, Tex.
Yours for the Asking

PAQUIN, MARGE
SOO, Sault Ste. Marie, Mich.
Musical Jamboree

PARKER, GENE
WCOU, Lewiston, Me.
Spin It & Win It

PARKER, PAUL
WMBL, Morehead City, N. C.
740 Club

PARKES, HAL
KOLE, Port Arthur, Tex.
Request Performance

PARKINS, BOB
KOLN, Lincoln, Nebr.
Dunkers Club

PARRY, GRANT
KJAM, Vernal, Utah
Bing Sings

PERKINS, RAY
KFEL, Denver, Colo.
The Ray Perkins Show

PERRIN, KEYES
WOR, New York, N. Y.
Record Riddles

PERRY, GEORGE
WARM, Scranton, Pa.
Swing Session

PERRY, RUSS
WTOL, Toledo, Ohio
Record MC

PERRY, WIB
WCAX, Burlington, Vt.
Wib Perry Show

PETTAY, FRAN
WHK, Cleveland, Ohio
Disc Digger

POSKA, AL
KFI, Los Angeles, Calif.
Midnight Flyer

DISC JOCKEYS

- POWELL, KEN**
WELM, Elmira, N. Y.
1400 Club
- POWERS, JACK**
WJBO, Baton Rouge, La.
Club 1150
- POWERS, PERC**
WRBC, Jackson, Miss.
62 Club
- POWERS, RALPH**
WFBK, Baltimore, Md.
Morning in Maryland
- PRATT, RICHARD, B.**
KSUB, Cedar City, Utah
Midday Melodies
- PRESSER, BEN**
KSFT, Trinidad, Colo.
3 Ring Circus
- PRESTON, ART**
KTUC, Tucson, Arizona
1400 Club
- PRICE, DAN**
WALB, Albany, Ga.
Farm Fair
- PRICE, JOE**
WKSR, Pulaski-Lawrenceburg,
Tenn.
Afternoon Jam Session
- PROCTOR, FRANK**
WBML, Macon, Ga.
- PRUETT, BOB**
WIKE, Indianapolis, Ind.
Your Record Player
- PURVIS, BETTE LOU**
WPGE, Pittsburgh, Pa.
The Girl Friend
- PUTER, JACK**
KFXJ, Grand Junction, Colo.
Kitchen Company
- Q —
- QUADE, WARREN**
WJHL, Johnson City, Tenn.
Quade's Parade
- QUEEN, HAL**
WMNC, Morganton, N. C.
Musical Clock
- QUEEN, ROY**
KKWL, St. Louis, Mo.
Western Round-Up
- R —
- RAB, JACK**
WKMO, Kokomo, Indiana
- RABELL, JACK**
KSON, San Diego, Calif.
Jackson Calling
- RADONICH, ROMEO**
KGLU, Safford, Ariz.
La Hora Espanol
- RALICKI, HANK**
WHDL, Olean, N. Y.
Mailbag Matinee
Timekeeper
- RANDOLPH, IVAN, FITZ**
WCLO, Janesville, Wisc.
1-2-3 Club
- RAST, MIKE**
WCOS, Columbia, S. C.
Club 1400
- RAYBURN, LOU**
WKAY, Glasgow, Ky.
1490 Club
- RAYMON, PAUL**
WJRD, Tuscaloosa, Ala.
Swing Session
- READY, LES**
KUGN, Eugene, Ore.
Jukebox Revue
- REARDON, TOM**
WHHM, Memphis, Tenn.
Midnight Revue
- REBER, DON**
KEIO, Pocatello, Idaho
- RECTOR, BOB**
KSWI, Council Bluffs, Iowa
1580 Club
- REECE, SANFORD**
WSBT, South Bend, Ind.
Sandman Serenade
- REED, BOB**
WBAA, West Lafayette, Ind.
Tea Time Tunas
- REESE, VON**
KTHI, Houston, Tex.
- REGAN, MATT**
WBTA, Batavia, N. Y.
Early Risers Club
- REICHERT, F. J.**
KGCU, Mandan, N. D.
Disc Jockey Jamboree
- REIDY, PAUL**
WFIG, Sumter, S. C.
1340 Club
- REIG, HOWARD**
WGY, Schenectady, N. Y.
Howard Reig
- REIGHLEY, JOE**
KAMD, Camden, Ark.
Crazy Rhythm
- REILLY, R. EDWARD**
WGAA, Cedartown, Ga.
Swing Time Club
- REQUARD, JAY**
WEPM, Martinsburg, W. Va.
Tunes At Noon
- REYNOLDS, CARROLL**
WJVA, South Bend, Ind.
1680 Club
- RHODES, DICK**
WELM, Elmira, N. Y.
Sweet and Smooth
- RHONE, PAUL**
WMON, Montgomery, W. Va.
Mailbag
Special Request
- RICH, MIKE**
WTRY, Troy, N. Y.
Platter Playboy
- RICH, VANCE**
WENC, Whiteville, N. C.
1240 Club
- RICHARDS, BILL**
WGKV, Charleston, W. Va.
Falls City Dancing Party
- RICHARDS, BUD**
KOJM, Harve, Mont.
Rise and Shine
- RICHARDS, MALCOLM**
WCPO, Cincinnati, Ohio
The Malcolm Richards Show
- RICHARDS, TOM**
WSOY, Decatur, Ill.
Soy Club
- RICHARDSON, TED**
WMOH, Hamilton, Ohio
Solid Sendin'
- RICHENBACKER, ACE**
WSPA, Spartanburg, S. C.
Ace's Platter Chatter
- RIDGE, JACK**
WGAY, Silver Spring, Md.
- RIDGWAY, CHARLES B.**
WDZ, Tuscola, Ill.
- RIPLEY, RONALD**
KBWD, Brownwood, Tex.
1380 Club
- RITCHEY, BUCK**
KVI, Tacoma Wash.
Harmony Hoedown
Sagebrush Serenade
- ROARK, C. A.**
KGY, Olympia, Wash.
- ROBBINS, FRED**
Announcer; b. Baltimore, Md.,
Sept. 28, 1918; Baltimore City
Coll.; Univ. of Baltimore; LL
Degree; Teentimers Club; 1280
Club.
- ROBERTS, BEEP**
WKAB, Modile, Ala.
Platter Chatter
- ROBERTS, BOB**
WSID, Baltimore, Md.
Musical Score Board
- ROBERTS, JERRY**
WAAAT, New Jersey
- ROBERTS, JOE**
KOMA, Oklahoma City, Okla.
Columbia Record Roundup
- ROBERTS, MORGAN**
KSWO, Lawton, Okla.
1380 Club
- ROBERTSON, BOB**
WBHF, Cartersville, Ga.
Tune Shop
- ROBERTSON, TRAFTON**
WTAR, Norfolk, Va.
Sunrise Serenade
- ROBINSON, WARNE**
KVOW, Littlefield, Texas
Best By Request
Birthday Club
Request By Telephone
- ROBISCHON, TOM**
KXLL, Bozeman, Mont.
Platter Chatter
- ROCHESTER, MELVIN**
KDSJ, Deadwood, S. Dak.
1450 Club
- RODDA WALT**
WAT, Miami Beach, Fla.
Rat Race
- RODDY, JOE**
KTBC, Austin, Texas
- RODGERS, BOB**
KIUL, Garden City, Kans.
Tune Topper
- RODGERS, CLIFF**
WHKK, Akron, Ohio
Melody Round-Up
- ROGERS, DON**
WRIB, Providence, R. I.
Concert Hour
- ROGERS, JOHN**
KUOM, Minneapolis, Minn.
Children's Choice
- ROGERS, RALPH**
WAPI, Birmingham, Ala.
Alabama Bayloft Jamboree
- ROHWER, JOHN**
KROS, Clinton, Iowa
Juke Box
- ROLLINS, CHAP**
KROP, Brawley, Calif.
Ace of Clubs
- ROPPOLO, MIKE**
KTBS, Shreveport, La.
- ROSE, HERM**
WFHG, Bristol, Va.
Variety Show
860 Club
- ROSS, DAN**
WWPF, Palatka, Fla.
Coffee Club
- ROSS, KAL**
WNRD, Syracuse, N. Y.
The Filekeeper
- ROSS, NORMAN**
WMAQ, Chicago, Ill.
400 Hour
Music that Sings
- ROTH, BOB**
KTMS, Santa Barbara, Calif.
1-2-5 Club
- ROTH, GORDON**
KMJ, Fresno, Calif.
Saturday Juke Box
- ROTHMAN, LEE**
WSIV, Pekin, Ill.
Record Review
- ROUNTREE, GEORGE**
WRLC, Toccoa, Ga.
People's Choice
- ROUSH, SIGEL A.**
WBOW, Terre Haute, Ind.
Morning Mail
- ROY, MICHAEL**
KWIK, Burbank, Calif

DISC JOCKEYS

RUBIN, BERNIE
WMID, Atlantic City, N. J.
Twilight Time

RUDD, BILL
WCCP, Savannah, Ga.
Hillbilly Spot Lite

RUDOLPH, HOWARD
WIFH, Baltimore, Md.
Melody Market

RUFFIN, HOMER
KCLE, Cleburne, Tex.
Alarm Clock Club

RUGE, GEORGE
KYA, San Francisco, Calif.
Make Believe Ballroom

RUMORE, JOE
WAPI, Birmingham, Ala.
Roundup Time

RUSSELL, BARCLAY
KABC, San Antonio, Tex.
Russell's Record Room

RUTLEDGE, DON
WEDO, McKeesport, Pa.
Yawn Patrol

RUTLEDGE, ED
WIL, St. Louis, Mo.
Dawn Patrol

RYAN, BERNIE
WCTC, New Brunswick, N. J.

RYAN, BILL
WLBR, Lebanon, Pa.
Music Hall

RYAN, BOB
KFAM, St. Cloud, Minn.
Birthday & Anniversary Club

RYAN, DAVE
WICA, Ashtabula, Ohio
Memory Lane

RYE, JACK
KTSM, El Paso, Tex.
Ryes' Record Room

RYEL, FLOYD
WDSC, Dillon, S. C.
Juke Box Review

— S —

SADLER, JOHN
WIRA, Ft. Pierce, Fla.
Juke Box Record Party

SAENGER, JIM
KOJM, Harve, Montana
K-O-J-M-boree

ST. JOHN, CHARLES
KOY, Phoenix, Arizona
Out of the Night

SALINAS, TOMAS
WMBM, Miami Beach, Fla.
Rhumba Time

SALTSMAN, DAYTON
WDAE, Tampa, Fla.
Wake up Tampa

SALVO, PAUL
KCOK, Tulare, Calif.
Off The Record

SAMPSON, GEORGE
WSAR, Fall River, Mass.
Happy Birthday

SANDLER, BERNIE
WBTA, Batavia, N. Y.
1490 Club

SANDS, LES
WWDG, Washington, D. C.
Yawn Patrol

SANTORO, BILL
WARD, Johnstown, Pa.
Calling WARD

SAUNDERS, AL
WNLC, New London, Conn.
Melody Lane

SAUNDERS, ALLEN
WCHA, Chambersburg, Pa.
Club 800

SAUNDERS, BRUCE
WSBT, South Bend, Ind.
The Record Shop

SAUNDERS, JOHN
WTOD, Toledo, Ohio
Serenade to Tep Cat

SAUTER, DAVE
WRIB, Providence, R. I.
Matters of Melody

SAVAGE, JOHN
WAAB, Worcester, Mass.
Chasing the Clock

SAVINSKI, WALT
WJMS, Ironwood, Mich

SAWYER, BILL
KWJJ, Portland, Ore.
Make Believe Ballroom

SCANLON, JACK
WLIZ, Bridgeport, Conn.
Platter Party

SCHAUGHENCY, ED
KDKA, Pittsburgh, Pa.
Clearfield Sunday Serenade

SCHMIDT, DICK
KMYR, Denver, Colo.
Meet the Boys in the Band

SCOTT, JEFF
WPEN, Phila., Pa.
Hot Corner

SELLERS, HARRY
WRLD, West Point, Ga.
Milkman's Malinee

SELTZER, EVERETT
WONS, Hartford, Conn.
WONS, Juke Box

SEVERIN, TOM
WCBM, Baltimore, Md.
Music You Like

SHARLAND, EARL
WGLN, Glens Falls, N. Y.
Platter Party

SHELTON, BOB
WFAA, Dallas, Tex.
Sunshine Roundup

SHELTON, JIM
KRRV, Sherman-Denison, Tex.
Musical Clock

SHEPHERD, CHARLIE
WHHT, Durham, N. C.
Juke Box Review

SHEPHERD, GENE
WSAI, Cincinnati, Ohio
Bay Horse Opera

SHERWOOD, CHARLES
KIXL, Dallas, Texas
From Bed to Worse

SHIELDS, BOB
WLGR, Torrington, Conn.
990 Club

SHOEHALTER, NAT
WCTC, New Brunswick, N. J.
Sunn Side of the Street

SID, SYMPHONY
WHOM, New York City
After Hours Swing Session
After Hours

SIEMER, JOHN
WIZE, Springfield, Ohio
WIZE Owl Club

SIMPSON, CHUCK
WCSC, Charleston, S. C.

SISSON, FRANK
WOOD, Grand Rapids, Mich
Off the Record

SLAGLE, JOHNNY
WXYZ, Detroit, Mich.

SLATTERY, JACK
WPPA, Pottsville, Pa.
Morning Clock

SMITH, BILL
KUN, Grants Pass, Ore.
Turntable Madness

SMITH, BOB
WNBC, New York, N. Y.
Bob Smith Show

SMITH, BOB
WMLT, Dublin, Ga.
1340 Club

SMITH, BRUCE
WTRR, Sanford, Fla.

SMITH, BILL
WHAT, Phila., Pa.
All Through The Night

SMITH, CLAYTON
WAGM, Presque Isle, Me.
Schooltime

SMITH, DEAN
WROW, Albany, N. Y.
Disc Jockey Jumboree

SMITH, ROBERT E.
WTTIC, Hartford, Conn.
Theatre of Melody

SMITH, ROY
WJZM, Clarksville, Tenn.
1400 Club

SMITH, WALLY
WKIX, Columbia, S. C.
Mail Bag

SNEED, BILL
WROB, West Point, Miss.
Musical Clock

SNOW, BOB
WMMJ, Peoria, Ill.
Breakfast Frolic

SNYDER, BILL
WJZM, Clarksville, Tenn.
Top Tunes of the Day

SPEER, T. F.
KOCA, Kilgore, Tex.
1240 Club

SPIRO, WALTER
WRLD, West Point, Ga.
Especially For You

SQUIRES, ALONZO G.
WAYS, Charlotte, N. C.
Breaffast With Squires

SQUIRES, DAVID
WSAY, Rochester, N. Y.
Sandman

STAMPER, WARREN
WIL, St. Louis, Mo.
Spins and Needles

STANTON, ED
KEX, Portland, Ore.
Parade of Hits

STANTON, PETE
WJPA, Washington, Pa.
Grandstand & Bandstand

STEELE, LOU
WPAT, Patersoan, N. J.
Club 93

STEELE, TED
NBC; CBS; KMPC; WMCA

STELL, BILL
WSVS, Crewe, Va.
Mailbag

STEVENS, AL
WGGG, Cedartown, Ga.
Jive Time

STEPHENS, HAROLD
WASL, Annapolis, Md.
The Record Shop

STERLING, LUD
WLEE, Richmond, Va.
Request Club

STEVENS, DICK
WMIN, St. Paul, Minn.
Party Time

STEVENSON, CHARLES JOHN
WGY, Schenectady, N. Y.
Jolly Judge

STEVENSON, STEVE
KWG, Stockton, Calif.
Juke Box Review

STEWART, ALAN
WTEL, Philadelphia, Pa.
Tunes With Your Toast

STEWART, BOB
WBRY, Waterbury, Conn.

STEWART, LEE
WROW, Albany, N. Y.
590 Club

DISC JOCKEYS

SUTHERLAND, JIMMY

KGCU, Mandan, N. D.
Midnight Matinee
SWANSON, RALPH
WJMR, New Orleans, La.
Early Risers
SWISS, DAN J.
WRRN, Warren, Ohio
In the Groove
SYMPHONY, SID
WWRL, Woodside, N. Y.
Afternoon Swing Session

— T —

TABERNER, DOUG
WTOO, Toledo, Ohio
Serenade to Hep Cat
TAGGART, BYRON
WKRC, Cincinnati, Ohio
Tag along with Tag
TAYLOR, BILL
WOR, New York, N. Y.
Sunrise Serenade
TAYLOR, BROOKE
WJW, Cleveland, Ohio
Music Box
TAYLOR, ROSS
KTRC, Santa Fe, N. Mex.
Music of the Americas
TAYLOR, WILL
WSID, Baltimore, Md.
The Ladies Man
THOMAS, GARRETT
WOLS, Florence, S. C.
Make Believe Ballroom
THOMAS, GLENN
WJEJ, Hagerstown, Md.
On the Band Stand
THOMPSON, CAMPBELL
WGNV, Newburgh, N. Y.
Souvenir Time
TOLBOE, KENT
KOVO, Provo, Utah
Music Mart Jamboree
TOWNSEND, CHET
WCAW, Charlestown, W. Va.
Sports Carnival
TOWNSHEND, JOHN
WGWG, Salma, Ala.
Mid-Morning Varieties
TRANter, CHUCK
WNAE, Warren, Pa.
Please Play
TRENT, GEORGE
WAGA, Atlanta, Ga.
In the Groove
TREXLER, DUKE
WSAV, Savannah, Ga.
The Bandwagon
TROUT, WAYNE
WSBA, York, Pa.
America Sings
TRYON, AL
WFUN, Huntsville, Ala.
No. 1450 Club
TUCKER, DICK
WEIM, Fitchburg, Mass.
Melody Matinee
TUCKER, ROBERT
WPAY, Portsmouth, Ohio
Coffee Time
TUCHOLKA, ED
WEBR, Buffalo, N. Y.
Noonday Revue
1340 Club
TUNIS, HAL
WAAT, Newark, N. J.
Band Review
TURNER, JIM
WSTB, Salisbury, N. C.
Hillbilly Jamboree
TUTEWEILER, C.
WHNC, Henderson, N. C.
Welcome to Carolina
TYSON, DAVE
WCAE, Pittsburgh, Pa.
Wake Up

— U —

ULMER, JIM
WMOA, Marietta, Ohio
Record Review
UNDERHILL, G. C.
KRLN, Canon City, Colo.
Around the Mill with Underhill
UPSON, DAVE
WKRC, Cincinnati, Ohio
Song Shop

— V —

VALLON, GENE
WWCO, Waterbury, Conn.
VANDIVER, BOB
WFRP, Savannah, Ga.
T. D. Show
VANN, FRANK
WTAR, Norfolk, Va.
Mail Order Music
VARGO, ANDY
KLOU, Lake Charles, La.
Hillbilly Roundup
VESEL, BOB
WHWL, Nanticoke, Pa.
Music A La Carte
VENELL, BILL
WHO, Des Moines, Ia.
Carousel
VIA, RICHARD
WLOE, Leaksville, N. C.
1490 Club
VICTOR, ERVIN
WKBW, Buffalo, N. Y.
Howdy, Neighbor
VIEHMAN, ED
WCCO, Minneapolis, Minn.
Music of the Masters
VIKEN, FLOYD
KORE, Eugene, Ore.
Early Bird
VINSON, JIMMY
WBML, Macon, Ga.
VON TOBLE, RUDY
KPQ, Wenatchee, Wash.
Musical Clock

— W —

WADE, OZZIE
WKNE, Keene, N. H.
WAGNER, JACK
KLO, Ogden, Utah
Musical Train
WAIN BEA & (Andre Baruch)
WMCA, New York, N. Y.
Mr. and Mrs. Music
WALKER, BOB
WACO, Waco, Texas
WALKER, GLENN
WCBI, Columbus, Miss.
The Disc Jockey
WALL, WOODSON
WRBC, Jackson, Miss.
Jive Parade
WALLACE, DAVE
WOOD, Grand Rapids, Mich.
Platter Chatter
WALSH, WILLIAM
WIZE, Springfield, Ohio
Rize with WIZE
WALTERS, GENE
WATL, Atlanta, Ga.
Swing Session
WALTMON, MAL
KIT, Yakima, Wash.
Your Pal, Mal
WALTON, ELDON
KEIO, Pocatello, Idaho
WALTON, SIDNEY
WINS, N. Y.
WARD, BILL
WNCA, Asheville, N. C.
Discord at Daybreak

WARNER, BILL
KRSC, Seattle, Wash.
Daily Double
WARNER, HUB
KIDO, Boise, Idaho
Album of Stars
One Night Stand
WASHBURN, TERRY
WKBW, Buffalo, N. Y.
Morning Show
WATSON, BOB
WSB, Atlanta, Ga.
Platter Party
WATSON, EARL
KFDA, Amarillo, Tex.
Disc Party
WAYNE, BURT
WNEW, New York, N. Y.
WANE, LARRY
WCOA, Pensacola, Fla.
Dancing Party
WAYNE, STU
KYW, Philadelphia, Pa.
Musical Clock
WEBSTER, KURT
WBT, Charlotte, N. C.
Midnight Dancing Party
WEAVER, DICK
KROD, El Paso, Tex.
Matinee at Radio Center
WEGENER, ED W.
WOI, Ames Iowa.
Music Shop
Music in the Air
WEINMAN, LOU
WNAB, Bridgeport, Conn.
1450 Club
WELLES, JACQUES
WITH, Baltimore, Md.
WELLS, BOB
WEBR, Buffalo, N. Y.
Hi Teen
WENDELL, BUD
WHK, Cleveland, Ohio
Bud Wendell Show
WESSON, DICK
KALE, Portland, Ore.
Platter Patter
WEST, KELLY
KLPR, Oklahoma City, Okla.
Hillbilly Hit Parade
WHALEY, BUD
KMAC, San Antonio, Tex.
Harlem Serenade
WHITEMAN, PAUL
ABC-WJZ, N. Y.
WILLIAMS, BILL
WOV, New York City
Wake Up New York

— Y —

YEAROUT, BILL
WREN, Topeka, Kans.
Topeka Timekeeper
YONGE, SYLVIA
WTMC, Ocala, Fla.
1290 Club
YORK, TOMMY
WLAY, Muscle, Shoals, Ala.
1450 Club
YOUNG, BILL
KRAL, Rawlins, Wyoming
Afternoon Varieties
YOUNG, DALE
WAOV, Vincennes, Indiana
Juke Box Saturday Night
YOUNG, J. N., JR.
KBST, Big Spring, Tex.
Platter Party
YOUNG, O. C.
WHIS, Bluefield, W. Va.
Cornerrib Jamboree

— Z —

ZIMMER, GRAENE
WCSI, Columbus, Indiana

"THE GOLDEN TOUCH"

Frankie

CARLE

HIS PIANO AND HIS ORCHESTRA



COLUMBIA RECORDS

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GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON



Orchestra Leaders Musical Conductors and Organists —their work during 1947

— A —

AANENSON, QUENTIN
WLCS, Baton Rouge, La.

ABBOTT, WILLIAM N.
WTMA, Charleston, S. C.

ACKLEY, WAYNE
KRNT, Des Moines, Iowa

ADAMS, FRANCES
WCON, Atlanta, Ga.

ADLAM, BASIL
ABC—Mr. President
The Opie Cates Show

ALEXANDER, JEFF
CBS—Bill Goodwin Show
NBC—Amos 'n' Andy

ALEXANDER, JEFF
NBC—Amos 'n' Andy

ALEXANDER, MARTIN
WHBC, Canton, Ohio

ALLEN, JOHN
KPLT, Paris, Tex.

ALLEN, ROBERT
WCMW, Canton, Ohio

ALLIN, HENRY
WLAP, Lexington, Ky.

ANDERSON, CHARLOTTE
WHTT, Hartford, Conn.

ANDERSON, WARREN A.
WGFG, Kalamazoo, Mich.

ANDREWS, JAMES
KKRO, Aberdeen, Wash.

ANNO, MARY JEAN
WATW, Ashland, Wis.

ANTONINI, ALFREDO
CBS—Eileen Farrell

ARDEN, VICTOR
NBC—Waltz Time
Manhattan Merry-Go-Round

ARIM, THOMAS
WSTV, Steubenville, Ohio

ARLO
ABC

ARMBRUSTER, ROBERT
NBC—Cavalcade of America
Kraft Music Hall

ARMSTRONG, BERNIE
KDKA, Pittsburgh, Pa.

ARNAZ, DESI
NBC—Bob Hope

ALPERT, H. T. (Trigger)
NBC—The Tex and Jinx Show

ASHBY, IRVING
NBC—King Cole Trio Time

ARLO (Arlo Hulst)
NBC—Honeymoon in New York
Story Shop

ARTZT, WILLIAM
CBS—Blondie

ATHEARN, BOB
KBOW, Butte, Mont.

ATKINSON, WAYNE
KVKM, Monahans, Tex.

AUDREY, ALEENA FOWLER
KOCA, Kilgore, Tex.

AUGUSTINE, JOHNNY
NBC—Take It or Leave It

AUNE, FREDDIE
NBC—Manor House Party
Freddie Aune & His Foursome

AUSTIN, RUSTY
WBUD, Morrisville, Pa.

— B —

BABIN, E. (Mrs.)
WIAC, San Juan, P. R.

BAILEY, CECIL
KVOU, Uvalde, Tex.

BAKER, MARIE
WBLJ, Dalton, Ga.

BALDWIN, BILL
KSO, Des Moines, Iowa

BALDWIN, PHIL
CKNW, New Westminster, B. C. Canada

BALLANTINE, ED
ABC—Breakfast Club

BALZER, LUDWIG F.
WRC, Washington, D. C.

BAMBRIDGE, JOHN
KMOX, St. Louis, Mo.

BANROFT, P. F.
KTAR, Phoenix, Ariz.

BANKS, MARGARET
WBIG, Greensboro, N. C.

BANTA, FRANK
NBC—D & H Miners

BANYARD, FRANK
KWBW, Hutchinson, Kans.

BARBOUR, DAVE

BARCLAY, JAMES
WFRP, Savannah, Ga.

BARDO, LYLE
WFRG, San Francisco, Calif.

BARGY, ROY
NBC—Rexall Summer Theater
Jimmy Durante Show

BARKER, GLADYS
WFRG, Freeport, Ill.

BARKER, PETER
CJAT, Trail, B. C. Canada

BARLOW, HOWARD
NBC—Voice of Firestone
Harvest of Stars

BARNETT, CLYDENE
WRRM, Columbia, Tenn.

BARON, PAUL
NBC—Mystery in the Air

BARRETT, IDA
WLPM, Suffolk, Va.

BARRETTE, ROGER
WFEA, Manchester, N. H.

BARRON, BLUE
NBC—Edison Hotel Orchestra

BARRY, BARBARA
WHLM, Providence, R. I.

BARRY, DAN
KFKU, Lawrence, Kans.

BATE, DICK
WBSR, Pensacola, Fla.

BAUER, A. J.
WINK, Ft. Myers, Fla.

BAUGH, GENE
WBAP, Ft. Worth, Tex.

BAUM, PEARL (Mrs.)
WCSO, Charleston, S. C.

BAXTER, LEO
WBOW, Terre Haute, Ind.

BEALS, RAY
KVGB, Great Bend, Kans.

BEAVER, RUTH
WGAP, Maryville, Tenn.

BECK, AL
WDIA, Memphis, Tenn.

BECKER, ALFRED
KOY, Phoenix, Ariz.

BEHL, WALTER
WFOG, Milwaukee, Wis.

BELEK, ROSE
KWBU, Corpus Christi, Tex.

BELL, FRANK
WEEI, Boston, Mass.

BENDITZKY, NAOUM
NBC—NBC String Quartette

BENEKE, TEX
NBC—Chesterfield Supper Club

BENNETT, RAY P.
KFJB, Marshalltown, Ia.

BENOIST, ALINE
WMIX, Mt. Vernon, Ill.

BERCOVITZ, ABE
KGW, Portland, Ore.

BERG, H. M., JR.
KVSP, Santa Fe, N. M.

BERNSTEIN, LEONARD
ABC—Boston Symphony

BERNTHAL, MURRAY
WSYR, Syracuse, N. Y.

BERQUIST, BERNARD (Whitey)
NBC—American Novels
Doctors—Then & Now
National Farm & Home Hour
World's Great Novels
Whitey Berquist Orchestra
Kickoff Tunes

BEST, LILLIAN
KGDH, Stockton, Calif.

BETHANCOURT, JOSE
NBC—Tropicana
Echoes from the Tropics

BIELSKI, CASS
NBC—U. S. Army Air Forces
Band

BIGLEY, DAVID E.
WJOL, Florence, Ala.

BIRD, CHUCK
WMUS, Muskegon, Mich.

KAY KYSER

and His

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Saturday — NBC

"ARTISTRY IN RHYTHM"

Stan Kenton

and his orchestra

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Management —

CARLOS GASTEL

• • • **Orchestra Leaders — Conductors — Organists** • • •

BILLINGSLEY, WM.
WADE, Dadesboro, N. C.
BISHOP, DONALD C.
KGEM, Boise, Idaho
BLACK, FRANK (Dr.)
NBC—Story of Music
Harvest of Stars
Serenade to America
NBC Symphony Orchestra

BLACK, NORMAN
WFIL, Philadelphia, Pa.
BLACKBURN, JIMMY
WBHP, Huntsville, Ala.

BLAKE, BRUCE R.
WKKK, Akron, Ohio

BLAND, CECIL
KTBS, Shreveport, La.

BLEYER, ARCHIE
CBS—Arthur Godfrey Show
Talent Scouts
Crime Photographer

BLIEDEN, LARRY
KATL, Houston, Tex.

BLOCH, RAY
By Popular Demand (MBS); Continental Celebrity Club (CBS); Crime Doctor (CBS); Holiday & Company (CBS); Johnny Presents (NBC); Mary Small — "Junior Miss" Show (ABC); Milton Berle (NBC).

BLOKER, EDYTHE
WJRI, Lenoir, N. C.

BOBBITT, M. A.
WBOB, Balax, Va.

BODDEN, ROBERT J.
KROS, Clinton, Iowa

BOGART, FRANK
NBC—Frank Bogart's Orchestra

BOISVERT, LOUIS
WBRY, Waterbury, Conn.

BONIME, JOSEPH
ABC—The Sheriff

BOONE, CARLETON
WKAL, Rome Utica, N. Y.

BORGE, VICTOR
NBC—Victor Borge Show

BORNE, HAL
NBC—Date With Judy

BOTHE, RONALD F.
WMIQ, Iron Mtn., Mich.

BOVERO, PHIL
KGO, San Francisco, Calif.

BOWEN, MARJORIE
KGLU, Safford, Ariz.

BOWERS, JACK M.
WNAD, Norman, Okla.

BOWYER, MILDRED
KJBS, San Francisco, Calif.

BOYD, WILLIAM C.
WJIM, Lansing, Mich.

BOYER, JAMES
WISH, Indianapolis, Ind.

BRADLEY, HAROLD
WHL, Niagara Falls, N. Y.

BRADLEY, OWEN
WSM, Nashville, Tenn.

BRADLEY, OSCAR
CBS—We the People

BRADY, WILLIAM P.
WEDC, Chicago, Ill.

BRAGG, CHARLES
WGNS, Murfreesboro, Tenn.

BREITENMOSE, DON
KPDR, Alexandria, La.

BRELAND, ED
WAML, Laurel, Miss.
BRENDLER, CHARLES, (Lieutenant Commander)
NBC—U. S. Navy Band

BRESTOFF, PHIL
WXYZ, Detroit, Mich.

BREWER, DON
KAKC, Tulsa, Okla.

BRICE, JAMES A.
WTPR, Paris, Tenn.

BRIDGE, J. GORDON
WETA, Batavia, N. Y.

BRIGHT, KEITH
WMGA, Moultrie, Ga.

BRING, LOU
NBC—Kraft Music Hall

BRISSEY, PAUL
KUOM, Minneapolis, Minn.

BRITTAIN, H.
CKRC, Winnipeg, Manitoba, Canada

BRONSON, RICHARD B.
WPOR, Portland, Maine

BROOKS, DEEN
WKNA, Charleston, W. Va.

BROOKS, GEORGE L.
KDIX, Dickinson, N. D.

BROOKS, ROBERT (Recorded)
WSCR, Scranton, Pa.

BROWN, H. ARTHUR
KROD, El Paso, Tex.

BROWN, EDDY
WHLI, Hempstead, New York

BROWN, JAN
KWTX, Waco, Tex.

BROWN, LES
NBC—Bob Hope



**PAUL
TAUBMAN**
ORGANIST
COMPOSER
CONDUCTOR

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ROSEMARY TRAVELER • TRUE DETECTIVE • MYSTERIOUS
STEPHEN GRAHAM (Family Doctor) • ADVENTURES OF FRANK MERRIWELL
KEYS TO ADVENTURE

Musical Commercials and Jingles for

P&G'S IVORY SNOW



RCA-VICTOR Recording Artist

Orchestra Leaders — Conductors — Organists

BROWN, MAURICE
CBS—Let's Pretend

BROWN, WALBERG
NBC—Do You Remember
Clevelandaires

BRUCE, DWIGHT J.
WTOG, Savannah, Ga.

BRUNO, WALTER
ABC—Detroit Symphony

BRUNS, GEORGE
KEX, Portland, Ore.

BRUNSON, LILLIAN
WJMX, Florence, S. C.

BRYON, DONALD
NBC—Cavalcade of America

BRYN, GENE
WISR, Butler, Pa.

BUCHANAN, DEAN
KEYY, Pocatello, Idaho

BUHRMAN, BURT
NBC—Joyce Jordan

BULLIS, LEE S.
KYJC, Medford, Ore.

BURGESS, HARLOW
NBC—Harlow Burgess & Or-
chestra

BURGESS, PAUL
KWSC, Pullman, Wash.

BURKETT, KATHLEEN
KLPR, Oklahoma City, Okla.

BUTON, HUBERT
CKCW, Moncton, N. B. Canada

— C —

CADELL, RAYMOND
WESC, Hartsville, S. C.

CAIN, BEN
KAFY, Bakersfield, Calif.

CAIN, OLLIE
WAPX, Montgomery, Ala.

CALDWELL, JUNE
WMT, Cedar Rapids, Iowa

CAMERON, CLIFF
WATL, Atlanta, Ga.

CAMPBELL, A. HARTWELL
WCRB, Dunn, N. C.

CAPELL, BARBARA
KFAC, Los Angeles, Calif.

CARLE, FRANKIE
NBC, CBS, MBS — Columbia
Records

CARLING, TOMMY
NBC—Tommy Carling's Or-
chestra

CARLSON, MAUDE
WIBW, Topeka, Kan.

CARLTON, HOLLIS
WCOV, Montgomery, Ala.

CARMOUCHE, LOIS
KLOU, Lake Charles, La.

CARPENTER, HOWARD
KVNL, Coeur d'Alene, Idaho

CARROTHERS, LARRY
WBAC, Cleveland, Tenn.

CARTER, CAL
KAMD, Camden, Ark.

CARTER, GAYLOR
ABC—Bride and Groom

CASE, RUSS
NBC—Kraft Music Hall
RCA Victor Show

CASTILO, DEL
CBS—Stars Over Hollywood

CATES, JOAN
KTMC, McAlester, Okla.

CAVANAUGH, JOSEPH
WENE, Endicott, N. Y.

CATES, OPIE
NBC—Meet Me at Parky's

CAVALLARO, CARMEN
NBC—Sheaffer Parade

CHADWICK, ERMA
KOLE, Port Arthur, Tex.

CHAMBERLIN, GEORGE
WMBM, Miami Beach, Fla.

CHAPMAN, JACK B.
KTSM, El Paso, Tex.

CHASINS, ABRAM
WQXR, New York, N. Y.

CHASTANG SYBIL
KABC, San Antonio, Tex.

CHESKIN, DAVID
WGR, Buffalo, N. Y.

CHEZEM, CURTIS
KASH, Eugene, Ore.

CHITTISON, HERMAN
NBC—Herman Chittison Trio

CHRISTIAN, BOBBY
NBC—A Miss and a Male

CLARE, BOB
KTIP, Porterville, Calif.

CLARK, ALLAN
WKY, Okla. City, Okla.

CLARK, HARPER L.
KALB, Alexandria, La.

CLARK, ELIZARETH
WHPE, High Point, N. C.

CLARKE, NOVA
KHBG, Okmulgee, Okla.

CLARY, CHARLES
KOSA, Odessa, Tex.

CLEMENT, JACK
WMON, Montgomery, W. Va.

CLINTON, PAUL
WPDQ, Jacksonville, Fla.



LEW WHITE

Organist

Composer

Conductor

CURRENT SHOWS

Inner Sanctum—CBS

Listening Post—ABC

Grand Central Station—CBS

Portia Faces Life—NBC

Rose of My Dreams—CBS

RCA-Victor Recording Artist

Columbia Picture Shorts

LEXington 2-1100

Orchestra Leaders — Conductors — Organists

COLE, BUDDY
NBC—Truth or Consequences

COLE, DAVID H.
KCRS, Midland, Tex.

COLE, NAT KING
(Coles, Nathaniel); b. Montgomery, Ala., March 17, 1919; Kraft Music Hall, King Cole Trio Time, NBC

COLLINS, JERRY
WNOX, Knoxville, Tenn.

COLTER, BERTRAM
WMUR, Manchester, N. H.

COLWELL, VIRGINIA
WLDS, Jacksonville, Ill.

COMEAU, J. P.
CHEF, Granby, Que. Canada

COMISKEY, LILLIE, MAE
KWFT, Wichita Falls, Tex.

COMSTOCK, DONNA
WHTN, Huntington, W. Va.

CONEY, MARY EVELYN
WDAK, Columbus, Ga.

CONTI, ANTHONY
WLEU, Erie, Pa.

COOK, RICHARD
WMRN, Marion, Ohio

COOK, MRS. SARA
WBCN, Birmingham, Ala.

COOKE, ROBERT
KMVI, Wailuku, Maui T H

COOLEY, CARLTON
NBC—NBC String Quartet

COOPER, KATHERINE
WWNR, Beckley, W. Va.

CORTES, ARTURO
WKJB, Mayaguez, P. R.

COTNER, CARL
CBS—Gene Autry Show

COZZI, SAM
KCIL, Houma, La.

CRAIG, FRANCIS
NBC—Francis Craig Orchestra

CRAIG, MARTHA
KELD, El Dorado, Ark.

CRAVEN, HAROLD
WMPR, High Point, N. C.

CRAWFORD, JESSE
ABC—David Harding—Counterspy

CREW, CARROLL G.
KWCV, Natchitoches, La.

CRIPPEN, BLANCHE
WKXL, Concord, N. H.

CROMWELL, VIRGINIA
KRMD, Shreveport, La.

CROOK, GEORGE
NBC—George Crook, Organist

CROSBY, BOB
(Crosby, George Robert); Band leader and Vocalist; b. Spokane, Wash. Aug. 23, 1913; ed Gonzago Univ.; Star, Club 15; Campbell Soups (CBS).

CROSSON, ARTHUR, J.
WBNY, Buffalo, N. Y.

CROUCH, KATHLEEN
WMBO, Auburn, N. Y.

CUGAT, XAVIER
MBS—Spotlight Bands
NBC—The Drene Show

CUMMINGS, BOB
KUIJ, Walla Walla, Wash.

CUTLER, KENNETH
WILL, Urbana, Ill.

— D —

DABNEY, FRED A., JR.
WCHV, Charlottesville, Va.

DALE, ALLAN
KURV, Edinburg, Tex.

DALE, TED
Conductor; b. North Platte, Neb., July 25, 1910; Carnation Contented Show (NBC).

DANIELS, MERRILL
WRRF, Washington, N. C.
Sammy Kaye Show

DAVID, RUSS
NBC—St. Louis Serenade

DAVIDSON, BYRON
WAOV, Vincennes, Ind.

DAVIDSON, RANDY
WCBS, Greenwood, S. C.

DAVIES, LAWSON, S. C.
KCSU, Provo, Utah

DAVIS, BOB
WASL, Annapolis, Md.

DAVIS, GEORGE D., JR.
WRBL, Columbus, Ga.

DAVIS, JOHN LEE
WKEY, Covington, Va.

DAVIS, PHIL
CBS—Here's To You

DAVIS, RALPH
KEYS, Corpus Christi, Tex.

DEAL, JOHN H.
WBCU, Ithaca, New York

DEBERRY, HERBERT
WPIK, Alexandria, Va.

DE CESARE, ALICE
WGNV, Newburgh, N. Y.

DE LUCA, GIUSEPPE
WHOM, New York City

**DON
VOORHEES**

1947

Bell "Telephone Hour"

**VICTOR
YOUNG**



HARRY SALTER

Musical Director of
"It Pays To Be Ignorant"—CBS
"This Is Adventure"—ABC
(U. S. Coast Guard)
CBS Documentaries

EARL SHELDON

Conductor



"JACK SMITH SHOW"

CBS

RAY BLOCH ENTERPRISES



HANK SYLVERN

STRIKE IT RICH
BOSTON BLACKIE
BARRY WOOD SHOW
BOB HAWK CAMEL SHOW

Orchestra Leaders — Conductors — Organists

DENNY, FRANCES
WAIR, Winston-Salem, N. C.

DENT, KENNETH
KRUX, Phoenix-Glendale, Ariz.

DENTON, JAMES
KID, Idaho Falls, Idaho

DeREMER, LIONEL H.
WBCM, Bay City, Mich.

DeVOL, FRANK
NBC—Sealtest Village Store

DIAMOND, LEO
NBC—The Time, the Place,
and the Tune

DICKENS, JIMMY
WKNX, Saginaw, Mich.

DILLEY, ERMAL
KFNF, Shenandoah, Iowa.

DILLON, KENNETH W.
WKOW, Madison, Wisc.

DITTMAN, BEVERLY
WKBH, LaCrosse, Wisc.

DOERR, J. HUBERT
WDZ, Tuscola, Ill.

DOGGETT, MARJORIE
KNOW, Austin, Tex.

DOLAN, BOB
CBS—Ford Show

DOLIN, MAX
KIRO, Seattle, Wash.

DONALDSON, EARL
KALL, Salt Lake City

DORR, HAROLD
WARI, Bangor, Me.

DORITY, DOROTHY
WTOL, Toledo, Ohio

DORSEY, JIMMY
NBC, CBS, MBS

DORSEY, TOMMY
NBC, CBS, MBS, WMCA

DOSS, J. R., JR.
WJRD, Tuscaloosa, Ala.

DOUGLAS, JACK
KELQ, Sioux Falls, S. D.

DRAGON, CARMEN
CBS—Baby Snooks
Old Gold Show
NBC—Drene Show

DRAPES, ELIZABETH
KXLK, Great Falls, Mont.

DREHER, TURNER
KWAL, Wallace, Idaho

DUCHIN, EDDIE
NBC—Kraft Music Hall

DUFFY, JOHNNY
ABC—Murder and Mr. Malone

DUNCAN, JAMES
WNOC, Norwich, Conn.

DUNFORD, JR., B. C.
WSJS, Winston-Salem, N. C.

DUNN, GREGG
KSTT, Davenport, Iowa

DUNNING, OWEN
KOIN, Portland, Ore.

DURHAM, LOWELL
KSL, Salt Lake City, Utah

DUZER, ROGER VAN
WMBR, Jacksonville, Fla.

— E —

EADIE, ROBERT
CKSF, Cornwall, Ontario, Can-
ada

EASTCOTT, ELMITT
KGFJ, Hollywood, Calif.

EDGES, CLARENCE
WTAQ, Green Bay, Wisc.

EDSON, EDWARD
NBC—First Piano Quartette

EDWARDS, HELEN
WRUF, Gainesville, Fla.

EDWARDS, LLEW
WPPA, Pottsville, Pa.

ELLINGTON, DUKE
NBC, CBS, WMCA, MBS

ELLIOTT, BARON
WCAE, Pittsburgh, Pa.

ENNIS, SKINNAY
NBC—Abbott & Costello

ENOS, JOE
ABC—Louella Parsons Show
NBC—We Believe

EPPEL, R. V.
KMHK, Mitchell, S. D.

ERTLE, RITA, A
WICC, Bridgeport, Conn.

ERVIN, VERA
WHHT, Durham, N. C.

ETTERS, CLARENCE
WBT, Charlotte, N. C.

EUCHNER, WAYNE
KPH, Wichita, Kan.

EVANS, BOB
KRIG, Odessa, Tex.

EVANS, DON
WGV, Charleston, S. C.

EVANS, JEFF
KRUL, Corvallis, Ore.

EVANS, SAL
WDMG, Douglas, Ga

EVELYN & HER MAGIC VIOLIN
NBC—Hour of Charm

EWING, BERNIECE
KSCJ, Sioux City, Ia.

— F —

FACENDA, FRANK
WGM, Newport News, Va.

**LLOYD
SHAFFER**

CHESTERFIELD SUPPER CLUB
1945-46-47-48

**PAUL
LAVALLE**

Cities Service "Highways In Melody"

CARL HOFF



LENNY HERMAN
and
His Orchestra



RAY HEATHERTON
and
His Orchestra

JACK MILLER'S ORCHESTRA

Featured on

"Kate Smith Sings"

CBS

"Radio Readers Digest"

CBS

"The Aldrich Family"

NBC

"Molle Mystery"

NBC

FAGERDAHL, NORMAN
CKFI, Fort Frances, Ont.,
Canada

FAIRCHILD, COOKIE
NBC—Eddie Cantor Show
Take It or Leave It

FAITH, PERCY
Musical Conductor; b. Toronto,
Canada, April 7, 1908; ed Jarvis
Collegiate (ND); Pause That
Refreshes on the Air (CBS);
Carnation Contented Hour (NBC)

FALBER, BEN
WTHI, Terre Haute, Ind.

FARBER, BURT
NBC—Curtain Time

FAY, LEWIS C.
KONO, San Antonio, Tex.

FAYE, ROMELLE
NBC—Today's Children
Woman in White
Story of Holly Sloan

FEIBEL, FRED
CBS—David Harum

FELTS, ROLAND
WKDA, Nashville, Tenn.

FERM, JOHN
KVEC, San Luis, Obispo, Calif.

FERRIS, JANET
KMO, Tacoma, Wash.

FESSLER, JEAN
WTAD, Quincy, Ill.

FEUER, CY
CBS—Escape

FIELD, CHAS. B.
KWIN, Ashland, Oreg.

FINCH, ROBERT
WDAR, Savannah, Ga.

FLATH, P. HANS
KMBC, Kansas City, Mo.

FORBES, J.
CFRN, Edmonton, Alberta,
Canada

FORD, CHARLES
WCCP, Savannah, Ga.

FORD, WHARTON
WSTC, Stamford, Conn.

FORRESTER, DAVID
NBC—Red Skelton

FOSSLER, DEAN
CBS—Guiding Light

FOSTER, JACK
KSIX, Corpus Christi, Tex.

FOWLER, HUGH
KRLD, Dallas, Tex.

FRASER, MARGARET
WXGI, Richmond, Va.

FRADKIN, FRED
CBS—Thin Man

FRAUDBERG, LEO
WNJR, Newark, N. J.

FRAUL, CLAUDE
WINN, Louisville, Ky.

FREEMAN, TONY
NBC—Mad Masters

FREED, ALAN
WAKR, Akron, Ohio

FRICTSCH, EDWARD
KTHH, Houston, Tex.

FRITTS, WILLIAM STANLEY
NBC—The Korn Kobbler

FUHRMAN, CLARENCE
KYW, Philadelphia, Pa.

FULTON, D. K.
WALB, Albany, Ga.

— G —

GALE, WILLIAM
CBS—County Fair

GALLICHO, JOSEPH
NBC—Grand Marquee
Story for Tonight
Patterns in Melody
Doctors—Then and Now
Dave Garroway Show
Doctors Today
World's Great Novels

GALLICCHIO, JOSEPH
WMAQ, Chicago, Ill.

GANTTER, RAYMOND
WFBL, Syracuse, N. Y.

GARNER, ADAM
NBC—First Piano Quartette

GART, JOHN
Composer, conductor; b. Poland,
June 6, 1905; Kiev Imperial
Conservatory of Music; Columbia
Workshop (WCBS), Richard Law-
less (WCBS), Gabriel Heatter's
A Brighter Tomorrow (WOR),
Carrington Playhouse (WOR), A
House in The Country (WOR);
MGM, Columbia, RKO picture
spots.

GEARHART, LYNN
WALT, Tampa, Fla.

GEHRETT, HARRY
KORN, Fremont, Nebr.

GEMMER, CARLYLE
KICD, Spencer, Iowa

GIBSON, MEREDITH
WJMR, New Orleans, La.

GILBERT, NOEL
WMC, Memphis, Tenn.



GEORGE WRIGHT

ARLO
and
The PLAYBOYS



Orchestra Leaders — Conductors — Organists

GILMORE, CHARLES
WCTA, Andalusia, Ala.

GILRONAN, ANNA
KVAN, Vancouver, Wash.

GIMPEL, BRONISLAW
ABC—Saturday Concert

GINGERY, LOUDEN
KVAK, Atchison, Kan.

GITZ, JEAN
KRDO, Colorado Springs, Colo.

GLUSKIN, LUD
CBS—Suspense
Adventures of Sam Spade
Sweeney and March
NBC—Amos 'n' Andy

GOBEL, DOLPH
Johnny Thompson
Ethel & Albert
Dolph Gobel Trio
Teen Age Time
The O'Neils

GODT, PAUL
KFEL, Denver, Colo.

GOELLER, LEE
WPHG, Bristol, Va.

GOODMAN, ABE
CBS—Grand Slam
Strange Romance of Evelyn
Winters

GOODMAN, AL
Musical director; b. Russia; Pea-
body Sch. of Music; Prudential
Family Hour (CBS); Fred Allen
Show; RCA Victor recording
artist

GOODMAN, BENNY
NBC—Victor Borge Show

GORDON, BILL
WHHM, Memphis, Tenn.

GORDON, LEE
NBC—Daytime Classica
Clevelandaires

GORDON, NATHAN
NBC—NBC String Quartette

GRACE, STELLA
WPIT, Pittsburgh, Pa.

GRADIN, HARRY
WDSM, Superior, Wis.

GRAHAM, ANNE
WKAI, Macomb, Ill.

GRAHAM, GENE
WWGS, Tifton, Ga.

GRALITZER, LOUIS
NBC—NBC String Quartette

GRANT, RUSSELL
KODI, Cody, Wyo.

GRASSO, FRANK
WFLA, Tampa, Fla.

GRAY, JERRY
CBS—Club 15

GREEN, BERNIE
ABC—Henry Morgan Show

GREEN, ETHYL
KIPA, Hilo, Hawaii, T. H.

GREENE, CARL
KSON, San Diego, Calif.

GREENE, JOHNNY
CBS—Man Called X

GREENWOOD, DWIGHT
KPHO, Phoenix, Ariz.

GREER, ROBT.
KPRK, Livingston, Mont.

GREY, PETER
WSMB, New Orleans, La.

GRIBBLE, JACK
KFBC, Cheyenne, Wyo.

GRIEB, HERBERT
WBRC, Birmingham, Ala.

GRILLI, ANITA
WBHQ, Memphis, Tenn.

GRIMES, SALLY ANN
KOME, Tulsa, Oklahoma

GROSS, GEORGE
WIBU, Poynette, Wis.

GROSS, WALTER
NBC—Torme Time

GROUX, AURELE
CKCH, Hull, Quebec, Canada

GROW, LOU DEAN
KLX, Oakland, Calif.

GUILET, DANIEL
NBC—NBC String Quartette

— H —

HACKETT, RAY
KQW, San Jose, Calif.

HADLEY, JR., WILLIAM H.
KXLR, North Little Rock, Ark.

HAENSCHEN, GUSTAVE
CBS—Saturday Night Serenade
NBC—American Album of
Familiar Music

HALE, ETHLYN
WCKY, Cincinnati, Ohio

HALVORSEN, ROY L.
KSUB, Cedar City, Utah

HAM, SAM
WDBC, Escanaba, Mich.

HAMILTON, JOHN
KPRL, Paso Robles, Calif.

HAMILTON, WARD
WWNY, Watertown, N. Y.

HAMMONS, MARY FANE
WMOX, Meridian, Miss.

HAMON, FRANK
CHEX, Peterborough, Ontario,
Canada



AL RICKEY

MUSICAL DIRECTOR AND ARRANGER

MR. KEEN — C.B.S.

HUMMERT RADIO FEATURES

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Orchestra Leaders — Conductors — Organists

HAMPY, HERMAN
WEEK, Peoria, Ill.

HAND, G.
WJXN, Jackson, Miss.

HANTFORD, JO
WBAA, West Lafayette, Ind.

HANSEN, BOB
KTRI, Sioux City, Ia.

HANSON, EARLE BARR
WIOD, Miami, Fla.

HANSON, HOWARD, (Dr.)
NBC—Story of Music
Orchestras of the Nation

HARDMAN, GLENN
KTUL, Tulsa, Okla.

HARMON, J. BERTRAM
WGRC, Louisville, Ky.

HARRILL, NELSON
WGWR, Asheboro, N. C.

HARRIS, ALBERT (Dr.)
NBC—Storehouse of Music

HARRIS, PHIL
MC, comedian, orchestra leader; b. Linton, Ind., June 24, 1906; The Fitch Bandwagon (NBC).

HARTIGAN, RICHARD
WROW, Albany, N. Y.

HARTLEY, JAMES A.
WGGA, Gainesville, Ga.

HARTLEY, JOHN
WREX, Duluth, Minn.

HARTLINE, MARY
ABC—Junior Junction

HARTMAN, ROME J.
WIRK, West Palm Beach, Fla.

HARTSFIELD, LARRY
WGNI, Wilmington, N. C.

HARWOOD, WALDO
WFSH, Portland, Me.

HATCH, DON
KSDJ, San Diego, Calif.

HATCH, WILBUR
CBS—Screen Guild Players

HATHAWAY, GEORGE L.
KYUM, Yuma, Ariz.

HAYES, DONALD C.
WDR, Syracuse, N. Y.

HEADY, WAYNE
KTOP, Topeka, Kans.

HEATHERTON, RAY
NBC, CBS, MBS.

HEIFETZ, BERNAR
NBC—NBC String Quartette

HENKE, CHAS.
WFHR, Wisconsin Rapids, Wis.

HERFORD, JOHNNY (Miss)
NBC—Honeymoon in New York

HERMAN, CHAS.
WLAV, Grand Rapids, Mich.

HERMAN, LENNY
NBC, CBS, MBS.

HERMAN, WOODY
(Woodrow, Herman); b. Milwaukee, Wisc.; Marquette Univ.; The Woody Herman Show (ABC); Summer Electric Hour with Peggy Lee (CBS).

HERRON, JOEL
WEN, New York, N. Y.

HERSENHOREN, SAMUEL
NBC—Wayne & Shuster Show

HESLOP, EMILY
KOLO, Reno, Nev.

HESS, GENE
KIT, Yakima, Wash.

HILL, DAVID
WEAM, Arlington, Va.

HINMAN, HAROLD
KTRB, Modesto, Calif.

HIRSCH, BERTRAND
NBC—American Album of Familiar Music

HIPPS, TOM
KCTX, Childress, Tex.

HITT, JOHN A.
KSKY, Dallas, Texas

HODELL, VIRGINIA
WIBA, Madison, Wis.

HOFF, CARL
Orchestra leader; b. Oxnard, Calif.; USC; Ariz. Conservatory of Music; Columbia Records; Shorts for Warner Bros.; Kay Kyser's "College of Musical Knowledge" (NBC).

HOFFMAN, JACK
KFMJ, Tulsa, Okla.

HOGAN, HARLAN
WSBT, South Bend, Ind.

HOHENGARTEN, CARL
KWK, St. Louis, Mo.

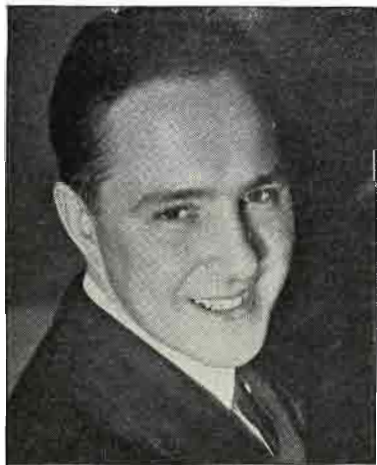
HOKANS, ARNE
WKLA, Ludington, Mich.

HOLDEN, KENNETH, F.
KBKR, Baker, Ore.

HOLLANDER, MAX
NBC—NBC String Quartette

HERMAN, LENNIE
Lennie Herman Quintet

HOLT, LEAH
KWJJ, Portland, Ore.



CHARLES PAUL

Conductor—Composer

MR. & MRS. NORTH

NBC

THEATRE OF ROMANCE

CBS

**WALTER
SCHARF**

Musical Director—

Composer

ALICE FAYE—PHIL HARRIS

Fitch Bandwagon

Orchestra Leaders — Conductors — Organists

HOMESTEADERS (orchestra)
NBC—National Farm and Home Hour

HORTON, VAUGHN

HOUSE, FRANK

WJOY, Burlington, Vt.

HOUSTON, ED

CKEY, Toronto, Ontario, Canada

HOVEY, DON

WHO, Des Moines, Ia.

HOWARD, EDDIE

NBC—Sheaffer Parade

HOWARD, GEORGE SALLADE, Major

NBC—U. S. Army Air Forces Band

HUBER, HAP

WSNY, Schenectady, N. Y.

HUBER PAUL R.

WTVL, Waterville, Me.

HUDSON, JESALYN PAYNE

WREC, Memphis, Tenn.

HUFFMAN, GLENDA

KECK, Odessa, Tex.

HULTS, ARLO

Honeymoon in New York Story Shop

HUNSBERGER, PAUL J.

WWBZ, Vineland, N. J.

HUSTAD, DON

ABC—Club Time

HUTSELL, ROBERT

WHAS, Louisville, Ky.

HUTTO, MALCOLM

WJEJ, Hagerstown, Md.

HYLTON, KATIE

KMHT, Marshall, Tex.

— I —

IHRKE, ELMER

WEMP, Milwaukee, Wis.

IMBROGLIO, JOSEPH

WFBR, Baltimore, Md.

ISHAM, DON

KOL, Seattle, Wash.

— J —

JACKSON, WALTER

WIBC, Indianapolis, Ind.

JELESNIK, EUGENE

KDYL, Salt Lake City, Utah

JELLISON, WM. P.

WFTW, Ft. Wayne, Ind.

JENKINS, GORDON

CBS—Dick Haynes Show

JEROME, JERRY

NBC—Teentimers Club

JOHNSON, LAURA

WJMS, Ironwood, Mich.

JONES, SPIKE

CBS—Spotlight Review

JOY, VIOLET

WHOT, South Bend, Ind.

— K —

KAHN, JOE

NBC—Vest Pocket Varieties Once Upon Our Time Musical (also called Cameos of Music)

KALER, RANDALL

WFAS, White Plains, N. Y.

KATZ, BERNARD

NBC—Hollywood Star Preview

KATIMS, MILTON

NBC—Music for Today

Plays by Ear

Serenade to America

Vest Pocket Varieties

Tapestry Musicale

Eternal Light

NBC Symphony Orchestra

NBC Concert Orchestra

KATZ, BERNARD

ABC—Mayor of the Town

KAUFMANN, HARRY J.

WDAF, Kansas City, Mo.

KAY, MARY

WMAM, Marinette, Wis.

KAYE, SAMMY

ABC—Sunday Serenade

So You Want To Lead A Band

KOURY, REX

ABC—The Adventures of Bill Lance

KEARNS, JOEY

WCAU, Philadelphia, Pa.

KEATON, CHARLES

WOL, Washington, D. C.

KEEN, MARION

KTMS, Santa Barbara, Calif.

KENTON, STAN

(Kenton, Stanley N.); Band leader; b. Wichita, Kans., Feb. 19, 1912.

KERR, SHIRLEY

WKST, New Castle, Pa.

KIMBLE, WALTER D.

WDBO, Orlando, Fla.

KIBBEE, GORDON

NBC—Date With Judy

KILEY, JOHN

WMEX, Boston, Mass.

KINGSBURY, CHET

NBC—Adventures of Ellery Queen

KINNEY, WENDALL

KXLE, Ellensburg, Wash.

KLEIVE, JOHN

WEEC, Duluth, Minn.

KORN KOBBLERS

NBC—Korn Kobblers program

KONLOFF, LOU

NBC—Life of Riley

KOSTAL, IRVING

(with the Irving Kostal Trio)

NBC—Once Upon Our Time

KOSTELANETZ, ANDRE

CBS—The Music of Andre Kostelanetz

KOTTLER, MISCHA

WWJ, Detroit, Mich.

KOUSSEVITZKY, SERGE

ABC—Boston Symphony

KRIEGER, BENNIE

NBC—Rudy Vallee Show

KRIEGER, KARL

ABC—Detroit Symphony

KUNZ, KERROLL

WNBZ, Saranac Lake, N. Y.

KURTZ, SAMUEL

NBC—U. S. Army Air Forces Band

KYLE, FORREST

KOPP, Ogden, Utah

KYSER, KAY

(Kyser, James King Kern); Band leader, Comedian; b. Rocky Mount, N. C., June 18, 1905; Univ. of N. C.; College of Musical Knowledge (NBC).

— L —

LAMBERT, NORMAN

WLBB, Bangor, Maine

LANDAUA, IRVING

WINS, New York, N. Y.

LANE, LORNA

WROK, Rockford, Ill.

LANGE, HENRY

WHIO, Dayton, Ohio

LARSON, WAYNE

WJAG, Norfolk, Neb.

LAUZAU, FRANCIS

WMMN, Fairmont, W. Va.

LAVALLE, PAUL

Conductor, Composer, Arranger; b. Beacon, N. Y., Sept. 6, 1908; ed. Institute of Musical Art

(Julliard) Highways in Melody, NBC; Saturday Concert, ABC.

LaVOIE, PAUL

WJR, Detroit, Mich.

LEAF, ANN

NBC—Lorenzo Jones

Front Page Farrell

LEIBERT, DICK

NBC—Katie's Daughter

Stella Dallas

When a Girl Marries

Dick Leibert program

LEIGH, LEONARD

KSTP, St. Paul-Minneapolis, Minn.

LEVANT, OSCAR

NBC—Kraft Music Hall

LEVY, HAROLD

CBS—Armstrong Theatre of Today

ABC—Theatre Guild on the Air

LEVIN, SYLVAN

WOR, New York, N. Y.

LIEBERT, DICK

CBS—Our Gal Sunday

LIGHT, ENOCH

NBC—Enoch Light Orchestra

LOFTENESS, RAY

KSOU, Sioux Falls, S. Dak.

LOMBARDO, GUY

CBS, MBS, NBC, ZIU transcriptions

LONG, JOHNNY

KDWT, Stamford, Texas

LOPEZ, VINCENT

NBC—Luncheon with Lopez

LUCKY, PENNIES

NBC—Circle Arrow Show

LUDLOW, BEN

NBC—Call the Police

LYN, MURRAY

NBC—Harvest of Stars

LYNCH, CAROLYN SMITH

WLAQ, Rome, Ga.

Me

McCALL, BETTY JO

WWPF, Palatka, Fla.

McINTIRE, RUSSELL B.

WSTP, Salisbury, N. C.

McLEAN, DON

KFYR, Bismarck, N. Dak.

McMANUS, WALLACE

WEBR, Buffalo, N. Y.

— M —

MAGNANTE, CHARLIE

NBC—Jack Berch Show

MAINECK, MATTY

NBC—Duffy's Tavern

MAMORSKY, MORRIS

NBC—Eternal Light

Third Horseshan

MANN, CARL F.

KVET, Austin, Tex.

MARSHALL, BILLY

WPEN, Philadelphia, Pa.

MARTIN, FREDDY

CBS—Jack Carson Show

MARTIN, NOEL

KOB, Albuquerque, N. M.

MATTOLA, TONY

NBC—Jack Berch Show

The Tex and Jinx Show

MAUPIN, REX

ABC—Tommy Bartlett Time

MAY, BILLY

CBS—Adventures of Ozzie and Harriet

ABC—You Bet Your Life

MEAKIN, JACK

MEEDER, BILL

NBC—Pepper Young's Family

Right to Happiness

Orchestra Leaders — Conductors — Organists

MERRICK, MAHLON
NBC—Musical Arrangements
The Jack Benny Show

MILLER, ARCHIE
WAAT, Newark, N. J.

MILLER, IRVING
CBS—The Jack Kirkwood Show

MILLER, JACK
(Miller, John J.); Musician; b. Dorchester, Mass., Sept. 4, 1899; Kate Smith Sings, Aldrich Family, Mollie Mystery Theater, Radio Reader's Digest Show, CBS.

MILLER, JEAN
WGTL, Kannapolis, N. C.

MILLER, JOHNNY
NBC—King Cole Trio Time

MILLER, MAX
Your Host Is Buffalo

MILLER, TERRY
Your Host Is Buffalo

MILLS, BILLY
NBC—Fibber McGee & Molly

MILLS, VERLYE
NBC—The Tex and Jinx Show

MILTON, CHARLES
Meet the Missus
Dr. Christian
Melody Trail
Money On the Line
What Makes a Song
California Caravan

MITTLER, FRANK
NBC—First Piano Quartette

MONROE, VAUGHN
Bandleader; b. Akron, Ohio, Oct. 7, 1911, Camel Show, CBS.

MOORE, OSCAR
NBC—King Cole Trio

MORTON, HELEN
NBC—Words and Music

MURPHY, JOHN P.
KQV, Pittsburgh, Pa.

MURRAY, LYN
Music Director, Sunday Night Ford Theatre; Harvest of Stars; Your Hit Parade; Adventures of Philip Marlow (NBC).

MUSCHERA, SYLVIO
WGAT, Utica, N. Y.

— N —

NELSON, OZZIE
Adventures of Ozzie & Harriet

NEVINS, AL
NBC—Three Suns Trio
The Three Suns Shine

NEVINS, MORTY
NBC—Three Suns Trio
The Three Suns Shine

NEWMAN, RUBY
NBC—Ruby Newman Orchestra

NOBLE, RAY
NBC—Charlie McCarthy Show

NORMAN, RALPH
ABC—The Tales of Willie Piper

NOVAK, FRANK
CBS, MBC, NBC—Take It Easy

NYDEGGER, VERNE
KFBI, Wichita, Kans.

— O —

OHMAN, PHIL
NBC—The Time, the Place, the Tune

OLSEN, GEORGE
NBC—George Olsen and Orchestra

O'NEILL, JOSEPH
KVOO, Tulsa, Okla.

OSBORNE, WILL
NBC—Abbott & Costello

OSSER, GLENN
ABC—The Clock

OWEN, ELWYN
NBC—Meet the Meeks

— P —

PADWA, VLADIMIR
NBC—First Piano Quartette

PAGE, CAVANAUGH TRIO
NBC—Jack Paar Show

PAGE, DOROTHY
WPAY, Portsmouth, Ohio

PAIGE RAYMOND
NBC—RCA Show

PAQUETTE, ARTHUR
WFCl, Pawtucket, R. I.

PATENT, HARRY
NBC—Mystery Without Murder

PAUL, CHARLES F.
Orchestra leader, composer, conductor, organist; b. New York, N. Y., Aug. 23, '02; ed. N. Y. College of Music; Leipzig Conservatory of Music; Mr. & Mrs. North (CBS); Brighter Tomorrow; Life Can Be Beautiful (NBC); Young Dr. Malone (CBS); Road of Life (NBC); Nora Drake (NBC); Lora Lawton (NBC).

PAUL, EDDIE
NBC—Sealtest Village Store

PELLETIER, WILFRED
ABC—Metropolitan Auditions of the Air

PENNARIO, LEONARD
NBC—Kraft Music Hall

PERAZZO, GENE
NBC—Mystery Without Murder

Colonel Humphrey Flack

PETRILLO, CAESAR
WBMM, Chicago, Ill.

POOLE, VALTER
ABC—Saturday Concert
Detroit Symphony

PRATT, LLOYD
(member of Page Cavanaugh Trio)
NBC—Jack Paar Show

PRATHER, KENNETH
KDFN, Casper, Wyo.

— R —

REPINE, BURT T.
WRVA, Richmond, Va.

RHAY, KINGSTON

RICE, ED
NBC—Voices Down the Wind

RICKEY, AL
Mr. Keen, CBS.

RIO, ROSA
ABC—Ted Malone
My True Story

ROBBINS, BERNARD
NBC—NBC String Quartette

ROBINSON, MARCIA
WNAB, Bridgeport, Conn.

ROMBERG, SIGMUND
NBC—An Evening with Romberg

ROMEO, PAUL
WQV, New York City

ROSE, DAVID
NBC—Blue Ribbon Music
Time
Red Skelton Show

ROSS, ROY
WNEW, New York, N. Y.

ROSTAL, LEO
NBC—Cameos of Music
Musical Cameos

ROTH, AL
NBC—Schaefer Star Revue

RUSSELL, HENRY
NBC—Lucille Norman Show
Names of Tomorrow
Pacific Story
Front and Center

RYAN, TOMMY
NBC—Tommy Ryan's Orchestra

— S —

SAATKAMP, JACK
NBC—Circle Arrow Show

SACK, AL
NBC—Take It or Leave It

SAIDENBERG, DANIEL
NBC—Chase & Sanborn Presents Alec Templeton

SALTER, HARRY
Musical Conductor; It Pays to Be Ignorant (CBS); This Is Adventure (ABC); Stop The Music (CBS); Documentaries.

SANTELMANN, WILLIAM F.
Major
NBC—U. S. Marine Band

SAPUTO, FRANK
NBC—Bob Burns Show
Chesterfield Supper Club

SAVITT, JAN
CBS—Rhapsody in Rhythm

SCHARF, WALTER
Musical Director; b. New York, N. Y., Aug. 3, 1910; NYU; The Fitch Bandwagon (NBC).

SCHOEN, VIC
CBS—The Andrew Sisters Show

SCHRAMM, JOSEPH
WDSU, New Orleans, La.

SCHUSTER, EMMETT
KXOK, St. Louis, Mo.

SCOTT, EDELE
CBS—Adventurer's Club

SECHTMAN, MAURICE
WONS, Hartford, Conn.

SECKLER QUARTETTE
NBC—Abbott and Costello

SELINSKY, VLADIMIR
CBS—FBI In Peace & War
NBC—The Big Story

SEMMLER, ALEXANDER
CBS—Studio One
NBC—Mollie Mystery Theater

SEXTON, EDITH
WSUN, St. Petersburg, Fla.

SHACKLEY, GEORGE
NBC—The Art of Living
Highlights of the Bible
National Radio Pulpit

SHAFER, LLOYD M.
Musical Director; b. Ridgway, Pa., Sept. 21, 1901; Allegheny College Univ. of Cincinnati; College of Music, Cinn.; Chesterfield Supper Club.

SHARPE, H. H.
WTRY, Troy, N. Y.

SHELDON, EARL
(Sheinker, Irving) Conductor, Arranger; b. N. Y. C., N. Y., Jan. 1, '15; Jack Smith Show (CBS); Drene Shampoo Show (NBC).

SHERMAN, GRETCHEN
WSAY, Rochester, N. Y.

SHIELD, ROY
NBC—RCA Victor Show
Serenade to America

SHOREY, LAWRENCE
WHEB, Portsmouth, N. H.

SHREDNIK, MILTON
NBC—Music by Shrednik
Rhapsody of the Rockies
Sketches in Melody

SILVERBERG, BEN
NBC—Clevelandaires

SILVERN, HANK
CBS—Strike It Rich

SILVERS, LOU
CBS—Lux Radio Theatre

SIMPSON, MARILYN
WAGA, Atlanta, Ga.

SIMS, LEE
NBC—Lee Sims—Piano Moods

SINATRA, RAY
NBC—Bob Burns Show

SMITH, BEASLEY
NBC—Signed Beasley Smith

SMITH, PAUL J.
CBS—Eddie Braeken Show

SMITH, HELENE
KGER, Long Beach, Calif.

SMITH, HOWARD
CBS—Robert Q. Lewis Show
Bob Reid Sings

SMITH, JOHNNY
NBC—Betty Harris Show

SODJA, JOE
NBC—Fred Waring Show

SOSNICK, HARRY
NBC—Penguin Room with
Hildegarde

SPITALNY ALL GIRL ORCHESTRA
CBS—Hour of Charm

SPITALNY, H. LEOPOLD
NBC—NBC Concert Orchestra
Vest Pocket Varieties
Saturday Matinee with Elaine
Malbin
Serenade to America

SPIVAK, CHARLIE
NBC, CBS, MBS

STARR, MILTON
WIP, Philadelphia, Pa

STEELE, TED
WMCA

STEINER, FREDERICK
ABC—This Is Your FBI

STEINHARDT, LAWRENCE
NBC—Cameos of Music
Musical Cameos

STEVENS, LEITH
CBS—The Academy Award

STEWART, EARL
NBC—Percolator Party

STOESS, WILLIAM
ABC—The Greatest Story Ever
Told

STOPAK, JOSEPH
The Fat Man
Let's Go To The Met

STORDAHL, AXEL
CBS—Songs By Sinatra
NBC—Your Hit Parade

STRAETER, TED
NBC—Ted Straeter Orchestra

SUES, LEONARD
NBC—The Eddie Cantor Show

SYLVERN, HENRY
"HANK"
Musical Director, Composer, Organist; b. B'klyn, N. Y., March 26, '11; ed. NYU, Paris Conservatory, Leipzig Conservatory, College of Musical Art; Calling All Girls; Strike It Rich; Barry Wood Show; Boston Blackie; Nick Carter; Matian Picture Spot Sales MGM, Samuel Goldwyn, Enterprises; 20th Century-Fox.

— T —

TAUBMAN, PAUL
NBC—The Adventures of Frank
Merriwell

TAYLOR, WILLIAM
WMCA, New York, N. Y.

TEMPLETON, ALEC
NBC—The Alec Templeton
Show

THOMPSON, CATHERINE
NBC—We Believe

THREE SUNS TRIO
NBC—Three Suns Trio
The Three Suns Shine

TOSCANINI, ARTURO
NBC—NBC Symphony Orchestra

TOWNSEND, JOHN
WAIM, Anderson, S. C.

TOWNSEND, RICHARD, Chief
Warrant Officer
NBC—U. S. Navy Band

TRAINER, KEMPER S.
KCHS, Hot Springs, N. M.

TROTTER, JOHN SCOTT
ABC—Philco Radio Time

TRUDEAU, NED
WABY, Albany, N. Y.

— U —

UHLES, AL
KALE, Portland, Ore.

UMLAND, LaVERNA
WMRO, Aurora, Ill.

— V —

VALLEE, RUDY
NBC—The Rudy Vallee Variety Show

VAN DAMME, ART
NBC—Art Van Damme Quintet
Manor House Party
Design for Living
Dave Garroway Show

VANDAGRIFF, CARL
WOWO, Fort Wayne, Ind.

VAN STEEDEN, PETER
ABC—Break the Bank
CBS—Christopher Wells
NBC—Mr. District Attorney

VILLALONGA, ABDIAS
WPRA, Mayaguez, P. R.

VITO, ELAINE
CBS—Mommie and the Man

VOGT, JERRY
WHEC, Rochester, N. Y.

VON TOBLE, R.
KPQ, Wenatchee, Wash.

VOORHEES, DON
NBC—Telephone Hour
NBC—Cavalcade of America

— W —

WALKER, BOB
WACO, Waco, Texas

WALKER, EDWARD C.
WDAE, Tampa, Fla.

WARD, JACK
Organist; b. Philadelphia, Pa., Aug. 31, 1896; Combs Conservatory; Gangbusters, Bill Stern, Home Around the World, Univ. of the Air, Between the Bookends, Pot O'Gold, Home Is What You Make It (NBC); NBC Tele; NBC Recording Thesaurus.

WARING, FRED
Conductor, Composer; b. Tyrone, Pa., June 9, 1900; Penn State; Fred Waring Show (NBC), Johnson's Wax (NBC).

WARNOW, MARK
CBS—Borden Program
Sound Off
NBC—Your Hit Parade

WASHBURN, COUNTRY
NBC—Saturday Night Round-up

WEBB, LOUIS
NBC—Words and Music
Lou Webb

WEBER, HENRY
WGN, Chicago, Ill.

WEELANS, LESTER
KLZ, Denver, Colo.

WEINER, MILTON
WLW, Cincinnati, Ohio

WESTLEY, O.
WLS, Chicago, Ill.

WESTON, PAUL
NBC—Chesterfield Supper Club

WHIPPLE, DOC
NBC—Ma Perkins
Honeymoon in New York
Light of the World

WHITE, LEW
NBC—Portia Faces Life

WHITE, LEW
Organist-Composer; ed. Univ. of Penn.; Inner Sanctum, CBS; Grand Central Station, CBS; Portia Faces Life, NBC; Rose of My Dreams, CBS; RCA-Victor Recording Artist; Columbia Picture Shorts

WHITE, PAUL
KUIV, Grants Pass, Ore.

WHITEMAN, PAUL
On Stage America, ABC

WICKER, WALLY
NBC—Club Norman Orchestra

WILKINSON, ERIC
WIBG, Philadelphia, Pa.

WILLSON, MEREDITH
NBC—Maxwell House Coffee Time

WINN, JOHN H.
WIRE, Indianapolis, Ind.

WINTERS, JOHN
NBC—The Adventures of Frank Merriwell
Backstage Wife
Young Widder Brown

WIRGENS, WILLIAM
ABC—Gangbusters
MBS—Richard Maxwell
Hymns You Love

WORTH, FRANK
CBS—First Nighter

WRIGHT, GEORGE
Organist - Pianist; b. Orland, Calif., 1920; ed. College of the Pacific; Jack Berch Show (ABC); Songs by Morton Downey (MBS); Maytag (NBC); Your United Nations (NBC); The Tex & Jinx Show (NBC); NBC Thesaurus.

WYLE, GEORGE
NBC—Alan Young Show

WYNN, PAUL
WRRF, Washington, N. C.

— Y —

YOUNG, VICTOR
Orchestra leader; b. Chicago, Ill., Aug. 8, 1900; NBC's Texaco Show; Tony Martin Show (CBS); Texas Star Theatre (ABC).

— Z —

ZACHER, GENE
NBC—Music of the Moment

Writers for Radio

Advertising Agency—Network Station—Free Lance

— A —

ABBOTT, HARRY
Vera Croft Show
KTUL, Tulsa, Okla.

ABBOTT, V. R.
Thytm & Riddles
KGFF, Shawnee, Okla.

ADKINS, MARYALICE
The Serenaders
KHQ, Spokane, Wash.

ALACORN, OSWALDO
KCOR, San Antonio, Texas

ALAND, HAZEL
Your American Music
KVNU, Logan, Utah

ALEXANDER, MARTHA
CBS—Second Mr. Burton

ALEXIEVE, HELEN
Horizons of Tomorrow
KGW, Portland, Ore.

ALLAND, WILLIAM S.
CBS—Doorway to Life

ALLEN, VIRGINIA PAXTON
WHFB, Benton Harbor, Mich.

ALT, DON
Continuity Head
WMT, Cedar Rapids, Iowa

ANDERSON, B. F.
Name Game
KWYO, Sheridan, Wyoming

ANDERSON, FLORENCE
WOC, Davenport, Ia.

ANDERSON, HELEN
WKBK, Detroit, Mich.

ANDRES, HOYT T.
WKY, Oklahoma City, Okla.

ANDREWS, ALICE
KCNA, Tucson, Arizona

ANGELOS, BETTY BEALS
Varsity Varieties
KVER, Albuquerque, N. M.

ARNOLD, CAROL
WQXR, New York, N. Y.

ARTHUR, ERIC
WNEW, New York, N. Y.

ARTHUR, ROBERT
Mysterious Traveler
WOR, New York, N. Y.

— B —

BAER, GRACE
KBKR, Baker, Ore.

BALCOM, FRANCES
WJTN, Jamestown, N. Y.

BALE, NORMAN
KTFS, Texarkana, Texas

BALZER, GEORGE
NBC—The Jack Benny Show

BANNER, MARIE
CBS — Romance of Helen
Trent

BARLOW, MYRA
KVAN, Vancouver, Wash.

BEAUPRE, WALTER
Two on the Aisle
WCOU, Lewiston, Maine

BECKWITH, FRED
KCRA, Sacramento, Calif.

BELL, DOTTIE
Cavalcade of Mid-South
KWEM, West Memphis, Ark.

BERMAN, LEONARD
WANN, Annapolis, Maryland

IRNA PHILLIPS

Originator of Five Daily Serial Dramas currently being broadcast
Now writing and supervising

“THE GUIDING LIGHT”

Agency: Compton Advertising, Inc.

Product: Duz

Sponsor: Procter and Gamble Company

AVAILABLE: SOMETHING NEW, SOMETHING OLD, SOMETHING DIFFERENT,
YET ONCE BEFORE TOLD

“THESE ARE MY CHILDREN”

ALSO AVAILABLE . . .

Serial Drama

“Masquerade”

“Challenge to Spring”

Half-Hour Daily Episode

“Whom God Hath Joined”

Audience Participation

“Time Out for Life”

RADIO WRITERS

HIGBEE, NELLE
Schedule For Living
WLPZ, Florence, Ala.

BIXBY, CARL

BOLOM, SEAMOUR
Buzz & Bill, Favorite Songs,
Samba White, Harmony Lane,
Music Preferred, Morning Re-
cess, KDKA, Pittsburgh, Pa.

BOLES, EDMOND

Valley Vignettes
KML, Fresno, Calif.

BORWN, LU

W-LAY, Mobile Shards, Ala.

BOYD, JOHN

Variety in Melody
KTSW, Emporia, Kans.

BOWERS, FLAYE

WISE, Asheville, N. C.

BRACKETT, ROGERS

ABC—Vox Pop

BRAUN, GILBERT

Writer, Director; b. N. Y. C.;
ed. N. Y. University; Frank Merri-
well Program; Horatio Alger's
Journal; Keys to Adventure; Ad-
ventures in Bibleland.

BRAUN, RUTH

Frank Merriwell; Horatio Alger's
Journal; Keys To Adventure; Ad-
ventures in Bibleland.

BRAWNER, PAUL

WKY, Oklahoma City, Okla.

BRENNEMAN, MARGE (Mrs.)

Pekin Around Town
WSIV, Pekin, Ill.

BRIDGE, J. GORDON

WBTA Playhouse
WBTA, Batavia, N. Y.

BRINKLEY, RUSS

WHP, Harrisburg, Pa.

BRINKMAN, BARBARA

WCON, Atlanta, Ga.

BROWER, WILLIAM

100 Years Ago This Week
WGVA, Geneva, N. Y.

BROWN, ALLAN S.

Guess-a Sound
Events in Music
KOPO, Tucson, Arizona

BROWN, DAVE

Ernie Lee Show
WLW, Cincinnati, Ohio

BROWN, LYMAN

Tops in Pops
WBAP, Fort Worth, Tex.

BRUAR, BOB

Studio Workshop
WWRL, Woodside, N. Y.

BRAYSON, CONREY

Let's Visit El Paso
KTSM, El Paso, Tex.

BUCHANAN, ALICE

KSO, Des Moines, Iowa

BURDICK, CORIE

Dr. Kate
KEEN, San Jose, Calif.

BURK, JOHN

ABC—Boston Symphony

BURROUS, FRED

KDB, Santa Barbara, Calif.

BURROWS, ABE

Joan Davis Show
Dinah Shore Program
ABC—Sky King

BURTT, ROBERT M.

BYRON, EDWARD ARMOUR
BYRON, JAS. A.

S. W. Football Prev.
WBAP, Fort Worth, Tex.

—C—

CAIN, BEN

Raisin' Cain
KAFY, Bakerfield, Calif.

CAMPEN, JOANNA

Neighborhood Reporter
WWXL, Peoria, Ill.

CANHAM, ERWIN D.

ABC—The Christian Science
Monitor Views The News

CARLESICO, GEORGE

Drama Workshop
WWRL, Woodside, N. Y.

CARLSON, CAROLE

History Highlights
WBAA, West Lafayette, Ind.

CARLSON, DOROTHY H.

Stars in the Making
WWBZ, Vineland, N. J.

CARR, JOE

News Writers
WCKY, Cincinnati, Ohio

CAYANAUGH, AUDREY F.

It's a Woman's World
WHAJ, Greenfield, Mass.

CARRINGTON, ELAINE

CBS—Rosemary
CARROLL, CARROLL

CBS—Club 15

CHAMBERS, JANET

Here Comes Harmon
WJNN, Louisville, Ky.



JERRY MCGILL

Writer - Producer

"Big Town" . . . CBS

Available

"Appointment—Tonight"

MILTON J. KRAMER

WRITER:

Mystery

Counterspy (ABC)

Nick Carter (MBS)

Crime Photographer (CBS)

Comedy

Phil Leeds Show (NBC)

McGarry and the Mouse (MBS)

Glenda Farrell Show

Candy Jones, Harry Conover

Colonel Stoopnagle Show (NBC)

Dramatic

Famous Jury Trials (ABC)

Real Stories (MBS)

WRITER-PRODUCER:

Professor Broadway and Boitram (MBS)

Roger Allen, Criminal Lawyer (MBS)

Formerly magazine writer and editor

MEEd. 3-1591

. . . **RADIO WRITERS** . . .

CHARLES, MILTON

Organist, singer, composer, conductor

CHILDS, HOPE

WGST, Ga. Tech Station, Atlanta, Ga.

CHOWN, DONN

Script Editor
WJR, Detroit, Mich.

CLARE, BOB

KTP, Porterville, Calif.

CLARK, ANN

For the Women
KVSP, Santa Fe, N. M.

CLARK, MARILYN

KIMA, Yakima, Wash.

CLEMMONS, RUBY

WJR, Detroit, Mich.

CLOSE, VIVIAN

Talk of the Town
KPR, Alexandria, La.

CLUNE, ROBERT

Breakfast Bingo
WJLM, Lansing, Mich.

COE, BETTY

Market Basket
WTAX, Springfield, Ill.

COE, MAIZIE

KCKN, Kansas City, Kans.

COLE, ALONZO, DEAN

CBS—Casey Crime Photographer

COLEY, LEM

Club Quiz
WRFS, Alexander City, Ala.

COLLINS, FRED

CBS—FBI In Peace and War

CONKEY, FRANK JR.

Chamber of Commerce Forum
WAIR, Winston-Salem, N. C.

CONLAN, PAUL

ABC—Abbott and Costello

COOMB, JACK

WNOC, Norwich, Conn.

CORSEY, ALEX

Time Out
WMFF, Plattsburg, New York

COSTELLO, PAT

ABC—Abbott & Costello

COTT, TED

Writer, director producer; b. Poughkeepsie, N. Y., Jan. 1, 1917; CCNY; So You Think You Know Music (MBS); Program Manager, (WNEW); Producer; Rumpstilskin, Aesop's Fables, Children's Opry House, Tom Thumb; Mother Goose Party for Merrie-Go-Sound Record.

COURTNEY, GENE

Johnny Jayhawk
KFKU, Lawrence, Kans.

CRADDOCK, HARRIS

Hee and Fireside
KWSL, Lake Charles, La.

CRANDALL, BRAD

WSB, Atlanta, Ga.

CULKIN, ANNE

WSCR, Scranton, Pa.

— D —

DALZELL, MADGE

Tune UP Time
WIRE, Indianapolis, Ind.

DANIEL, PRESTON C.

WHPE, High Point, N. C.

DANIELS, ELIZABETH

The Last Word
KDAL, Duluth, Minn.

DANNENBAUM, ALEXA

WQXR, New York, N. Y.

DARBY, JUNE

Children's Album
KXLW, St. Louis, Mo.

DAVIS, GORDON

KYW, Philadelphia, Pa.

DAWES, EDMUND "Skipper"

Teen Age Time
Magic Lady Supper Club

WFIL, Philadelphia, Pa.

DAWSON, RONALD

Favorite Story
KTSM, El Paso, Tex.

DE FELICE, GLORIA

WRIB, Providence, R. I.

DEKKER, HENRY

ABC—The Greatest Story Ever Told

DERBYSHIRE, JOSEPH

KYW, Philadelphia, Pa.

DEVINE, JERRY

ABC—This Is Your FBI

DEVORE, TOM

KVOO, Tulsa, Okla.

DIFANT, MARY

Market Basket
WNHC, New Haven, Conn.

DOBBINS, SHELLEY

WNEW, New York, N. Y.

DONAHUE, BARBARA

Breakfast Bingo
WGFG, Kalamazoo, Mich.

**Ruth and Gilbert
Braun**

Writers — Directors — Producers



**"Let The Brauns Build It
For You"**

**CARL
BIXBY**

Sturges Highway
Southport, Conn.

DONNELSON, EDDIE
News Writer
WCKY, Cincinnati, Ohio

DONOVAN, HOBART
ABC—The Lassie Show

DOOLITTLE, RUTH
Shoppers Guide
WNHC, New Haven, Conn.

DOPP, CLAY
News
WRRK, Detroit, Mich.

DOUGALL, BERNARD
ABC—The Paul Whiteman Club

DOWD, JIL
CBS—Adventures of Sam Spade

DOYLE, BETTY
WWCO, Waterbury, Conn.

DRAKE, JOHN
Continuity Editor
WLS, Chicago, Ill.

DRAPEAU, BARBARA
730 Bazarre
WACE, Chicopee, Mass.

DRILL, HELEN
This is Music
KWJF, Portland, Ore.

DUNLAP, WALLACE
WLIZ, Bridgeport, Conn.

DUNN, ANN
WHP, Harrisburg, Pa.

DUNN, WILMA
KREO, Indio, Calif.

— E —

EBERLY, PHIL
Radio Recipe
WSBA, York, Pa.

EDDY, WALT
Special Events
KWSC, Pullman, Wash.

EICHELBAUM, CLAIRE
WCHV, Charlottesville, Va.

ESENBERG, NAT
WMCA, New York, N. Y.

ELDRIDGE, JOHN
Echoes of Broadway
WFGF, Kalamazoo, Mich.

ELLIOTT, DEAN
Evening at Elliotts
North Bay Bandwagon
KSRO, Santa Rosa, Calif.

ELLIS, ELMO
WSB, Atlanta, Ga.

EMBODY, RICHARD
KDWT, Stamford, Texas

ENGEL, MILDRED
WDAN, Danville, Ill.

EWING, DOROTHY
A Woman's Viewpoint
KFBI, Wichita, Kans.

EXUM, LORETTA
WDAK, Columbus, Ga.

— F —

FABER, GEORGE D.
CBS, NBC—Fitch Bandwagon
Procter & Gamble News Programs
It Really Happened

FETTY, MAX
Coffee Club
WJBO, Baton Rouge, La.

FIMBERG, HAL
CBS—Spotlight Review

FINLEY, KFN
"Neath Western Skies
KEX, Portland, Ore.

FLENKEN, ANN
WKDK, Newberry, S. C.

FISHER, MAGGIE
Piano Playhouse, ABC

FLEMING, JOHN

FLOWER, ELSIE
KQDM, Stockton, Calif.

FLYNN, NORMAN
This Is Your Community
Reflections
WELM, Elmira, N. Y.

FORMAN, EDDIE
ABC—Abbott & Costello

POWLER, KEITH
ABC—Burns & Allen

FRAMER, WALT
(Framer, Walter H.); Radio program producer, writer, director, MC; b. Pittsburgh, Pa., Apr. 7, 1908; Univ. of Pittsburgh, B.A.; Try 'n Find Me, Break the Bank, Glamour Manor.

FRANKLIN, MARTHA
WMGA, Moultrie, Ga.

FREEDMAN, HY
ABC—You Bet Your Life

FREELS, MARJORIE
WCYB, Bristol, Va.-Tenn.

FREY, HELEN
School of the Air
WHA, Madison, Wis.

FROST, HARRIET B.
Continuity Editor
WBCM, Bay City, Mich.

FUGATE, JACK
Reflections
WCYB, Bristol, Va.-Tenn.

— G —

GAINES, JACK D.

GARDNER, PAUL
Writer for radio and magazines; b. New York, N. Y., Jul. 13, 1907; Lou Little (Tele)

GARLAND, MARY
WCHA, Chambersburg, Pa.

GATES, STUART M.
Date for Tonight
WSSV, Petersburg, Va.

GERSON, NOEL
CBS—David Harum

GESLERS, DAVID
WCHA, Chambersburg, Pa.

GIBBONS, NANCY
WMT, Cedar Rapids, Iowa

GIFFORD, JACK
Continuity
WKDK, Newberry, S. C.

GILMORE, JOANN
KJBS, San Francisco, Calif.

GODFREY, VIRGIL
KWPC, Muscatine, Iowa

GOELLER, LEE
Continuity Director
WFHG, Bristol, Va.

GOODMANN, DOM
KDEC, Decorah, Ia.

GOTWALT, HELEN
One White Rose
WSBA, York, Pa.

GRAHAM, DONALD R.
The Town Crier
KVOA, Tucson, Arizona

GRAMLING, SALLY
Announcements
WHKC, Columbus, Ohio

GRANT, TAYLOR
ABC—Headline Edition

GRAY, EDEN
News of the Week
WBAA, West Lafayette, Ind.

GREEN, BOB
ABC—The Lone Ranger

GREENE, JOHN L.
CBS—Blondie

GREENFIELD, MANNY
ABC—So You Want To Lead A Band

GREER, BOB
Neighbors
KPRK, Livingston, Mont.

GROOM, MARTHA
WLAC, Nashville, Tenn.

GUTHRIE, PHYLLIS
KFBC, Cheyenne, Wyoming

— H —

HACKETT, RUTH
Children's Playhouse
WOI, Ames, Iowa

HAMILTON, BETTY JO
WLAC, Nashville, Tenn.

HALL, BARBARA M.
Oddities in the News
Your American Notebook
Continuity
WHCU, Ithaca, N. Y.

HANCHER, SARAH
Romance & Melody
WNN, Louisville, Ky.

HANLON, JOHN
KWPC, Muscatine, Iowa

HARPER, AMOS
Kindly Neighbor
WEMP, Martinsburg, W. Va.

HARRELL, CHARLES

HARRINGTON, LUCILLE
KTRB, Modesto, Calif.

HARRIS, DOROTHY
Young Man River
KWEM, West Memphis, Ark.

HARRISON, CARROLL
WKEY, Covington, Va.

HARROLD, DEAN
WMBR, Jacksonville, Fla.

HART, FRANK
WTMJ, Milwaukee, Wis.

HART, TRULA
Window Shopper
KEEN, San Jose, Calif.

HARTMAN, LOU
Pat Novak
KGO, San Francisco, Calif.

HAUSER, DWIGHT
ABC—The Adventures of Bill Lanco

HAUSERMAN, ELAINE
Charm Clinic
WMAN, Mansfield, Ohio

HAWKINS, LOUISE
Woman's Club
KIUN, Pecos, Texas

HEAGY, BETSY
Your Doctor Speaking
WHGB, Harrisburg, Pa.

HELM, ANN
WETB, Johnson City, Tenn.

HENLEY, ART S.
Writer, producer; b. New York, N.Y., Sept. 9, 1921; Yale Univ., B.A.; CCNY; Pratt Univ., M.E.; Honeymoon in N.Y., Kate Smith Show, 13 By Henley, Lady Dic.

HENNING, PAUL
NBC—Burns & Allen

HENKY, SYDNE
Holiday for Shoppers
WMON, Montgomery, W. Va.

HERBERT, J. HUGH
CBS—Meet Corliss Archer

HERBERT, RALPH
Smoke Dreams

KILO, Grand Forks, N. D.

HEYWARD, LOUIS M.
Claudia
Treasury Star Parade (Wrote for)
Fashion Counsel Films (Tel)
Star-Time
Operas you Can Understand
Special Assignment-Mutual

HICKMAN, DOLLY S.
WLAY, Muscle Shoals, Ala.

HILL, DAVID
WMCA, New York, N. Y.

. . . **RADIO WRITERS** . . .

HILLEBRANT, MILDRED

Window Shopping
KEIO, Pocatello, Idaho

HODAPP, WM.

WAVE, Louisville, Ky.

HOGEN, WALTER, H.

Trolley Trio
WIRE, Indianapolis, Ind.

HOKE, CHAS. E.

Farm Forum
KUOA, Siliam Springs, Ark.

HOLMES, WILLIAM A.

KECA, Los Angeles, Calif.

HOLTON, LEONARD

CBS—Arthur's Place

HOPKINS, DON

Jukebox Serenade
WOLF, Syracuse, N. Y.

HORNER, MARGARET (Mrs.)

Counterpoints
WSIV, Pekin, Ill.

HORRELL, MARTIN

CBS—Grand Central Station

HOTCHKISS, BARBARA

Eddie Cantor
NBC's United National Festival, WNBC

HOUSTON, MARJORIE

KCKN, Kansas City, Kans.

HUFF, ECCLES

It's All Wrong
WDUK, Durham, N. C.

HULSE, HARRY

The Story Lady
KFBI, Wichita, Kans.

HUMBERT, FRANK and ANN

Our Gal Sunday
CBS—Rose Of My Dreams

HUMPHRIES, INA L.

WKEY, Covington, Va.

— I —

IVES, PAUL

WOC, Davenport, Ia.

— J —

JABLONS, MIKE

JACK, ARLENE

KDKA School of the Air (Portion of series)
Youth Looks at the News
KDKA, Pittsburgh, Pa.

JACKSON, DALE

Symphony of Melody
Swingtime
School of the Air (portion of series)

Dream Weaver

Classics for Midnighters

Song Tapestry

KDKA, Pittsburgh, Pa.

JACOBS, BETH

KIMA, Yakima, Wash.

JAY, VERNE

Circle Arroe Show
WLW, Cincinnati, Ohio

JEWELL, JAMES

ABC—Jack Armstrong

JOHANSON, DORIS

Music Hall
WCAP, Asbury Park, N. J.

JOSEFSBERG, MILT

NBC—The Jack Benny Show

JOSLIN, JO ANN

KDSJ, Deadwood, S. Dak.

— K —

KALMAR, BURT

CBS—Arthur's Place

KANE, JOSEPH NATHAN

ABC—Break the Bank

KELLER, EVELYN L.

Script Shop
WPIC, Sharon, Pa.

KELLEY, DENNY

Romantic Troubadour
WiW, Cincinnati, Ohio

KENDRICK, JOE

KWXX, Waco, Tex.

KEPNER, ARCH

WQXR, New York, N. Y.

KERNS, CHAS. M.

Kelton Shows
WJAS, Pittsburg, Pa.

KIBBEY, HUGH

WFBN, Indianapolis, Ind.

KILGALLEN, DOROTHY

ABC—Star Time

KING, CHARLES

Platter Shop
WKAL, Rome-Utica, N. Y.

KING, GLENN

Meet the People
KLX, Oakland, Calif.

KIRCHNER, VIRGINA

Musical Favorites
WJNN, Louisville, Ky.

KLEE, LAWRENCE

CBS—Mr. Keen, Tracer of
Lost Persons
ABC—The Clock

KOGAN, DAVID

Mysterious Traveler
WOR, New York, N. Y.

KOOPS, EDWARD

Brunch With Bill
King for a Minute

KDKA, Pittsburgh, Pa.

KOOPS, WENDY

Singing Strings
KDKA, Pittsburgh, Pa.

KORMAN, ROSALIE

WTOD, Toledo, Ohio

KRAMER, MILTON J.

Writer - Producer; b. B'klyn, N. Y., Aug. 4, 1909; ed. St. John's U., L.L.B. Famous Jury Trials, ABC; Counterspy, ABC; Phil Leeds Show, NBC; Crime Photographer; Professor Broadway and Boitram, MBS; Roger Allen, MBS; Criminal Lawyer.

KRONMAN, HARRY

CBS—Screen Guild Players

— L —

LADINE, MARY

WCLE, Clearwater, Fla.

LAKEHOMER, HERBERT

Disco
KROD, El Paso, Tex.

LAMONT, JOYCE

Quiz of the Twin Cities
Dayton's Musical Chimes

WCCO, Minneapolis, Minn.

LAMPMAN, EVELYN

Reading is Fun
KGW, Portland, Ore.

LANDER, ROSALEE

Feminine Viewpoint
WLBB, Carrollton, Ga.

LARMER, PAUL

ABC—Tommy Bartlett Time

LAUFERTY, LILLIAN

CBS—Big Sister

LAURENCE, BOB

WIP, Philadelphia, Pa.
Studio Party, Serenade In The Night (Movie & Theater News)

Laurie, Bill

KEBE, Jacksonville, Tex.
Souvenirs, Doc Sunshine

LESHER, ROBERT

WBEJ, Hagerstown, Md.
Ramparts of Time, College Days

LEVI, DORYCE G.

WLAY, Muscle Shoals, Ala.

LEWIS, MARYON

KGW, Portland, Ore.
Bands of the Land

LEWIS, MILTON

CBS—Adventures of the Thin Man

LIEBERTHAL, MILTON

AB—The Sheriff
LIGHT, MABEL

WDDO, Chattanooga, Tenn.

LINDER, VAL

KEX, Portland, Ore.
Northwesterners

LOCKWOOD, BETTY

KTSM, El Paso, Tex.
Circus Rm. Comics

LORD, PHILLIPS H.

ABC — Gangbusters, David Harding—Counterspy

LUCE, CONSTANCE

WOOK, Silver Spring, Md.

LOWERY, WINN

WHBQ, Memphis, Tenn.
Serenade in Melody

LUDDEN, ALLEN

WTTIC, Hartford, Conn.
Mind Your Manners, Cavalcade of Music

LYNCH, CHARLES T.

WGFG, Kalamazoo, Mich.
Story Telling Time

LYNCH, PEG

ABC—Ethel and Albert

LYONS, JO

ABC—Betty Crocker Magazine of the Air

— M —

MacLEAN, JOHN

WROM, Rome, Ga.
Words & Music

McCALL, BETTIE

WCAO, Baltimore, Md.
Your Friendly Neighbor

McEWEN, JO

WMT, Cedar Rapids, Iowa

McGEE, JACK

Picture Patter
KRDO, Colorado Springs, Colo.

McGAVRAN, JAMES

WING Dayton, Ohio

McGEEHEE, CHARLES W.

WSGN, Birmingham, Ala.

McGILL, BOB

KGW, Portland, Ore.
Glenn Shelly, Old Songs

McGILL, JERRY

(McGill, E. R.); Radio writer, director, producer; b. Bridgeport, Conn., 1905; Univ. of Fla., B.A.; Rhodes Scholar, Oxford; Cavalcade; Helen Hayes; Mr. District Attorney; Jury Trials; Big Town.

McINTYRE, JAN

KRSC, Seattle, Wash.

McKAY, TED

CBS — Ned Sparks, Milton Berle, Bob Hope, Henry Morgan.

McKENZIE, H.

KLOK, San Jose, Calif.
KLOK Calling

McMULLEN, Claire D.

WFIL, Philadelphia, Pa.
This Week in Phila.

MACK, NILA

CBS—Let's Pretend

MACK, ROGER

WJFP, Herrin, Ill.

MAHLOCK, CALO O.

WKJG, Fort Wayne, Ind.

Jeanne Brown Presents

MAHONEY, ELLEN

WWCO, Waterbury, Conn.

RADIO WRITERS

MAJOR, MARRIANE
WHEC, Rochester, N. Y.
Keyboard Contrasts

MALONE, BETH
WISE, Asheville, N. C.

MALONE, TED
ABC—Ted Malone

MARION, IRA
ABC—On Stage America,
Let's Listen to Music, Lee
Sweetland, Coffee Concert.

MARKES, LARRY
AB—Paul Whiteman Club

MATTHES, BOB
KATL, Houston, Tex.
Staff

MEDER, ANN K.
WHYN, Holyoke, Mass.
Continuity

MERLIN, MILTON
CBS—Man Called X
ABC—The Adventures of Bill
Lance

MOGLE, BILL
Eugene Baird Sings, Sunday
Strings, Sammy Kaye's So You
Want to Lead a Band.

MOMAND, VIRGINIA
WOV, New York City

MORROW, BILL
ABC—Philco Radio Time

MULCAHY, RICHARD
KECA, Los Angeles, Calif.

MULLEN, VIRGINIA
CBS—Doorway to Life

— N —

NEELEY, CHARLES
KLIH, Twin Falls, Idaho
Magic Valley Yesterdays

NELSON, BOB
KOVC, Valley City, N. Dak.

NELSON, JOSEPHINE
WKAN, Kaukaee, Ill.

NEWBERRY, CLYDE
WFAA, Dallas, Tex.

NICHOLS, RONNIE
KSON, San Diego, Calif.
Prog Title, You and Me et Al

NICHOLSON, GEORGE
WLIP, Kenosha, Wis.
Out of the Music Box

— O —

OBOLER, ARCH
Producer, writer, director; b.
Chicago, Ill.; everything for the
Eyes (NBC); Arch Oboler Plays
MGS—Don Lee; Wrote and di-
rected "Bee-switched" for MGM
which was based on famous radio
sketch "Alto Ego"

O'CONNOR, BART
KFXX, Grand Junction, Colo.
Essence of Melody

OLICK, IRENE
WJR, Detroit, Mich.

OLESEN, JOHNNY

ORAM, RICHARD G.
WBRN, Warren, Ohio
American Opportunity

ORGILL, JAMES
WGAR, Cleveland, Ohio

OSGOOD, DICK
WXYZ, Detroit, Mich.
Round the Town, Show World

OWEN, DEAN
CBS—Hawk Larabee

— P —

PALMER, JOSEPH
WJIM, Lansing, Mich.
Western Stars

PARKER, C. S.
WDEV, Waterbury, Vt.

PERKINS, THELMA
WNOC, Norwich, Conn.

PERRIN, SAM
NBC—The Jack Benny Show

PETRULE, EVELYN
WSNY, Schenectady, N. Y.

PHILLIPS, CARL
CBS—Borden Program

PHILLIPS, IRNA
Radio writer, plotlist & Super-
visor; b. Chicago, Ill.; ed. B.S.
with major in Education at Ill.;
Northwestern School of Journal-
ism; M.A. at Univ. of Wisc.;
Guiding Light; Today's Children;
Woman in White; Masquerade.

PICARD, JOHN
CBS—Wendy Warren and the
News

PIERCE, DON
WRRF, Washington, N. C.
In Remembrance

POWERS, MARGUERITE
KRSC, Seattle, Wash.
Serenade

PROVO, FRANK
CBS—Wendy Warren and the
News

— R —

RAFAEL, BILL
ABC—Buddy Weed Trio, Cav-
alade of Bands, The Four
Vagabonds, Museum of Mod-
ern Music, Sunday Morning
Concert Hall, Johnny Thomp-
son, Vera Massey Sings

RAGAWAY, MARTIN A.
ABC—Milton Berle Show,
Fitch Bandwagon, Guess Who
Show, Phil Baker, Dinah
Shore-Ford Show, Abbott and
Costello

REGAN, MARY J.
WNLC, New London, Conn.
Top Hat Revue

RICE, CRAIG
ABC—Murder and Mr. Malone

RICHARDS, J. K.
WKAR, East Lansing, Mich.
Adventures in Music

ROBERTS, WESLEY E.
KIMA, Yakima, Wash.

ROBINSON, ELEANOR
KFBI, Wichita, Kans.
This 'N' That

RODDA, WALT
WKAT, Miami Beach, Fla.
Problem Child

ROGERS, ROSEWELL
ABC—The Opie Cates Show

RUBIN, JACK
Radio writer, director; b. War-
saw, Poland; NYU; Junior Miss;
The O'Neills; Break The Bank;
Try and Find Me; By Popular
Demand; Pick & Pat Show.

— S —

ST. CLAIR, LEONARD
ABC—Mayor of the Town

SANGSTER, MARGARET
ABC—My True Story

SCHNEIDER, JANE
WJR, Detroit, Mich.

SELDON, JEFF
WNEW, New York, N. Y.

SHARP, JACK AND GRETCHEN
CBS—Adventurer's Club

SHAW, ROBERT
CBS—Christopher Wells

SHAYON, ROBERT LEWIS
CBS.

SHERILL, DAVID
WQXR, New York, N. Y.

SMITH, BERNIE
ABC—You Bet Your Life

SPENCER, JANE
CBS—Mary Lee Taylor

STERN, LEN
ABC—Abbott and Costello

STRIKER, FRAN
ABC—The Lone Ranger

— T —

TACKABERRY, JOHN
NBC—The Jack Benny Show

TALLMAN, BOB
CBS—Adventures of Sam
Spade

TAYLOR, SAMUEL
ABC—The Tales of Willie
Piper

TAZEWELL, CHARLES
ABC—Mayor of the Town

THOMAS, GIL
KGO, San Francisco, Calif.
Are These Our Children

THOMAS, RUTH ANN
KMBC, Kansas City, Mo.
Texas Rangers, Western Ech-
oods

TODMAN, WILLIAM SELDEN

TOOMEY, SARAH
WGLN, Glens Falls, N. Y.
Barn Theater

TOTTEN, BILL
KRDO, Colorado Springs, Colo

TOVROV, ORDIN
CBS—Ma Perkins

TUCKER, MADGE
ABC—Coast to Coast on a Bus

— V —

VAN WICKLE, DICK
KREO, Indio, Calif.

VERNON, BOB
WWRL, Woodside, N. Y.
Prinkle, Family

— W —

WADE, DOROTHY A.
KXYZ, Houston, Tex.

WALCHLI, JOHN
WOLF, Syracuse, N. Y.
Model "T" Melodies

WALKOD, FAITH
KDSJ, Deadwood, S. Dak.

WHEATON, GLENN
CBS—Tony Martin Show

WHITE, JERRY
WJHP, Jacksonville, Fla.
Continuity Chief

WHITELY, BOB
KUGN, Eugene, Ore.
Open House

WHITFIELD, BETTY
WINK, Ft. Myers, Fla.
Continuity Dir.

WILLIAMS, ZEB
KXOX, Sweetwater, Tex.
Moonlight & Roses

WILLSON, JIM
KCNA, Tucson, Arizona

WITTY, DON
ABC—Treasury Band Shows,
Ralph Norman, American
Sports Page, Child's World

— Y —

YAEGER, MURRAY
KELP, El Paso, Tex.
Concert Curtain Time

— Z —

ZIMMERMAN, JOSEPHINE
KMBC, Kansas City, Mo.
Rhythmic Time, Tune Char-
ers

ZOMAR, KARL
KFJX, Grand Junction, Colo.
Memory's Garden

Announcers

-their work during 1947

— A —

AAROE, ALDEN
WRVA, Richmond, Va.

ABBOTT, BUD
WHAS, Louisville, Ky.

ACKERMAN, KEN
EQW, San Jose, Calif.

ADAMS, BILL
CBS—Let's Pretend

ADAMS, ROBERT
WTAG, Worcester, Mass.

AGNEW, JOHN K.
WHKC, Columbus, Ohio

ALDEN, GEORGE
KWBW, Hutchinson, Kans.

ALDEN, NORM
KXOL, Fort Worth, Tex.

ALDERMAN, JIM
WRR, Dallas, Tex.

ALDERSON, JOHN
WFBR, Baltimore, Md.

ALEXANDER, PAUL
KSL, Salt Lake City, Utah

ALLAND, FRED
WINK, Ft. Myers, Fla.

ALLEN, ED.
WMAQ, Chicago, Ill.

ALLEN, EMORY
WRBL, Columbus, Ga.

ALLEN, FRANK
KOMA, Oklahoma City, Okla.

ALLEN, GARRETT
WFRG, Reidsville, N. C.

ALLEN, JOHN W.
WFAA, Dallas, Tex.

ALLEN, MEL
NBC—Chesterfield Supper Club

ALLEN, REGINALD
WTOF, Washington, D. C.

ALLEN, TOM
KWBC, Fort Worth, Tex.

ALLEN, WAYNE
KSEL, Lubbock, Tex.

ALLISON, GENE
WISH, Indianapolis, Ind.

ALLYN, KEN
WRNL, Richmond, Va.

AMADON, ARTHUR
WBZ-WBZA, Boston, Mass.

AMECHE, JIM
ABC—Welcome Travelers

AMES, FRANK
WHBC, Canton Ohio

ANDERSON, CHARLES
KFI, Los Angeles, Calif.

ANDERSON, ED
WTIC, Hartford, Conn.

ANDERSON, HERBERT
WROK, Rockford, Ill.

ANDERSON, J. LLOYD
KMOX, St. Louis, Mo.

ANDRE, PIERRE
ABC

ANDREWS, RUSS
WFBR, Baltimore, Md.

ANGEL, BILL
KSPV, Artesia, N. Mex.

ANKENY, EUGENE
WCRO, Johnstown, Pa.

ANTONE, JON
NBC

ANTONE, TEX
WNBC, New York, N. Y.

ARCHER GRAHAM
KGW, Portland, Ore.

ARIM, THOMAS
WSTV, Steubenville, Ohio

ARLEN, JAY
ABC—Club Time

ARMSTRONG, TOM
WGAR, Cleveland, Ohio

ARNOLD, CECIL JR.
WGUY, Bangor, Maine

ARNOLD, WALTER
KECA, Los Angeles, Calif.

ARRINGTON, BILL
WMRC, Greenville, S. C.

ARTHUR, HARRY
WSMB, New Orleans, La.

ASHER, JOE
WLAP, Lexington, Ky.

AUSTAD, MARK
WWDC, Washington, D. C.

— B —

BAILEY, CARL
KXLA, Los Angeles, Calif.

BAIRD, JOHN
KMPC, Los Angeles, Calif.

BAKER, A. C.
WTNB, Birmingham, Ala.

BAKER, RUSS
WOW, Omaha, Nebr.

BAKKE, HAL
WBAP, Fort Worth, Tex.

BALDWIN, BUCK
KDAL, Duluth, Minn.

BALDWIN, WALTER
WDVA, Danville, Va.

BALL, GEORGE
WHLL, Hempstead, L. I., N. Y.

BALLARD, DAVID
KGFJ, Hollywood, Calif.

BAMBRICK, GORDON
KGW, Portland, Ore.

BANGHART, KENNETH
WNBC, New York, N. Y.

BANNER, BILL
WSPA, Spartanburg, S. C.

BANTA, DEANE
KIX, Oakland, Calif.

BANYARD, FRANK
KWEW, Hutchinson, Kans.

BARAGER, ROBERT
WSAY, Rochester, N. Y.

BARBER, DON
WAGA, Atlanta, Ga.

BARCLEY, GEORGE
KFI, Los Angeles, Calif.

BARENTS, G. H.
WLEE, Richmond, Va.

BARILE, LOUIS A.
WBX, Utica, N. Y.

BARNISE, BILL
KRIS, Corpus Christi, Tex.

BARR, FRED
WRRL, Woodside, N. Y.

BARRETT, RAY
NBC

BARRINGTON, CHARLES
KDYL, Salt Lake City, Utah

BARRY, JACK
WOR, New York, N. Y.

BARRY, NORMAN
WMAQ, Chicago, Ill.

BASH, JIM
WCHV, Charlottesville, Va.

BATCHELDER, JOHN
WRC, Washington, D. C.

BATES, EARL
WOL, Washington, D. C.

BATTERS, CHARLES
WRC, Washington, D. C.

BAUGHN TED
KIRO, Seattle, Wash.

BAXTER, ROY
WBNS, New York, N. Y.

BAYLISS, ED
WSAY, Rochester, N. Y.

BEAL, KING
KXEL, Waterloo, Iowa

BEARD, SAM
WPTF, Raleigh, N. C.

BEATTIE, JACK
WCAE, Pittsburgh, Pa.

BEATTY, JIM
WBRY, Waterbury, Conn.

BECHTEL, JAY
WTBO, Cumberland, Md.

BECKER, PHIL
WTIC, Hartford, Conn.

BECKER, SANDY
(Becker, Sanford George); Announcer - Actor; b. New York, N. Y., Feb. 19, 1922; Jack Smith; Once Upon A Tune; Rooftops of the City; CBS Workshop; Give & Take; Second Mrs. Burton.

BEGHOLD, KENNETH
WGBI, Scranton, Pa.

BELCHER, TOM
KFBI, Wichita, Kans.

BELFLOWER, DEL
KFDA, Amarillo, Tex.

BELL, DOUGLAS
WGNC, Gastonia, N. C.

BELLAH, MILTON
WDAR, Savannah, Ga.

BELLMAN, BILL
WPAG, Ann Arbor, Mich.

BENGTSON, CHARLES
WATR, Waterbury, Conn.

BENNETT, RAY
KGA, Spokane, Wash.

BENSON, ROBERT
KYW, Philadelphia, Pa.

BENTLEY, RAY
WROV, Roanoke, Va.

BENWARE, REX
WQXR, New York, N. Y.

BERNARD, MEL
WHSC, Hartsville, S. C.

BERRY, BEN
WKMO, Kokomo, Indiana

BERRY, BOB
WITH, Baltimore, Md.

BEST, VICTOR
WCSE, Portland, Me.

BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.

BETZ, CARL
WCAE, Pittsburgh, Pa.

BICKART, SANFORD H.

BINGMAN, FRANK
NBC—Cavalcade of America

GARNETT MARKS



ANNOUNCER

STATION KQW

STATION
SAN JOSE
CAL.

OFFICE
SAN FRANCISCO
CAL.

ANNOUNCERS

- BIRK, PHYL**
WHEB, Kansas City, Mo.
- BISHOP, J. DIGE**
WCTA, Andalusia, Ala.
- BIVENS, BILL**
NBC—Fred Waring Show
- BLACK, HOWARD**
KOY, Phoenix, Arizona
- BLACK, JOSEPH**
WHEE, Cleveland, Ohio
- BLAINE, GENE**
WGAD, Gadsden, Ala.
- BLAIR, TED**
WLIH, Lowell, Mass.
- BLAKE, JOEL**
WPAT, Paterson, N. J.
- BLANTON, WALTON K.**
KFJZ, Fort Worth, Tex.
- BLASHKIW, PETE**
KWBW, Hutchinson, Kans.
- BLLENHEIM, LARRY**
WNN, New York, N. Y.
- BLOCK, MARTIN**
NBC — Chesterfield Supper Club
- BLUM, LAWRENCE**
WSIX, Nashville, Tenn.
- BOGARTE, H. E.**
KLTJ, Dallas, Tex.
- BOGGS, MURRAY**
KFAC, Los Angeles, Calif.
- BOGGS, OTIS**
WFAA, Dallas, Tex.
- BOHACK, BILL**
WPAT, Paterson, N. J.
- BOLIN, ART**
WARM, Scranton, Pa.
- BOLTON, GALE**
WMFF, Plattsburg, N. Y.
- BOLTIN, LES**
KARK, Little Rock, Ark.
- BOND, FORD**
CBS—David Harum
- BOND, LYLE**
KFI, Los Angeles, Calif.
- BOWER, BOB**
WTTP, Charleston, S. C.
- BOWER, RICHARD**
WRAK, Williamsport, Pa.
- BOWMAN, ROGER**
NBC—Lorenzo Jones
Young Widder Brown
American Album Fam. Music
General Foods Shows
CGS Television Documentary Shows
- BOYD, LEX**
KROW, Oakland, Calif.
- BOYER, JOHN F.**
KDKA, Pittsburgh, Pa.
- BOYMAN, GUY**
WKBK, Detroit, Mich.
- BRABSON, WILLIAM**
WSTV, Steubenville, Ohio
- BRACHEE, BERNIE**
KSO, Des Moines, Iowa
- BRADFORD, JOHN**
WINS, New York, N. Y.
- BRADLEY, DICK**
WNEW, New York, N. Y.
- BRADLEY, GEORGE**
KOTA, Rapid City, S. Dak.
- BRADLEY, WILLIAM V.**
WHEE, Portsmouth, N. H.
- BRADLEY, PETER**
WSBC, Chicago, Ill.
- BRADLEY, TRUMAN**
CBS—Suspense
- BRANCH, TAYLOR**
WRR, Dallas, Tex.
- BRANDT, JOSEPH A.**
WTPR, Paris, Tenn.
- BRANT, BILL**
KDKA, Pittsburgh, Pa.
- BRAY, JACK**
WADC, Akron, Ohio
- BRAZZELL, JIMMY**
WHSC, Hartsville, S. C.
- BREMSEY, LYELL**
KFAB, Omaha, Nebr.
- BRENNAN, JOS.**
KXOK, St. Louis, Mo.
- BRENNER, BOB**
WCOF, Boston, Mass.
- BRENTSON, PAUL**
CBS—Hour of Charm
- BREVIK, ERNIE**
WDAY, Fargo, N. Dak.
- BRICE, JAMES**
WTPR, Paris, Tenn.
- BRINK, CHARLES**
WHAM, Rochester, N. Y.
- BRINK, TED**
WKAR, East Lansing Mich.
- BRISENDINE, BOB**
WATL, Atlanta, Ga.
- BRITON, JACK**
WKGN, Knoxville, Tenn.
- BRODE, BUDDY**
WILK, Wilkes Barre, Pa.
- BROKENSHIRE, NORMAN**
ABC—Theatre Guild on the Air
- BRONSON, RICHARD**
WPOE, Portland, Maine
- BROOKS, BOB**
KTRH, Houston, Tex.

HARRY VON ZELL

10th Year

EDDIE CANTOR SHOW

NBC Network—Thursdays

Featured in

SMITHS OF HOLLYWOOD

(Transcribed)

HARRY VON ZELL COMEDIES

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MONTER-GRAY, INC.

Hollywood (46), Calif.

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DON HIX





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in
NEW YORK

NBC 9-9:30 A. M., E.S.T.



Commercial
Announcements

by

CY HARRICE



Personal Management

MARTIN GOODMAN

ANNOUNCERS

- BROOKS, DEEN**
WKNA, Charleston, W. Va.
- BROOKS, KIRBY**
WIOD, Miami, Fla.
- BROOKS, LOU**
WONS, Hartford, Conn.
- BROOKS, MIKE**
WBIG, Greensboro, N. C.
- BROOKS, NORMAN**
WFPG, Steel Pier, Atlantic City, N. J.
- BROOKS, ROBERT**
KTRH, Houston Texas
- BROOKS, TOM**
WHAS, Louisville, Ky.
- BROPHY, BILL**
WKNY, Kingston, N. Y.
- BROPHY, FRED**
WHIO, Dayton, Ohio
- BROTHERS, BILL**
WHNC, Henderson, N. C.
- BROWN, BILL**
WERC, Erie, Pa.
- BROWN, BILL**
WLW, Cincinnati, Ohio
- BROWN, FRED**
WNCA, Asheville, N. C.
- BROWN, HOWARD**
WFIL, Philadelphia, Pa.
- BROWN, KEN**
WTMC, Ocala, Fla.
- BROWN, LARRY**
WPNP, Philadelphia, Pa.
- BROWN, PAUL**
WAZL, Hazleton, Pa.
- BROWN, RUSSELL**
WMFG, Hibbing, Minn.
- BROWN, TED**
WOR, New York, N. Y.
- BROWN, W. PENDLETON**
WTAG, Worcester, Mass.
- BROWNING, DOUG**
ABC—Paul Whiteman Club
On Stage America
Champion Spark Plug
- BROWNING, REED**
KECA, Los Angeles, Calif.
- BRUCE, AL**
WLBR, Lebanon, Pa.
- BRUCKNER, SKIP**
WGAU, Athens, Ga.
- BRYAN, GEORGE**
CBS—Talent Scouts
- BRUNSWICK, HARVEY**
KTOP, Topeka, Kans.
- BRYAR, BOB**
WHN, New York, N. Y.
- BRYSE, GENE**
WISR, Butler, Pa.
- BUCHANAN, PAUL**
WSUA, Bloomington, Indiana
- BUNDER, GEORGE**
WSAU, Wausau, Wisc.
- BUNING, JOHN**
WSPB, Sarasota, Fla.
- BURCH, ED**
WWDC, Washington, D. C.
- BURGE, RALPH**
WMPS, Memphis, Tenu.
- BURGESS, HARRY C.**
WISE, Asheville, N. C.
- BURKE, DON**
KOCB, Ontario, Calif.
- BURKE, GORDON**
KDYL, Salt Lake City, Utah
- BURKE, JACK**
WICY, Malone, N. Y.
- BURNETTE JACK**
WALT, Tampa, Fla.
- BURNS, DICK**
WTTM, Trenton, N. J.
- BURT, JIM**
KELO, Sioux Falls, S. Dak.
- BUSSARD, DENNIS**
WELM, Elmira, N. Y.
- BUTHERUS, ED**
KGW, Portland, Ore.
- BUTLER, FRANK**
WCCO, Minneapolis, Minn.
- BUTLER, HARRY**
WHIO, Dayton, Ohio
- BUTLER, JAY**
KMBC, Kansas City, Mo.
- BUTTERS, JIM**
KECA, Los Angeles, Calif.
- BUZZARD, RICHARD**
WJTN, Jamestown, N. Y.
- BYARS, JOE**
WDAK, Columbus, O.
- BYRD, HERBERT**
KXLR, N. Little Rock, Ark.

— C —

- CADDELL, RAYMOND**
WHSC, Hartsville, S. C.
- CADE, MARVIN**
WJW, Cleveland, O.
- CADWELL, ROBERT**
WROK, Rockford, Ill.
- CAHAN, GEORGE**
WFIL, Philadelphia, Pa.
- CALLAHAN, CHRIS**
WNOG, Norwich, Conn.
- CALLAN, ROBERT**
WMCA, New York, N. Y.
- CALLISON, GEORGE**
WENY, Rochester, N. Y.
- CALVERT, WILLIAM**
WIBX, Utica, N. Y.



DWIGHT WEIST

MC — ANNOUNCER — NARRATOR

We, the People	CBS	Big Town	CBS
Grand Slam	CBS	Inner Sanctum	CBS
Aldrich Family	NBC	Thin Man	CBS

Commentator—Pathe News—"This Is America"

Gene Hamilton

Music Commentator—

everything from "Lower Basin Street" to the Boston Symphony.

Announcer—

"Professor Quiz," American Oil Company

A.B.C.

ANNOUNCERS

CAMPBELL, DAVE
WBT, Charlotte, N. C.

CAMPBELL, DICK
WDVA, Danville, Va.

CAMPBELL, REX
KSL, Salt Lake City, Utah

CAMPBELL, SPENCER W.
WGAN, Portland, Maine

CAMPBELL, TED
WMCA, New York, N. Y.

CAMPCHERO, BOB
WSNY, Schenectady, N. Y.

CANDLER, PETE
WFVA, Fredericksburg, Va.

CAPMAN, DON
WORC, Worcester, Mass.

CAPPS, BOB
KRBC, Abilene, Tex.

CAPPS, JIMMY
WPTF, Raleigh, N. C.

CARDELL, GEORGE W.
WGNH, Gadsden, Ala.

CAREY, KENNETH R.
WNYC, New York, N. Y.

CARLSON, BILL
WTMJ, Milwaukee, Wis.

CARLSON, HARRY
WOR, New York, N. Y.

CARLTON, BOB
WMBD, Peoria, Ill.

CARLTON, HOLLIS
WCOV, Montgomery, Ala.

CARMAN, JOHN M.
WHLS, Port Huron, Mich.

CARMONA, AL
KGFJ, Hollywood, Calif.

CARNEAL, HERB
WSYR, Syracuse, N. Y.

CARPENTER, KEN
ABC—Philco Radio Time

CARR, JERRY
WHLI, Hempstead, L. I., N. Y.

CARR, ROY
WLOL, Minneapolis, Minn.

CARRIGAN, BILL
WKRM, Columbia, Tenn.

CARROLL, VINCE
WBAX, Wilkes Barre, Pa.

CARSWELL, TOM
WCOA, Pensacola, Fla.

CARTER, ALAN
WGVA, Geneva, N. Y.

CARTER, FRANK
WIP, Philadelphia, Pa.

CARTER, JACK
KSEO, Durant, Okla.

CARTER, VERNON
WCRS, Greenwood, S. C.

CARTY, WM.
WIP, Philadelphia, Pa.

CARUSO, CARL
WOR, New York, N. Y.

CASE, LEE
WCHA, Chambersburg, Pa.

CASE, NELSON
CBS—Lowell Thomas

CASEY, TOM
ABC—The American Farmer

CASSARA, ERNEST
WORC, Worcester, Mass.

CASSELL, CLARENCE
KQW, San Jose, Calif.

CASSIDY, TOM
KFAC, Los Angeles, Calif.

CAUSEY, DONALD H.
KHOZ, Harrison, Ark.

CAUSIER, JACK
WJNO, W. Palm Beach, Fla.

CHAMBERLAIN, GUS
WMBR, Jacksonville, Fla.

CHAMPION, NED
WGBR, Goldsboro, N. C.

CHANEXY, BILL
KXO, El Centro, Calif.

CHAPMAN, JERRY
WIRE, Indianapolis, Ind.

CHAPPELL, ERNEST
CBS—E. R. Murrow & News
Till Now
ABC—Ted Malone

CHARLES, BERT
WAKR, Akron, Ohio

CHARLES, HENRY
KFWB, Hollywood, Calif.

CHASE, EDDIE
WOOD, Grand Rapids, Mich.

CHASE, TOM
WOW, Omaha, Nebr.

CHASTAIN, TONY
WGBS, Miami, Fla.

CHATFIELD, LESLEY
KVQE, Santa Ana, Calif.

CHENEY, RAY
WSNY, Schenectady, N. Y.

CHENOWETH, JACK
WADC, Akron, Ohio

CHILDS, LELAND
WAPX, Montgomery, Ala.

CHRISTENSEN, FRED G.
WMPN, Memphis, Tenn.

CHRISTIAN, RALPH
WSM, Nashville, Tenn.

CHRISTOPHER, CARL
KSFO, San Francisco, Calif.

CLARK, HENRY
WMFF, Plattsburg, N. Y.

CLARK, J. F.
WWJ, Detroit, Mich.

CLARK, JESS
WCQN, Atlanta, Ga.



GLENN RIGGS

"The Thin Man" . . . CBS
 "My True Story" . . . ABC
 "Hop Harrigan" . . . WOR-MBS
 "Boston Blackie" . . . ABC

TRANSCRIPTIONS
 Television



DAVID ROSS

• • • **ANNOUNCERS** • • •

CLARK, RICHARD M.
KERN, Bakersfield, Calif.
CLARKE, BRUCE
WFBL, Syracuse, N. Y.
CLARKE, EDDIE
KCKN, Kansas City, Kans.
CLARKE, JAMES
WAZL, Hazleton, Pa.
CLARKE, JOHN H.
Narrator, Disc Jockey; b. King-
ston, Ohio, May 10, 1913; ed.
U. of Cinn Conservatory of
Music, Miami U. (Ohio); Going
to Town; Three Corners Club;
Rittenhouse Chimes Show (Tele)
Staff Announcer WINS.
CLARKE, PAUL
WMT, Cedar Rapids, Iowa
CLEAR, WILLIAM
WRTA, Altoona, Pa.
CLEARY, JAMES
WSGN, Birmingham, Ala.
CLEMENS, LOU
KLIX, Twin Falls, Idaho
CLIFTON, JACK
WAKR, Akron, Ohio
CLINTON, PAUL
WPDQ, Jacksonville, Fla.
CLOSE, BILL
KOY, Phoenix, Arizona
CLUTE, JOHN
WMFF, Plattsburg, N. Y.
COCHRAN, PAUL
KWHK, Hutchinson, Kans.
CODDON, HAL
KFMB, San Diego, Calif.

CODY, DEL
KGA, Spokane, Wash.
COHN, MORT
WCHS, Charleston, W. Va.
COLE, DAVID H.
KCRS, Midland, Tex.
COLE, JOHN
KFRU, Columbia, Mo.
COLE, LOU
WWRL, Woodside, N. Y.
COLLEY, STEWART
WJNO, W. Palm Beach, Fla.
COLLIER, RALPH
WHAM, Rochester, N. Y.
COLLINS, BEVERLY
WAGE, Syracuse, N. Y.
COLLINS, PAUL
WIBG, Philadelphia, Pa.
COLLYER, BUD
(Collyer Clayton); Quiz of Two
Cities; Superman; Break The
Bank (ABC); Life Can Be Beau-
tiful (NBC); Molley Mystery
Theater (NBC).
COLTON, LAVERN
WCOU, Lewiston, Maine
COMBS, MORRISON
WSIC, Statesville, N. C.
COMO, HUNTER
WHLE, Virginia, Minn.
CONCIE, BOB
KWSC, Pullman, Wash.
CONGER, BOB
WKBK, Detroit, Mich.
CONNELLY, JOHN
WHN, New York, N. Y.

CONNER, BILL
WEBC, Duluth, Minn.
CONOVER, HUGH
CBS—Big Sister
CONOVER, WILLIS
WWDC, Washington, D. C.
CONRAD, JOHN
WMAQ, Chicago, Ill.
CONSIDINE, BOB
NBC—Fred Waring Show
CONWAY, JIM
CBS—Lee Adams
COOK, ALLAN W.
WKZO, Kalamazoo, Mich.
COOK, JIM
KFDA, Amarillo, Tex.
COOK, LOU
ABC—The Opie Cates Snow
COOK, RICHARD
WMRN, Marion, Ohio
COOK, WALTER
KVER, Albuquerque, N. Mex.
COOKE, HENRY
WMAQ, Chicago, Ill.
COONEY, JIM
WBEN, Buffalo, N. Y.
COOPER, JIM
WFNC, Fayetteville, N. C.
CORBETT, JACK
WSYR, Syracuse, N. Y.
CORBIN, LOUIS
WFBR, Baltimore, Md.
CORDAY, DON
WAKR, Akron, Ohio
CORNELL, BOB
KFAC, Los Angeles, Calif.



ALUN WILLIAMS

ANNOUNCING
NARRATION
NEWS

LE. 2-1100

CI. 6-2200



KEYES PERRIN

“Record Riddles”—WOR
“Al Schacht Show”—WOR

• • • ANNOUNCERS • • •

CORUM, BILL
ABC — Gillette Cavalcade of Sports

CORY, JOHN
WLBC, Muncie, Ind.

COSLETT, FRANKLIN D.
WBRE, Wilkes Barre, Pa.

COSTELLO, JOHN PATRICK (JACK)
Announcer, Narrator, Commentator; b. May 31, 1908, Sauk Centre, Minn.; St. Bonaventure College, U. of Minn., Honorary Degree, Litt. D., Music America Loves Best; RCA Victor Kraft Music Hall; Hildegard Raleigh Room; Story of Music; Vacation With Music; Catholic Hour (NBC).

COVEY, DICK
KRNT, Des Moines, Iowa

COWLING, TERRY
WCOP, Boston, Mass.

COX, BILL
WWDC, Washington, D. C.

CRAGO, RICHARD L.
WRTF, Gainesville, Fla.

CRAIG, NANCY
ABC

CRANE, GENE
WCAU, Philadelphia, Pa.

CRAWFORD, DICK
KFAC, Los Angeles, Calif.

CRAWFORD, EUGENE
WGFB, Evansville, Ind.

CRIST, JIM
WITH, Baltimore, Md.

CROFFORD, GEORGE
KOF'S, Ontario, Calif.

CROFT, MIKE
WHUN, Huntington, Pa.

CRONICAN, LEE
WHP, Harrisburg, Pa.

CROSATTO, DAVE
KJBS, San Francisco, Calif.

CROSBY, LOU
CBS—Gene Antry Show

CROSS, PHILIP
KDKA, Pittsburgh, Pa.

CROWELL, GEORGE
KSFO, San Francisco, Calif.

CRUMP, GEORGE
WCRO, Johnstown, Pa.

CULLEN, WILLIAM L.
Radio announcer, MC; b. Pittsburgh, Pa., Feb. 18, 1920; Carnegie Tech; Univ. of Pittsburgh; Continental Celebrity Club; Give & Take (CBS); Missus Goes A Shoppin; Winner Take All (CBS); Hollywood Jackpot; Danny Kaye Show.

CUNNINGHAM, CHRIS
WPAT, Paterson, N. J.

CUNO, EUGENE
WSYR, Syracuse, N. Y.

CURRLIN, DONALD K.
KQW, San Jose, Calif.

CURTIN, DAVID
WRNY, Rochester, N. Y.

CURTIS, E. H.
WIBW, Topeka, Kans.

CURTIS, GEORGE E., JR.
WGAN, Portland, Maine

CURTIS, RON
WFBL, Syracuse, N. Y.

— D —

DALE, ALEX
WFBL, Syracuse, N. Y.

DALE, ALLAN
KURV, Edinburg, Tex.

DALE, JOHN
WNEW, New York, N. Y.

DALTON, ROBERT
WRNL, Richmond, Va.

DANIELS, MERRILL
WRRF, Washington, D. C.

DANIS, MEL
WSYR, Syracuse, N. Y.

DARGO, ROBERT
WCSH, Portland, Me.

DARWIN, FRED
WINS, New York, N. Y.

DAVIDSON, BOB
WFAS, White Plains, N. Y.

DAVIS, BOB
KAKC, Tulsa, Okla.

DAVIS, ED.
WFPG, Steel Pier, Atlantic City, N. J.

DAVIS, EDDIE
WTOG, Savannah, Ga.

DAVIS, GEOFF
WINS, New York, N. Y.

DAVIS, GEORGE
WRBL, Columbus, Ga.

DAVITT, WILLIAM
KFBI, Wichita, Kans.

DAWES, BILL
WCKY, Cincinnati, Ohio

DAY, BILL
WACOO, Waco, Tex.

DAYTON, LEE
WMAL, Washington, D. C.



FRANK GALLOP



BEN GRAUER
NBC

• • • **ANNOUNCERS** • • •

DEAL, JOHN H.
WHCU, Ithaca, N. Y.
DEAN, JOHN
WDNC, Durham, N. C.
DEAN, PAUL
WTAG, Worcester, Mass.
DEEGAN, JOHN
KYW, Philadelphia, Pa.
DeFREITAS, DICK
WHN, New York, N. Y.
DELANEY, BOB
WJNO, West Palm Beach, Fla.
DELFINO, FRANK
WSTC, Stamford, Conn.
DeLINE, JIM
WFBL, Syracuse, N. Y.
DeMARSE, WILLARD
WRNY, Rochester, N. Y.
DENISON, SPENCER
WHLB, Port Huron, Mich.
DENNY, ROLAND
KPLT, Paris, Tex.
DENNIS, BETSY
WJOR, Bangor, Me.
DENTON, ROBERT
NBC
DERWIN, KEN
WAAT, Newark, N. J.
DeSUZE, CARL
WBZ-WBZA, Boston, Mass.
DEVINE, OTTIS
WSM, Nashville, Tenn.
DICKSON, DICK
WARS, Wilmington, Del.
DIERDOEFF, ELLIE
WCOP, Boston, Mass.
DILSON, BURT
WJW, Cleveland, Ohio
DINSMORE, CHARLES
WORL, Boston, Mass.

DOGGETT, JERRY
WRR, Dallas, Tex.
DONALDSON, ED.
WSYR, Syracuse, N. Y.
DONALDSON, TED
Ma Perkins, CBS
DONNELLY, BOB
WMID, Atlantic City, N. J.
DONOVAN, GREG
WMAQ, Chicago, Ill.
DORR, RUSSELL A.
WGAN, Portland, Me.
DORSEY, HOWARD
KMOX, St. Louis, Mo.
DORSEY, JOE
WEMP, Milwaukee, Wisc.
DOUGLAS, HARRY
KMBC, Kansas City, Mo.
DOWD, DON
Breakfast Club, Club Time,
ABC
DOWELL, JOHN C.
WTAG, Worcester, Mass.
DOWNNEY, GEORGE
WEAN, Providence, R. I.
DOWNS, HUGH
WMAQ, Chicago, Ill.
DRAKE, MYRON
KTAR, Phoenix, Ariz.
DRAKE, RONALD
WHP, Harrisburg, Pa.
DROMEY, JACK
WBGE, Atlanta, Ga.
DUDLEY, DICK
NBC
DULANE, CHUCK
WGAY, Silver Spring, Md.
DUNBAR, RUSS
WOR, New York, N. Y.

DUNCAN, JIM
WNOC, Norwich, Conn.
DUNCAN, NORVIN
WFBC, Greenville, S. C.
DUNDAS, BOB
KTHH, Houston, Tex.
DUNHAM, DICK
The Adventures of the Falcon.
MBS; Policewoman, ABC;
CBS World News; One Man's
Family, WOR, Strange Romance
of Evelyn Winters; Rose
of My Dreams.
DUNHAM, RICHARD H.
b. New York, N. Y., Feb. 26,
1916; ed. Rollins College; The
Strange Romance of Evelyn Winters
(CBS); Katie's Daughter
(NBC); Rose of My Dreams
(CBS); Molle's Mystery (NB5);
Policewoman (ABC).
DUNHAVEN, JACK
KIRO, Seattle, Wash.
DUNLAP, TED
WMAL, Washington, D. C.
DUNN, EDDIE
Jack Berch Show, NBC
DUNN, MIKE
WIBC, Indianapolis, Ind.
DUNN, RONALD
WFAP, Dallas, Tex.
DUNPHY, DON
Gillette Cavalcade of Sports,
ABC
DUPUY, MONTY
WNCA, Asheville, N. C.
DVORAK, GEORGE
KFI, Los Angeles, Calif.



DENNIS JAMES

Radio and Television
M. C.

Announcer ● Sportscaster
LEx. 2-1100



... the one with the moustache is
COSTELLO ... **JACK**, that is!

N B C

ANNOUNCERS

— E —

EAGON, BRUCE
KVOO, Tulsa, Okla.

EATON, GORDON
WCCO, Minneapolis, Minn.

ECKERT, ED
WKNY, Kingston, N. Y.

EDELL, HILLARD
WSTC, Stamford, Conn.

EDMONDS, BILL
WHN, New York, N. Y.

EDWARDS, FRED
KRLD, Dallas, Texas

EDWARDS, ALLYN
WQZR, New York, N. Y.

EDWARDS, CHARLES
WMAL, Washington, D. C.

EDWARDS, CURTIS
WTCN, Minneapolis, Minn.

EDWARDS, FRANK
WFBC, Altoona, Pa.

EDWARDS, IRING
WRNY, Rochester, N. Y.

EDWARDS, JOHN
WIP, Philadelphia, Pa.

EDWARDS, RAY
WHAS, Louisville, Ky.

EDWARDS, ROSS
WEEK, Peoria, Ill.

EDWARDS, TOM
KICD, Spencer, Ia.

EDWARDS, WARREN
WISR, Butler, Pa.

EGAN, JOHN
WCAE, Philadelphia, Pa.

EGGERT, GEORGE
WFBC, Altoona, Pa.

ELDER, DON
WMAQ, Chicago, Ill.

ELIOT, BRUCE
WOR, New York, N. Y.

ELLIOT, WIN
(Elliot, Irwin); Announcer, MC, Play-by-Play Sports; Univ. of Mich., AB Degree; County Fair (CBS); N. Y. Rangers Hockey (CBS-Tele); Willie Piper (ABC); Sports & Special Events (CBS-Tele).

ELLIOTT, BILL
WNOE, New Orleans, La.

ELLIOTT, DON
WCON, Atlanta, Ga.

ELLIOTT, LARRY
Strange Romance of Evelyn Winters, Rose of My Dreams, Mr. Keen, Tracer of Lost Persons, CBS

ELLIOTT, OWEN
WSBT, South Bend, Ind.

ELLIOTT, RAMSEY
KERN, Bakersfield, Calif.

ELLIS, PHIL
WPTE, Raleigh, N. C.

ELLIS, STEVE
Nightly Sports Restime, WMCA, Music Box, WMCA

ELSTON, GENE
WMT, Cedar Rapids, Iowa

EMERICK, BOB
WOR, New York, N. Y.

EMMANUEL, MICHAEL G.
WUP, Gainesville, Fla.

EMSLIE, CARL
WTOL, Toledo, Ohio

ENGLISH, RANDY
WTRY, Troy, N. Y.

ERICKSON, C.
WWJ, Detroit, Mich.

ERWIN, GEORGE
KFJZ, Fort Worth, Tex.

EUBANKS, BLAIR
WTAR, Norfolk, Va.

EVERBAUGH, JACK
WMOB, Mobile, Ala.

EVERSON, BOB
WBAP, Fort Worth, Tex.

EVERY, RICHARD
WKOP, Binghamton, N. Y.

EWING, BILL
KMPC, Los Angeles, Calif.

EYBERG, MEL
KFNE, Shenandoah, Iowa

— F —

FACENDA FRANK
WGH, Newport News, Va.

FACENDA, JOHN
WIP, Philadelphia, Pa.

FALLERT, RALPH
WCAE, Pittsburgh, Pa.

FARLEY, BILL
WELL, New Haven, Conn.

FARRELL, MAURY
WAPL, Birmingham, Ala.

FARRINGTON, FIELDEN
Romance of Helen Trent, CBS

FELIX, JIM
WFIL, Philadelphia, Pa.

FENNEMAN, GEORGE
Sound Off, Ross Dolan-Detective, ABC

FERGUSON, HUGH
WCAE, Philadelphia, Pa.

FERRIBY, ERNEST
WHLS, Port Huron, Mich.



RADCLIFFE HALL
NBC NEWS AT NOON



BUD COLLYER

ANNOUNCERS

- FIELD, TOM**
WTAM, Cleveland, Ohio
- FINCH, BUD**
WELI, New Haven, Conn.
- FINCH, DEE**
WNEW, New York, N. Y.
- FINLEY, STUART**
The Veteran's Advisor, NBC.
WRC, Washington, D. C.
- FINN, LEO**
WWCO, Waterbury, Conn.
- MINN, MIHAEL**
WEOA, Evansville, Ind.
- FINNEGAN, BOB**
WRBL, Columbus, Ga.
- FISHER, LOU**
WINS, New York, N. Y.
- FISHER, STEVE**
WPDQ, Jacksonville, Fla.
- FISK, JIM**
KGFN, Grass Valley, Calif.
- FISKE, FRED**
WOL, Washington, D. C.
- FITZGERALD, GORDON**
WBAP, Fort Worth, Tex.
- FITZGERALD, HAROLD**
WKZO, Kalamazoo, Mich.
- FLANAGAN, ROBERT**
WGBI, Scranton, Pa.
- FLEISCHMAN, SOL J.**
WDAE, Tampa, Fla.
- FLEMING, DOUG**
KGJ, Hollywood, Calif.
- FLEMING, ED**
Our Gal Sunday, CBS
- FLEMING, TOM**
WSPA, Spartanburg, S. C.
- FLOURNOY, BOB**
WHAS, Louisville, Ky.
- FLYNN, HOWARD**
KMPC, Los Angeles, Calif.
- FLYNN, NORMA**
WELM, Elmira, N. Y.
- FORD, MILTON**
WWDC, Washington, D. C.
- FORMAN, WIN**
WARM, Scranton, Pa.
- FOSTER, JOHN**
WBAX, Wilkes Barre, Pa.
- FRANK, BERT**
KDYL, Salt Lake City, Utah
- FRANK, BOB**
WOC, Davenport, Iowa
- FRANK, DON**
WPEN, Philadelphia, Pa.
- FRANKLIN, BOB**
KGW, Portland, Ore.
- FRASER, GORDON**
Woman of Tomorrow, ABC
- FREDERICK, CAL**
KFWB, Hollywood, Calif.
- FREDERICK, DON**
WOR, New York, N. Y.
- FREDERICKS, HAL**
KXOK, St. Louis, Mo.
- FREDERICKS, JACK**
WKAL, Rome-Utica, N. Y.
- FREDRICKS, FRANK**
WTAM, Cleveland, Ohio
- FREED, ALAN**
WAKR, Akron, Ohio
- FREMAULT, LEON**
WBZ-WBZA, Boston, Mass.
- FRENCH, CHARLES**
WWNR, Beckley, W. Va.
- FRENH, PETE**
WHAS, Louisville, Ky.
- FRITZ, DONALD**
WHKC, Columbus, Ohio
- FROST, BILL**
KGFN, Grass Valley, Calif.
- FULLERTON, JERRY**
KRIS, Corpus Christi, Tex.
- G —
- GAHR, RAL**
WENT, Gloversville, N. Y.
- GALLAGHER, ROGER**
WMCA, New York, N. Y.
- GALLOP, FRANK**
CBS—Family Hour
NBC—Milton Berle
NBC—Stella Dallas
- GAMBLE, RON**
WJR, Detroit, Mich.
- GANS, ALAN**
KYW, Philadelphia, Pa.
- GARDNER, DON**
ABC
Martin Agronsky, Monday
Morning Headlines Sam Pettingill, Sunday Vespers, Gangbusters.
- GARDNER, JOHN**
Land of the Lost, ABC
- GARRETT, JIM**
WJR, Detroit, Mich.
- GARY, ARTHUR**
NBC
- GASTON, O. T.**
WKZO, Kalamazoo, Mich.
- GATES, PHELPS**
The Christian Science Monitor Views The News, ABC
- GAUVIN, AIME**
WHN, New York, N. Y.



SANDY BECKER

ACTOR - ANNOUNCER

WIN ELLIOT

Emcee "County Fair"
Borden Company—CBS

Emcee "Betty Crocker"
General Mills—ABC

Emcee "Quick As A Flash"
Helbros Watches—MBS

Narrator-Announcer
"Willie Piper"
General Electric—ABC

Television

Sports and Special Events

Ford Motors—CBS-TV

Maxwell House Coffee

Knox Hats

ANNOUNCERS

GAYMAN, L. VAUGHN
WKBB, Dubuque, Iowa

GEE, STAN
WGAR, Cleveland, Ohio

GEORGE, NELSON
WBDB, Orlando, Fla.

GERAGHTY, LARRY
WOL, Washington, D. C.

GERO, NORMAN
WWSO, Glens Falls, N. Y.

GIBBONS, JACK
WILM, Wilmington, Del.

GIBBS, JOHN
KQV, Pittsburgh, Pa.

GIDDINGS, JIM
KFEL, Denver, Colo.

GIFFORD, ROBERT
WWSO, Glens Falls, N. Y.

GILLEN, BOB
KGFJ, Hollywood, Calif.

GILLESPIE, BOB
WONS, Hartford, Conn.

GILLETTE, LOU
KALE, Portland, Ore.

GILLIS, EARLE
WHKC, Columbus, Ohio

GILMORE, ART
Stars Over Hollywood, CBS.
Point Sublime, Murder & Mr.
Malone, ABC

GIVEN, JOE
WBT, Charlotte, N. C.

GLADNEY, NORMAN
WWDC, Washington, D. C.

GOBER, JIM
KNOW, Austin, Tex.

GONZALES, NAP
WHCC, Rochester, N. Y.

GOODWIN, BILL
NBC, Maxwell House Coffee
Time, Burns & Allen

GOODWIN, GLENN
KSO, Des Moines, Iowa

GORDON, BILL
WHEM, Memphis, Tenn.

GORDON, CHARLES
WTCM, Traverse City, Mich.

GORDON, DON
Hint Hunt, CBS

GORDON, ROSS
KMOX, St. Louis, Mo.

GOULDING, PHIL
WHN, New York, N. Y.

GOVE, ELLIOTT
WSYR, Syracuse, N. Y.

GRADY, JOE
WPEN, Philadelphia, Pa.

GRAHAM, WALTER
KOAD, Omaha, Nebr.

GRANT, BRUCE
WHB, Kansas City, Mo.

GRANER, JAMES
WMRN, Marion, Ohio

GRANT, FELIX
WWDC, Washington, D. C.

GRANT, RUSSELL
KOLI, Cody, Wyo.

GRAUER, BEN
Announcer, radio, newsreels; b.
Staten Island, N. Y.; CCNY, B.S.
Degree; Home Is What You
Make It (NBC); NBC Symphony
of the Air; Jergens Journal with
Walter Winchell (ABC); Ches-
terfield Supper Club (NBC);
America United (NBC); News
(NBC).

GRAVES, GENE
KYW, Philadelphia, Pa.

GRAYMOUNT, STUART
KURV, Edinburg, Tex.

GREGORY, GREG
KYER, Albuquerque, N. Mex.

GREEN, HAROLD
WFVA, Fredericksburg, Va.

GREY, PETER
WSMB, New Orleans, La.

GRIER, HARRY
KIKH, Houston, Tex.

GRIFFIN, DAN
WGTM, Wilson, N. C.

GRIMM, TAD, TARJ
KRUX, Phoenix & Glendale,
Ariz.

GROBE, ALBERT
WQRX, New York, N. Y.

GRINDE, BOB
WHB, Kansas City, Mo.

GROHMAN, JIM
WPPG, Steel Pier, Atlantic
City, N. J.

GROPPER, HAROLD
WJPN, Jamestown, N. Y.

GROVE, BILL
WFNC, Fayetteville, N. C.

GURA, JOE
WEDO, McKeesport, Pa.

GUEST, JOHN
WGAR, Cleveland, Ohio

GULLER, JACK
WTBO, Cumberland Md.

GUNDAKER, ED
WHP, Harrisburg, Pa.

GUNN, BEN
WATL, Atlanta, Ga.

GUNN, GEORGE
Dick Tracy, ABC

Len Sterling

- Announcer
- M.C.
- Narrator

free-lance

LA 4-1200



ART HANNES

CBS Announcer-Commentator

LA. 4-1200

ANNOUNCERS

GUSTAFASON, ROGER
WEBR, Buffalo, N. Y.

— H —

HAEFNER, GEORGE
WHAM, Rochester, N. Y.

HAGAN, STAN
WMAN, Mansfield, Ohio

HAGER, DON
KHUM, Eureka, Calif.

HAINES, PHIL
WTRC, Elkhart, Ind.

HALL, BILL
WLAV, Grand Rapids, Mich.

HALL, HARRY
KFWB, Hollywood, Calif.

HALL, LEN
WNAR, Norristown, Pa.

HALL, RADCLIFFE
WNBC, New York, N. Y. (NBC).

HAMILTON, BILL
Cavalcade of America, NBC

HAMILTON, GENE
Concert commentator, announcer,

director; b Toledo, O., Feb. 22, 1910; Boston Symphony; Music Conductor — Professor Quiz (ABC); Announcer — Breck Beautiful Music Concerts; Announcer — News & Sports for Bethlehem Steel; News Reporter.

HAMILTON, WARD
WWNY, Watertown, N. Y.

HAMPTON, RAWLS
WFAS, White Plains, N. Y.

HARRICK, HOWARD
WRNL, Richmond, Va.

HANCOCK, DON
(Hancock, Donald T.); Announcer; b. Linwood, Ind., Oct. 10, 1910; Ind. Central Coll., AB. Harvest of Stars (NBC); Jack Smith Show (CBS); Famous Jury Trials (AB); Vox Pop (ABC); Perry Mason (CBS); Life Can Be Beautiful (NBC).

HANCOCK, HAL
WENY, Elmira, N. Y.

HANCOCK, HUNTER
KFVD, Los Angeles, Calif.

HANDLEY, LORRAINE
WROK, Rockford, Ill.

HANDRICH, FRED
WNYC, New York, N. Y.

HANNES, ARTHUR R.
Announcer, Narrator, Special Events, News, Television; b. Newport, Ky., July 28, 1920; ed. St. Bonaventure College; CBS News Correspondent with Byrd Antarctic (1946-47); CBS Staff Announcer.

HANRAHAN, ED
WTHB, Baltimore, Md.

HANSEN, CLIFFORD H.
KOMO, Seattle, Wash.

HANSEN, BOB
KTRL, Sioux City, Ia.

HANSON, VERN
WTOP, Washington, D. C.

HARWYN, ROBERT
KROY, Sacramento, Calif.

HARDING, BARBARA
WMVA, Martinsville, Va.

HARMES, FRANK
WITB, Baltimore, Md.

HARPEL, BILL
KGFJ, Hollywood, Calif.

HARPER, HUGH
WKZO, Kalamazoo, Mich.

HARPER, JOHNNY
WWRD, Woodside, N. Y.

HARRICE, CY
b. Chicago, Ill., March 1, 1915; ed. Northwestern Univ., BS; School of Commerce; Radio Readers Digest; Big Story; Quick As A Flash; Sherlock Holmes; Portia Faces Life.

HARRIS, BOB
WMCA, New York, N. Y.

HARRIS, DAVID K.
WNHC, New Haven, Conn.

HARRIS, DEAN
WAGE, Syracuse, N. Y.

HARRIS, LLOYD
WMAZ, Macon, Ga.

HARRISON, BRAD
KMOX, St. Louis, Mo.

HARRISON, CHUCK
WHPF, Rock Island, Ill.

HART, BILL
WCAU, Philadelphia, Pa.

HART, MAURICE
HARTON, JOHN

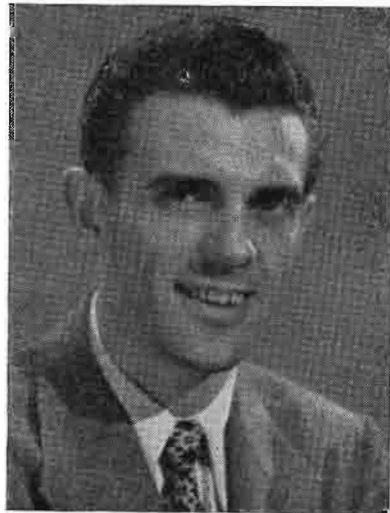
WSPB, Sarasota, Fla.

HARVEY, NEIL
WFIL, Philadelphia, Pa.

HARVILLE, CHARLIE
WGBR, Goldsboro, N. C.

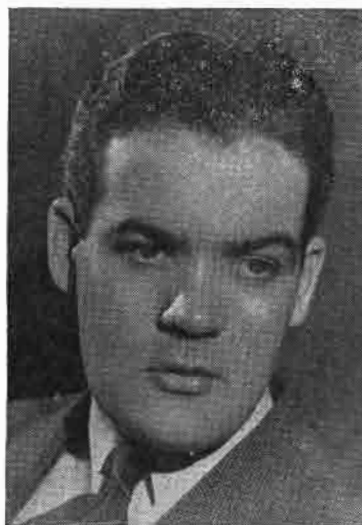
HASELTINE, FRED
WDNC, Durham, N. C.

HASSING, DOUG
WTOG, Savannah, Ga.



JOE O'BRIEN

Announcer, Emcee, Sports Announcer
Shows: Rosemary (CBS)
Quizdom Class (ABC)
It's in the Family (ABC)
Brooklyn Dodger Football (WMCA)
Tommy Dorsey Show (WMCA)
News of the Day (Newsreel)



ROD O'CONNOR

RED SKELTON SHOW
DUFFY'S TAVERN SHOW
PEOPLE ARE FUNNY SHOW

ANNOUNCERS

HATTON, DICK
WJW, Cleveland, Ohio

HAWTHORNE, JIM
KXLA, Los Angeles, Calif

HAYES, DON
KTBS, Shreveport, La.

HAYES, EARL
WKBK, Detroit, Mich.

HAYES, GEORGE
Coffee Concert, Gems for Thought, ABC

HAYES, PAT
KIRO, Seattle, Wash.

HEAD, BYRON, L.
KOLL, Omaha, Nebr.

HEISS, BOB
WTMJ, Milwaukee, Wis.

HEIZER, JIMMY
WROV, Roanoke, Va.

HELLYER, ART
WMRO, Aurora, Ill.

HEMENWAY, STANLEY D.
KPAB, Laredo, Tex.

HENDRICKSON, BOB
WAGE, Syracuse, N

HENRICH, WALT
WGAR, Cleveland, Ohio

HERLIGHY, WALTER
Guy Lombardo, ABC

HERLIHY, ED

(Herlihy, Edward J.); Announcer, MC, commentator; b. Boston, Mass., Aug. 14, 1911; Boston Coll., B.A. Degree; Hildegarde; Romberg; Cavallaro; Kraft Music Hall; Children's Hour; One O'Clock Sunday News with Ed Herlihy; Commentator—Universal Newsreels; Honeymoon in N. Y.

HERMAN, CHARLES
WLAV, Grand Rapids, Mich.

HERTSGAARD, ROLF
WCCO, Minneapolis, Minn.

HESS, BILL
WMOB, Mobile, Ala.

HEUER, MYRON E.
KODI, Cody, Wyo.

HICKMAN, HENRY
WFBR, Baltimore, Md.

HICKS, BOB
KANS, Wichita, Kans.

HICKS, GEORGE
Child's World, ABC

HILL, FRANCIS
WBAP, Fort Worth, Tex.

HILL, JR., FRED
WMAZ, Macon, Ga.

HILL, Z.
WWJ, Detroit, Mich.

HINDMAN, WILLIAM
WCOL, Columbus, Ohio

HINDS, WILLIAM T.
KDKA, Pittsburgh, Pa.

HINKLEY, HARRY
WHP, Harrisburg, Pa.

HODGE, RUSSELL
WMC, Memphis, Tenn.

HOOGAN, GEORGE
WOR, New York, N. Y.

HOGAN, JOE
KRLD, Dallas, Texas

HOGAN, MARTY
WJJD, Chicago, Ill.

HOHENSEE, BUD
WLNH, Laconia, N. H.

HOKANS, ARNE
WKLA, Ludington, Mich.

HOLCOMB, LEWIS
KXRO, Aberdeen, Wash.

HOLDEN, JACK
WLS, Chicago, Ill.

HOLLEY, WAKFIELD
WKV, Oklahoma City, Okla.

HOLMES, DICK
WILM, Wilmington, Delaware

HOLMES, WALTER
WBNX, New York, N. Y.

HOLSTEN, ARCH
WRON, Ronceverte, W. Va.

HOLTMAN, JOHN
WMAQ, Chicago, Ill.

HOLTEN, OLLIE
WINK, Ft. Myers, Fla.

HOOKER, KEN
KTYL, Mesa, Ariz.

HOORNBEK, HAL
WKNY, Kingston, N. Y.

HOOPER, CHUCK
WHKK, Akron, Ohio

HOPE, WINSTON
WTAR, Norfolk, Va.

HOPKINS, JOHN
KEMZ, Fort Worth, Tex.

HOPPE, HENRY
WENC, Whiteville, N. C.

HORAN, ARTHUR
WIBX, Utica, N. Y.

HOWARD, HANK
WATR, Waterbury, Conn.

HOWARD, LLOYD
KGW, Portland, Ore.

HOWARD, WELDON B.
WFAA, Dallas, Tex.

HOWELL, DEN
WSMB, New Orleans, La.

HOWELL, WAYNE
NBC

HUBER, DICK
KSO, Des Moines, Iowa

Announcer — M. C. — Narrator



PRODUCER — DIRECTOR

LA. 4-1200



HUGH JAMES

"Lowell Thomas Show" NBC
 "Second Mrs. Burton" CBS
 "Voice Of Firestone" NBC
 "True Detective Stories" MBS
 "House In The Country" NBC

20th Century-Fox News



ANNOUNCERS

HUEBNER, PAUL
KWG, Stockton, Calif.
HUFSMITH, FREDERIC
KDFN, Casper, Wyo.
HUGGINS, HANK
WENK, Union City, Tenn.
HULL, H. C.
KLIF, Dallas, Tex.
HULL, IRA
WRVA, Richmond, Va.
HULL, MARVIN
KFMB, San Diego, Calif.
HUNSBERGER, J. PAUL
WWEZ, Vineland, N. Y.
HURD, JOE
WJR, Detroit, Mich.
HURST, ED
WFEN, Phila., Pa.
HURT, ZACK
KFJZ, Fort Worth, Tex.
HUTCHINSON, BILL
WMAN, Mansfield, Ohio
HUTCHINSON, FRED
WHUN, Huntingdon, Pa.

— I —

IDE, CARLTON C.
KDKA, Pittsburgh, Pa.
IRISH, JACK
WOR, New York, N. Y.
IRVING, CHARLIE
ABC—David Harding—Count-
erspy
The Fat Man
The Henry Morgan Show
IRVING, PAUL
WEDC, Chicago, Ill.
IRWIN, PHIL
KGW, Portland, Ore.

IVES, ROBERT
WFBL, Syracuse, N. Y.
IVEY, HUGH
WAGA, Atlanta, Ga.

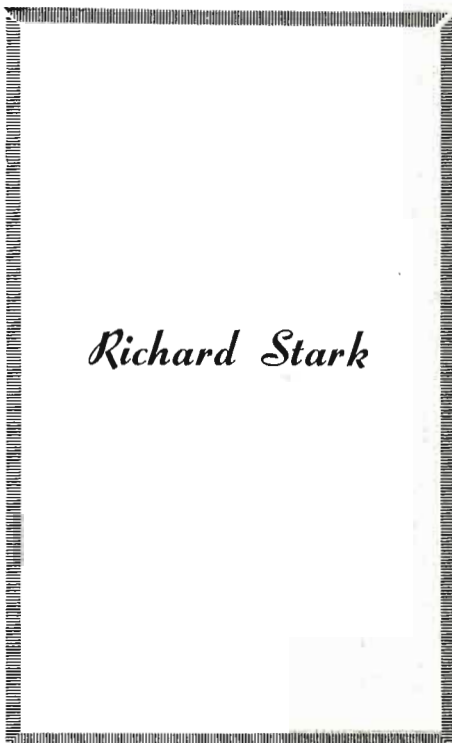
— J —

JACKSON, JAY
ABC—Star Time with Dorothy
Kilgallen
JACKSON, TOM
WKAB, Mobile, Ala.
JACOBS, TOM
KTRH, Houston, Texas
JAEGER, JOHN
WNEW, New York, N. Y.
JAMES, DENNIS
Announcer, Emcee, Sportscaster;
b. Jersey City, N. J., Aug. 24,
1917; ed. Theater School of
Dramatic Arts & Radio; St.
Peters College, B.S.; Bab Hawk
Show (CBS); Can You Hop This?
Song of the Stranger; Lawyer
Q; Television—Cash & Carry;
Sportscaster (Boxing, Wrestling).
JAMES, HERB
KXEL, Waterloo, Iowa
JAMES, HUGH
(McIlrevey, Hugh J.); Announcer,
Narrator; b. New York, N. Y.,
Oct. 13, 1915; NYU, Univ. of
Pa., George Wash. Univ.; Lowell
Thomas (NB); Voice of Fire-
stone (NBC); Second Mrs. Bur-
ton (CBS); True Detective Mys-
teries (MBS); A House in the
Country (NBC); Wendy Warren
& the News (CBS); Special As-
signment, Press Assoc.

JAMES, OWEN
ABC—The Adventures of Bill
Lance
JAMOND, WALTER
KVSM, San Mateo, Calif.
JARRETT, SCOTT
WEVA, Richmond, Va.
JENKINS, L. B.
WFBC, Greenville, S. C.
JENSEN, ALAN
KSL, Salt Lake City, Utah
JENSEN, LEIF
WDRG, Hartford, Conn.
JENSEN, ROBERT
WOLS, Florence, S. C. ?
JOES, JAMES N.
KHOZ, Harrison, Ark.
JOHNSON, BILL
WTAR, Norfolk, Va.
JOHNSON, CLIFF
JOHNSON, GEORGE
WCCO, Minneapolis, Minn.
JOHNSON, HERB
WMAZ, Macon, Ga.
JOHNSON, JIM
KGFN, Grass Valley, Calif.
JOHNSON, JOE
WMVA, Martinsville, Va.
JOHNSON, MARTIN
WTOG, Savannah, Ga.
JOHNSON, RODNEY
KPDQ, Portland, Ore.
JOHNSON, TED
WAKR, Akron, Ohio
JOHNSTON, ALLAN
KTSM, El Paso, Tex.
JOHNSTON, ED
WBAX, Wilkes-Barre, Pa.
JOHNSTON, MELVYN
WRNL, Richmond, Va.



DON HANCOCK



Richard Stark

• • • **ANNOUNCERS** • • •

JONES, AL
WRR, Dallas, Texas

JONES, BILL
WJPG, Green Bay, Wisc.

JONES, CHAUNCEY
KWBW, Hutchinson, Kans.

JONES, HOWARD
WIP, Philadelphia, Pa.

JONES, PAUL
WLW, Cincinnati, Ohio

JONES, ROBERT L.
WSPR, Springfield, Mass.

JORDAN, FRANK
WRNY, Rochester, N. Y.

JOY, DICK
CBS—Adventures of Sam Spade

— **K** —

KADELL, CARLTON
Amos 'n' Andy

KAHL, LARRY
KWPC, Muscatine, Iowa

KAIMAN, LAMBERT
KMOX, St. Louis, Mo.

KARRENBAR, BILL
WBBC, Canton, Ohio

KASPER, FRED
ABC—Breakfast Club

KATHE, RICHARD
WMRN, Marion, Ohio

KAUFMAN, ARNOLD
WMBM, Miami Beach, Fla.

KAY, BOB
WAVE, Louisville, Ky.

KEARCE, CECIL
WRGA, Rome, Ga.

KEATING, LARRY
CBS—First Nighter
ABC—This Is Your FBI

KEENAN, EUGENE
WSAY, Rochester, N. Y.

KEITH, LARRY
WTNB, Birmingham, Ala.

KELLER, ART
WRON, Ronceverte, W Va.

KELLER, ERNIE
WSM, Nashville, Tenn.

KELLER, FRED
WBN, Buffalo, N. Y.

KEMPER, LOU
WBB, Kansas City, Mo.

KENNEDY, BOB
WBB, Kansas City, Mo.

KENNEDY, JOHN MILTON
CBS—Lux Radio Theater

KENNEDY, RAY
WRVA, Richmond, Va.

KENT, FRANK
WPEN, Phila., Pa.

KENWARD, JACK
WMD, Atlantic City, N. J.

KERN, BRUCE
WTIC, Hartford, Conn.

KERNS, ROY
WKY, Oklahoma City, Okla.

KERR, DON
WAAT, Newark, N. J.

KIDDER, FRED
WCOP, Boston, Mass.

KILLIAN, JIM
WSCR, Scranton, Pa.

KILMER, KEN
KFJB, Marshalltown, Iowa

KINCAID, FRED
WRR, Dallas, Texas

KING, A. C.
WEEI, Boston, Mass.

KING, DAVE
WPBZ, Lock Haven, Pa.

KING, DEL
CBS—Mary Lee Taylor

KING, ED
KGFN, Grass Valley, Calif.

KING, FULTON A.
WTON, Staunton, Va.

KING, H. E.
WORZ, Orlando, Fla.

KING, JACK
WROB, West Point, Miss.

KING, JOE
CBS—Strike It Rich

KING, JOHN REED
ABC—The Sheriff

KING, NORM
WTAQ, Green Bay, Wisc.

KING, W. O.
WTOG, Savannah, Ga.

KING, WALLY
WAPK, Waterbury, Conn.

KINAMON, RAY
WBHF, Cartersville, Ga.

KIRBY, AL
WRGA, Rome, Ga.

KIRBY, DURWARD
CBS—Here's To You

KIRBY, GENE
ABC—So You Want to Lead A Band
America's Town Meeting

KIRBY, KLEVE
WMAQ, Chicago, Ill.

KIRBY, JIMMY
WAGA, Atlanta, Ga.

KIRBY, LEE
WBT, Charlotte, N. C.

KIRK, ROGER
WJNC, Jacksonville, N. C.

KIRSCHNER, CLAUDE
ABC—Ladies Be Seated



DICK SCHOFIELD

Announcer — Actor —
Newscaster

KXLA — Pasadena

DICK DUNHAM



Management: Bernard L. Schubert
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ANNOUNCERS

KISTLER, BILL
KFNF, Shenandoah, Iowa

KITTELL, CLYDE
NBC
WNBC, New York, N. Y.

KJAR, JOSEPH
KSL, Salt Lake City, Utah

KLEY, HERB
WHBL, Sheboygan, Wis.

KNAPP, BURT
WMCA, New York, N. Y.

KNIGHT, FRED
WIBG, Philadelphia, Pa.

KNOX, JIM
WGGA, Gainesville, Ga.

KOLTHE, DICK
WTCN, Minneapolis, Minn.

KOOLAGE, BOB
WSAP, Portsmouth, Va.

KOVACS, ERNEST
WTTM, Trenton, N. J.

KRAELING, BUD
WTCN, Minneapolis, Minn.

KREEGER, JERRY
WARD, Johnstown, Pa.

KREIGER, JOEL
WWRL, Woodside, N. Y.

KREIGHOFF, BOB
WTOL, Toledo, Ohio

KRENN, OTTO
WPGH, Pittsburgh, Pa.

KRIEGEL, GIL
WITH, Baltimore, Md.

KRONICK, PAYSON
WROW, Albany, N. Y.

KRUPP, ROGER
ABC—Counterspy
Doctors Talk It Over
Labor USA

KRUYER, PAUL
WSBT, South Bend, Ind.

KUHLMEY, STERLING
KVOX, Moorhead, Minn.

— L —

La **HAYE, LOUIS**
WICC, Bridgeport, Conn.

LAKE, BARRY
WIBC, Indianapolis, Ind.

LAMUTIS, ALEX
WGVA, Geneva, N. Y.

LANDFEAR, DEAN
WMT, Cedar Rapids, Iowa

LANDSEADEL, BOB JR.
WKPA, New Kensington, Pa.

LANE, ALAN
WHUM, Reading, Pa.

LANE, ALICE
WWDC, Washington, D. C.

LANE, BILL
KFDA, Amarillo, Texas

LANG, BILL
WHN, New York, N. Y.

LANGE, BELNO
KGLM, Stockton, Calif.

LANSING, LARRY
WPLH, Huntington, W. Va.

LaPLANTE, ROY
WPEN, Philadelphia, Pa.

LARKIN, DON
WAAT, Newark, N. J.

LASKO, ED
WKZO, Kalamazoo, Mich.

LASSITER, CHAD
WOMA, Corinth, Miss.

LATHAM, JACK
KFI, Los Angeles, Calif.

LAUGHNER, ROL
KTAR, Phoenix, Arizona

LAURENCE, JACK
WSAP, Portsmouth, Va.

LAWRENCE, DAN
KRNT, Des Moines, Iowa

LAWRENCE, KEN
WTOL, Toledo, Ohio

LAWRENCE, LARRY
WAGE, Syracuse, N. Y.

LAWRENCE, TEDD
Announcer, Disc-Jockey, Sports
Announcer; b. Miami, Florida,
April 9, 1914; Swingtime Session;
Robert Hall of Fame; WHN,
N. Y.

LEAHY, TOM
KANS, Wichita, Kans.

LEE, BOB
KVER, Albuquerque, N. Mex.

LEE, JACK
WGBR, Goldsboro, N. C.

LEE, VINCENT
WCAU, Philadelphia, Pa.

LEEDS, DAVID
WMCA, New York, N. Y.

LEEFERS, BOB
WMT, Cedar Rapids, Iowa

LEEPER, TED
WPTF, Raleigh, N. C.

LeFEVRE, WILLIAM
WFRB, Baltimore, Md.

LENAY, WILL
WLW, Cincinnati, Ohio

LEONARD, ARCHIE
KFMB, San Diego, Calif.

LEONARD, HAL
WERC, Erie, Pa.

LEONARD, MAC
KHUZ, Borger, Texas

LEONARD, VINCE
WISH, Indianapolis, Ind.

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LESCOULIE, JACK
LESLIE, CHUCK
 ABC—Terry and the Pirates
 Junior Junction
LESLIE, MORT
 KFEL, Denver, Colo.
LEWIS, DAVID
 WBEN, Buffalo, N. Y.
LEWIS, DON
 WMOB, Mobile, Ala.
LEWIS, MARK
 WWOD, Lynchburg, Va.
LEWIS, RALPH
 WTAD, Quincy, Ill.
LEWIS, WILLIAM
 WKOX, Framingham, Mass.

LEYDEN, BILL
 Announcer, Disc-Jockey; b. Chicago, Ill.; ed. Northwestern Univ.; De Paul Univ.; A Song For You; Music Hall; The Bill Leyden Show; KMPC; Television —KTLA.

LIBERTIE, JOHN
 WHNC, Henderson, N. C.
LICK, DON
 WKBZ, Muskegon, Mich.
LINDSAY, WILSON
 WILM, Wilmington, Del.
LINE, LANNY
 KHUZ, Borger, Texas
LINHART, RUSS
 WPGH, Pittsburgh, Pa.
LIPEZ, HARRIS
 WBPZ, Lock Haven, Pa.
LITTLE, ED
 WHAM, Rochester, N. Y.
LOEBL, NORMAN
 KOMA, Oklahoma City, Okla.

LOGAN, JIM
 WGPA, Bethlehem, Pa.
LONDON, REX
 KHOZ, Harrison, Ark.
LONG, DEANE S.
 KSDJ, San Diego, Calif.
LONG, KENNETH B.
 WGAN, Portland, Maine
LOTAS, JOHN
 WWRL, Woodside, N. Y.
LOUDEN, VERN
 KROW, Oakland, Calif.
LOUNSBURY, JIM
 WHAS, Louisville, Ky.
LOWE, DON
 ABC—Ethel and Albert
 Headline Edition
 The Clock
LOWE, JACK
 WWDC, Washington, D. C.
LOWE, JAMES
 KXOL, Fort Worth, Tex.
LOY, WILLIAM
 WTBO, Cumberland, Md.
LUCAS, BEN
 WRGA, Rome, Ga.
LUCE, DEAN
 WMAL, Washington, D. C.
LU DWIG, LYELL
 WFBM, Indianapolis, Ind.
LUTHER, PAUL
 ABC—The Listening Post
LYON, CHARLES
 ABC—The Lassie Show
LYONS, BOB
 WGBS, Miami, Fla.

—**Mc**—
MacDONALD, ARCH
 WBZ-WBZA, Boston, Mass.

MacDONALD, BRUCE
 WJW, Cleveland, Ohio
MacDONALD, P. L.
 WEEI, Boston, Mass.
MacLEAN, JOHN
 WROM, Rome, Ga.
MacMULLEN, GEORGE
 WTAL, Tallahassee, Fla.
MacMURRAY, MAGER
 WTAQ, Green Bay, Wis.
McANDREW, BILL
 WARM, Scranton, Pa.
McCAIN, BILL
 WAGA, Atlanta, Ga.
McCANN, JAMES
 KYW, Philadelphia, Pa.
McCARTHY, CHAS. F.
 WNBC, New York, N. Y.
 NBC
McCARTHY, FRANK
 WOR, New York, N. Y.
McCARTHY, JACK
 ABC — Museum of Modern Music
McCARTHY, JIM
 WBRE, Wilkes Barre, Pa.
McCARTY, BURL
 WDAE, Tampa, Fla.
McCACH, BLAKE
 WENT, Gloversville, N. Y.
McCONNOCHE, JAMES
 WCSH, Portland, Me.
McCord, BILL
 WLW, Cincinnati, Ohio
McCORMACK, MALCOLM
 WBZ-WBZA, Boston, Mass.
McCORMICK, STEPHEN
 WOL, Washington, D. C.
McCOY, RONNIE
 KFEL, Denver, Colo.

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ANNOUNCERS

- McCULLOUGH, DAN**
WOR, New York, N. Y.
- McCUMBER, GERALD G.**
KOMO, Seattle, Wash.
- McDANIEL, DICK**
KFEL, Denver, Colo.
- McDONALD, HERBERT**
KGHF, Pueblo, Colo.
- McELROY, JACK**
Tom Breneman's Breakfast in
Hollywood, ABC
- McELROY, MAC**
WFRC, Erie, Pa.
- McEWAN, DON**
WINR, Binghamton, N. Y.
- McGOVERN, BILL**
KROW, Oakland, Calif.
- McGRATH, NED**
WHDL, Olean, N. Y.
- McGUIRE, RAY**
WNOE, New Orleans, La.
- McILVAINE, DON**
WHWL, Nanticoke, Pa.
- McINTIRE, RUSS**
WSTP, Salisbury, N. C.
- McKAY, RAY**
WATL, Atlanta, Ga.
- McKEE, BOB**
Jack Armstrong, ABC
- McKEE, ROY**
KOMA, Oklahoma City, Okla.
- McKNIGHT, JOHN**
WMCA, New York, N. Y.
- McLAIN, BILL**
KANS, Wichita, Kans.
- McLAIN, DEAN**
KWBC, Ft. Worth, Tex.
- McLAUGHLIN, JAMES**
WDVA, Danville, Va.
- McLEAN, CLYDE**
WBT, Charlotte, N. C.
- McMORAN, LYNN**
WLAY, Muscle Shoals, Ala.
- McNAMARA, LARRY**
WNHC, New Haven, Conn.
- M —
- MACK, BILL**
WEDC, Chicago, Ill.
- MADELEY, ART**
WGTC, Greenville, N. C.
- MADIGAN, JACK**
WTAL, Tallahassee, Fla.
- MADISON, BOB**
KWBW, Hutchinson, Kan.
- MAFFIE, AL**
WFEA, Manchester, N. H.
- MAGUIRE, WALTER**
WNAR, Norristown, Pa.
- MAHANNEY, ROBERT**
WIBX, Utica, N. Y.
- MALCOLM, BILL, JR.**
NBC
- MALE, COLIN**
WEBR, Buffalo, N. Y.
- MALONE, TED**
ABC
- MANN, JOE**
KQV, Pittsburgh, Pa.
- MANNING, WILLIAM**
KDYL, Salt Lake City, Utah
- MANSFIELD, LARRY**
WIOD, Miami, Fla.
- MANN'S, BILL**
WIP, Philadelphia, Pa.
- MANSON, LEE**
WELI, New Haven, Conn.
- MARKS, GARNETT**
KQW
- MARKLE, WILBUR**
WBZ-WBZA, Boston, Mass.
- MARSHALL, JOE**
KMBC, Kansas City, Mo.
- MARSHALL, R. H.**
WORZ, Orlando, Fla.
- MARTIN, BOB**
WMCA, New York, N. Y.
- MATHEWSON, DON**
WARS, Wilmington, Del.
- MARBLE, HARRY**
Eric Sevareid and the News,
CBS
- MARTIN, BIL**
WFMJ, Youngstown, Ohio
- MARTIN, DICK**
WSMB, New Orleans, La.
- MARTIN, FRANK**
Mayor of the Town, ABC
Dick Haymes Show, CBS
- MARTIN, JOHNNY**
WKY, Oklahoma City, Okla.
- MARTIN, RICHARD**
WKZO, Kalamazoo, Mich.
- MARTIN, ROSS**
WTOP, Washington, D. C.
- MARVIN, TONY**
Arthur Godfrey Show
Rosemary
Crime Photographer, CBS
- MASON, JOE**
WGBR, Goldsboro, N. C.
- MAYNARD, JACK**
KTSM, El Paso, Tex.
- MEAD, FRANK**
WJPG, Green Bay, Wis.
- MEATH, ED**
WHEC, Rochester, N. Y.
- MEEKER, KEN**
WHAS, Louisville, Ky.
- MEIER, JOHN**
KFEL, Denver, Colo.
- MELLERT, LARRY**
WBGE, Atlanta, Ga.
- MELTON, FRANKLIN**
WMC, Memphis, Tenn.
- MERCIER, JOSEPH W.**
WBCM, Bay City, Mich.
- MERCIER, RAY**
WPOR, Portland, Me.
- MERRILL, FRANK**
KROW, Oakland, Calif.
- MERRIN, DICK**
WHBC, Canton, Ohio
- MERRYMAN, BOB**
WLW, Cincinnati, Ohio
- MESNER, PETER**
WKRZ, Oil City, Pa.
- MESSER, FRANK**
WWNC, Asheville, N. C.
- METZ, MILTON**
WHAS, Louisville, Ky.
- METZLER, ARTHUR J.**
WROL, Knoxville, Tenn.
- MEYER, DON**
WRVA, Richmond, Va.
- MICHAELS, JOSEPH**
WGVA, Geneva, N. Y.
- MICHELS, JOHN**
WERC, Erie, Pa.
- MIFSUD, PAUL**
KCOR, San Antonio, Tex.
- MILBURN, DEAN**
KCKN, Kansas City, Kans.
- MILLER, LYNN**
KHUZ, Borger, Tex.
- MILLER, MARVIN**
The Louella Parsons Show,
ABC
- MILLER, RAY**
WIBC, Indianapolis, Ind.
- MILLER, ROSS**
WTIC, Hartford, Conn.
- MILLERAND, GABRIEL**
KYW, Philadelphia, Pa.
- MILLS, FRANK**
WBAP, Fort Worth, Tex.
- MITCHELL, AL**
WKBR, Manchester, N. H.
- MITCHEL, BUD**
WJR, Detroit, Mich.
- MITCHELL, JIM**
WCVS, Springfield, Ill.
- MITCHELL, PAUL**
KSYL, Alexandria, La.
- MITCHELL, PAUL**
WLBR, Lebanon, Pa.
- MOFFETT, RAYMOND W.**
WCAO, Baltimore, Md.
- MOLLER, MATT**
KHUM, Eureka, Calif.
- MONDAY, RAY**
WACO, Waco, Texas
- MONSON, PAUL**
WMAS, Springfield, Mass.
- MONTGOMERY, JOHN**
WTC Bridgeport Conn.
- MOORE, BERT F.**
WCTA, Andalusia, Ala.
- MOORE, BILL**
WPLH, Huntington, W. Va.
- MOORE, CALE**
WHIZ, Zanesville, Ohio
- MOORE, DWARD A.**
KRES, St. Joseph, Mo.
- MOORE, ED**
WIOD, Miami, Fla.
- MOORE, HEYWARD**
WGNB, Murfreesboro, Tenn.
- MOORE, VERN**
KIDO, Boise, Idaho
- MOORE, VIRGIL**
WGWC, Selma, Ala.
- MOORE, WALKER**
KFZ, Fort Worth, Tex.
- MOREY, ART**
KWJ, Portland, Ore.
- MORGAN, ED**
KBON, Omaha, Nebr.
- MORGAN, GENE**
KCMJ, Palm Springs, Calif.
- MORGAN, HARRY**
WGAP, Maryville, Tenn.
- MORGAN, JOHN CARL**
WINC, Winchester, Va.
- MORGAN, RALPH**
WARS, Wilmington, Dela.
- MORGAN, RAY**
WWDC, Washington, D. C.
- MORRIS, BENTLEY**
KFWB, Hollywood, Calif.
- MORRIS, ED**
WMAP, Monroe, N. C.
- MORRIS, GEORGE**
WDAN, Danville, Ill.
- MORRIS, JACK**
KTUL, Tulsa, Okla.
- MORRISON, SAM**
KFBI, Wichita, Kans.
- MORRISSEY, JACK**
WHKK, Akron, Ohio
- MOST, JOHN**
WKRZ, Oil City, Pa.
- MOTHERAL, JAMES**
WKTM, Mayfield, Ky.
- MOWERS, ROBERT D.**
WGAN, Portland, Maine
- MOWRY, LEE**
WLAQ, Rome, Ga.
- MULDERIC, RAY**
WILM, Wilmington, Del.
- MULLEN, DON**
WLAV, Grand Rapids, Mich.
- MULLER, CHARLES**
WSCR, Scranton, Pa.
- MUNN, MELVIN**
KRDL, Dallas, Tex.
- MUNROE, BILL**
WWNO, Woonsocket, R. I.
- MURPHY, BOB**
"Quiz Kids" NBC: Breakfast
Club, ABC
- MURPHY, DENNIS**
WLX, LaCrosse, Wis.
- MURPHY, WM. B.**
WOPJ, Bristol, Tenn.

ANNOUNCERS

MURRAY, BOB
KENT, Shreveport, La.
MURRAY, HAROLD
WTNC, Thomasville, N. C.
MURRAY, TOM FITZGIBBON
WSON, Henderson, Ky.

— N —

NAKEL, PAUL
WJMO, Cleveland, Ohio
NASH, R. J.
KSO, Des Moines, Iowa
NASH, ROGER
WKBK, Detroit, Mich.
NAUGHTON, RUSS
WDRG, Hartford, Conn.
NAUGLE, DAVID K.
WFAA, Dallas, Texas
NACMAN, DICK
WRR, Dallas, Texas
NEAL, ROY
WIBG, Philadelphia, Pa.
NEFF, ERNIE
WCAE, Pittsburgh, Pa.
NEHRING, WALLY
WIRE, Indianapolis, Ind.
NELSON, CARL
WTMJ, Milwaukee, Wis.
NELSON, DAVE
WSAP, Portsmouth, Va.
NELSON, ROBERT
WNAD, Norman, Okla.
NELSON, YERNER
KTRI, Sioux City, Iowa
NENNO, BOB
WHDL, Olean, N. Y.
NESBITT, PHIL
WITH, Baltimore, Md.
NEWMAN, JIM
WKMO, Kokomo, Ind.
NICHOLS, MARCUS R.
KDFN, Casper, Wyo.
NICOLAS, ROY
KIOX, Bay City, Tex.
NICHOLSON, NICK
KROW, Oakland, Calif.
NIELSON, JAY
WITH, Baltimore, Md.
NIETE, CHARLES
KTKC, Visalia, Calif.
NIGHTINGALE, EARL
KTAR, Phoenix, Ariz.
NILES, KEN
Jimmy J. Miller Show, ABC
NILES, WENDELL
The Man Called X, CBS
NOAH, BOB
WBY, Waterbury, Conn.
NOBEL, AL
KQV, Pittsburgh, Pa.
NOBLE, DICK
WMAQ, Chicago, Ill.
NORTON, PAUL
WHDF, Broughton, Mich.
NORDINE, KEN
Advertiser's Club, CBS
NORMAN, BOB
WESB, Bradford, Pa.
NORMAN, JOHN
KTRH, Houston, Texas
NORMAN, PHIL
KGFJ, Hollywood, Calif.
NORTON, IVERS
WHDL, Olean, N. Y.
NORTON, JAY
WORL, Boston, Mass.
NORTON, PAUL
WHDL, Olean, N. Y.
NOVELL, WALTER
KFRE, Fresno, Calif.
NOVELLO, MIKE
WRNL, Richmond, Va.
NOVENSON, JOE
WFIL, Philadelphia, Pa.
NUZUM, CHARLES
WCAE, Pittsburgh, Pa.

— O —

OSBERG, A. L.
WRNL, Richmond, Va.
O'BRIEN, AL
WHBL, Sheboygan, Wis.
O'BRIEN, ELLIS
WCSH, Portland, Me.
O'BRIEN, JOE
(O'Brien, Joseph A.); Emcee, Announcer, Sports Announcer; b. Yonkers, N. Y., July 17, 1915; ed. Fordham College; Rosemary Joyce Jordan (CBS); Quizdom Class (NBC); Brooklyn Dodger Football (ABC); Tommy Dorsey Show (WMCA); Amateur Hour, Du Mont Tele.
O'BRIEN, TOM
NBC
O'CONNOR, ROD
Announcer; b. Houston, Tex.; New Mexico Mil. Inst.; The Red Skelton Show (NBC); People Are Funny (NBC); Duffy's Tavern (NBC)
ODOM, HOMER
KFDM, Beaumont, Texas
O'DONNELL, BOB
WJTN, Jamestown, N. Y.
OGLIVIE, JACK
WJTN, Jamestown, N. Y.
O'HALORAN, HAL
WHBL, Sheboygan, Wis.
O'HARA, W. W.
WEEL, Boston, Mass.
OLIVER, CLIFF
WHBC, Canton, Ohio
OLIVER, JIM
OLMSTEAD, GEORGE
WSOY, Decatur, Ill.
O'NEIL, CHARLES
WFEA, Manchester, N. H.
OLSON, CHUCK
WNAX, Yankton, S. Dak.
OLSON, PHIL
WHLB, Virginia, Minn.
O'REILLY, JACK
WOR, New York, N. Y.
ORR, BILL
WICY, Malone, N. Y.
OSBORNE, TIMOTHY C.
WTVL, Waterville, Me.
OSTBERG, WILLIAM
WTAG, Worcester, Mass.
OTIS, DAN
Arthur's Place, CBS
OTT, WOODROW W.
WENY, Elmira, N. Y.
OTTOWAY, FLOYD
WSYR, Syracuse, N. Y.
OVENDEN, K. R.
NEEL, Boston, Mass.
OVERTON, DAVE
WBRG, Birmingham, Ala.
OWEN, ALAN
WMLD, Atlantic City, N. J.
OWEN, CLIFFORD
WKOW, Madison, Wis.
OWEN, EDWARD
WLJZ, Bangor, Me.
OZMENT, HOWARD
WTMA, Charleston, S. C.

— P —

PAGE, NORM
WMIN, St. Paul, Minn.
PAGE, SAM
WNEP, Birmingham, N. Y.
PALMER, TOM
WMCB, Covington, Ga.
PAIGE, ERIK
WVNR, Buckley, W. Va.
PALMER, ED
WABR, Bangor, Me.
PARDO, DON
NBC

PARÉDES, FRANCISCO
KFOR, San Antonio, Texas
PARIS, FRANK JR.
WTBC, Tuscaloosa, Ala.
PARK, CHARLEY
WJR, Detroit, Mich.
PARKER, CARL
WLLH, Lowell, Mass.
PARKER, EUGENE
WCOL, Lewiston, Me.
PARKER, LEE
WGTM, Wilson, N. C.
PARKER, PAUL
WMBL, Morehead City, N. C.
PARKS, BERT
Vaughn Monroe Show, CBS
PARKS, DEL
WILM, Wilmington, Del.
PARKS, DARYL E.
WRJN, Racine, Wis.
PASSE, LOEL
WTNB, Birmingham, Ala.
PATRICK, LARRY
WAIR, Winston-Salem, N. C.
PATTERSON, CREAM
WONS, Hartford, Conn.
PAUL, FRED
WTAR, Norfolk, Va.
PAUL, NICK
WHFB, Benton Harbor, Mich.
PAUL, RALPH
WOR, New York, N. Y.
PAUL, SIDNEY
PAULSON, NORMAN
KXEL, Waterloo, Iowa
PAXTON, TOM
KGO, San Francisco, Calif.
PATON, JAMES
WDSM, Superior, Wis.
PEACH, FREDERICK
WNSR, Syracuse, N. Y.
PEALE, HUBERT
WHAN, Charleston, S. C.
PEARSON, FORT
PEARSON, WALTER L.
KRG, Cedar Rapids, Iowa
PEK, VIC
KTSW, Emporia, Kans.
PEDEN, TOM
WIRE, Indianapolis, Ind.
PENBERTHY, JOE
WJR, Detroit, Mich.
PENFIELD, ADD
WRNY, Rochester, N. Y.
PENNY, ED
WFAS, White Plains, N. Y.
PERRIN, KEYS W.
Announcer, Director; b. Albany, N. Y., Feb. 13, 1915; Vincentian Academy; Let's Have a Party—WRCB Television, Record Riddles, Fulton Lewis, Jr., American FB Conference Out of the Dark, Mutual Music Show.
PERRIN, LLOYD
KOMA, Oklahoma City, Okla.
PERRON, CHUCK
WFRG, Reidsville, N. C.
PERRY, DAVE
WPPAT, Paterson, N. J.
PERRY, GEORGE
WARM, Scranton, Pa.
PERRY, KEN
KFKA, Greeley, Colo.
PERRY, ROBERT
WORL, Boston, Mass.
PERRY, RUSS
WTOF, Toledo, Ohio
PETERS, BOB
WFAS, White Plains, N. Y.
PETERSON, JAMES
KSL, Salt Lake City, Utah
PETERSON, DON
KBUN, Bemidji, Minn.
PETERSON, PETE
WNAX, Yankton, S. Dak.

ANNOUNCERS

- PETRIE, HOWARD**
Blondie, CBS
- PETTAY, FRAN**
WHK, Cleveland, Ohio
- PEYTON, STANLEY**
WJW, Cleveland, Ohio
- PHELAN, JOHN**
KTSM, El Paso, Texas
- PHILLIPS, BOB**
KFI, Los Angeles, Calif.
- PHILLIPS, BYRON**
WLAN, Lancaster, Pa.
- PHILLIPS, LEE**
WTAX, Springfield, Ill.
- PIATT, GENE**
KELO, Sioux Falls, S. Dak.
- PIERCE, JOHN**
WTCB, Flint, Mich.
- PIERNIE, DUNCAN**
WQXR, New York, N. Y.
- PIERSON, JOE**
WFBS, Indianapolis, Ind.
- PIERSON, TED**
The Greatest Story Ever Told, ABC
- PLATNICK, MILTON**
WHLI, Hempstead, L. I. N. Y.
- PLEASANT, BILL**
KAIC, Tulsa, Okla.
- POLLARD, J. W.**
WEEI, Boston, Mass.
- POPE, MARSHALL**
KMOX, St. Louis, Mo.
- POWELL, BOB**
WTAD, Quincy, Ill.
- POWELL, CHARLES**
WHBU, Anderson, Ind.
- POWELL, KEN**
WELM, Elmira, N. Y.
- POWELL, THOMAS**
WGBI, Scranton, Pa.
- POWERS, RALPH**
WFBR, Baltimore, Md.
- PREMONT, BOB**
KIOX, Bay City, Texas
- PRENTISS, ED**
Ladies Be Seated, ABC
- PRESSON, JAKE**
WABZ, Albemarle, N. C.
- PREUSCH, MAC**
KSEL, Lubbock, Texas
- PRICE, PAUL**
WGL, Fort Wayne, Ind.
- PRINCI, CARL V.**
WCHA, Chambersburg, Ppa.
- PROCTOR, BOB**
WKAY, Glasgow, Ky.
- PROCTOR, FRANK**
WBML, Macon, Ga.
- PROCTOR, HARLAN**
WCAO, Baltimore, Md.
- PROVAN, BOB**
WDRS, Hartford, Conn.
- PROVENSEN, DICK**
KXOA, Sacramento, Calif.
- PROVENSON, HERLUF**
WFIL, Philadelphia, Pa.
- PRUETT, BOB**
WIRE, Indianapolis, Ind.
- PURCELL, CHARLES W.**
WCAO, Baltimore, Md.
- **Q** —
- QUAVE, MACKIE**
WIS, Columbia, S. C.
- QUEEN, HAL**
WMNC, Morganton, N. C.
- **R** —
- RALICKI, HANK**
WHDL, Olean, N. Y.
- RANDALL, FRANK G., JR.**
KOMO, Seattle, Wash.
- RANDALL, PORTER**
KFJZ, Fort Worth, Texas
- RANDOLPH, IVAN FITZ**
WCLO, Janesville, Wisc.
- RANDOLPH, JOHN**
WRAL, Raleigh, N. C.
- RANGER, JIM**
KVSM, San Mateo, Calif.
- RAPIEFF, KENNETH**
WICC, Bridgeport, Conn.
- RAST, MIKE**
WCOS, Columbia, S. C.
- RAWSON, RON**
Young Dr. Malone, CBS
- RAY, CURT**
KMOX, St. Louis, Mo.
- RAYBURN, GENE**
WNEW, New York, N. Y.
- RAYEL, JACK**
NBC
- READY, TOM**
County Fair, CBS
- REAU, DAVE**
WCBI, Columbus, Miss.
- REAVES, JOE**
WPTF, Raleigh, N. C.
- RECTOR, BRUCE**
WAGE, Syracuse, N. Y.
- REDDING, GRODON**
WBEN, Buffalo, N. Y.
- REDFURN, JACK**
WGNV, Newburgh, N. Y.
- REED, GLENN**
KYSM, Mankato, Minn.
- REEVES, JIM**
WCAU, Philadelphia, Pa.
- REED, LYLE**
WAAT, Newark, N. J.
- REESE, VON**
KTHH, Houston, Texas
- REID, JIM**
WPTF, Raleigh, N. C.
- REILLY, R. EDWARD**
WGAA, Cedartown, Ga.
- REUBEN, PHIL**
WNOC, Norwich, Conn.
- REYNOLDS, AL**
WRNL, Richmond, Va.
- REYNOLDS, GENE**
WBAP, Fort Worth, Texas
- REYNOLDS, LEO**
KRBC, Abilene, Texas
- RHODES, HOWARD**
KUJ, Walla Walla, Wash.
- RHODES, JOHN**
WKZO, Kalamazoo, Mich.
- RICE, ALFRED J.**
WBIG, Greensboro, N. C.
- RICE, JARVIS**
WIBX, Utica, N. Y.
- RICH, MIKE**
WTRY, Troy, N. Y.
- RICHARDS, FLOYD**
WTC, Hartford, Conn.
- RICHARDS, JIM**
WLAK, Lakeland, Fla.
- RICHARDS, MACK**
WSBA, York, Pa.
- RICHARDS, THOMAS**
WSOY, Decatur, Ill.
- RICHARDS, WILLIAM**
WGKV, Charleston, W. Va.
- RICHBOURG, JOHN**
WJAC, Nashville, Tenn.
- RICKLES, DON**
KGW, Portland, Ore.
- RIDDER, JACK**
WENT, Gloversville, N. Y.
- RIDER, MAURY**
KIRO, Seattle, Wash.
- RIDGEWAY, JACK**
KRHS, Hot Springs, Ark.
- RIDGWAY, CHARLES B.**
WDZ, Tuscola, Ill.
- RIGGS, GLENN**
Announcer MC: b. McKeesport, Pa., Jul. 12, 1907; Juniata Coll., My True Story (ABC); Hop Harrigan (MBS); Boston Blackie (ABC); Thin Man (CBS); Philco Hall of Fame (ABC).
- RILEY, BOB**
KCKN, Kansas City, Kans.
- RIND, JULES**
WPEN, Philadelphia, Pa.
- RISSLING, ROBERT**
WBZ-WBZA, Boston, Mass.
- RITCHIE, JIM**
WJR, Detroit, Mich.
- ROARK, C. A.**
KGY, Olympia, Wash.
- ROBBINS, BILL**
WOL, Washington, D. C.
- ROBBINS, FRED**
Announcer; b. Baltimore, Md., Sept. 28, 1918; Baltimore City Coll.; Univ. of Baltimore; LL Degree; Teentimers Club; 1280 Club.
- ROBERTS, BILL**
WOC, Davenport, Iowa
- ROBERTS, CHARLES**
WGAR, Cleveland, Ohio
- ROBERTS, HOWDY**
WMT, Cedar Rapids, Iowa
- ROBERTS, JERRY**
WAAT, Newark, N. J.
- ROBERTS, KEN**
It Pays To Be Ignorant, Grand Central Station, CBS
- ROBERTS, JIM**
WHBC, Canton, Ohio
- ROBERTS, JIM**
WRGA, Rome, Ga.
- ROBERTS, JOE**
KOMA, Oklahoma City, Okla.
- ROBERTS, PETER**
WNBC, New York, N. Y.
- ROBERTS, STAN**
WQXR, New York, N. Y.
- ROBERTS, WAYNE**
KGW, Portland, Ore.
- ROBERTSON, BOB**
WBHF, Cartersville, Ga.
- ROBERTSON, JOHN**
WEOA, Evansville, Ind.
- ROBERTSON, WILLIAM**
WWNC, Asheville, N. C.
- ROBINETTE, MAX**
WLAR, Athens, Tenn.
- ROBINSON, LARRY**
WCOL, Columbus, Ohio
- ROBINSON, PAUL**
WRNY, Rochester, N. Y.
- ROCHE, WILLIAM**
WFBR, Baltimore, Md.
- ROCHESTER, MELVIN**
KDSJ, Deadwood, S. Dak.
- ROCHESTER, MELVIN**
KRLD, Dallas, Texas
- RODGERS, TOM**
KYW, Philadelphia, Pa.
- ROEN, LOUIS**
WMAQ, Chicago, Ill.
- RODRIGUEZ, RAUL**
KCOB, San Antonio, Texas
- ROEBUCK, JOHN**
WTMA, Charleston, S. C.
- ROGERS, BOB**
WROM, Rome, Ga.
- ROHAN, WILLIAM**
WRUF, Gainesville, Fla.
- ROHLING, LARRY**
WLAJ, Muscle Shoals, Ala.
- ROHWER, JOHN**
KROS, Clinton, Iowa
- ROLLISON, FRED A.**
WGBF, Evansville, Ind.
- ROMANO, TOM**
WNHC, New Haven Conn.
- RONEY, WILLIAM J.**
WRC, Washington, D. C.
- ROPER, PPREs**
WMAN, Mansfield, Ohio
- ROPP, JOHN**
WCOS, Columbia, S. C.

ANNOUNCERS

- ROPOLO, MIKE**
KTBS, Shreveport, La.
- ROSAMOND, ROBERT**
WTBO, Cumberland, Md.
- ROSE, HERM**
WFHG, Bristol, Va.
- ROSE, JOHN**
WBK, Cleveland, Ohio
- ROSS, DAN**
WWPF, Palatka, Fla.
- ROSS, DAVID**
Morton Downey Show (MBS);
The Big Break (NBC-CBS-ABC).
- ROSS, KAL**
WVDR, Syracuse, N. Y.
- ROTHMAN, LEE**
WSIV, Pekin, Ill.
- ROY, CECIL H.**
- ROY, MICHAEL**
Abbott and Costello Show,
ABC
Screen Guild Players, CBS
- ROY, MICHAEL**
Allen Young
Abbott and Costello
Vaughn Monroe Show
Spotlight Bands
Take It From There
Secret of a Gourmet
- ROYALL, PAUL**
KSL, Salt Lake City, Utah
- RUBENDAL, EVERETT**
WRAK, Williamsport, Pa.
- RUBIN, BERNIE**
WMID, Atlantic City, N. J.
- RUDOLPH, HOWARD**
WTH, Baltimore, Md.
- RUPPEL, LARRY**
WKBK, Detroit, Mich.
- RUSSELL, BARCLAY**
KABC, San Antonio, Texas
- RUSSELL, T. E.**
WEEI, Boston, Mass.
- RUTICI, DON**
WSTC, Stamford, Conn.
- RYAN, JOHNNY**
KVOO, Tulsa, Okla.
- RYDER, HENRY**
WBAA, West Lafayette, Ind.
- RYEL, FLOYD**
WDSC, Dillon, S. C.
- RYKEN, JOHN**
KITO, San Bernardino, Calif.
- S —
- ST. JOHN, CHARLES**
KOY, Phoenix, Ariz.
- SAGE, MICHAEL**
WMCA, New York, N. Y.
- SALTER, RUSS**
WJJD, Chicago, Ill.
- SAND, LES**
WWDC, Washington, D. C.
- SANFORD, CHARLES**
WGUY, Bangor, Me.
- SANTON, CHESTER**
WQXR, New York, N. Y.
- SAUIRES, DAVID**
WSAY, Rochester, N. Y.
- SAUNDERS, ALLEN**
WCHA, Chambersburg, Pa.
- SAUNDERS, CARL**
KXLA, Los Angeles, Calif.
- SAUNDERS, ERNIE**
KRUX, Phoenix and Glendale, Ariz.
- SAUNDERS, ERNIE**
WCHS, Charleston, W. Va.
- SAUNDERS, JOHN**
WTOG, Toledo, Ohio
- SAVINSKI, WALT**
WJMS, Ironwood, Mich.
- SAWYER, TOM**
WDBO, Orlando, Fla.
- SAYLES, FRED**
WAAT, Newark, N. J.
- SCALA, ED**
WNBF, Binghamton, N. Y.
- SCHOFIELD, DICK**
Announcer, Actor, Newscaster;
Theater and Radio Actor, N. Y.,
Chicago, Kama City, Southern
Calif.
- SCHREINER, RAY**
WBTM, Danville, Va.
- SCHREINER, DAVID**
WGAY, Silver Spring, Md.
- SCHULZ, JOHN**
WSAU, Wausau, Wis.
- SCHWAB, BOB**
WGGG, Gainesville, Ga.
- SCOFIELD, CARTER**
WBDO, Orlando, Fla.
- SCOFIELD, DICK**
KXLA, Los Angeles, Calif.
- SCOTT, DAVID**
KQV, Pittsburgh, Pa.
- SCOTT, FRED**
WKNA, Charleston, W. Va.
- SCOTT, HERB**
WVGS, Tifton, Ga.
- SCOTT, JAMES**
KNEW, Spokane, Wash.
- SCOTT, JEFF**
WPEN, Philadelphia, Pa.
- SCOTT, JERRY**
WNOX, Knoxville, Tenn.
- SCOTT, JOHN**
WHEB, Portsmouth, N. H.
- SCOTT, JOHN**
WOR, New York, N. Y.
- SEARS, ZENAS**
WATL, Atlanta, Ga.
- SEAY, CARROLL**
WLVA, Lynchburg, Va.
- SEDLAY, BRUCE**
KROW, Oakland, Calif.
- SELLERS, JACK**
WNOX, Knoxville, Tenn.
- SELLEY, ART**
Program Director
WBAC, Cleveland, Tenn.
- SELTZER, EV**
WONS, Hartford, Conn.
- SENFT, HENRY**
WHLI, Hempstead, L. I., N. Y.
- SEWALL, GRANT**
KFMB, San Diego, Calif.
- SEYMOUR, DAN**
Aunt Jenny, CBS
- SHADDON, LEON**
KHOZ, Harrison, Ariz.
- SHAFFER, FRED**
WSBA, York, Pa.
- SHAFFER, MAX**
WDAN, Danville, Ill.
- SHANAHAN, DON**
KDYL, Salt Lake City, Utah
- SHANNON, JIM**
KQV, Pittsburgh, Pa.
- SHANNON, PAUL V.**
KDKA, Pittsburgh, Pa.
- SHARBUTT, DEL**
Meet Corliss Archer, Club 15,
CBS
- SHARP, JAMES J.**
WRUF, Gainesville, Fla.
- SHAW, GORDON**
WMAL, Washington, D. C.
- SHAW, JOE**
WAPO, Chattanooga, Tenn.
- SHEEHAN, BILL**
WDRG, Hartford, Conn.
- SHELDON, HERB**
NBC, Honeymoon in N. Y.,
Maggi's Private Wire, Eileen
Barton Show, Fred Warting
Show
- SHELLEY, WILSON**
KRLD, Dallas, Texas
- SHEPARD, DICK**
WQXR, New York, N. Y.
- SHEPHARD, ED**
WTAR, Norfolk, Va.
- SHEPPE, BOB**
WTRC, Ocala, Fla.
- SHERMAN, PAUL**
WINS, New York, N. Y.
- SHERMAN, RAY**
KFDM, Beaumont, Tex.
- SHERRY, BOB**
WNBC, New York, N. Y.
- SHERRY, ROBERT**
NBC
- SHERRY, BOB**
Announcer, Narrator, Emcee,
Newscaster; b. Chattanooga,
Tenn., Oct. 15, 1918; ed. U. of
Chattanooga, B. A.; Adventures
of Archie Andrews (NBC); Decision
Now (NBC); Author Meets
the Critics (NBC); The Eternal
Light (NBC); American Legion
Junior Baseball Ehow (NBC)
- SHIPLEY, ROBERT**
KWKH, Shreveport, La.
- SHIRLEY, TOM**
CBS — Reader's Digest, Arm-
strong Theater of Today
- SHORE, HAL**
WNOC, Norwich, Conn.
- SHREVE, THERON**
WTGB, Flint, Mich.
- SHUMWAY, JAMES**
WTSP, St. Petersburg, Fla.
- SIMMONS, MARSHALL**
WIOD, Miami, Fla.
- SIMPKINS, PAUL**
WJXX, Jackson, Miss.
- SIMMS, HAL**
WIP, Philadelphia, Pa.
- SIMPSON, JACK**
WSIX, Nashville, Tenn.
- SIMPSON, JOHN**
NBC
- SIMPSON, JOHN**
WCOM, Parkersburg, W. Va.
- SIMS, FRANK**
KVFD, Fort Dodge, Ia.
- SIMS, JAY**
NBC — Your Hit Parade, Call
the Police
- SINK, GENE**
WTOB, Winston-Salem, N. C.
- SISSON, FRANKLIN**
WOOD, Grand Rapids, Mich.
- SJOBERG, RAY**
WFEA, Manchester, N. H.
- SKILTON, DAN**
WAPO, Chattanooga, Tenn.
- SKINNER, GEORGE**
WLW, Cincinnati, Ohio
- SKINNER, GEORGE**
NBC — Circle Arrow Show
- SKINNER, PAUL**
WTMJ, Milwaukee, Wis.
- SLATE, CHARLES**
WLOE, Leaksville, N. C.
- SLATER, NORVELL E.**
WFAA, Dallas, Tex.
- SLATTERY, JACK**
ABC — You Bet Your Life
- SMALLWOOD, JAMES**
WEEK, Peoria, Ill.
- SHILEY, BOB**
WHBC, Canton, Ohio
- SMITH, BOB**
WABI, Bangor, Me.
- SMITH, BOB**
KOCO, Salem, Ore.
- SMITH, BURLEIGH**
KWIK, Burbank, Calif.
- SMITH, DAVID, L.**
KTBC, Austin, Tex.

ANNOUNCERS

- SMITH, DICK**
WEB, Kansas City, Mo.
- SMITH, FLETCHER**
WTNC, Thomasville, N. C.
- SMITH, FRANK**
WMFR, High Point, N. C.
- SMITH, FRED**
WKJG, Fort Wayne, Ind.
- SMITH, HAROLD**
WPIC, Sharon, Pa.
- SMITH, HUGH**
KFAA, Helena, Ark.
- SMITH, IAN**
ABC—Sunday Evening Hour
- SMITH, JAMES PAUL**
WSIX, Nashville, Tenn.
- SMITH, JANE**
WBBO, Forest City, N. C.
- SMITH, LEE**
WACE, Chicopee, Mass.
- SMITH, PHIL**
WKPA, New Kensington, Pa.
- SMITH, ROBERT, JR.**
WTNC, Thomasville, N. C.
- SMITH, ROY**
WJZM, Clarksville, Tenn.
- SMITH, VERNE**
CBS — Adventures of Ozzie and Harriet
- SMITH, WALLY**
WKIX, Columbia, S. C.
- SMOLKA, JOHNNY**
WDEC, Americus, Ga.
- SMOOT, WALTER**
WMMN, Fairmont, W. Va.
- SMYTH, BLEWETT**
K TSA, San Antonio, Tex.
- SNEED, BILL**
WROB, West Point, Miss.
- SNELLGROVE, TOMMY**
WBML, Macon, Ga.
- SNIPES, EUNICE**
WEED, Rocky Mount, N. C.
- SNYDER, ED**
WDAK, Columbus, Ga.
- SNIDER, JERRY**
WKMH, Dearborn, Mich.
- SNIDER, PAUL**
KFVD, Los Angeles, Calif.
- SNYDER, FRED**
KCNA, Tucson, Arizona
- SORRELL, BILL**
WILS, Lansing, Mich.
- SPENCE, ARTHUR**
WEOA, Evansville, Ind.
- SPENCER, MILT**
WFLA, Tampa, Fla.
- SPENGLER, KEN**
WCVS, Springfield, Ill.
- SPERR, CHARLES**
KOAC, Corvallis, Ore.
- SPIESS, FRED**
WJMR, New Orleans, La.
- SPONGBERG, ROLAND**
WROK, Rockford, Ill.
- SQUIRES, ALONZO G.**
WAYS, Charlotte, N. C.
- STACK, IMOGENE**
WLAY, Muscle Shoals, Ala.
- STAHL, PHILIP**
WQXR, New York, N. Y.
- STAMBAUGH, HENRY**
WGST, Ga. Tech Station, Atlanta, Ga.
- STANGLAND, RED**
KUSD, Vermillion, S. Dak.
- STANTON, PETE**
WJPA, Washington, Pa.
- STANTON, WELCOME**
WCPS, Tarboro, N. C.
- STAPLES, LLOYD**
WKOX, Framingham, Mass.
- STARBUCK, BERYL**
WMT, Cedar Rapids, Iowa
- STARK, CHARLES**
CBS—The Guiding Light
- STARK, RICHARD S.**
Announcer, Writer, Producer; b. Grand Rapids, Mich., Nov. 11, 1911; ed. Cornell Univ., B.A. Degree; Jean Sablon; Pepper Young's Family; Joyce Jordan, MD; Portia Faces Life; Hour of Charm; Frank Sinatra; Mystery of the Week (CBS); Christopher Wells (CBS).
- STARLING, DAVE**
KFI, Los Angeles, Calif.
- STEADMAN, W. L.**
WCOV, Montgomery, Ala.
- STEELE, BOB**
WTIC, Hartford, Conn.
- STEELE, EARL**
WRNL, Richmond, Va.
- STEISS, BILL**
WCLE, Clearwater, Fla.
- STEPHENS, C. G.**
KVOE, Santa Ana, Calif.
- STERLING, LEN**
FBI in Peace and War (CBS); Sammy Kaye's Sunday Serenade (ABC).
- STERLING, LUD**
WLEE, Richmond, Va.
- STERRETT, ROBERT**
WTON, Staunton, Va.
- STEVANS, BERT**
WWGS, Tifton, Ga.
- STEVENS, AL**
WGAA, Cedartown, Ga.
- STEVENS, CHARLES**
WTAG, Worcester, Mass.
- STEVENS, GEORGE A.**
WFAA, Dallas, Tex.
- STEVENS, LEN**
WNLC, New London, Conn.
- STEWART, JAY**
NBC—Truth or Consequences. What's Doin' Ladies?
- STEWART, PAUL**
KFWB, Hollywood, Calif.
- STEWART, RUSS**
KFI, Los Angeles, Calif.
- STILLE, ELBERT**
WHKC, Columbus, Ohio
- STITT, WAYNE**
KCKN, Kansas City, Kans.
- STOCKDALE, BOB**
WAGE, Syracuse, N. Y.
- STODDARD, ENSOR**
WKAP, Allentown, Pa.
- STOKES, ED**
WHN, New York, N. Y.
- STONE, ALLAN**
WFIL, Philadelphia, Pa.
- STONE, ERNIE**
WMCA, New York, N. Y.
- STONE, GEORGE**
WMAQ, Chicago, Ill.
- STONER, PETE**
WTIC, Hartford, Conn.
- STRAND, NORMAN**
WSAV, Savannah, Ga.
- STRAUSS, WILLIAM**
WQXR, New York, N. Y.
- STRICKLAND, EDWARD**
WGH, Newport News, Va.
- STRONG, JACK C.**
WCOH, Newnan, Ga.
- STROSHINE, ROBERT A.**
WSPR, Springfield, Mass.
- STUART, ALLEN**
WMCA, New York, N. Y.
- STUART, BOB**
KNOW, Austin, Tex.
- STUART, STREETER**
WBZ-WBZA, Boston, Mass.
- STUDNY, ED**
WOL, Washington, D. C.
- STULLA, BILL**
KFI, Los Angeles, Calif.
- STUTZ, CARL**
WLEE, Richmond, Va.
- STUTZ, ELWOOD**
WTBG, Philadelphia, Pa.
- SUGAR, DICK**
WEVD, New York, N. Y.
- SUTER, DICK**
WCRA, Effingham, Ill.
- SWANSON, DICK**
WROL, Knoxville, Tenn.
- SWARTZ, MAURICE**
KCKN, Kansas City, Kans.
- SWASEY, WILSON**
WETA, Batavia, N. Y.
- SWEENEY, FRANK**
WJJD, Chicago, Ill.
- SWEENEY, WARREN**
CBS — Saturday Night Serenade
- SWIFT, ROD**
WSYR, Syracuse, N. Y.
- SWIHART, WALT**
WING, Dayton, Ohio
- SWISS, DAN J.**
WRRN, Warren, Ohio

— T —

- TARR, NORMAN**
WCCO, Waterbury, Conn.
- TAULBEE, ALAN**
WQXR, New York, N. Y.
- TAYLOR, CLAUDE**
WJHP, Jacksonville, Fla.
- TAYLOR, GLEN**
WTOP, Washington, D. C.
- TAYLOR, MARK**
WFRG, Reidsville, N. C.
- TAYLOR, PHIL**
WHHM, Memphis, Tenn.
- TAYLOR, ROSS**
KTRC, Santa Fe, N. Mex.
- TAYLOR, WILL**
WSID, Baltimore, Md.
- TAZELAAR, ROBERT**
WKZO, Kalamazoo, Mich.
- TEMPLETON, JOE**
WNAE, Warren, Pa.
- TENNANT, BILL**
WMMN, Fairmont, W. Va.
- TERRELL, JIM**
KARK, Little Rock, Ark.
- TERRY, BILL**
WAGA, Atlanta, Ga.
- TERRY, CHEM**
WBAP, Fort Worth, Tex.
- TESCH, JOHN**
WBEN, Buffalo, N. Y.
- TESKA, NORMAN**
KFEL, Denver, Colo.
- THEERINGER, GEORGE**
WRBL, Columbus, Ga.
- THIBEAULT, JOSEPH**
WEAN, Providence, R. I.
- THIBERT, FRANK**
WMIQ, Iron Mountain, Mich.
- THOMAS, D. GLENN**
WJEF, Hagerstown, Md.
- THOMAS, GEORGE**
WCAU, Philadelphia, Pa.
- THOMAS, GORDON**
WTMJ, Milwaukee, Wis.
- THOMAS, J. K.**
WLOE, Leaksville, N. C.

ANNOUNCERS

THOMAS, ROLLIE

KFI, Los Angeles, Calif.
THOMPSON, BOB
 KPLC, Lake Charles, La.
THOMPSON, CAMPBELL
 WGNV, Newburgh, N. Y.
TILLMAN, JOHN
 CBS

TOBY, MARK

WEVD, New York, N. Y.

TONKEN, PHIL

WOR, New York, N. Y.

TREMAINE, LES

TRIMBLE, JOHN

WBT, Charlotte, N. C.

TUCHOLKA, EDWARD

WEHR, Buffalo, N. Y.

TURNER, HOWARD

WGST, Tech Station, Atlanta, Ga.

TURNER, JIM

WSTP, Salisbury, N. C.

TUTTLE, ROGER, JR.

NBC

TYROL, BOB

WTIC, Hartford, Conn.

— V —

VAN HORN, ARTHUR

WOR, New York, N. Y.

VICKERS, LEE

WTOP, Washington, D. C.

VIEHMAN, ED

WCCO, Minneapolis, Minn.

VON ZELL, HARRY

Radio Master of Ceremonies, Comedian, Motion Picture Actor; b. Indianapolis, Ind., July 11, 1906; Eddie Cantor Show (NBC); Duffy's Tavern (Guest) (NBC); Frank Morgan; Hope Chest (CBS) Smiths of Hollywood.

— W —

WAGNER, MURRAY

CBS—Double or Nothing

WAKEMAN, TONY

WWDC, Washington, D. C.

WALLACE, JIM

WGNV, Newburgh, N. Y.

WALLACE, MYRON

ABC—Sky King

WALLINGTON, JIMMY

ABC-CBS—The Tony Martin Show

WALSTROM, HARRY

ABC—Zeeke Manners

WALTERS, LEE

ABC—Fine Arts Quartet

WALTON, HUGL

WCAU, Philadelphia, Pa.

WALTON, RAY

WIBG, Philadelphia, Pa.

WANKE, HUGH

WITH, Baltimore, Md.

WANN, PAUL

WCCO, Minneapolis, Minn.

WARD, BAXTER

WMAL, Washington, D. C.

WARREN, CARLTON

WOR, New York, N. Y.

WARREN, BILL

WITH, Baltimore, Md.

WARREN, GIL

KPWB, Hollywood, Calif.

WARNER, CARL

WJJD, Chicago, Ill.

WAYNE, BERT

WNEW, New York, N. Y.

WEAVER, JACKSON

WMAL, Washington, D. C.

WEBB, HARRY

WBBN, Buffalo, N. Y.

WEBBER, FRED

WFIL, Philadelphia, Pa.

WEBER, JOHN PAUL

WIP, Philadelphia, Pa.

WEIST, DWIGHT

CBS—Grand Slam, Inner Sanctum, Adventures of the Thin Men.

NBC—Aldrich Family.

WELCH, EDGAR

WMCA, New York, N. Y.

WELD, MARK

WCCO, Waterbury, Conn.

WELLER, ROSS

WBBN, Buffalo, N. Y.

WELLES, JACQUES

WITH, Baltimore, Md.

WELLS, GERRY

WMAS, Springfield, Mass.

WELLS, ROBERT

WEHR, Buffalo, N. Y.

WELSH, CHARLIE

WLAY, Muscle Shoals, Ala.

WELSH, PHIL

WORL, Boston, Mass.

WENDEL, BILL

WHAM, Rochester, N. Y.

WENZINGER, MAURICE

KDKA, Pittsburgh, Pa.

WESSNER, LEE

WIBU, Poyntette, Wis.

WEST, HARLEY

WSPD, Toledo, Ohio

WEST, MICHAEL

WKBC, North Wilkesboro, N. C.

WEST, PAUL

KOMA, Oklahoma City, Oklahoma

WESTBURY, TOM

WBGE, Atlanta, Ga.

WESTERKAMP, DICK

WTIC, Hartford, Conn.

WEXNER, HENRY

WROW, Albany, N. Y.

WHALEN, JACK

WTRC, Elkhart, Ind.

WHEELER, DWIGHT

WPAU, Augusta, Maine

WILLIAMS, JERRY

WKAP, Allentown, Pa.

WHITE, BILL

KFJB, Marshalltown, Iowa

WHITE, MAURY

KMO, Tacoma, Wash.

WHITFIELD, ARTHUR

WTMJ, Milwaukee, Wis.

WHITNEY, DENNY

KSJO, San Jose, Calif.

WIEFING, FRED

WIBG, Philadelphia, Pa.

WIGGINS, JAMES O.

KABC, San Antonio, Tex.

WIGGINTON, BILL

WCCO, Minneapolis, Minn.

WILCOX, HARLOW

CBS—Baby Snooks

WILCOX, RICHARD F.

WSAR, Fall River, Mass.

WILLARD, DICK

WOR, New York, N. Y.

WILLARD, GEORGE

WMCA, New York, N. Y.

WILLIAMS, ALUN

Radio Producer, Announcer Commentator; b. Ferndale, Wales, Great Britain, Univ. of Wash., B.S.; Columbia Workshop (CBS); Murder at Midnight (ABC); Kraft Music Hall (NBC); Joyce Jordan (NBC); Life of Riley (NBC); Tele: Serving Thru Science (WABD)

WILLIAMS, BILL

WTLK, Wilkes Barre, Pa.

WILLIAMS, DICK

KANS, Wichita, Kans.

WILLIAMS, RUSS

WHK, Cleveland, Ohio

WILLIAMS, TOMMY

WPTR, Raleigh, N. C.

WILLIAMS, WINN

WMT, Cedar Rapids, Iowa

WILLIAMS, ZEB

KXOX, Sweetwater, Tex.

WILLSON, JIMMIE

WAPI, Birmingham, Ala.

WILSON, DON

NBC—The Jack Benny Show

WILSON, GLEN

WIRE, Indianapolis, Ind.

WILSON, LARRY

WNOE, New Orleans, La.

WILSON, STU

Quiz of Two Cities, Surprise Party, Examiner Comics

WILSON, TONY

WHLL, Hemstead, L. I., N. Y.

WIRES, LEROY

WTAG, Worcester, Mass.

WOLF, PHILLIP

KTRH, Houston, Texas

WOLFE, PHILLIP

KTRH, Houston, Tex.

WOOD, HARRY

WDRG, Hartford, Conn.

WOOD, JACK

WKAB, Mobile, Ala.

WOODS, CHARLES

ABC—Piano Playhouse

WOODWARD, HAL

WLW, Cincinnati, Ohio

WOOLEY, HARRISON

KFRC, San Francisco, Calif.

WORKHOVEN, MERRILL

WOW, Omaha, Nebr.

WRIGHT, SHERMAN

WEHR, Buffalo, N. Y.

WRIGHT, WILL

KBYL, Salt Lake City, Utah

WYLIE, ROBERT

WOL, Washington, D. C.

— Y —

YANTISS, ALVIN

KSDJ, San Diego, Calif.

YCCAM, JOE

KFWB, Hollywood, Calif.

YOUNG, BERNARD

WTOG, Toledo, Ohio

YOUNG, DUANE

WHEB, Portsmouth, N. H.

YOUNG, ROBERT B.

KOAA, Denver, Colo.

— Z —

ZUBON, JOHN

KTUC, Tucson, Arizona

ZUNDEL, DONOVAN

KPDQ, Portland, Ore.

ZURICH, SAM

WTNT, Augusta, Ga.

★ Backstage ★

people in network radio production—1947

— A —

AAROE, ALDEN
WRVA, Richmond, Va.

ACHOR, DAVE
WBLJ, Dalton, Ga.

ACREE, CHUCK
ABC—Ladies Be Seated

ADAMS, W.
WHEC, Rochester, N. Y.

ADAMS, WYLIE
ABC—Ted Malone

ADELMAN, MORREY
WCMW, Canton, Ohio

ALDRIDGE, WILLIAM
WHAS, Louisville, Ky.

ALEXANDER, MARTIN
WHEC, Canton, Ohio

ALKIRE, JOHN
KXOA, Sacramento, Calif.

ALLEN, CLIFF
WNOX, Knoxville, Tenn.

ALLEN, GEORGE W.
The Whistler, Free For All,
Meet the Missus

ALLISON, ROBERT
CBS—People's Platform

ALT, DON
WMT, Cedar Rapids, Iowa

ALTER, BENNE
WHEB, Rock Island, Ill.

ALUN, WILLIAMS

ANDERSEN, J. RICHARD
KALL, Salt Lake City, Utah

ANDERSON, DON D.
KSFO, San Francisco, Calif.

ANDREWS, CLARK
ABC—The Clock

ANDREWS, DON
WKNX, Saginaw, Mich.

ANDREWS, MARTIN
ABC—My True Story

ARMBRUSTER, RUSS
WINS, New York, N. Y.
(Exec. Producer)

ARRINGTON, BILL
WMRC, Greenville, S. C.

ARTHUR, HARRY
WSMB, New Orleans, La.

ASPENWALL, HUGH
KMA, Shenandoah, Iowa

AULTMAN, CARL
KWIK, Burbank, Calif.

AZINE, HAROLD
WTOP, Washington, D. C.

— B —

BABBITT, GIL
WPEN, Phila., Pa.

BAKER, GEORGE A.
WRC, Washington, D. C.

BAKER, RUSS
WOW, Omaha, Nebr.

BARRY, LES
WBEW, Buffalo, N. Y.

BARTON, CRAIG
WFAA, Dallas, Tex.

BAUTZER, ALAN
WLBR, Lebanon, Pa.

BEASLEY, IRENE

BEAUPRE, WALTER
WCOU, Lewiston, Maine

BECKERMAN, LARRY
WTOP, Washington, D. C.

BELDING, LEE
KXLO, Lewiston, Mont.

BELL, ORTH
KFH, Wichita, Kans.

BELL, TED
KRSC, Seattle, Wash.

BENDER, EDWARD
WINS, New York, N. Y.

BENUM, ARNOLD
KMO, Tacoma, Wash.

BERING, CONRAD
KPFM, Beaumont, Tex.

BERMAN, LEONARD
WANN, Annapolis, Md.

BERNARD, DON
CBS—Screen Guild Players

BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.

BINKIN, SYL
WEW, St. Louis, Mo.

BLACK, EDWARD G.
KNAK, Salt Lake City, Utah

BLACK, JACK
WGH, Newport News, Va.

BLACK, LOU
KWTO, Springfield, Mo.

BLAIR, LEONARD
ABC—America's Town Meeting

BLAKE, BILL
WRON, Ronceverte, W. Va.

BLAKESLY, EARL
KFNF, Shenandoah, Iowa

BORGE, PAUL
KWLC, Decorah, Iowa

BOTTORFF, GERRY
WHAS, Louisville, Ky.

BOURBON, DIANA
CBS—Club 15

BOWE, GEORGE
WTRC, Hartford, Conn.

BOWER, ROGER
WOR, New York, N. Y.

BOWERS, CHARLES
WKDK, Newberry, S. C.

BOWMAN, GUY
WKBK, Detroit, Mich.

BOZARTH, RENE
KWJJ, Portland, Ore.

BRACE, CLAYTON
KLZ, Denver, Colo.

BRADLEY, WILLIAM V.
WHEB, Portsmouth, N. H.

BRADSHAW, J. B.
KFBI, Wichita, Kans.

BRANSON, TODD
KENT, Shreveport, La.

BREN, SHELDON
KCMJ, Palm Springs, Calif.

BRIDGE, J. GORDON
WETA, Batavia, N. Y.

BRILL, DICK
KQW, San Jose, Calif.

BRIT, WESTON
WCOU, Montgomery, Ala.

BROCK, ART
KAFY, Bakersfield, Calif.
Lunch With the Ladies, Voice
of Bakersfield

BROOKS, DEEN
WKNA, Charleston, W. Va.

BROOKS, GEORGE L.
KDIX, Dickinson, N. Dak.

BROWN, HIMAN
CBS—Inner Sanctum

BROWN, RALPH
WLW, Cincinnati, Ohio

BRUGGEMAN, VERN
KALL, Salt Lake City, Utah

BBYANT, NATHAN H. JR.
WJEF, Grand Rapids, Mich.

BUCKLEY, SCOTT
WNBC, New York, N. Y.

BUENNING, PAUL
KOCY, Oklahoma City, Okla.

BULECHEK, ANNELLE H.
KLOU, Lake Charles, La.

BULLIS, LEE S.
KYJC, Medford, Ore.

BURGIN, RALPH
WRC, Washington, D. C.

BURKE, STEPHEN
WBZ-WBZA, Boston, Mass.

BURT, LYLE
KRSC, Seattle, Wash.

BYRON, EDWARD
ARMOUR
Producer, Director, Writer; b.
Newport, Ky., Oct. 22, 1905;
Ohio State Univ.; Univ. of Cin-
cinnati; Mr. District Attorney;
Christopher Wells (CBS).

— C —

CALHOUN, T. H.
WEEL, Boston, Mass.

CANON, CRYSTAL
KEBE, Jacksonville, Tex.

CARLESCO, GEORGE
WWRL, Woodside, N. Y.

CARLSON, J. RALPH
WJTN, Jamestown, N. Y.

CARNEY, JOHN
CBS—Look Your Best

CARR, HAROLD

CARTER, MARY LUCILLE
WMBM, Miami Beach, Fla.

CARTER, VAL
WJOY, Burlington, Vt.

CASHMAN, EDMUND
CBS—Tony Martin Show

CAVANAUGH, JOSEPH
WENE, Endicott, N. Y.

CECIL, CHUCK
KFLW, Klamath Falls, Ore.

CENTOLA, GREGORY
WMCA, New York, N. Y.

CHADD, DON
KSOK, Arkansas City, Kans.

CHADBURN, BILL
WMOC, Convington, Ga.

CHAMBERS, BILL
KECK, Odessa, Tex.

CHANCE, AL
CBS—Mary Lee Taylor

CHARLES, DICK
ABC—Paul Whiteman Club

CLARE, GEORGE
WMOX, St. Louis, Mo.

CLEARY, JOH N
ABC — Sammy Kaye's Sun-
day Serenade, So You Want
To Lead A Band

CODY, DEL
KGA, Spokane, Wash.

PRODUCTION

COFFIN, TED
WAGM, Presque Isle, Me.
COHN, MORT
WCHS, Charleston, W. Va.
COLLINS, ALBERT R.
KNAK, Salt Lake City, Utah
CONLEE, LADE
WHBQ, Memphis, Tenn.
COOK, FRANKLIN
WHA, Madison, Wis.
COONEY, MARJORIE
WSM, Nashville, Tenn.
CORBETT, EARL
WCPO, Cincinnati, Ohio

COTT, TED
Writer, Director, Producer; b. Poughkeepsie, N. Y., Jan. 1, 1917; CCNY; So You Think You Know Music (MBS); Program Manager, (WNEW); Producer; Rumpstilskin, Aesop's Fables, Children's Opry House, Tom Thumb; Mother Goose Party for Merrie-Go-Sound Record.

COTTON, BOB
ABC—Ethel and Albert
CRAIG, ROBERT L.
WDBO, Orlando, Fla.
CRAWFORD, PAUL
KAMD, Camden, Ark.
CRONICAN, LEE
WHP, Harrisburg, Pa.
CROTHERS, GEORGE
CBS—In My Opinion
CUNY, GENE
KLOU, Lake Charles, La.

— D —

DANIEL, CLAY
WNBC, New York, N. Y.
DANIELS, ED
WGRV, Greeneville, Tenn.
DANIELS, WILLIAM S.
KVMV, Twin Falls, Idaho
DAVIS, ANN
WGVV, Charleston, W. Va.
DAVIS, HERB
WJOY, Burlington, Vt.
DAWSON, NORTHRUP
K'OM, Minneapolis, Minn.
DAWSON, PAUL
KYUM, Yuma, Ariz.
DeANGELO, CARLO
Perry Mason, Scotland Yard
DEAN, BILL
WIRE, Indianapolis, Ind.
DEAN, GEORGE
KOMO, Seattle, Wash.
DeBERRY, HERBERT
WPAK, Alexandria, Va.
DeBIE, DICK
KSIQ, Crowley, La.
DEEM, WARREN
KOWL, Santa Monica, Calif.
DENKEMA, EDDIE
KNAK, Salt Lake City, Utah
DENNIS, LLOYD
WTOP, Washington, D. C.
DERBAUM, LILLIAN
KTTC, Tucson, Arizona

DEVINE, JERRY
Writer, Producer, Director; b. Boston, Mass., Nov. 11, 1908, ed. Professional Children's School. This is Your FBI (ABC).
DeVRIES, VAN BEUREN
WMAJ, Washington, D. C.
DIERCKES, SHIELDS
WWJ, Detroit, Mich.
DIETZ, JOHN
CBS—Crime Photographer
DILLON, KENNETH W.
WKOW, Madison, Wis.
DOAN, BOB
WTMA, Charleston, S. C.

DOLAN, CHARLES
WJMO, Cleveland, Ohio
DRAIN, ROBERT J.
WSBT, South Bend, Ind.
DREIER, ROBERT E.
WLIZ, Bridgeport, Conn.
DRILLING, JOE C., JR.
KCOK, Tulare, Calif.
DRISCOLL, RICHARD V.
WLIP, Kenosha, Wis.
DUFOUR, BOB
WTIC, Hartford, Conn.
DUNCAN, CARL
KYUM, Yuma, Ariz.
DUNLAP, WALLACE
WLIZ, Bridgeport, Conn.

— E —

EASTMAN, BOB
KOMA, Oklahoma City, Okla.
EDGAR, BILL
WBEJ, Elizabethtown-Johnson City, Tenn.
EDWARDS, EDDIE
KMBC, Kansas City, Mo.
EDWARDS, JOHN
Youth Asks the Government, ABC
ELIJOTT, BILL
WLIZ, Bridgeport, Conn.
ELIJOTT, FRANK
WCNC, Elizabeth City, N. C.
ELIJOTT, PERRY
WRID, West Point, Ga.

— F —

FASSETT, JAMES
Invitation to Music, CBS
FEEZOR, PARKMAN R.
WTPR, Paris, Tenn.
FELIX, HENRY
WTAG, Worcester, Mass.
FELTON, NORMAN
WMAQ, Chicago, Ill.
FERGUSON, EARLE C.
KOA, Denver, Colo.
FERRIS, RAY
WLS, Chicago, Ill.
FIELDER, JOHN
WBHT, Harriman, Tenn.
FINGERB, HAL
Spotlight Review, CBS
FINCH, HOWARD K.
WJIM, Lansing, Mich.
FINLEY, KEN
KEX, Portland, Ore.
FINNING, FRANK
WFEA, Manchester, N. H.

FISHER, MAGGY
NBC—Finder's Keepers
ABC—Piano Playhouse
FITZGERALD, EDWARD
Professor Quiz, ABC
FITZGERALD, HAROLD
WKZO, Kalamazoo, Mich.
FLEMING, JOEL
WPAM, Pottsville, Pa.
FLENIKEN, ANN
WKDK, Newberry, S. C.
FLENNIKEN, JAMES M.
WCAW, Charleston, W. Va.
FOLKERS, NORMAN
KFTO, St. Louis, Mo.
FORBES, BOB
WJMX, Florence, S. C.
FORSYTHE, LAWRENCE
KOIL, Omaha, Nebr.
FOSTER, JACK
KSIX, Corpus Christie, Tex.
FOWLER, CLINTON
KUOA, Siloam Springs, Ark.
FRAILEY, PAUL
WFIL, Philadelphia, Pa.
FRAMER, WALT
FRANKLIN, ALLEN
KAKC, Tulsa, Okla.

FRECH, ED J.
KFRE, Fresno, Calif.
FREELAND, FRED
WOWO, Fort Wayne, Ind.
FREIMAN, PAUL
KCOK, Tulare, Calif.
FRENCH, KENNETH
WRC, Washington, D. C.
FROMMER, LARRY
WOL, Washington, D. C.
FULTON, DAVID K.
WALB, Albany, Ga.

— G —

GAINAY, JACK
WJMX, Florence, S. C.
GANTER, RAYMOND
WFBL, Syracuse, N. Y.
GARDNER, PAUL
Writer for radio and magazines; b. New York, N. Y., Jul. 13, 1907; Lou Little (Tele).
GARDNER, ED (ARCHIE)
GATES, JERRY
WFAA, Dallas, Tex.
GEARHART, LYNN
WALT, Tampa, Fla.
GEIGER, GEORGE
WBBC, Flint, Mich.
GERING, WALTER
KMPC, Los Angeles, Calif.
GBBS, PARKER
WMAQ, Chicago, Ill.
GIFFORD, JACK
WKDK, Newberry, S. C.
GIVEN, HELEN
WLBJ, Bowling Green, Ky.
GODFREY, VIRGIL
KWPC, Muscatine, Iowa.
GODT, PAUL
KFEL, Denver, Colo.

GOODSON, MARK
Radio Director, Producer; b. Sacramento, Calif.; Jan. 24, 1915; Univ. of Calif.; A. B. Portia Faces Life, Treasury Salute, Winner Take All.
GORDON, KEITH
KXO, El Centro, Calif.
GORDON, LARRY
KAVR, Havre, Mont.
GOTTLIEB, JOSEPH
WMCB, New York, N. Y.
GRANDEY, ROY
KOW, San Jose, Calif.
GRANT, DOUG
WMT, Cedar Rapids, Iowa
GRAULICH, BERT
WBAY, Coral Gables, Fla.
GRAY, FRED
WGWK, Ashboro, N. C.
GRAY, GEORGE
WFOB, Gardner, Mass.
GREEN, GEORGE
WAAT, Newark, N. J.
GREER, BOB
KPRK, Livingston, Mont.
GREGORY, FRANK
WKMO, Kokomo, Ind.
GREY, EDEN
WBAA, West Lafayette, Ind.
GREY, PETER
WFSB, New Orleans, La.
GREY, ALLEN
WPNP, Philadelphia, Pa.
GRIFFIN, BETTY CUSHING
WIBX, Utica, N. Y.
GRIFFITHS, MARY
WLCR, Torrington, Conn.
GROBE, ALBERT
WQXR, New York, N. Y.
GROGAN, JACK
WNEW, New York, N. Y.
GROVER, ROSCOE A.
KSUB, Cedar City, Utah

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PRODUCTION

• • •

GROVES, JOHN
 KGW, Portland, Ore.
GUEDEL, JOHN
 People Are Funny, NBC

— H —

HAGEMAN, DICK
 WHAS, Louisville, Ky.
HALBERT, EDDIE
 WTOP, Washington D. C.
HALE CECIL
 WSAI Cincinnati Ohio
HALE ZENDELL M.
 KEYY Pocatello Idaho
HALLOCK, TED
 KUGN, Eugene, Ore.
HARPER, FRED
 WSAI Cincinnati, Ohio
HARRIS, GLENN E.
 KMA, Shenandoah, Iowa
HARTMAN, LOU
 KGO, San Francisco, Calif.
HARWOOD, CARL
 Baby Snooks, CBS
HASWELL, ARA
 WTAW, College Station, Tex.
HAUSER, DWIGHT
 The Adventure of Bill Lance,
 ABC
HEADY, KENNETH
 KCMO, Kansas City, Mo.
HECK, HOMER
 WMAQ, Chicago, Ill.
HELM, FRANCES
 WBAP, Fort Worth, Tex.
HENDERSON, SCOTT
 KTUC, Tucson, Ariz.

HENLEY, ART S.

Writer, Producer; b. New York,
 N. Y., Sept. 9, 1921; ed. Yale
 Univ., B.A.; CCNY; Pratt Univ.,
 M.E.; Lecturer; NYU, Radio
 Writers Guild Seminar, Gagwrit-
 ers Institute; Honeymoon in
 N. Y. (NBC); 13 by Henley;
 Kate Smith Show; Lady Dick;
 The Welcome Wagon.
HENRY, HULL, JR.
 Here's To You, CBS
HENRY, SYDNEY
 WMON, Montgomery, W. Va.
HERBERT, CHARLES
 Sound Off, CBS
HERMAN, CHESTER
 WLW, Cincinnati, Ohio
HESS, HERBERT
 KHQ, Spokane, Wash.
HEWSON, ISABEL MANNING
 Land of the Lost, ABC
HEYSER, FRAN
 (Production Manager)
 KMBC, Kansas City, Mo.
HIBDON, MILTON L.
 KTRB, Modesto, Calif.
HICKS, JOHN
 KRDL, Dallas, Tex.
HINKLEY, HARRY
 WHP, Harrisburg, Pa.
HIGGINS, KEN
 KFI, Los Angeles, Calif.
HIGGINS, JAMES W.
 WWNV, Watertown, N. Y.
HOFER, DAVE L., JR.
 KRDU, Dinuba, Calif.
HOLIDAY, STANLEY
 WDSO, New Orleans, La.
HOLMES, JAMES
 WMON, Montgomery, W. Va.
HOLMES, THURSTON
 WERK, Pittsfield, Mass.
HOLMES, WILLIAM A.
 KECA, Los Angeles, Calif.
HOLT, ROBERT
 KXOK, St. Louis, Mo.

HOPKINS, FRANK
 WHDL, Olean, N. Y.
HOPPERS, JIM
 WCMA, Corinth, Miss.
HOSKINSON, JOHN H.
 WMAL, Washington, D. C.
HORSFALL, DOT
 WPDQ, Jacksonville, Fla.
HOTCHKISS, THOMAS
 KGER, Long Beach, Calif.
HOULIHAN, ANN
 WHAM, Rochester, N. Y.
HOWE, LOUISE HILL
 KSL, Salt Lake City, Utah
HOWLETT, ERIC
 WJR, Detroit, Mich.
HUFF, ECCLES
 WDUK, Durham, N. C.
HUGHES, PAUL
 KTAZ, Phoenix, Ariz.
HULL, ALEXANDER
 KRSC, Seattle, Wash.
HULL, IRA
 WRVA, Richmond, Va.
HUMMERT, ANN
 Mr. Keen, Tracer of Lost
 Persons, CBS
HUMMERT, FRANK
 Mr. Keen, Tracer of Lost
 Persons, CBS
HUNT, TED
 KRDD, El Paso, Tex.
HUNTZINGER, OCECE
 WHO, Des Moines, Ia.
HURD, ROBERT
 KOMO, Seattle, Wash.
HUSTON, LOU
 KMPC, Los Angeles, Calif.

— I —

IRWIN, CAROL
 Theatre Guild on the Air,
 ABC

— J —

JASINSKY, STANLEY
 WWOL, Lackawanna, N. Y.
JAY, VERNE
 WLW, Cincinnati, Ohio
JENNINGS, ROBERT G.
 Mr. President, ABC
JEWELL, JAMES
 Jack Armstrong, ABC
JOHNSON, GEORGIANNE
 KWLC, Decorah, Iowa.
JOHNSON, SVEA
 Famous Jury Trials, ABC
JOLLEY, LEROY
 KWIL, Albany, Ore.
JONES, LEE
 WNBC, New York, N. Y.
JONTRY, "SPEC"
 WJBC, Bloomington, Ill.
JORGENSEN, ROY L.
 KYUM, Yuma, Ariz.
JOY, DICK
 KCMJ, Palm Springs, Calif.

— K —

KAMINS, ROBERT
 WKAR, East Lausing, Mich.
KARL, MAX
 WTCN, Minneapolis, Minn.
KARLTON, GERRY
 KWLC, Decorah, Iowa
KARP, RICHARD
 KDKA, Pittsburgh, Pa.
KAUFMAN, "HAP"
 KGO, San Francisco, Calif.
KAUFMAN, ROBERT
 WISR, Butler, Pa.
KAY, MARY
 WMAM, Marinette, Wisc.
KAYE, MILTON B.
 WHN, New York, N. Y.

KEHOE, PATRICK
 WMAM, Marinette, Wisc.
KEIGHLEY, WILLIAM
 Lux Radio, CBS
KEITH, MAXINE
KELLAR, ART
 WRON, Ronceverte, W. Va.
KELLER, FRED
 WBEN, Buffalo, N. Y.
KELLY, PAT
 KFI, Los Angeles, Calif.
KEMP, WILLIAM T.
 KVOP, Plainview, Tex.
KENNEDY, RAY
 WRVA, Richmond, Va.
KENT, DAVID
 KTBS, Shreveport, La.
KENT, RUTH
 WGAA, Cedartown, Ga.
KERNS, CHARLES M.
 WJAS, Pittsburgh, Pa.
KETCHUM, BILL
 WBLJ, Dalton, Ga.
KEYWORTH, ROBERT
 KCNA, Tucson, Ariz.
KIDD, HARRY
 WTAW, College Station, Tex.
KILHAM, GENE
 WBZ-WBZA, Boston, Mass.
KLEIN, HENRY
 The Listening Post, ABC
KNIGHTLINGER, TED
 KMO, Tacoma, ash.
KOERNSCHILD, ELMER J. C.,
 REV.
 KFUC, St. Louis, Mo.
KOEBLITZ, BERT
 WHK, Cleveland, Ohio
KOHR, LAMBERT
 KMOX, St. Louis, Mo.
KOOPS, ED
 KDKA, Pittsburgh, Pa.
KOSTE, WALTER
 WWJ, Detroit, Mich.
KRAMER, HOWARD
 KFUC, St. Louis, Mo.
KRAMER, MILTON J.
KRUM, FAYETTE
 Young Dr. Malone, CBS
KUZNITSOV, WILLIAM
 WLBJ, Bowling Green, Ky.

— L —

LAKE, BARRY
 WIBC, Indianapolis, Ind.
LAKEHOMER, HERBERT
 KRDD, El Paso, Tex.
LAMMERS, CHARLES
 WLW, Cincinnati, Ohio
LANDER, ROSALEE
 WLBB, Carrollton, Ga.
LASHBROOK, BOB
 WHOT, South Bend, Ind.
LATEAU, HERBERT
 WMAQ, Chicago, Ill.
LAURIE, BILL
 KEBE, Jacksonville, Tex.
LAVALLE, GENE
 WJR, Detroit, Mich.
LAWRENCE, RICHARD
 KDAL, Duluth, Minn.
LEBAN, JOHN
 WCAE, Pittsburgh, Pa.
LELY, J. THEODORE
 KVOA, Tucson, Ariz.
LASHER, ROBERT
 WJEJ, Hagerstown, Md.
LEWIS, ED
 KRDO, Colorado Springs, Colo.
LEWIS, RAY
 KSIX, Corpus Christie, Tex.
LIBUTTI, GEORGE
 (Program Director)
 WSAY, Rochester, N. Y.

● ● ● PRODUCTION ● ● ●

LIGGITT, PAUL
WJB³, Bloomington, Ill.

LINDER, VAL
KEX, Portland, Ore.

LIVINGSTONE, CHARLES
The Lone Ranger, ABC

LOCHNER, DON
WEW, St. Louis, Mo.

LOGAN, JAMES
WMAL, Washington, D. C.

LONG, CHET
WBNS, Columbus, Ohio

LONG, RICH
KPPC, Pasadena, Calif.

LONG, RUSSELL D.
WCSC, Charleston, S. C.

LOREN, WM. H.
WLVA, Lynchburg, Va.

LOUGHRANE, BASIL
NBC—Light of the World
MBS—Sherlock Holmes.

LOUGHRIN, J. RICHARD
WMAQ, Chicago, Ill.

LOVE, LEWIS
KWBC, Fort Worth, Tex.

LOVETON, JOHN
Mr. & Mrs. North, CBS

LOWDER, COLLIN W.
KLO, Ogden, Utah

LOWERY, BILL
WGRV, Greeneville, Tenn.

LUND, ERIC
WLVA, Lynchburg, Va.

LUNDQUIST, HENRY
WCOP, Boston, Mass.

—Mc—

MacGREGOR, JOCK
WOR, New York, N. Y.

MacKERCHER, JOHN
WMAL, Washington, D. C.

MacLEAN, JOHN
WROM, Rome, Ga.

MacMILLIAN, L.
WHEC, Rochester, N. Y.

McANULTY, H.
KLOK, San Jose, Calif.

McCAIN, BILL
WAGA, Atlanta, Ga.

McCANN, DOROTHY
The Sheriff, ABC

McGILL, JERRY

McGREEVEY, JOHN
KTAR, Phoenix, Ariz.

McINTIRE, RUSSELL

McKECHNIE, JAMES
WENE, Endicott, N. Y.

McKEE, BURTT F., JR.
WAPL, Birmingham, Ala.

McKINLAY, LYNN
KSL, Salt Lake City, Utah

McKINNEY, W. N.
KELD, El Dorado, Ark.

McKINNEY, WM. A., JR.
KGGK, Tyler, Tex.

McLAUGHLIN, PEGGY

McLEAN, JOHN
WBZ-WBZA, Boston, Mass.

McMAHON, F. A.
WHYU, Newport News, Va.

McMULLEN, CLAIRE D.
WFIL, Philadelphia, Pa.

McVICAR, BETH
KTIM, San Rafael, Calif.

—M—

MAAS, JESSE
The Christian Science Monitor
Views the News, ABC

MACK, BERNIE
WMUR, Manchester, N. H.

MACK, DICK
Joan Davis Show, CBS

MACK WAYNE
WGAR, Cleveland, Ohio

MADIGAN, JOHN
Headline Edition, ABC

MADISON, BOB
KWBW, Hutchinson, Kans.

MARLIN, MAX
FBI in Peace and War, CBS

MARICH, ROBERT
WFIG, Sumter, S. C.

MARKS, HILLIARD
NBC, The Jack Benny Show

MARSHALL, R. H.
WORZ, Orlando, Fla.

MARSHALL, WILLIAM L.
Boston Symphony, ABC

MARTINI, ROLAND
Saturday Night Serenade, CBS
On Stage America, ABC

MASSEV, TOM
KIXL, Dallas, Tex.

MASTERSON, JOHN
Breakfast in Hollywood, ABC

MATHENY, PAUL
WMON, Montgomery, W. Va.

MATTHEWS, JAMES
WLBB, Carrollton, Ga.

MATTISON, CARL
WGLN, Gen. Falls, N. Y.

MAXWELL, BOB
WKNX, Saginaw, Mich.

MEACHAM, JUSTIN
WBAA, West Lafayette, Ind.

MENTZER, EARL
WJEF, Hagerstown, Md.

METCALFE, CHARLES T.
WWWB, Jasper, Ala.

MEYER, DON
WRVA, Richmond, Va.

MICHAEL, ED
WXYZ, Detroit, Mich.

MILLER, GLENN CLARK
WCPO, Cincinnati, Ohio

MILLER, WM.
KMOX, St. Louis, Mo.

MILLER, WILLIAM
WMIX, Mt. Vernon, Ill.

MILLS, DEXTER
WDBJ, Roanoke, Va.

MILY, NORLENE
KLOU, Lake Charles, La.

MITZMAN, NEWT
WOSU, Columbus, Ohio

MOORE, ARTHUR
Arthur's Place, CBS

MORRISON, TOM
WCMW, Canton, Ohio

MORROW, BILL
Philco Radio Time, ABC

MORSE, OTIS
WCBA, York, Pa.

MORTON, DON
WEAN, Providence, R. I.

MOSER, CLYDE
WTAR, Norfolk, Va.

MOSES, JOHN B.
WHKC, Columbus, Ohio

MUNSON, GORDON
WOI, Ames, Iowa

MURPHY, WM.
KBLF, Red Bluff, Calif.

MURRAY, DON
WAZL, Hazleton, Pa.

MUSCHANY, ELMER G.
KXOK, St. Louis, Mo.

MYERS, CLARENCE
WJEF, Hagerstown, Md.

—N—

NADEAU, JACK
WCCO, Minneapolis, Minn.

NAYLOR, DON
WGST, Ga. Tech Station, Atlanta, Ga.

NEEL, WILLIAM
Drew Pearson, ABC

NEILL, EVERETT
KDKA, Pittsburgh, Pa.

NELSON, DOLPH
WMAQ, Chicago, Ill.

NELSON, GENE
KFAM, St. Cloud, Minn.

NELSON, JAMES S.
KOAC, Corvallis, Ore.

NELSON, JERRG
WC'O, Minneapolis, Minn.

NEWMAN, ROY I.
WRR, Dallas, Tex.

NORMAN, JOHN
KIT, Yakima, Wash.

NOLAN, JAMES W.
KTHR, Houston, Tex.

NOVELLI, SYL
WHAM, Rochester, N. Y.

—O—

OCHS, ACE
Tom Scott, American Troubador,
Treasury Bandstand, CBS

O'CONNOR, GEORGE L.
WWR, Woodside, N. Y.

O'DELL, GEORGE
WOPI, Bristol, Tenn.

OLMSTEAD, CLARE
The Borden Program, CBS

OLSEN, JOHNNY

OLSON, DAVE
WJR, Detroit, Mich.

OLSON, RAY
WOW, Omaha, Nebr.

ONSTOTT, FRANK
KCOK, Tulare, Calif.

OWEN, ALAN
WMID, Atlantic City, N. J.

—P—

PALMER, TOM
WMOC, Covington, Ga.

PARADY, WILLIAM F.
KGLU, Safford, Ariz.

PARCHER, OLIVER
WSBT, South Bend, Ind.

PARKER, PAUL

PARKINSON, HARRY
KCOL, Fort Collins, Colo.

WMBL, Morehead City, N. C.
KRLD, Dallas, Tex.

PARRINO, TED
Child's Work, ABC

PARRHURST, HELEN
KOMO, Seattle, Wash.

PATTERSON, FREDERICK J.

PATTERSON, BILL
WNBC, New York, N. Y.

PATRICK, ED
WEDO, McKeesport, Pa.

PEDEN, TOM
KYW, Philadelphia, Pa.

PAYNE, LARRY
WJR, Detroit, Mich.

PEARCE, JOHN, JR.
WIRE, Indianapolis, Ind.

PELT, RUTH VAN
WCMW, Canton, Ohio

PENNEL, W. W.
WORZ, Orlando, Fla.

PEPPER, HELEN
WCLB, Ogdensburg, N. Y.

PERKINS, LOU
Welcome Travelers, ABC

PERRIN, KEYES W.

PETERSEN, CLIFF
Breakfast Club, ABC

PETERSON, WARREN M.
KDFX, Dickinson, N. Dak.

PHILLIPS, GORDON
WROV, Roanoke, Va.

PHILLIPS, HAROLD
WRNL, Richmond, Va.

PHILLIPS, HOWARD
WMCA, New York, N. Y.

PRODUCTION

PIERCE, SAM

Dick Haymes Show, CBS

PINTO, JOHN

WBDE, Boston, Mass.

PIVEL, JOHN

WXYZ, Detroit, Mich.

PLAYER, JIM

WUMX, Florence, S. C.

PLUMSTEAD, EUGENE M.

WGSN, Birmingham, Ala.

POFF, WILLARD

WBPZ, Lock Haven, Pa.

POHAN, JOHN M.

KRDU, Dimuba, Calif.

POINTEL, CHARLES

WFIG, Sumter, S. C.

POLLARD, BOB

KTAR, Phoenix, Ariz.

POSKA, AL

KFI, Los Angeles, Calif.

POULTON, LIONEL

KDKA, Pittsburgh, Pa.

PRICE, JOHN

WHP, Harrisburg, Pa.

PUCK, LARRY

Strike It Rich, CBS

— R —

RAINEY, BRUCE

KSYL, Alexandria, La.

RAINER, DAN

KDYL, Salt Lake City, Utah

RANDOLPH, F. M.

KVOO, Tulsa, Okla.

REDMOND, DICK

WHP, Harrisburg, Pa.

REYNOLDS, HUNTER

Tom Bartlett Time, ABC

ROBSON, WILLIAM

Escape, Doorway to Life,

Hawk Larabee, CBS

ROLFE, MARY BETH

WOL, Washington, D. C.

ROMINE, DOUGLAS J.

KARK, Little Rock, Ark.

ROSA, FRANK, JR.

WNYC, New York, N. Y.

RUFEL, ALBERT J.

(Continuity Chief)

WSPD, Toledo, Ohio

ROBERTSON, ELLIOTT

WFAA, Dallas, Tex.

ROSENBERG, E. J.

The Fat Man, ABC

ROSSELL, ERNEST W.

WROW, Albany, N. Y.

RUBIN, JACK

Radio Writer, Director; b. War-

saw, Poland; NYU; Junior Miss;

The O'Neils; Break The Bank;

Try and and Find Me; By Popular

Demand; Pick & Pat Show.

RUNNERSTROM, R. O.

WCOL, Columbus, Ohio

RUPPEL, LARRY

WKBB, Detroit, Mich.

RUSHWORTH, J. E.

WEI, Boston, Mass.

RUSSELL, MARK

WJJD, Chicago, Ill.

— S —

SADLER, JOHN

WIRA, Ft. Pierce, Fla.

SAGES, SULLIVAN

WBMS, Uniontown, Pa.

SATER, HARTLEY

EKA, Spokane, Wash.

SCHEFFELS, PAUL

Jergens Journal with Walter

Winchell

SCHLESLINGER, DR. ROBERT

WPIT, Pittsburgh, Pa.

SCHWEIKHER, FREDERICK

WRC, Washington, D. C.

SCOFIELD, DAVID

KFRG, San Francisco, Calif.

SCOTT, JARRETT

WRVA, Richmond, Va.

SEAVEY, HOLLIS

WOL, Washington, D. C.

SELINGER, HENRY

Club Time, ABC

SOHOW PRODUCTIONS INC.

Betty Crocker Magazine of

the Air ABC

SIMPSON JACK

Adventurer's Club, CBS

SKOTCH, ED

Junior Junctions, ABC

SMITH, KENNETH

Sunday Evening Hour, ABC

SMITH, BOB

WLW, Cincinnati, Ohio

SNOOK, HARRY

WBT, Charlotte, N. C.

SNYDER, ROSS

KJBS, San Francisco, Calif.

SOMERVILLE, WARREN

Nancy Craig, ABC

SONIS, BERTON

WCHS, Charleston, W. Va.

SOUVAINE, HENRY

Metropolitan Opera, ABC

SPATZ, H. DONALD

WFBZ, Baltimore, Md.

SPRIGGS, C. O.

Suspense, CBS

STAMMER, NEWT

WHN, New York, N. Y.

STEPHENSON, ANN

WBBC, Flint, Mich.

STEWART, TOM

WSM, Nashville, Tenn.

STILLI, JOHN G. JR.

KYW, Philadelphia, Pa.

SUSAN, VIOLET

KSFO, San Francisco, Calif.

SUTTON, ROBERT

WCCO, Minneapolis, Minn.

SWAFFORD, TOM

KGW, Portland, Ore.

SWITZER, MACK

KLZ, Denver, Colo.

— T —

TAYLOR, GLENHALL

The Opie Gates Show, ABC

TENANT, DON

WMAQ, Chicago, Ill.

THALL, BILL

WLW, Cincinnati, Ohio

THOMAS, GIL

KGO, San Francisco, Calif.

TODD, HELEN F.

WTAL, Tallahassee, Fla.

TODMAN, WILLIAM

SELDEN

Radio Writer, Producer, Director;

b. New York, N. Y., Jul. 31,

1916; Johns Hopkins Univ.; B.S.;

NYU; A.B.; Winner Take All,

(CBS), Treasury Salute, Quiz of

Two Cities.

TOLL, TED

Bride & Groom, ABC

— U —

ULMER, JAMES G., JR.

KGKB, Tyler, Tex.

URRY, FRANCIS

KSL, Salt Lake City, Utah

— V —

VAN DUZER, ROGER

WMBR, Jacksonville, Fla.

VANDERHOOF, BRUCE

KGEM, Boise, Idaho

VASCOCU, E. A.

KGKB, Tyler, Tex.

VELZ, DICK

WRNL, Richmond, Va.

VENELI, BILL

WHO, Des Moines, Ia.

VINSON, ROBERT C.

Last Affair, Meet the Morans,

The First DP's, The Hard

Way, Smile Time, MBS, One

World or None, NBC

VIRTS, SAM

WMIX, Mt. Vernon, Ill.

— W —

WADE, FRED

WTC, Hartford, Conn.

WALKER, WILLIAM G.

KOA, Denver, Colo.

WALL, BOB

WMOX, Meridian, Miss.

WALLER, MAURIE

WDAY, Fargo, N. Dak.

WALLACH, GEORGE

WNEW, New York, N. Y.

WALLIS, EDWARD

WIP, Philadelphia, Pa.

WALTZ, GORDON N.

WKAT, Miami Beach, Fla.

WARBURTON, CHARLES

My True Story, ABC

WARD, PERRY

KOMA, Oklahoma City, Okla.

WEEDIN HARFIELD

Mayor of the Town, Jimmie's

Pidler, You Bet Your Life,

ABC

WEGENER, EDWARD

WOL, Ames, Iowa

WERLING, RUPE

WIBG, Philadelphia, Pa.

WHALEY, BERT

WMAQ, Chicago, Ill.

WILLIAMS, ALUN

Radio Producer, Announcer Com-

mentator; b. Ferndale, Wales,

Great Britain, Univ. of Wash.,

B.S.; Columbia Workshop (CBS);

Murder at Midnight (ABC);

Kraft Music Hall (NBC), Joyce

Jordan (NBC), Life of Riley

(NBC); Tele; Serving Thru Sci-

ence (WABD)

WILLIS, BUZZ

On Stage America, Vox Pop,

ABC

WILLS, JOHN B.

WILK, Wilkes Barre, Pa.

WINSOR, ROY

Sky King, ABC

WCOLEN, DICK

Murder and Mr. Malone, ABC

— Y —

YOUNG, DOUGLAS

WFIG, Sumter, S. C.

YOUNG, EDWARD P.

KDKA, Pittsburgh, Pa.

— Z —

ZAPEL, ARTHUR L.

WOWO, Fort Wayne, Ind.

ZIMMERMAN, JOSEPH

KIOX, Bay City, Tex.

Radio Directors

—and their work during 1947

— A —

ADAMS, TED
CBS—We the People

ADAMS, WYLIE
ABC—Ted Malone.

ALLEN, GEORGE
CBS—Whistler.

ALLEN, HOYT
NBC—Portia Faces Life.

AMBRISTER, CYRIL
ABC—Land of the Lost.

ANDREWS, ANDY
ABC—Galen Drake.

ANDREWS, CLARK
ABC—Clock, Fat Man.

ASHLEY, IRA
CBS—Grand Central Station.

ATWELL, MARTHA
NBC—Young Widder Brown.
CBS—David Harum.

AUCHINCLOSS, GORDON
ABC—Tales of Willie Piper.

AVERY, IRA
CBS—Armstrong's Theater of Today.

— B —

BALLIN, ROBERT
NBC—Jack Benny.

BARNES, HOWARD
CBS—Joe Powers of Oakville.

BARBOUR, OLIVER
NBC—Life Can Be Beautiful.

BATES, JOHN
ABC—Vox Pop.

BENNETT, TOM
NBC—Feed Waring Show.

BENSON, MITCH
MBS—Step Me If You've Heard This One.

BERNARD, DON
ABC—Abbott & Costello

BERNS, LARRY
CBS—Jack Carson Show

BLAIR, LEONARD
ABC—U. N. Headlights, American Sport Page, America's Town Meeting of the Air.

BLISS, TED
CBS—Adventures of Ozzie and Harriet.

RODROW, BILL
ABC—Phileo Radio Time.

BOWER, ROGER
MBS—Broadway Talks Back

BRATTAIN, JOE
NBC—Carnation Contented Hr.

BRENNAN, WILLIAM
MBS—Jan Angrist Show.
CBS—Jack Smith Show.

BROWN, HIMAN
CBS—Adventures of the Thin man, Inner Sanctum.

BRYAN, EDWARD A.
CBS—Christopher Wells.

BUBECK, HARRY
NBC—Words and Music.

BULOTTI, JR., CHAS.
MBS—California Melodies.

BUNKER, WALTER
CBS—Baby Snooks Show.

BURCH, BILL
CBS—Gene Autry Show.

BURNETT, MURRAY
MBS—True Detective.

BURROWS, ABE
CBS—Abe Burrows Show.

BURTON, JAMES
MBS—Scarlet Queen.

BURTON, KENNETH
CBS—Prudential Family Hr.

BUTCHER, JESSIE
ABC—Breakfast in H'wd.

BYRNE, JACK
MBS—Better Half.

BYRON, EDWARD
NBC—Mr. District Attorney.
CBS—Christopher Wells.

BYRON, WARD
NBC—Chesterfield Supper Club.

— C —

CALLAHAN, JACK
MBS—Quiz Kids.

CARLTON, LEONARD
CBS—Connty Fair.

CARNEY, JACK
CBS—Arthur Godfrey's Talent Scouts, Give and Take.

CARSON, MILTON
MBS—Voice of Prophecy.

CASHMAN, EDMUND L.
CBS—Tony Martin Show.

CHARLES, DICK
ABC—Southernaires, Museum of Modern Music, Lec Sweetland Show.

CLEARY, JOHN
ABC—Sammy Kaye's Sunday Serenade, So You Want to Lead a Band.

COHAN, PHIL
NBC—Jimmy Durante.

COLE, JOHN
MBS—Shadow, Charlie Chan.

COLLINS, TED
MBS—Kate Smith Speaks.

CONDON, MAURICE
MBS—Victor H. Landlahr.

COOPER, WYLLIS
MBS—Quiet Please.

CORDAY, TED
MBS—A Brighter Tomorrow.
ABC—Betty Crocker.

COTTON, BOB
ABC—Ethel and Albert.

COUGHLIN, BUNNY
NBC—Your Hit Parade.

CREWS, ALBERT
NBC—Echoes from Tropics.

— D —

DALY, JOSEPH
NBC—Waltz Time, D. & H. Miners.

DANIEL, OLIVER
CBS—American School of Air.

DANIEL, OLIVER
CBS—Eileen Farrell.

DAVIS, LUCIAN
CBS—Abe Burrows Show.

DE ANGELO, CARLO
MBS—Scotland Yard.

DE HUFF, TOM
ABC—Walter Kiernan, Coast

to Coast on a Bus, Sam Pettigill.

DIETZ, JOHN
CBS—American School of the Air, Crime Photographer.

DEVINE, JERRY
ABC—This Is Your FBI.

DINGWALL, ALAN
NBC—Can You Top This?

DODGE, FRANK
CBS—Arthur Godfrey, Winner Take All.

DONOVAN, HOBE
NBC—Smilin' Ed McConnell.

DORN, LARRY
MBS—Emily Post, Quiz.

DRUCE, OLGA
MBS—Hour of Mystery

DYER, SHERMAN
ABC—Exploring the Unknown

DUCOVNY, ALLEN
MBS—Melody Theater.

DUERR, ED.
NBC—Aldrich Family

DUMONT, PAUL
NBC—Dr. I. Q., Manhattan Merry-Go-Round.

DUNHAM, EDWIN
NBC—Voice of Firestone.

DWAN, BOB
ABC—You Bet Your Life.

— E —

EASTMAN, CARL
CBS—Mystery of the Week.

EBI, EARL
NBC—Charlie McCarthy Show

EHRENREICH, DAN
MBS—Juvenile Jury.

ELLIS, JAMES
MBS—Date Night.

ELTON, DAVE
CBS—Arthur's Place.

EMERY, BOB
Rainbow House (MBS); DuMont Television.

— F —

FASSETT, JAMES
CBS—Philharmonic Symphony and News.

FELDMAN, EDWARD
NBC—Milton Berle.
ABC—Bride and Groom.

FELTON, NORMAN
NBC—Nelson Olinstead, Grand Marquee.

FICKETT, HOMER
ABC—Theater Guild of the Air.

FIMBERG, HAL
CBS—Spotlight Review.

FINK, JACK
CBS—FBI in Peace and War.

FISHER, MAGGI
ABC—Piano Playhouse.

FITZGERALD, ED
ABC—Professor Quiz.

FRAMEK, WALT
CBS—Strike It Rich

RADIO DIRECTORS

— G —

GAINES, CHARLES
ABC—Guy Lombardo Show.

GANNON, THEO.
ABC—Drew Pearson.

GIBBS, PARKER
NBC—Manor House Party.
Design for Living.

GILLIS, DON
NBC—Cameos of Music. NBC
Symphony.

GOLENPAUL, DAN
MBS—Information Please.

GOODMAN, WES
ABC—National Vespers.

GOODSON, MARK
Radio director, producer; b.
Sacramento, Calif., Jan. 24,
1915; Univ. of Calif.; A.B.; Por-
tia Faces Life, Treasury Salute,
Winner Take All.

GORMAN, WALTER
CBS—Young Dr. Malone.

GRAHAM, JOSEPH
ABC—Candid Microphone, On
Stage America.

GRANT, DAVE
MBS—Heart's Desire.

GRYSON, MITCHELL
MBS—Superman.

GROSS, STEVE
NBC—Lorenzo Jones.
CBS—Our Gal Sunday.

GRUENBERG, AXEL
NBC—Today's Children.

GUEDEL, JOHN
CBS—House Party.
NBC—Truth & Consequences.

— H —

HAMILTON, BILL
ABC—Tennessee Jed.

HANCOCK, ORRIE
CBS—CBS World News
Roundup.

HANNA, ARTHUR
NBC—Front Page Farrell,
Joyce Jordan.
CBS—Perry Mason.

HARDING, ARRY
CBS—Bob Reid and Orches-
tra, Strike It Rich.

HARPER, LENIE
CBS—County Fair

HARRELL, CHARLES
ABC—World Security Work-
shop, Headline Edition.

HARRIS, LESLIE
CBS—Rosemary.

HARRISON, JEANNE
ABC—Boston Blackie

HARVEY, JAMES
NBC—Your United Nations.

HAUPT, JAMES
NBC—American Album of
Familiar Music, Cities Serv-
ice.

HAUSER, DWIGHT
ABC—Mr. President, Retribu-
tion, Adventures of Bill
Lance.

HAWKES, KIRBY
MBS—Captain Midnight.

HAYS, LOYAL
MBS—What's the Name of
That Song?

HECK, HOMER
NBC—American Novels, Bax-
ters, Betty Crocker.

HEISEL, GLAM
NBC—Harvest of Stars.

HERBERT, CHAS.
CBS—Sound Off With Mark
Warnow.

HIGHT, JEAN
CBS—Frontiers of Science.

HOAGLAND, JOHN G.
ABC—Walter Winchell.

HOLINER, MANN
CBS—Old Gold Show.

HOLCOMBE, HARRY
NBC—Curtain Time.

HOLZER, LOU
ABC—California Caravan.

HOWARD, CY
CBS—My Friend Irma.

HUDSON, ROBERT B.
CBS—American School of the
Air.

HUGHES, GORDON
CBS—Guiding Light.

HUGHES, GORDON T.
CBS—Guiding Light.

HULL, JR., HENRY
CBS—Here's to You.

HUMMERT, FRANK
CBS—American Melody Hour.

HUSTON, TED
CBS—Big Sister.

— I —

IRVING, CHARLES
NBC—This Is Nora Drake.

— J —

JOHNSON, WILLIAM
ABC—Dark Venture.

JOHNSTONE, JACK
CBS—Man Called X.

— K —

KAYE, AL
NBC—Burns & Allen, Life
with Riley.

KING, ED
NBC—Believe It or Not.

KLEIN, HENRY
ABC—Listening Post.

KLOSE, WOODY
MBS—Red Hook 31.

KNIGHT, VICK
NBC—Eddie Cantor.

KOGAN, DAVID
MBS—Mysterious Traveler.

KOPLIN, MERT
MBS—Your Ballad Man.

KOVACH, JAMES E.
NBC—First Piano Quartet,
Betty Harris Show.

KUHL, CARL
CBS—Club 15.

KUNEY, JACK
NBC—Home Is What You
Make It.

— L —

LAFFERTY, PERRY
MBS—Block Party.

LA FRANDRE, JACK
MBS—Chicago Theater of the
Air.

LANDRY, ROBERT J.
CBS—Studio One.

LATEAU, HERBERT
NBC—National Farm and
Home Hour, Words and
Music.

LAWRENCE, BILL
CBS—Screen Guild Players.

LEDER, HERB
NBC—Jack Berch Show.

LEONARD, RICHARD
NBC—Stella Dallas.
CBS—Rose of My Dreams,
Mr. Keene, Tracer of Lost
Persons.

LEVINE, LEON
CBS—American School of the
Air.

LEWIS, J. C.
MBS—Johnson Family.

LEWIS, PAUL
CBS—Pause That Refreshes
on the Air.

LEWIS, RICHARD
MBS—Quick As A Flash.

LOEB, MARX
CBS—Readers' Digest.
ABC—Greatest Story Ever
Told.

LOUGHRANE, BASIL
MBS—Sherlock Holmes.
NBC—Light of the World.

LOUGHRIN, DICK
NBC—Musical Notes, Words
and Music, Whitey Berquist
and Orchestra.

LOVETON, JOHN
ABC—Treasury Agent.
CBS—Mr. and Mrs. North.

— Mc —

MacGREGOR, JOCK
MBS—Nick Carter, Did Justice
Triumph? For Your Approval.

MacGREGOR, KEN
NBC—Solitaire Time, Adven-
tures of Archie Andrews.

MacHARRIE, LINDSAY
CBS—We, the People.

MacINTOSH, EZRA
NBC—Kraft Music Hall.

MacKAYE, FRED
CBS—Lux Radio Theater.

MacKENZIE, MURDO
ABC—Philco Radio Time.

McDERMOTT, TOM
NBC—When a Girl Marries.
CBS—Wendy Warren & News.

McGILL, EARLE
ABC, MBS

McGILL, JERRY
CBS—Big Town.

McGILL, WALTER
NBC—Telephone Hour.

McGRAW, WALTER
NBC—Story to Order.

McLEOD, KEITH
NBC—Red Skelton.

McKNIGHT, TOM
ABC—New Adventures of
Sherlock Holmes

— M —

MACK, DICK
CBS—Joan Davis Show.

MACK, HELEN
NBC—Date With July.
CBS—Let's Pretend.

MACK, HELEN
CBS—Bill Goodwin Show.

MACK, NILA
CBS—Let's Pretend.

MACK, NILA
CBS—Bill Goodwin Show.

MANSFIELD, IRVING
CBS—Talent Scouts.

MANSFIELD, JOSEPH
NBC—Katie's Daughter,
Frank Merriwell.

MANSON, KEN
ABC—Zeke Manners.

MARCIN, MAX
CBS—FBI in Peace and War.

MARKLE, FLETCHER
CBS—Studio '1'

MARSHALL, WILLIAM
ABC—Boston Symphony, Met-
ropolitan Opera.

MARTIN, DON C.

MARTINI, ROLAND
CBS—Sat. Night Serenade.

RADIO DIRECTORS

MASTERSON, JOHN
MAXWELL, JESSICA
 MBS—Hop Harrigan, Adventure Parade.
MIDDLETON, GLEN
 NBC—Amos and Andy.
MILLER, HAI
 CBS—Music For You.
MITCHELL, BERT
 ABC—Darts for Dough.
MONROE, BOB
 MBS—High Adventure.
MORGAN, JAMES
 MBS—Queen for a Day.
MORSE, CARLTON E.
 NBC—One Man's Family.
MORTON, MAURICE
 MBS—Meet Me at Parky's.
MOSS, BOB
 NBC—Mel Torme Time.
MOSS, HERB
 Hildegard, Vox Pop
TAYLOR, GLENHALL
 Fabulous Dr. Tweedy
 Sherlock Holmes

— N —

NELSON, DOLPH
 NBC—Art Van Damn Quartette.
NELSON, JOHN
 NBC—Bride and Groom.
NYE, BOB
 ABC—Jack Paar Show.

— O —

O'CONNOR, FRANK
 NBC—Day in the life of Dennis Day.
O'KEEFE, LESTER
 NBC—Big Break.
OCHS, ACE
 CBS—Robert Q. Lewis Show.
O'DONNELL, GEORGENE
 CBS—Hint Hunt.
OWEN, FORREST
 CBS—Lum 'n Abner.

— P —

PAPP, FRANK
 NBC—Eternal Light.
PEMBERTON, MURDOCK
 ABC—Texas Jim Robertson.
PHILLIPS, CARL
 CBS—Borden Program.
PHILLIPS, PAUL
 NBC—Fitch Bandwagon.
 CBS—Borden Family.
PIERCE, PAUL
 CBS—Stars Over Hollywood.
PIERCE, SAM
 CBS—Dick Haymes Show.
PITT, CY
 ABC—Dorothy Kilgallen.
PITTMAN, FRANK
 NBC—Fibber McGee & Molly.
POLESTE, HERB
 CBS—It Pays To Be Ignorant.
POWERS, CHARLES
 ABC—Henry Morgan Show.
 Dick Tracy, Famous Jury Trials.
PRAGER, BERT
 CBS—Meet Corliss Archer.

— R —

REAGAN, NEIL
 CBS—Dr. Christian.
REGG, LEONARD
 ABC—I Deal in Crime.
REDD, ROBERT L.
 NBC—Village Store.
REDDY, JOHN
 ABC—Bride and Groom.

REDFORD, BILL
 MBS—Hospitality Club.
REILLY, HOWARD
 NBC—Fred Allen.
RICCA, ERNEST
 CBS—Romance of Helen Trent, Strange Romance of Evelyn Winters.
 MBS—Real Stories.
RICHARDS, ARTHUR
 NBC—Story Shop.
RIMES, JOE
 NBC—Judy Canova.
RIPLEY, JOSEPH
 CBS—Hour of Charm.
ROBERTSON, LARRY
 ABC—Sunset Roundup, Collins Calling.
ROBERTSON, MAURICE
 NBC—Sports Newsreel.
ROBSON, WILLIAM N.
 CBS—Doorway to Life, Hawk Larabee, Escape.
ROGERS, BEN
 MBS—What the Veteran Wants to Know.
ROUNTREE, MARTHA
 MBS—Meet the Press.
ROUSSEAU, BILL
 ABC—Murder & Mr. Malone.
RUBIN, JACK
 ABC—Break the Bank.

— S —

SACK, VICTOR
 CBS—Grand Slam.
SANVILLE, RICHARD
 CBS—Escape.
SAZ, HARRY
 NBC—Kay Kyser.
SCANLON, WALTER
 ABC—Hour of Faith, Johnny Thompson, Coffee Concerts.
SEACREST, CECIL
 MBS—Tell Your Neighbor.
SEYDEL, VIC
 MBS—Fishing and Hunting, Club of the Air.
SHAYON, LEWIS ROBERT
 CBS—CBS Is There.
SINCLAIRE, JOAN
 MBS—Leave It to The Girls.
SMITH, BEVERLY
 CBS—Second Mrs. Burton.
SOMERVILLE, WARREN
 ABC—Woman of Tomorrow, George Hicks.
SOUVAIN, HENRY
 MBS—A. L. Alexander's Medication Board.
SPEARS, HARRY
 CBS—Double or Nothing.
SPIER, WILLIAM
 CBS—Adventures of Sam Spade, Suspense.
STAHL, MYRTLE
 MBS—Northwestern Reviewing Stand.
STANFORD, ANTONY
 NBC—Duffy's Tavern.
STEEL, BILL
 CBS—Aunt Jenny.
STEELE, ROBERT
 CBS—Aunt Jenny's Real Life Stories.
STEEN, BOB
 ABC—Joe Hasel.
STEPHENSON, BOB
 NBC—Bob Hope.
STEVENS, GARY
 MBS—Twenty Questions, Luncheon at Sardi's.
STEWART, HARRY
 ABC—Lassie Show.

SULDS, IRVIN P.
 MBS—American Forum of the Air.
SWEETS, BILL
 ABC—Gang Busters, Counter-spy.
SWEETSER, NORMAN
 NBC—Just Plain Bill.

— T —

TELFORD, FRANK
 NBC—Molle Mystery Theater.
TEMPLETON, BILL
 MBS—Your Land and Mine.
THOMPSON, JOE
 ABC—Jimmie Fidler.
TODMAN, BILL
 Winner Take All (CBS).
VAIL, LESTER
 NBC—Aldrich Family
TOLL, TED
 ABC—Ernie Felice Quartet, Betty Russell Sings.
TRACY, STERLING
 CBS—Sweeney & March.
TYLER, JACK
 CBS—Ed Murrow and News.

— U —

URQUHART, CHARLES
 NBC—Right to Happiness, Road to Life.

— V —

VAN HARTSEFELDT, FRAN
 NBC—Great Gildersleeve.
VAN NOSTRAND, JACK
 ABC—Mayor of the Town.
VELOTTA, THOMAS
 ABC—Gillette Fights.
VICTOR, TOM
 MBS—Gabriel Heatter.
VINCENT, CHICK
 NBC—Pepper Young's Family.
VOUTSAS, GEORGE
 NBC—RCA Victor Show.
VOUTSAS, GEORGE
 NBC—Honeymoon in N. Y.

— W —

WARBURTON, CHARLES
 ABC—My True Story.
WARD, AL
 CBS—American School of the Air, Theater of Romance.
WEIHE, FRED
 NBC—Backstage Wife.
WEIST, GEORGE
 ABC—Paul Whiteman Club.
WELLINGTON, JOHN
 MBS—Song of the Stranger.
WHALEY, BERT
 NBC—Whitey Berquist & Ork.
WHITE, CHARLES
 NBC—Bob Hawk Show.
WILKINSON, JOHN
 ABC—Sheriff.
WOLFE, EDWIN
 CBS—NBC—Ma Perkins.
WRIGHT, WYNN
 MBS—Official Detective, Stephen Graham Family Doctor.

— Y —

YOUNG, DAVE
 MBS—Family Theater.
YOUNG, RUSS
 CBS—Adventurer's Clubs.

— Z —

ZACHARY, GEORGE
 NBC—Ford Theater.
ZOLLER, JACK
 NBC—Cavalcade of America.

Home Economics Directors

of Stations in the United States

Alabama

Herzfeld, Helene.....WRFS, Alexander City
 Copeland, Mrs. Leo.....WAPI, Birmingham
 Brown, Tee.....WBRC, Birmingham
 Allen, Mrs. Evelyn.....WTNB, Birmingham
 Barney, Charolett.....WKLF, Clanton
 Blank, Jene.....WDLG, Dothan
 Bigley, Wilma.....WJOI, Florence
 Lindsey, Pauline.....WKAB, Mobile
 Doyle, Elaine (Mrs.).....WKRK, Mobile
 Adams, Carol.....WCOV, Montgomery
 Hall, Martha.....WMGY, Montgomery
 Mahoney, Esther.....WSFA, Montgomery
 Stack, Imogene.....WLAY, Muscle Shoals
 Davis, Anne.....WJHO, Opelika
 Martin, Sarah.....WHTB, Talladega
 Stout, Janette.....WTBF, Troy

Arizona

Brezie, Edna M.....KAWT, Douglas
 Rowley, Joyce.....KTYL, Mesa
 Kent, Marie.....KOY, Phoenix
 Bentley, Elaine.....KTAR, Phoenix
 Bowen, Marjorie.....KGLU, Safford
 Jorgensen, Mary Elizabeth.....KYUM, Yuma

Arkansas

Godwin, Mary Jean.....KAMD, Camden
 Craig, Martha.....KELD, El Dorado
 Forster, Bobbie H.....KXLR, North Little Rock
 Shaw, Mary.....KQUA, Siloam Springs

California

Watkins, Ellen.....KAFY, Bakersfield
 Coffland, Lillian.....KWTC, Barstow
 Arble, Mimi.....KRPO, Brawley
 Seifert, Evelyn.....KHUM, Eureka
 Wilson, Betts.....KIBM, Eureka
 Jones, Pauline Edwards.....KMFJ, Fresno
 Brown, Leona.....KGFN, Grass Valley
 Langman, Sara.....KFWB, Hollywood
 Gibson, Bonnie.....KREO, Indio
 Cook, Irene.....KGER, Long Beach
 Schram, Violet.....KFVD, Los Angeles
 Sherman, Jack.....KFPD, Los Angeles
 Young, Norma.....KHJ, Los Angeles
 Lee, Marion.....KXLA, Los Angeles
 Higbee, Hilda.....KTRB, Modesto
 Dewsnup, Evelyn.....KWBR, Oakland
 Haynes, Frances.....KPRL, Paso Robles
 Scott, Betty.....KTIP, Porterville
 Murphy, Carol.....KBLF, Red Bluff
 Levoy, Leo.....KSBW, Salinas
 Harder, Kathryn Stearn.....KFXM, San Bernardino
 Alvey, Betty.....KITO, San Bernardino
 Bradley, Shirley.....KFMB, San Diego
 Canedy, Elinor.....KSDJ, San Diego
 Johnson, Dorothy.....KSON, San Diego
 Martin, Josephine.....KFRC, San Francisco
 Holden, Ann.....KGO, San Francisco
 Rankin, Dorothy.....KNBC, San Francisco
 Stewart, Fay.....KSFO, San Francisco
 Thompson, Ruth.....KYA, San Francisco
 Hart, Tulsa.....KEEN, San Jose
 Stuart, Mary Lou.....KSJO, San Jose
 Freeman, Betti Cile.....KVSF, San Mateo
 Gregory, Barbara.....KTIM, San Rafael
 McGee, Barbara.....KIST, Santa Barbara
 Barnes, Harriet.....KSRO, Santa Rosa
 Wagner, Kay.....KWG, Stockton
 Woods, Wanda.....KCOK, Tulare
 Nunn, Marguerite.....KGYW, Vallejo

Colorado

Roulston, Ros.....KBOL, Boulder
 Forcum, Beth.....KRDO, Colorado Springs
 Studer, Marjorie.....KVOR, Colorado Springs
 Carson, Sue.....KLZ, Denver
 Hammersley, Evadna.....KOA, Denver
 Allen, Carla.....KIUP, Durango
 Greene, Shirley.....KCOL, Fort Collins
 Rose, Helen.....KFXJ, Grand Junction
 Sylvester, Elda Mae.....KFKA, Greeley
 Mason, Lee.....KCSJ, Pueblo
 Cimino, Leona.....KSPT, Trinidad

Connecticut

"Liz".....WLIZ, Bridgeport
 O'Brien, Jean.....WNAB, Bridgeport
 Gibson, Claire.....WONS, Hartford
 Colbert, Jean.....WTIC, Hartford
 Julianelle, Pat.....WAVZ, New Haven
 Porter, Jeanne.....WELI, New Haven
 DeFant, Mary.....WNHC, New Haven
 Dolittle, Ruth.....WNHC, New Haven
 Bruce, Kay.....WNOG, Norwich
 Sturdy, Bess.....WLCR, Torrington
 Hurlburt, Miriam.....WATR, Waterbury
 Clark, Fay.....WBRY, Waterbury
 Doyle, Betty.....WWCO, Waterbury

Delaware

Day, Doreen.....WARS, Wilmington
 Price, Marjorie.....WILM, Wilmington

District of Columbia

Crane, Ruth.....WMAL, Washington
 Sexton, Marian.....WOL, Washington
 Lane, Alice.....WOOK, Washington
 Foreman, Mairi.....WQQW, Washington
 Osgood, Nancy.....WRC, Washington
 Holly, Clover.....WTOP, Washington
 Lee, Elinor.....WTOP, Washington

Florida

Ladine, Mary.....WCLE, Clearwater
 Silver, Marjorie B.....WIRF, Ft. Pierce
 Edwards, Helen.....WRUF, Gainesville
 Moss, Joyce.....WJHP, Jacksonville
 Daly, Anne.....WPDQ, Jacksonville
 Dalbo, Biggo.....WDSR, Lake City
 Flynn, Jean.....WLBK, Lakeland
 Scarborough, Marjorie.....WLBK, Leesburg
 Butler, Jane.....WGBS, Miami
 Walterman, Jean.....WKAT, Miami Beach
 Carter, Mary Lucille.....WMBM, Miami Beach
 Aiken, Helen.....WTMC, Ocala
 Ward, Jane.....WDBO, Orlando
 Smith, Ruth.....WHOO, Orlando
 Bryant, Patricia.....WORZ, Orlando
 Pieming, Rosemary.....WBSR, Pensacola
 Morris, Callie.....WCOA, Pensacola
 McCall, Betty Jo.....WWPF, Palatka
 Talley, Margaret Rushton.....WSPB, Sarasota
 Duncan, Peggie.....WTRR, Sanford
 Todd, Helen P.....WTAL, Tallahassee
 Drum, Wilma.....WALT, Tampa
 Dowst, Kay.....WDAA, Tampa
 Haas, Connie.....WSIR, Winter Haven

Georgia

Fiengold, Blanche.....WALB, Albany
 Davis, Maggie.....WBGJ, Atlanta
 Wells, Virginia.....WCON, Atlanta
 Watkins, Mickey.....WBBQ, Augusta

HOME ECONOMICS DIRECTORS

Pitnary, Peggy... WTNT, Augusta
 Johnson, Barbara Ann... WMGR, Bambridge
 Lander, Rosalee J... WLBB, Carrollton
 Lanham, Martha... WBHF, Cartersville
 Whitfield, Rowena... WGAA, Cedartown
 Baker, Marie... WBLF, Dalton
 Ware, Bob (Mrs.)... WBHE, Fitzgerald
 Heineman, Annemie... WGGa, Gainesville
 Bailey, Virginia... WKLY, Hartwell
 Ward, Del... WNEK, Macon
 Ragsdale, Josephine... WMVG, Milledgeville
 Alford, Kitty... WRGA, Rome
 MacLean, Donna Mae... WROM, Rome
 Grey, Ethel... WFRP, Savannah
 Beckwith, Alberta... WSAV, Savannah
 Kahr, Mildred... WTOG, Savannah
 Carpenter, Patty... WWGS, Tifton
 Holloway, Louise... WGOV, Valdosta
 Fields, Beraldine... WAYX, Waycross

Idaho

Silvers, Shirley... KDSH, Boise
 Wyle, Laura... KIDO, Boise
 Flint, Helen... KVN1, Coeur d'Alene
 Dunlap, Jane, B... KID, Idaho Falls
 Taylor, Virginia... KRK1, Lewiston
 McAllister, Ruth... KRPL, Moscow
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 Kollmeyer, Florence... KLIX, Twin Falls
 Arnold, Kay... KTFI, Twin Falls
 Christensen, A. S. (Mary Ellen)... KVMV, Twin Falls
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1501 BroadwayLackawanna 4-3544
- Fanehon & Marco, Inc.
1501 BroadwayChickering 4-3956
- Fenton, Mildred
1501 BroadwayChickering 4-8240
- Fields, Freddie
1270 Sixth Ave.Circle 7-3025
- Frederiek Bros. Artists Corp.
1270 Sixth Ave.Circle 6-2144
- Gale, Inc.
48 W. 48th St.LOnacre 8-0350
- Getts, Clark H.
430 Park Ave.PLaza 8-0190
- Gibbs & Co., John E.
9 Rockefeller PlazaColumbus 5-4888-0
- Glaser, Joe, Inc.
745 Fifth Ave.PLaza 5-0078
- Goodman, Marty
400 Madison Ave.PLaza 9-3272
- Greshler, Abner J.
1270 Sixth Ave.Circle 7-3025
- Hansel & Jones
113 W. 57th St.Circle 7-6900
- Hahlo, Sylvia
711 Fifth Ave.PLaza 3-0820
- Hanna, Mark
654 Madison Ave.REgent 4-6250
- Hayward, Leland, Inc.
444 Madison Ave.ELdorado 5-4100
- Hesse & McCaffrey
501 Madison Ave.ELdorado 5-1076
- Hurok Attractions, Inc.
711 Fifth Ave.PLaza 3-0820
- International Artists Corp.
420 Madison Ave.PLaza 9-7490
- Karn, Estella H.
49 West 45th St.Vanderbilt 6-3860
- Kaufman, Jesse L., Inc.
1841 BroadwayColumbus 5-2050
- Kerr, Bob
1270 Sixth Ave.Columbus 5-8051
- Leddy, Mark J.
48 W. 48th St.BRyant 9-1631
- Lengel, William C., Literary Associates
1501 BroadwayLOnacre 3-2800
- Lebling-Wood
551 Fifth Ave.Vanderbilt 6-3714

MANAGERS and AGENTS

Lipset, Ben B., Inc.
1350 BroadwayCHickering 4-2466

Lyons, A. & S., Inc.
515 Madison Ave.....PLaza 3-5181

Management Corp. of America
745 Fifth Ave.....Wickersham 2-8900

Metro Artist Bureau
730 Fifth Ave.....Circle 6-8470

Michand, A. T.
1619 Broadway.....Circle 7-4064

Mindling, Lou
113 West 57th St.....Circle 5-5370

Morris, William, Agency
1970 Sixth Ave.....Circle 7-2160

Moses, John, Inc.
730 Fifth Ave.....Circle 6-2677

Musie Corporation of America
745 Fifth Ave.....Wickersham 2-8900

National Concert & Artists Corp.
711 Fifth Ave.....PLaza 3-0820

National Radio & Theatrical Bureau
1650 BroadwayColumbus 5-7131

North, Meyer B.
1564 BroadwayBRyant 9-6847

O'Connor, Johnny
1697 Broadway.....Circle 6-3500

Okun, Lillian, Inc.
2 West 67th St.....TRafalgar 7-8916

Oxley, Harold
424 Madison Ave.....ELdorado 5-3500

Peters, Dell
521 Fifth Ave.....Vanderbilt 6-1750

Popular Concerts Guild
1270 Sixth Ave.....Columbus 5-8051

Pratt, Ben
332 East 50th St.....PLaza 3-6394

Richards Agency, Max
1776 BroadwayCircle 7-4074-5

Romm, Harry A., Inc.
1270 Sixth Ave.....Circle 7-7543

Roth, Allen
48 W. 48th St.....LOnacre 3-3336

Rubnoff Enterprises
1501 BroadwayLAckawanna 4-7147

Salkow Agency
366 Madison Ave.....Murray Hill 2-6119

Myron Selznick & James L. Saphier & Co.
610 Fifth Ave.....Circle 7-8200

Shank, Mary L.
9 Rockefeller Plaza.....Columbus 5-1332

Shurr, Louis
1501 Broadway.....CHickering 4-8240

Small, Franklin H.
Hotel AbbeyCircle 6-9400

Souvalne, Henry, Inc.
30 Rockefeller Plaza.....Circle 7-5666

Special Attractions, Inc.
48 W. 48th St.....BRyant 9-2030

Stanley, Alleen
1619 Broadway.....Columbus 5-9025

Stark, Wilbur
551 Fifth Ave.....Murray Hill 7-6320

Storer, Douglas F.
1270 Sixth Ave.....Circle 7-6325

Tyro Productions
1697 BroadwayColumbus 5-3735

Vallee, Rudy, Orchestra Units Corp.
9 Rockefeller PlazaCircle 7-2620

Vallon, Mike
1270 Sixth Ave.....Circle 7-0162

Waible, Fred
270 Park Ave.....PLaza 8-0344

Weber, Edwin
156 West 44th St.....BRyant 9-6624

Wilson, Roy (Wilson, Powell & Hayward)
444 Madison Ave.....PLaza 9-4961

Wolf Associates, Inc.
420 Madison Ave.....PLaza 5-7620

Yest, Ben, Inc.
1650 Broadway.....Circle 6-6533

☆ **LOS ANGELES** ☆

Allen, Larry, Inc.
6381 Hollywood Blvd.....HEmpstead 0421

American Federation of Radio Artists
6331 Hollywood Blvd.....Hillside 5125

Barry, Vy
1707 Hudson Avenue.....HOLLYWOOD 3636

Bascou, Gene
6404 Hollywood Blvd.....HOLLYWOOD 5827

Berg, Phil,—Allenberg, Bert, Inc.
121 S. Beverly Dr., B. H.....CRestview 6-3131

Bergerman & Co., Stanley
9629 Brighton Way (B. H.)..CRestview 6-3196

Bernie, Herman
208 S. Beverly Dr., (B. H.)..CRestview 5-0117

Bloom Agency, Phil
8606 Sunset Blvd., (L. A.)..CRestview 1-3353

Blum Corp., Ralph
9441 Wilshire Blvd., (B. H.)..CRestview 1-9833

Blum Business Administration, Myrt T.
360 N. Camden Dr., (B. H.)..CRestview 6-7071

Browne, Flo-Grippio, Jan
1540 HillhurstNOrmandie 2-8111

Crosby, Everett N.
9028 Sunset Blvd.....CRestview 1-1171

Columbia Concerts, Inc.
6636 Hollywood Blvd.....HEmpstead 5316

Dolan & Co., Ken
1556 North Wilcox Ave.....HOLLYWOOD 3558

Doane, James
6331 Hollywood Blvd.....Hillside 5159

Famous Artists Corp.
9441 Wilshire Blvd., (B.H.)..CRestview 1-5222

Frank, Inc., George
1626 N. Vine Street.....Hillside 3188

Frederick Bros. Artists Corp.
8584 Sunset Blvd.....CRestview 1-6244

Frings Agency, Kurt
468 N. Camden Dr., (B. H.)..CRestview 1-8252

General Artists Corp.
9028 Sunset Blvd.....CRestview 1-8101

Garland, Charles
204 S. Beverly Dr., (B.H.)...Crestview 1-7357

MANAGERS and AGENTS

Gear, Bruce
247 S. Beverly Dr., (B. H.)...Crestview 5-3035

Goldstone, Jules C.
9118 Sunset Blvd.....Crestview 5-1191

Goldstone, Nat
9121 Sunset Blvd.....Crestview 6-1071

Hamilburg, Mitchell J.
8780 Sunset Blvd.....Crestview 5-5108

Herdan-Sherrill
9157 Sunset Blvd.....Crestview 1-5236

Herzbrun, Walter
9000 Sunset Blvd.....Crestview 6-4157

Hic Enterprises, Don
6404 Hollywood Blvd.....HOLLYWOOD 4869

Jaffe, Sam
8553 Sunset Blvd.....Crestview 6-6121

Irwin, Lou
9134 Sunset Blvd.....Crestview 1-7131

Kane, Walter
8684 Sunset Blvd.....Crestview 6-2396

Kempner, Inc., Alex
8611 Sunset Blvd.....Crestview 5-0104

Kohner, Inc., Paul
9169 Sunset Blvd.....Crestview 1-5165

Kramer Agency, Earl
204 S. Beverly Dr., (B. H.)...Crestview 6-2338

Levee, M. C.
119 S. Beverly Dr., (B. H.)...Crestview 1-5781

Levee-Short
9441 Wilshire Blvd., (B. H.)...Crestview 6-8340

Lyons, Inc., A. & S.
350 N. Camden Dr., (B. H.)...Crestview 1-6131

MacQuarrie Agency
8506 Sunset Blvd.....Crestview 6-7162

Marshall, Reg. D.
6671 Sunset Blvd.....HOLLYWOOD 8238

MCA Artists, Ltd.
9370 Santa Monica (B. H.)...Crestview 6-2001

Monter-Gray-Shor
8736 Sunset Blvd.....Crestview 1-1191

Morris Agency, Wm.
202 No. Canon Dr., (B. H.)...Crestview 1-6161

National Concert & Artists Corp.
9059 Sunset Blvd.....Crestview 1-7121

Polan & Rosenberg
451 N. La Cienega Blvd.....Crestview 1-1800

Radio Artists Agencies
366 N. Camden Dr.....Crestview 5-6787

Radio Registry
1619 Cross Roads of the World..HILLSIDE 8321

Rush, Inc., Art
Sunset & Vine.....HILLSIDE 5161

Salkow Agency, The
9119 Sunset Blvd.....Crestview 1-9134

Saphier, James L.
0538 Brighton Way, (B. H.)...Crestview 1-7231

Shurr, Louis
37 N. Rodeo Dr., (B. H.)...Crestview 1-1116

Small Co., The
8272 Sunset Blvd.....HOLLYWOOD 2722

Sherman, Edward
8533 Sunset Blvd.....Crestview 5-0186

Snitzer, Lou-Fritschl, Al, Inc.
6404 Hollywood Blvd.....HOLLYWOOD 6271

Somlyo Agency, E. T.
242 N. Canon Dr. (B. H.)...Crestview 6-2042

Stempe-Olenick Agency
717 N. La Cienega Blvd.....Crestview 1-7141

United Management Corp.
746 N. La Cienega Blvd.....Crestview 6-6194

Volck, Inc., A. George
9441 Wilshire Blvd., (B. H.)...Crestview 6-3121

Winkler Agency, D. M.
9470 Santa Monica, (B. H.)...Crestview 1-7244

Wendling Agency, Chas.
9156 Sunset Blvd.....Crestview 6-2348

CHICAGO

Norman Alexandroff Artists' Bureau
410 S. Michigan Ave.....WABash 6761

Benn Theatrical Agency
64 West Randolph St.....DEArborn 6850

Brown, Vic
221 N. LaSalle St.....STAtE 3310

Colored Radio Artists Assn.
3458 S. State St.....VICTory 7917

Columbia Concerts, Inc.
Wrigley Bldg.....SUpErior 2542

Consolidated Radio Artists of Ill.
32 W. Randolph St.....FRAnklin 8300

Ellsworth, W. M.
75 East Wacker Drive.....CENtral 0942

Frederick Bros. Artists Corp.
75 E. Wacker Drive.....STAtE 0003

General Artists Corp.
360 N. Michigan Ave.....STAtE 6288

Gumbiner Management Co.
120 S. LaSalle St.....STAtE 0248

Herrnan, Sam
54 W. Randolph St.....STAtE 2147

Jack & Jill Players Radio Artists Co.
180 E. Delaware St.....DELaware 7334

Levin, W. Biggie
612 N. Michigan Ave.....SUpErior 0506

Lutz, Estelle, Artists Bureau
25 E. Jackson.....HARrison 3435

Morris, William, Agency
203 N. Wabash Ave.....STAtE 3632

Morse, Sidney P.
64 E. Lake St.....ANDOver 2878

Music Corporation of America
430 N. Michigan Ave.....DELaware 1100

National Concert & Artists Corp.
222 W. No. Bank St.....SUpErior 4042

North, Stanley
25 E. Jackson.....WABash 5696

Parks, James & Co.
333 N. Michigan Ave.....CENtral 7980

Schuster, Milton
127 North Dearborn.....DEArborn 3633

WLS Artists Bureau
140 W. Washington Blvd.....MONree 9799

PROGRAMS

Commercially Sponsored

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Title

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Advertiser and Product

•

Network

•

Advertising Agency

•

Co-operative

Complete Listing of Major Networks — Commercial Programs of 1947 —

Following pages contains a complete listing of four national network commercial programs heard during the 12-month period ending Dec. 31, 1947. 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.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
James Abbe	Peter Paul Mounds, Almond Joy, Walnettos, Choclettos, Peter Paul Charcoal Gum	ABC—PC	Brisacher, Van Norden & Staff, Inc.
James Abbe Observes	Fisher Flouring Mills Fisher's Cereal & Flour Products	ABC—PC	Pacific National Adv. Agency
Abbott & Costello	R. J. Reynolds Co. Camel Cigarettes	NBC	William Esty & Co., Inc.
Abbott Mysteries	Helbros Watch Co. Helbros Watches	MBS	William H. Weintraub & Co. New York
Lee Adams—Narrator	Omnibook Corp. Omnibook Magazine	CBS	Schwab & Beatty, Inc.
Adventures' Club	W. A. Sheaffer Pen Co. Pens, Pencils, Skrip & Leads	CBS	Russel M. Seeds Co., Inc.
The Adventures of Archie Andrews	Swift & Co. Meat Products	NBC	J. Walter Thompson Co.
Adventures of Charlie Chan	Pharmaco Inc. Chooz	MBS	Ruthrauff & Ryan, Inc.
Adventures of Ozzie & Harriet	International Silver Co. Sterling & 1847 Rogers Silver	CBS	Young & Rubicam, Inc.
Adventures of Philip Marlowe	Lever Bros. Co. Peppercorn	NBC	Foote, Cone & Belding, Inc.

Adventures of Sam Spade	Wildroot Co., Inc. Wildroot Cream Oil	CBS	Batten, Barton, Dursstine & Osborn, Inc.
Adventures of the Falcon	American Safety Razor Corp. Gem Razors & Blades	MBS	Federal Advertising Agency Inc. New York
Adventures of the Thin Man	General Foods Corp. Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
The Affairs of Ann Scotland	Raymond Laboratories, Inc. & Hudnut Sales Co. Richard Hudnut Cosmetics, Rayve Creme Shampoo	ABC	Roche, Williams & Cleary, Inc.
Carroll Alcott, News	Campbell Soup Co. All Products	CBS—PC	Ward Wheelock Co.
Aldrich Family	General Foods Corp. Jello Puddings	NBC	Young & Rubicam
All-Star Baseball Game	Gillette Safety Razor Corp. Gillette Blades & Razors	MBS	Maxon, Inc. New York
All-Star Football Games	Wilson Sporting Goods Co. Sports Equipment	MBS	Ewell & Thurber Assoc. Chicago
The Fred Allen Show	Standard Brands, Inc. Shefford Cheese, Tender Leaf Tea	NBC	J. Walter Thompson Co.
The Fred Allen Show	Ford Motor Car Co. Ford Automobiles	NBC	J. Walter Thompson Co.
American Album of Familiar Music	Sterling Drug Co. Bayer Aspirin	NBC	Dancer, Fitzgerald & Sample, Inc.
American Forum	Pilot Radio F. M. Radios	MBS	Grey Adv. Agency, Inc.
American Melody Hour	Sterling Drug Inc. Bayer Aspirin & Dr. Lyons Toothpaste	CBS	Dancer-Fitzgerald-Sample, Inc.
American Radio Warblers	American Bird Products, Inc. Bird Food	MBS	Weston-Burnett Chicago
Amos 'n Andy	Lever Bros. Co. Rinso	NBC	Ruthrauff & Ryan Inc.
Armstrong Theater of Today	Armstrong Cork Co. Quaker Rugs, Linoleum Products, Floor Coverings	CBS	Batten, Barton, Dursstine & Osborn, Inc.
Arthur's Place	The Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Jan August	Revere Camera Co. Cameras	MBS	Roche, Williams & Cleary Inc. Chicago

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Aunt Jenny	Lever Bros. Co. Spry	CBS	Ruthrauff & Ryan, Inc.
Aunt Mary	Safeway Stores, Inc. Kitchen Craft Flour	NBC	J. Walter Thompson Co.
Gene Autry Show	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
B			
Baby Snooks Show with Fanny Brice	General Foods Corp. Jell-O, Jell-O Puddings	CBS	Young & Rubicam, Inc.
Back to God Hour	Christian Reform Church Religious Talks	MBS	Evans Associates Chicago
Backstage Wife	Sterling Drug Co. Dr. Lyon's Tooth Powder, Engine Cleaning Fluid	NBC	Dancer, Fitzgerald & Sample, Inc.
Jim Backus Show	Pharmaco, Inc. Feen-a-mint	MBS	Ruthrauff & Ryan, Inc.
Kenny Baker Show	Procter & Gamble Co. Crisco, Ivory Snow	ABC	Compton Adv. Inc. Benton & Bowles, Inc.
Fred Beck—Commentary	Miles Laboratories, Inc. Alka-Seltzer, One-a-Day Vitamin Tablets	CBS—PC	Wade Advertising Agcy.
Joseph Beirne	National Federation of Telephone Workers Institutional	MBS	Direct
Belmont Stakes	Gillette Safety Razor Co. All Products	CBS	Maxon, Inc.
Jack Benny	American Tobacco Co. Lucky Strike Cigarettes	NBC	Foote, Cone & Belding, Inc.
Jack Berch Show	Prudential Insurance Co. Insurance	NBC	Benton & Bowles, Inc.
The Milton Berle Show	Phillip Morris & Co., Ltd. Phillip Morris	NBC	Biow Co.
The Best Things in Life	American Federation of Labor Combat Taft-Hartley Bill	MBS	Furman, Feiner & Co., Inc. New York
Beulah Show	Procter & Gamble Co. Dreft	CBS	Dancer-Fitzgerald-Sample, Inc.

Bible Institute	Bible Institute of Los Angeles Religious Talks	MBS	Broadcast Advertising Co. Los Angeles
The Big Break	Adam Hat Stores Hats & Men's Haberdashery	NBC	Biow Co., Inc.
Big Sister	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.
The Big Story	American Cigarette & Cigar Co. Pall Mall Cigarettes	NBC	Foote, Cone & Belding Inc.
Big Town	Sterling Drug Inc., Centaur Co. Div. Ironized Yeast, Phillips Milk of Magnesia Tablets	CBS	Pedlar & Ryan, Inc.
Mel Blanc Show	Colgate-Palmolive-Peet Co. Colgate Tooth Powder, Halo Shampoo	CBS	Sherman & Marquette, Inc.
Martin Block Show	R. B. Semler Co., Inc. Kreml Shampoo & Hair Tonic	MBS	Erwin, Wasey & Co. New York
Blondie	Colgate-Palmolive-Peet Co. Super Suds	CBS	Wm. Esty & Co., Inc.
Blue Ribbon Music Time	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick & Legler
Bob and Victoria	Safeway Stores, Inc. All Products	CBS	Ruthrauff & Ryan, Inc.
Borden Program with Mark Orch. & Chorus	The Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Victor Borge Show	Socony-Vacuum Oil Co. Oil & Gasoline	NBC	Compton Adv., Inc.
Boston Symphony	John Hancock Mutual Life Insurance Co. Insurance	ABC	Batten, Barton, Durstine & Osborn, Inc.
Eddie Bracken Show	Texas Co. Texaco Products	CBS	Buchanan & Co., Inc.
Break The Bank	Bristol-Myers Co. Mum, Sal Hepatica & Minit Rub, Ipana & Vitalis	ABC	Doherty, Clifford & Shenfield
Breakfast Club	Kay Daumit, Inc. Lustre Cream Shampoo	ABC	Hill Blackett & Co.
Breakfast Club	Philco Corp. Refrigerators, Radios & Freezers	ABC	Hutchins Advertising Co., Inc.
Breakfast Club	Swift & Co.	ABC	J. Walter Thompson Co.
Breakfast Club	Toni Co. Toni Home Permanent Wave & Toni Shampoo	ABC	Foote, Cone & Belding

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Tom Breneman's Breakfast in Hollywood	Kellogg Co. Pep, All Bran	ABC	Kenyon & Eckhardt, Inc.
Tom Breneman's Breakfast in Hollywood	Procter & Gamble Co. Ivory Flakes	ABC	Compton Adv., Inc.
Bride & Groom	Sterling Drug Inc. Phillip's Toothpaste & Tablets, Multisified Shampoo, Dr. Lyon's Tooth Powder, Bayer Aspirin, Emergine Cleaning Fluid, Camponique, Ayer's Pectoral, Fletcher's Castoria & others	ABC	Dancer-Fitzgerald-Sample, Inc.
Cecil Brown	Murine Co., Inc. Eye Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc. Chicago
Buck Rogers	General Foods Sales Corp. Post Corn, Toasties, Sanka Coffee, Raisin Bran, Gaines Dog Food	MBS	Benton & Bowles, Inc. New York
Bulldog Drummond	American Transit Association Transportation	MBS	Owens & Chappell, Inc. New York
Bob Burns	American Home Products Corp. Kolyros, Anacin	NBC	Sullivan, Stauffer, Colwell & Bayles
Burns & Allen	General Foods Corp. Maxwell House Coffee	NBC	Benton & Bowles, Inc.
By Popular Demand	Conti Products, Inc. Conti Shampoo & Soap	MBS	Birmingham, Castleman & Pierce, Inc. New York
California Caravan	California Medical Assoc. Insurance—Hospitalization & Physician's Service	ABC—PC	Lockwood-Shackelford Adv.
Call of the Range	Grove Laboratories, Inc. Cold Tablets	CBS—PC	Duane Jones Co., Inc.
Call the Police	Lever Bros. Co. Rinso	NBC	Ruthrauff & Ryan, Inc.
Ned Calmer & the News	Luden's Inc. All Products	CBS	J. M. Mathes, Inc.
Ned Calmer & the News	Parker Pen Co. Quink	CBS	J. Walter Thompson Co.

Campbell Room with Hildegard	Campbell Soup Co. All Products	CBS	Ward Wheelock Co.
Can You Top This?	Colgate-Palmolive-Peet Co. Shave Cream	NBC	Ted Bates, Inc.
Judy Canova Show	Colgate-Palmolive-Peet Co. Halo Shampoo & Supersuds	NBC	Ted Bates, Inc.
Judy Canova Show	Colgate-Palmolive-Peet Co. Halo Shampoo & Supersuds	NBC	Sherman & Marquette, Inc.
The Eddie Cantor Show	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick & Legler
Captain Midnight	Wander Co. Ovaltine	MBS	Hill Blackett & Co. Chicago
Hoagy Carmichael Sings	Luden's, Inc. Fifth Ave. Candy Bar	CBS	J. M. Mathes, Inc.
Carnation Contented Hour	Carnation Co. Evaporated Milk	NBC	Erwin Wasey & Co. Ltd.
Jack Carson Show	Campbell Soup Co. Soups	CBS	Ward Wheelock Co.
Casebook of Gregory Hood	Petri Wine Co. Petri Wine	MBS	Young & Rubicam New York
Casey, Crime Photographer	Anchor Hocking Glass Co. Anchorglass, Fire King Ovinglass	CBS	Wm. E. Weintraub & Co., Inc.
Cavalcade of America	E. I. DuPont de Nemours & Co. Inc. Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc.
Champion Roll Call	Champion Spark Plug Co. Spark Plugs	ABC	MacManus, John & Adams, Inc.
Checkerboard Jamboree	Ralston-Purina Co. Cereal Foods	MBS	Gardner Ad. Co. St. Louis
Chesterfield Supper Club	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	NBC	Newell-Emmett Co.
Chicago Theater of the Air	Chicago Tribune Centennial Celebration	MBS	Direct
Christian Science Monitor Views the News	Christian Science Publishing Soc. Christian Science Monitor	ABC	H. B. Humphrey Co.
Club 15 with Bob Crosby	Campbell Soup Co. Franco-American Spaghetti	CBS	Ward Wheelock Co.
Circle Arrow Show	Western Auto Supply Co. Automobile Accessories & Household Appliances	NBC	Bruce B. Brewer & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Cities Service Highways in Melody	Cities Service Co. Gas & Oil	NBC	Foote, Cone & Belding, Inc.
Upton Close	National Economic Council Inc. Institutional	MBS	Jim Duffy Co. Chicago
Club Time	Club Aluminum Products Aluminum Household Utensils	ABC	Trade Development Corp.
Charles Collingwood—News	Household Finance Corp. Personal Loans	CBS—PC	LeVally, Inc.
Counterspy	Schutter Candy Co. Div. Universal Match. Schutter Candies—Old Nick, Bit o' Honey	ABC	Schwimmer & Scott Adv. Agency Kaplan & Bruck
County Fair	The Borden Co. Instant Coffee	CBS	Kenyon & Eckhardt, Inc.
Crime Doctor	Philip Morris & Co. Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Crimes of Carelessness	National Board of Fire Underwriters Fire Insurance	MBS	MacFarland Aveyard & Co. New York
Betty Crocker Magazine of the Air	General Mills Cheerios, Kix, Gold Medal Flour, Bisquick, Softasilk Cake Flour, 2 Crocker Soups, and Wheaties	ABC	Dancer, Fitzgerald-Sample, Inc.
Bing Crosby	Philco Corp. Radio & Refrigerators	ABC	Hutchins Adv. Co., Inc.
Curtain Time	Mars Inc. Candy	NBC	Grant Adv., Inc.
Betty Crocker	General Mills, Inc. Softasilk Cake Flour	NBC	Knox-Reeves, Inc.
The D & H Miners	Hudson Coal Co. Coal	NBC	The Clements Co., Inc.
Stella Dallas	Sterling Drug Co. Phillips Milk of Magnesia Tablets, Double Dandarine	NBC	Dancer, Fitzgerald & Sample, Inc.

Danger, Dr. Danfield	Knox Co. Cystex & Mendaco	ABC	Robert B. Raisbeck Agency
Dark Venture	Wildroot Co. Wildroot Creme Oil	ABC—PC	Batten, Barton, Durstine & Osborn, Inc.
Darts for Dough	Dr. Pepper Co. Dr. Pepper (Carbonated Beverage)	ABC	Tracy-Locke Co., Inc.
A Date With Judy	Lewis Howe Co. Tums	NBC	Roche Williams & Cleary Inc.
David Harum	B. T. Babbitt, Inc. Bab-O	CBS	Duane Jones Co., Inc.
David Harum	B. T. Babbitt Bab-O Cleaner	NBC	Duane Jones Co., Inc.
Joan Davis Show	Lever Bros. Co. Swan Soap	CBS	Young & Rubicam, Inc.
A Day in the Life of Dennis Day	Colgate-Palmolive-Feet Co. Colgate Dental Cream, Lustre Cream	NBC	Ted Bates, Inc.
Dorothy Dix Program	Union Pharmaceutical Co., Inc. Saraka, Sutra, Artra Imra	ABC—PC	Abbott Kimball Co., Inc.
Dr. Christian	Chesebrough Mfg. Co. Consolidated Petroleum Jelly & Hair Tonic	CBS	McCann-Erickson, Inc.
Dr. I Q	Mars, Inc. Candy	NBC	Grant Adv., Inc.
Dr. Paul	Safeway Stores, Inc. Dwight Edwards Coffee	NBC	J. Walter Thompson Co.
Doctors Talk It Over	American Cyanamid Co. Pharmaceuticals & Biologicals	ABC	Hazard Advertising Co.
Don't You Believe It	Forty-Two Products, Ltd. '42' Oil Shampoo or '42' Hair Oil Tonic	ABC—PC	Brisacher, Van Norden & Staff
Dorothy Fuldheim	Brotherhood of Railroad Trainmen Institutional	ABC	Wm. Von Zehle & Co.
Double or Nothing	Campbell Soup Co. Soups	CBS	Ward Wheelock Co.
Morton Downey	Coca Cola Co. Coca Cola	MBS	D'Arcy Adv. Co., Inc. New York
Alex Dreier	Skelly Oil Co. Petroleum Products	NBC	Henri, Hurst & McDonald, Inc.
The Drene Show	Procter & Gamble Co. Drene & Dreft	NBC	Kastor-Farrell Chesley & Clifford

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Eddy Duchin	R. B. Semler, Inc. Krem! Hair Tonic, Krem! Shampoo	ABC	Erwin Wasey & Co., Inc.
Duffy's Tavern	Bristol-Myers Co. Ipana	NBC	Young & Rubicam
The Jimmy Durante Show	Rexall Drug Co. Rexall Drugs	NBC	N. W. Ayer & Son, Inc.
Durante-Moore Show	Rexall Drug Co. All Products	CBS	N. W. Ayer & Son, Inc.
E			
Easy Does It	Hershel California Fruit Products Co. Conradino Tomato Paste	MBS	E. F. Brown Advertising Co. Philadelphia
Edwin C. Hill	Wesson Oil & Snowdrift Co. Wesson Oil, Snowdrift Shortening	ABC	Kenyon & Eckhardt, Inc.
Eight O'Clock News	Peter Paul Inc. Candy & Chewing Gum	MBS	Platt-Forbes, Inc. New York
Ellery Queen	American Home Products Corp. Anacin	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Evening with Romberg	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russel M. Seeds Co.
Exploring the Unknown	Revere Copper & Brass, Inc. Institutional	MBS	St. Georges & Keyes New York
F			
F.B.I. in Peace & War	Procter & Gamble Co. Lava	CBS	The Blow Co., Inc.
The Fabulous Dr. Tweedy	American Cigarette & Cigar Co. Cigarettes	NBC	Foote, Cone & Belding, Inc.
Fact Finder with Delmar Edmonson	Metropolitan Life Insurance Co. Institutional	CBS—PC	Young & Rubicam, Inc.
Fact or Friction	Brown & Williamson "Wings" Cigarettes	ABC	Russel M. Seeds Co., Inc.

Famous Jury Trials	General Mills Cheerios	ABC	Dancer-Fitzgerald-Sample
Fat Man	Norwich Pharmacal Co. Pepto-Bismol, Unguentine, etc.	ABC	Lawrence G. Gumbinner Adv. Agency, Inc.
Fibber McGee & Molly	S. C. Johnson & Son, Inc. Wax Products	NBC	J. Walter Thompson Co.
Jimmie Fidler	Carter Products Carter's Little Liver Pills, Arrid & Nair	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Jimmie Fidler	Carter Products, Inc. Carter's Little Liver Pills & Arrid	MBS	Ted Bates, Inc. New York
First Nighter	Campana Sales Co. Campana Italian Balm	CBS	Wallace-Ferry-Hanly Co.
Fishing & Hunting Club of the Air	Mail Pouch Tobacco Co. Tobacco	MBS	Walker & Downing Pittsburgh
Fitch Bandwagon	F. W. Fitch Co. Fitch Shampoo	NBC	L. W. Ramsey Co.
Flamingo Stakes	Gillette Safety Razor Corp. Gillette Blades & Razors	MBS	Maxon, Inc. New York
Harry W. Flannery—News Analyst	Bekins Van & Storage Co. Storage	CBS—PC	Brooks Adv. Agency
Harry W. Flannery—News Analyst	Planters Nut & Chocolate Co. Peanuts & Peanut Oil	CBS—PC	Raymond R. Morgan Agcy.
Fleetwood Lawton	Whitehall Pharmacal Co. Anacin, Bisodol Mints	NBC	Dancer-Fitzgerald & Sample, Inc.
Ford Show with Dinah Shore	Ford Motor Co. Ford Motor Cars	CBS	J. Walter Thompson Co.
Ford Showroom with Meredith Willson	Ford Motor Co. Ford Motor Cars	CBS	Kenyon & Eckhardt, Inc.
The Ford Theatre	Ford Motor Co. Automobiles	NBC	Kenyon & Eckhardt
Free for All	H. H. Tanner & Co. Portrait Cold Wave	CBS—PC	Mason-Gold Adv. Agcy.
Freedom of Opportunity	Mutual Benefit Health & Accident Assoc. of Omaha Insurance	MBS	Arthur Meyerhoff & Co. Chicago
Front Page Farrell	Whitehall Pharmacal Co. Kolyros, Hills Cold Tablets	NBC	Dancer, Fitzgerald & Sample, Inc.
Front Page Features with Knox Manning	E. L. Bruce Co. Bruce Floor Cleaner	CBS—PC	Christiansen Adv. Agcy.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Front Page Features with Knox Manning	Washington State Apple Adv. Comm. Washington State Apples	CBS—PC	J. Walter Thompson Co.
Arthur Gaeth	United Electrical Radio & Machine Workers of America Institutional	MBS	Moss & Arnold Co. New York
Galen Drake	Kellogg Co. Raisin Bran Flakes, Variety Package, Pep, Shredded Wheat	ABC	Kenyon & Eckhardt, Inc.
Game of the Week	U. S. Army Recruiting Service Army Recruiting	MBS	N. W. Ayer & Son, Inc. New York
Gangbusters	L. E. Waterman Co. Fountain Pens, Pencils, Ink	ABC	Radio Consultants, Inc. Charles Dallas Reach Co., Inc.
Garden Gate with Tom Williams	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
Bob Garred, News	"42" Products, Inc. All Products	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred, News	Peter Paul, Inc. Candy Bars	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred, News	Studebaker Corp. Motor Cars	CBS—PC	Roche, Williams & Cleary, Inc.
General Electric Houseparty	General Electric Co. Appliance & Merchandise Div.	CBS	Young & Rubicam, Inc.
Gillette Fights	Gillette Safety Razor Co. Razor & Razor Blades	ABC	Maxon, Inc.
Give & Take	Toni Co. Tom Hume Permanent Wave	CBS	Foote, Cone & Belding
Arthur Godfrey Show	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS	Newell-Emmett Co., Inc.
Arthur Godfrey's Talent Scouts	Lever Bros. Co. Lipton's Tea & Noodle Soup Mix	CBS	Young & Rubicam, Inc.
Grand Central Station	Pillsbury Mills, Inc. Snowflake Cake Flour, Pillsbury's Best, Farina	CBS	McCann-Erickson, Inc.

Grand Marquee	William R. Warner Rayve Haircreme & Shampoo			Roche, Williams & Cleary Inc.
Grand Ole Opry	R. J. Reynolds Co. Prince Albert Tobacco		NBC	William Esty & Co., Inc.
Grand Slam	Continental Baking Co., Inc. Wonder Bread & Hostess Cake		CBS	Ted Bates, Inc.
The Great Gildersleeve	Kraft Foods Co. Parkay Kraft Dinner		NBC	Needham, Louis & Broby Inc.
Greatest Story Ever Told	Goodyear Tire & Rubber Co. Tires		ABC	Arthur Kudner Agency
Green Hornet	General Mills Cheerios		ABC	Dancer-Fitzgerald-Sample Inc.
The Jack Gregson Show	Washington Cooperative Farmers Assoc. Poultry Products		NBC-PC	Pacific National Adv. Agency
Guiding Light	Procter & Gamble Co. Duz		CBS	Campton Adv., Inc.
II				
Arthur Hale	Richfield Oil Corp. Oil & Gasoline		MBS	Hixson-O'Donnell Adv. New York
Harvest of Stars	International Harvester Co. Institutional		NBC	McCann-Erickson, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes		CBS	Wm. Esty & Co., Inc.
Sam Hayes	General Mills, Inc. Sperry Pancake Waffle Flour, Wheaties		NBC	Knox-Reeves Inc.
Dick Haymes Show	Electric Auto-Lite Co. Spark Plugs & Auto Accessories		CBS	Ruthrauff & Ryan, Inc.
Hearts' Desire	Philip Morris & Co. Ltd. Cigarettes		MBS	Cecil & Presbrey New York
Gabriel Heatter	Carter Products, Inc. Carter's Little Liver Pills & Arrid		MBS	Ted Bates, Inc. New York
Gabriel Heatter	Mutual Benefit Health & Accident Assoc. of Omaha Insurance		MBS	Arthur Meyerhoff & Co. Chicago

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Gabriel Heatter	Noxzema Chemical Co. Noxzema Products	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc. New York
Gabriel Heatter	Serutan Co. Serutan & Nutrex	MBS	Roy S. Durstine Inc. New York
Alvin Helfer	Appalachian Coal Co. Coal	MBS	Haehnle Adv. Agency Cincinnati
Bill Henry, News	Johns-Manville Corp. Insulating Materials, Roofing, Brake Lining, etc.	CBS	J. Walter Thompson Co.
Here's To You	Charles E. Hires Co. Root Beer	CBS	N. W. Ayer & Son, Inc.
Hint Hunt	Armour & Co. Armour Meat Div. & Armour Soap Div. (Chiffon Flakes)	CBS	Foote, Cone & Belding
Holiday Shows	Elgin National Watch Co. Watches	CBS	J. Walter Thompson Co.
Hollywood Jackpot	American Home Products Corp. Anacin, Kolydos	CBS	Dancer-Fitzgerald-Sample, Inc.
Hollywood Music Hall	Berkins Van & Storage Co. Moving & Storage	ABC—PC	A. E. Brooks Adv. Agency
Hollywood Players	Cresta Blanca Wine Corp. Cresta Blanca Wines	CBS	Batten, Barton, Durstine & Osborn, Inc.
Hollywood Star Preview	American Home Products Corp. Kolydos, Anacin	NBC	Sullivan, Stauffer, Colwell & Bayles
Hollywood Star Time	General Motors Corp. Frigidaire Div.	CBS	Foote, Cone & Belding
Hollywood Story—Galen Drake	Kellogg Co. All Bran, Gro-Pup	ABC	Kenyon & Eckhardt, Inc.
Hollywood Whispers	Forty-Two Products, Ltd. "42" Oil Shampoo or "42" Hair Oil Tonic	ABC—PC	Brisacher, Van Norden & Staff
Hop Harrigan	Pepsodent Div., Lever Bros. Co. Dentifrice	MBS	Foote, Cone & Belding Chicago
Hop Harrigan	Taylor-Reed Corp. Cocoa Marsh	MBS	Ruthrauff & Ryan, Inc. New York
Bob Hope	Lever Bros. Co. Pepsodent	NBC	Foote, Cone & Belding, Inc.
Hour of Charm with Phil Spitalny's Orch.	Electric Companies Adv. Pgm. Institutional	CBS	N. W. Ayer & Son, Inc.

House of Mystery	General Foods Sales Corp. Post Corn, Toasties, Sanka Coffee, Raisin Bran, Gaines Dog Food	MBS	Benton & Bowles, Inc. New York
Human Adventure	Revere Copper & Brass Inc. Institutional	MBS	St. Georges & Keyes New York
Hymns of All Churches	General Mills Cheerios, Kix, Gold Medal Flour, Bisquick, Softasilk Cake Flour, 2 Crocker Soups, and Wheaties	ABC	Dancer, Fitzgerald-Sample, Inc.
I Deal In Crime	Hastings Mfg. Co. Piston Rings, Casite	ABC	Keeling & Co.
Ice Follies	Shipstad & Johnson Ice Follies	MBS	Smith Bull & McCreery Hollywood
Indianapolis Speedway	Perfect Circle Co. Piston Rings	MBS	Roger Beane Adv. Co. Indianapolis
Information Please	Parker Pen Co. Pens, Pencils, Desk Sets, Quink, Supochrome Ink	CBS	J. Walter Thompson Co.
Inner Sanctum	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
Inside of Sports	Bayuk Cigars, Inc. Phillies Cigars	MBS	Neal D. Ivey Philadelphia
It Pays to Be Ignorant	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
It's Up To Youth	Triangle Publications Inc. Seventeen Magazine	MBS	Al Paul Lefton Co., Inc. New York
Burl Ives	Philco Corp. Philco Radios	MBS	Hitchins Adv. Co., Inc. New York
Jack Armstrong	General Mills Wheaties, Cheerios, Kix, Betty Crocker Soup	ABC	Knox Reeves Adv. Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Joyce Jordan, M.D.	Procter & Gamble Co. Dreft	NBC	Dancer-Fitzgerald & Sample, Inc.
Judy 'N Jill 'N Johnny	Horowitz & Duberman Junior Miss Fashions	MBS	Sterling Advertising Co.
Just Plain Bill	Whitehall Pharmacal Co. Anacin	NBC	Dancer, Fitzgerald & Sample, Inc.
Juvenile Jury	General Foods Sales Corp. Post Corn, Toasties, Sanka Coffee, Raisin Bran, Gaines' Dog Food	MBS	Benton & Bowles, Inc. New York

K

Kaltenborn Edits the News	Pure Oil Co. Pure Oil Petroleum Products	NBC	Leo Burnett Co.
Katie's Daughter	Manhattan Soap Co. Sweetheart Soap	NBC	Duane Jones Co., Inc.
Sammy Kaye Sunday Serenade	Raymond Laboratories, Inc. & Hudnut Sales Co. Richard Hudnut Cosmetics, Rayve Creme Shampoo	ABC	Roche, Williams & Cleary, Inc.
King Cole Trio Time	Wildroot Co., Inc. Hair Tonic & Cream Oil	NBC	Batten, Barton, Durstine & Osborn, Inc.
The King's Men	Brown & Haley Candy Co. Almond Roca Candy	NBC	Honig-Cooper Co.
Kraft Music Hall	Kraft Foods Co. Velveeta	NBC	J. Walter Thompson Co.
Kay Kyser's College of Musical Knowledge	Colgate-Palmolive-Peet Co. Palmolive Soap & Shave Cream	NBC	Ted Bates Inc.

L

Lew Lacy	National Biscuit Co. Nabisco Shredded Wheat	NBC	Bostford, Constantine & Garner
Ladies Be Seated	Quaker Oats Co. Aunt Jemima Pancake Flour & Muffins	ABC	LaRoche & Ellis, Inc.

Ladies Be Seated	Toni Co. Toni Home Permanent Wave	ABC	Foote, Cone & Belding
Land of the Lost	Bosco Co. Bosco Milk Amplifier	ABC	McCann-Erickson, Inc.
William Lang	William Wise Books	ABC	Huber Hoge & Son
Lassie	Morrell & Co. Red Heart Dog Food	ABC	Henri Hurst & McDonald, Inc.
Warden Lawes	Trimount Clothing Co. Clipper Craft Clothes	MBS	Wm. H. Weintraub & Co., Inc. New York
Lawyer Tucker	Electric Auto-Lite Co. Spark Plugs, Auto Accessories	CBS	Ruthrauff & Ryan, Inc.
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	Batten, Barton, Durstine & Osborn, Inc.
Letters to Lindlahr	Serutan Co. Serutan & Nutrex	MBS	Roy S. Durstine Inc. New York
Life Can Be Beautiful	Procter & Gamble Co. Spic & Span	NBC	Dancer-Fitzgerald & Sample, Inc.
Life of Riley	Procter & Gamble Co. Prell	NBC	Dancer-Fitzgerald & Sample, Inc.
Light of the World	General Mills, Inc. Cheerios	NBC	Knox-Reeves, Inc.
Listening Post	Curtis Publishing Co. Saturday Evening Post	ABC	Batten, Barton, Durstine & Osborn, Inc.
Guy Lombardo Show	First National Stores Grocery Stores—Food	ABC	John C. Dowd, Inc.
Lone Journey	Carnation Co. Carnation Evaporated Milk, Friskies Dog Food	CBS	Erwin Wasey & Co.
Lone Ranger	General Mills Kix	ABC	Dancer-Fitzgerald-Sample, Inc.
Lora Lawton	B. T. Babbitt Bab-o Cleaner	NBC	Duane Jones & Co.
Lorenzo Jones	Sterling Drug Co. Phillips Creams & Milk of Magnesia, Bayer Aspirin	NBC	Dancer, Fitzgerald & Sample, Inc.
Lum 'n Abner	Miles Laboratories, Inc. Alka Seltzer & Nervine	ABC	Wade Adv. Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Lum 'n Abner	Miles Laboratories, Inc. Alka-Seltzer, One-a-Day Vitamin Tablets	CBS	Wade Adv. Agency
Lutheran Hour	Lutheran Laymen's League Religious Talks	MBS	Gotham Advertising Co., Inc. New York
Lux Radio Theater	Lever Bros. Co. Lux Toilet Soap & Lux Flakes	CBS	J. Walter Thompson Co.

Mc

Gordon MacRae Show	General Foods Corp. Jell-O, Jell-O Puddings	CBS	Young & Rubicam, Inc.
McGarry & His Mouse	General Foods Sales Corp. Post-Corn, Toasties, Sanka Coffee, Raisin Bran, Games' Dog Food	MBS	Benton & Bowles, Inc. New York
The Charlie McCarthy Show	Standard Brands, Inc. Chase & Sanborn Coffee, Royal Pudding	NBC	J. Walter Thompson Co.

M

Ma Perkins	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Ma Perkins	Procter & Gamble Co. Oxydol	NBC	Dancer-Fitzgerald-Sample, Inc.
Maisie with Ann Southern	Eversharp Inc. Pens, Pencils, Red Top Lead	CBS	The Biow Co., Inc.
Ted Malone	Westinghouse Electric Corp. Laundromat, Range, Refrigerator, Iron Roaster, Sun Lamps, Electric Fans, West- inghouse Sealed Beam Headlights, Electric Comforter	ABC	McCann-Erickson, Inc.
Man Called X	General Motors Corp. Frigidaire Div.	CBS	Foote, Cone & Belding
Manhattan Merry-Go-Round	Sterling Drug Co. Dr. Lyon's Tooth Powder	NBC	Dancer, Fitzgerald & Sample, Inc.

Zeke Manners	Sterling Drug, Inc.	ABC	Dancer-Fitzgerald-Sample, Inc.
Knox Manning—News	Los Angeles Soap Co. All Products	CBS—PC	Raymond R. Morgan Co.
Knox Manning—News	McMahan Furniture Stores House Furnishings	CBS—PC	M-C-M Adv. Agency
Knox Manning—News	S.O.S. Co. Aluminum Cleanser	CBS—PC	McCann-Erickson, Inc.
Manor House Party	W. F. McLaughlin & Co. Manor House Coffee	NBC	Sherman & Marquette, Inc.
Tony Martin Show	Texas Co. Texaco Products	CBS	Kudner Agency, Inc.
Groucho Marx Show	Eigin American Division of Illinois Watch Case Co. Compacts, Cigarette Cases, Dresser Sets, Powder Boxes, Cigarette Cases with Lighter	ABC	Weiss & Geller, Inc.
Masquerade	General Mills, Inc. Pyequick	NBC	Knox-Reeves Inc.
Maxwell House Coffee Time	General Foods Corp. Maxwell House Coffee	NBC	Benton & Bowles, Inc.
Mayor of the Town	Noxzema Chemical Co. Noxzema, Noxzema Shave Cream	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Mayor of the Town	Noxzema Chemical Co. Noxzema Skin Cream, Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Meet Corliss Archer	Campbell Soup Co. Soups	CBS	Ward Wheelock Co.
Meet Me At Parky's	P. Lorillard Co. Old Golds	NBC	Lennen & Mitchell, Inc.
Meet the Meeks	Swift & Co. Meat Products	NBC	J. Walter Thompson Co.
Meet the Missus	Chemicals, Inc. Vano Household Chemical	CBS—PC	Garfield & Guild
Meet the Missus	House of Delicacies French Kettle Onion Soup	CBS—PC	Emil Mogul Co., Inc.
Meet the Missus	Lyon Van & Storage Co. Moving & Storage Services	CBS—PC	Batten, Barton, Durstine & Osborn, Inc.
Meet the Missus	National Pressure Cooker Co. All Products	CBS—PC	Melamed-Hobbs, Inc.
Meet the Missus	Simoniz Co. Simoniz Products	CBS—PC	Decora, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Meet the Missus	Sunnyvale Packing Co. Rancho Soups	CBS—PC	Ruthrauff & Ryan, Inc.
Meet the Missus	Toni Co. Toni Home Permanent Wave	CBS—PC	Foote, Cone & Belding
Meet the Missus	Washington Cooperative Farmers' Assn. Lynden Foods	CBS—PC	Pacific Natl. Adv. Agcy.
Melody House	Loma Linda Food Co. Loma Linda Foods	CBS—PC	Elwood J. Robinson Adv. Agcy.
Melody Trail	Grove Laboratories, Inc. Beaumont Four-Way Cold Tablets	CBS—PC	J. D. Tarcher & Co.
Metropolitan Opera	Texas Co. Gas & Oil	ABC	Buchanan & Co., Inc.
Michael Shayne	Hastings Mfg. Co. Piston Rings & Castile Lubricant	MBS	Keeling & Co., Inc. Indianapolis
Mr. District Attorney	Bristol-Myers Co. Sal Hepatica & Vitalis	NBC	Doherty, Clifford & Shenfield, Inc.
Mr. Keen, Tracer of Lost Persons	American Home Products Corp. Kolynds	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. & Mrs. North	Colgate-Palmolive-Peet Co. Colgate Tooth Powder & Halo Shampoo	CBS	Sherman & Marquette
Monday Morning Headlines	Seeman Brothers, Inc. Air-Wick	ABC	William Weintraub & Co., Inc.
The Molle Mystery Theatre	Centaur Co. Molle Shave Cream & Double Danderine	NBC	Young & Rubicam
Henry Morgan Show	Eversharp Co. Schick Razors, Pens, Pencils	ABC	The Biow Co., Inc.
Ona Munson in Hollywood	Barron-Gray Packing Co. Health Vegetable Juice	CBS—PC	Long Adv. Service
Murder & Mr. Malone	Wine Growers Guild Guild Wines	ABC	Honig-Cooper Co.
Edward R. Murrow with the News Till Now	Campbell Soup Co. Campbell Soups	CBS	Ward Wheelock Co.
Music Hour From Hollywood	Bekins Van & Storage Co. Moving & Storage	NBC	Brooks Adv. Agcy.
My Friend Irma	Lever Bros. Co. Swan Soap	CBS	Young & Rubicam, Inc.
My True Story	Libby McNeill & Libby Libby Products	ABC	J. Walter Thompson Co.

Mystery In the Air	R. J. Reynolds Co. Camef Cigarettes	NBC	William Esty & Co., Inc.
Mystery Is My Hobby	Mutual Benefit Health Accident Assoc. of Omaha Insurance	MBS	Arthur Meyerhoff & Co. Chicago
Mystery Is My Hobby	Shontex Co. Shontex Shampoo & Hair Conditioner	NBC	Robert B. Raisbeck Adv.
Mystery of the Week	Procter & Gamble Co. Dreft	CBS	Dancer-Fitzgerald-Sample, Inc.

N

Name Your Music	Neighbors of Foodcraft Insurance	NBC	Showalter Lynch Adv. Agency
The National Farm & Home Hour	Allis-Chalmers Mfg. Co. Farm Equipment	NBC	Bert S. Gittins
New Adventures of Sherlock Holmes	R. B. Semler, Inc. Kreml Hair Tonic, Kreml Shampoo	ABC	Erwin Wasey & Co., Inc.
The New Sealrest Village Store	Sealrest, Inc. Milk & Ice Cream	NBC	McKee & Albright, Inc.
News	W. F. Fuller & Co. Paints	CBS—PC	McCann-Erickson, Inc.
News of the World	Miles Laboratories Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency
Newscope	Kaiser-Frazer Corp. Automobiles	MBS	Swaney, Drake & Bemen, Inc.
New York Philharmonic Symphony	U. S. Rubber Co. All Products	CBS	Campbell-Ewald Co., Inc.
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Adv. Inc. Chicago
Noah Webster Says	Southern Cotton Oil Co. Wesson Oil & Snowdrift	NBC	Fitzgerald Adv. Agency
Pat Novak	Gallenkamp Stores, Inc. Shoes, Stockings & Handbags	ABC—PC	Bruce Eldridge Adv.

Old Gold Show with Frank Morgan,
Frances Langford, Don Ameche

P. Lorillard Co.
Old Gold Cigarettes

CBS Maxon, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
One Man's Family	Standard Brands, Inc. Fleischmann Yeast & Shefford Cheese	NBC	J. Walter Thompson Co.
The Opening Door	Grand Lodge of the A. F. of A. M. State of New York Institutional	MBS	Direct
Orange Bowl Football Game	Gillette Safety Razor Co. Blades, Shaving Cream	CBS	Maxon, Inc.
Our Gal Sunday	American Home Products Corp. Anacin	CBS	Dancer-Fitzgerald-Sample, Inc.
P			
The Jack Paar Show	American Tobacco Co. Lucky Strike Cigarettes	ABC	Foote, Cone & Belding, Inc.
The Jack Paar Show	American Tobacco Co. Lucky Strike Cigarettes	NBC	Foote, Cone & Belding, Inc.
Louella Parsons	Jergens Co. Jergens Lotion, Facial Soap	ABC	Robert W. Orr & Associates, Inc.
Pause That Refreshes on the Air, with Percy Faith's Orch.	Coca Cola Co. Coca Cola	CBS	D'Arcy Adv. Co., Inc.
Drew Pearson	The Frank H. Lee Co. Hats	ABC	William Weintraub & Co., Inc.
People Are Funny	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russell M. Seeds Co.
Pepper Young's Family	Procter & Gamble Co. Camay Soap	NBC	Pedler & Ryan, Inc.
Perry Mason	Procter & Gamble Co. Dreft, Spic & Span, Ivory Flakes	CBS	Dancer-Fitzgerald-Sample, Inc. Compton Adv., Inc.
Elmer Peterson	Planters Nuts & Chocolate Co. Planters Peanuts & Peanut Oil	NBC	Raymond R. Morgan Co.
Sam Pettengill	America's Future, Inc. Books & Booklets, Book—Constitution of U. S.	ABC	Andrew Gahagan Assoc. Gahagan & Turnbull Co., Inc.
Pick & Pat Time	Helbros Watch Co. Helbros Watches	MBS	William H. Weintraub & Co. New York
Point Sublime	John Hancock Mutual Life Insurance Co. Life Insurance	ABC	McCann-Erickson, Inc.

The Policewoman	Carter Products Carter's Little Liver Pills, Arrid & Nair	ABC	Sullivan Stauffer, Colwell & Bayles Inc.
Portia Faces Life	General Foods Corp. Instant Postum, Post's 40% Bran Flakes	NBC	Benton & Bowles
Pot O'Gold	Lewis-Howe Co. Tums & NR Tablets	ABC	Roche, Williams & Cleary, Inc.
The Preakness	Emerson Drug Co. Bromo Seltzer	NBC	Batten, Barton, Durstine & Osborn Inc.
A Present From Hollywood	Wm. Scull Co. Boscul Tea	ABC	M. H. Hackett Co.
Professor Quiz	American Oil Co. Gasoline & Oil	ABC	Joseph Katz & Co.
Prudential Family Hour	Prudential Insurance Co. of America Insurance Services	CBS	Benton & Bowles, Inc.

Queen For A Day	Armour & Co. Star Shortening	MBS	Foote, Cone & Belding Chicago
Queen For A Day	International Milling Co. Robin Hood	MBS	Cook Advertising Agency
Queen For A Day	Miles Laboratories Inc. Alka-Seltzer	MBS	Wade Advertising Agency Chicago
Queen For A Day	Philip Morris & Co. Ltd. Cigarettes	MBS	Cecil & Presbrey New York
Quick As A Flash	Helbros Watch Co. Helbros Watches	MBS	William H. Weintraub & Co. New York
Quiz Kids	Miles Laboratories Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency

Radio Bible Class	Radio Bible Class Religious Talks	MBS	Direct
The RCA-Victor Show	Radio Corp. of America Institutional	NBC	J. Walter Thompson Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Reader's Digest—Radio Edition	Hall Bros., Inc. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding
Real Stories From Real Life	Whitehall Pharmaceutical Co. Anacin	MBS	Dancer, Fitzgerald, Sample, Inc. New York
Renfro Valley Folks	Baillard & Ballard Co. Baillard's Obelisk Flour	CBS	Henri, Hurst & McDonald, Inc.
Reveille Roundup	Grove Laboratories Inc. Cold Tablets & Vitamins	NBC	Duane Jones & Co.
Richfield Reporter	Richfield Oil Corp. Gasoline & Oil	NBC	Hixson, O'Donnell Adv., Inc.
Right To Happiness	Procter & Gamble Co. Ivory Soap	NBC	Compton Adv., Inc.
Road of Life	Procter & Gamble Co. Duz	CBS	Compton Adv., Inc.
Road of Life	Procter & Gamble Co. Duz	NBC	Compton Adv., Inc.
Rogues Gallery	F. W. Fitch Co. Fitch Shampoo	NBC	L. W. Ramsey Co.
Romance of Helen Trent	American Home Products Corp. Kolyvos, Bisodol, Heet	CBS	Dancer-Fitzgerald-Sample, Inc.
Billy Rose	Musterole Co. Musterole	MBS	Erwin Wasey & Co. New York
Billy Rose	R. B. Semler Co., Inc. Krem! Shampoo & Hair Tonic	MBS	Erwin Wasey & Co. New York
Rose of My Dreams	Manhattan Soap Co., Inc. Blue-White Flakes	CBS	Duane Jones & Co.
Rosemary	Procter & Gamble Co. Ivory Snow	CBS	Benton & Bowles, Inc.
Jean Sablon	Wm. R. Warner Co., Inc. Richard Hudnut Beauty Preparations	CBS	Kenyon & Eckhardt, Inc.
The Saint	Lever Bros. Co. Trim Hair Tonic	CBS—PC	Foote, Cone & Belding
Saturday Night Roundup	Miles Laboratories Inc. Aika-Saltzer & Vitamins	NBC	Wade Adv. Agency

Saturday Night Serenade	Pet Milk Sales Co. 400-D Pet Milk	CBS	Gardner Adv. Co.
Screen Guild Players	Lady Esther Sales Co., Inc. Cosmetics	CBS	The Biow Co., Inc.
Screen Guild Players	R. J. Reynolds Tobacco Co. Cameo Cigarettes	CBS	William Esty & Co., Inc.
Second Mrs. Burton	General Foods Corp. LaFrance, Satina	CBS	Young & Rubicam, Inc.
Eric Sevareid—News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam, Inc.
The Shadow	G. Barr & Co. Balm Barr Lotion & Shampoo	MBS	Arthur Meyerhoff & Co. Chicago
The Shadow	Carey Salt Co. Carey Salt	MBS	McJunkin Advertising Co. Chicago
The Shadow	Delaware, Lackawanna & Western Coal Co. Blue Coal	MBS	Ruthrauff & Ryan New York
The Sheaffer Parade starring Eddy Howard	W. A. Sheaffer Pen Co. Pens, Pencils & Skrip	NBC	Russell M. Seeds, Inc.
Sherlock Holmes	Petri Wine Co. Petri Wine	MBS	Young & Rubicam, Inc. New York
Sherlock Holmes	Trimount Clothing Co. Clipper Craft Clothes	MBS	Wm. H. Weintraub & Co., Inc. New York
The Sheriff	Pacific Coast Borax Co. All Products	ABC	McCann-Erickson, Inc.
William L. Shirer & the News	J. B. Williams Co. Shaving Cream, Electric Shave	CBS	J. Walter Thompson Co.
Silver Theater	International Silver Co. Sterling 1847 Rogers Silver	CBS	Young & Rubicam, Inc.
Ginny Simms Show	The Borden Co. All Products	CBS	Young & Rubicam, Inc.
Red Skelton	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russell M. Seeds Co.
Sky King	Derby Foods, Inc. Peter Pan Peanut Butter, Derby Line of Canned Meats & Canned Meat Specialties	ABC	Needham, Louis & Brorby, Inc.
Smilin' Ed McConnell	Brown Shoe Co. Children's Shoes	NBC	Leo Burnett Co.
Smilin' Ed McConnell	H. C. Cole Milling Co. Omega Flour	MBS	Gardner Adv. St. Louis

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Jack Smith Show	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Kate Smith Speaks	General Foods Corp. Post 40% Bran, Post's Raisin Bran	CBS	Benton & Bowles, Inc.
Kate Smith Sings	General Foods Corp. Postum	CBS	Foote, Cone & Belding, Inc.
Solitaire Time	Campana Sales Co. Solitaire Make-up	NBC	The Clements Co. Inc.
Song of the Stranger	Pharmaco, Inc. Fear-a-mint	MBS	Ruthrauff & Ryan, Inc.
Sparkle Time with Meredith Willson	Canada Dry Ginger Ale, Inc. Canada Dry Beverages	CBS	J. M. Mathes, Inc.
Special Investigator	Commercial Credit Co. Institutional	MBS	Sheldon, Quick & McElroy New York
Sports Newsteel of the Air	Colgate-Palmolive-Peet Co. Palmolive Shave Cream	NBC	Sherman & Marquette Inc.
Spotlight on America	American Transit Association Transportation	MBS	Owens & Chappell, Inc. New York
Spotlight Review	Coca-Cola Co. Coca Cola	CBS	D'Arcy Adv. Co., Inc.
Standard Hour	Standard Oil Co. of Calif. Petroleum Products	NBC	Batten, Barton, Durstine & Osborne, Inc.
Standard School Broadcast	Standard Oil Co. of Calif. Petroleum Products	NBC	Batten, Barton, Durstine & Osborne, Inc.
Stars Over Hollywood	Bowey's, Inc. Dairi-Rich Products	CBS	Sorenson & Co.
The Story of Holly Sloan	General Mills, Inc. Pyequick	NBC	Knox-Reeves Inc.
Leland Stowe	United Electrical Radio & Machine Workers of America Institutional	MBS	Moss & Arnold Co. New York
Strange Romance of Evelyn Winters	Manhattan Soap Co., Inc. Blu-White Flakes	CBS	Duane Jones Co., Inc.
The David Street Show	Cardinet Candy Co. Candy Bars	NBC	Elliott-Daly Co.
Summer Electric Hour with Woody Herman's Orch.	Electric Companies Adv. Pgm. Institutional	CBS	N. W. Ayer & Son, Inc.

Sunday Evening Hour	Reichhold Chemicals, Inc. Musical Digest Magazine and Vox Records—Other Products	ABC	Kenyon & Eckhardt, Inc.
Sunday Evening Party with Hires	C. E. Hires Co. Hires Root Beer	ABC	N. W. Ayer & Son, Inc.
Sunoco Three Star Extra	Sun Oil Co. Gas & Oil	NBC	Roche, Williams & Cleary, Inc.
Sunrise Service Easter	Park Street Evangelical Church Religious Talks	MBS	Tarler & Shinner Boston
Starlight Serenade	Conti Products, Inc. Conti Shampoo & Soap	MBS	Birmingham, Castleman & Pierce, Inc. New York
Star Time with Dorothy Kilgallen	Drackett Co. Drano & Windex	ABC	Young & Rubicam, Inc.
Surprise Theater with Knox Manning	Calif. Prune & Apricot Growers Assn. Sunsweet Tenderized Fruit	CBS—PC	Long Adv. Service
Suspense	Roma Wine Co. Roma Wines	CBS	The Biow Co., Inc.
Warren Sweeney—News	Curtiss Candy Co. Candy	CBS	C. L. Miller Co.

Take It or Leave It	Eversharp Inc. Pens & Pencils	NBC	Biow Co., Inc.
Tales of Willie Piper	General Electric Co. Electric Lamps & Bulbs	ABC	Batten, Barton, Durstine & Osborn, Inc.
Henry J. Taylor	General Motors Corp. Institutional	MBS	Kudner Agency Inc. New York
Mary Lee Taylor	Pet Milk Sales Co. 400-D Pet Milk	CBS	Gardner Advertising Co.
Teentimers Club	Teentimers Inc. Dresses & Cosmetics	NBC	Buchanan & Co., Inc.
The Telephone Hour	Bell Telephone System Telephone Service	NBC	N. W. Ayer & Son, Inc.
Alec Templeton	Standard Brands, Inc. Chase & Sanborn Coffee, Royal Pudding	NBC	J. Walter Thompson Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Tennessee Jed	Safeway Stores, Inc. Beverly Peanut Butter	ABC—PC	J. Walter Thompson Co.
Tennessee Jed	Ward Baking Co. Bread & Cakes	ABC	J. Walter Thompson Co.
Terry and the Pirates	Quaker Oats Co. Puffed Wheat & Rice Sparkies	ABC	Sherman & Marquette, Inc.
Tex & Jinx Show	Bristol-Myers Co. Ipana	NBC	Young & Rubicam, Inc.
The Texaco Star Theatre	Texas Co. Gasoline & Motor Oil	ABC	Kudner Agency, Inc.
That's Finnegan	Household Finance Corp. Personal Loans	CBS	Le Vally, Inc.
Theatre Guild on the Air	United States Steel Corp. Institutional	ABC	Batten, Barton, Durstine & Osborn, Inc.
This Farming Business	Skelly Oil Co. Petroleum Products	NBC	Henri, Hurst & McDonald, Inc.
This Is Hollywood with Hedy Hopper	Procter & Gamble Co. Camay	CBS	Pedlar & Ryan, Inc.
This Is Nora Drake	The Toni Co. Home Permanent Wave	NBC	Foote, Cone & Beiding, Inc.
This Is Your FBI	Equitable Life Assurance Soc. of the U. S. Insurance	ABC	Warwick & Legler, Inc.
This Woman's Secret	General Mills, Inc. Sperry Flour Cereals & Wheaties	NBC	Knox-Reeves, Inc.
Those Websters	Quaker Oats Co. Oatmeal	MBS	Ruthrauff & Ryan, Inc. Chicago
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Advertising, Inc.
Lowell Thomas	Sun Oil Co. Gas & Oil	NBC	Roche, Williams & Cleary, Inc.
Time for Rolly Langley	Ferry-Morse Seed Co. Seeds	CBS—PC	MacManus, John & Adams, Inc.
Today's Children	General Mills, Inc. Wheaties	NBC	Knox-Reeves, Inc.
Tom Mix & His Ralston Straight Shooters	Ralston-Purina Co. Cereal Foods	MBS	Gardner Adv. Co. St. Louis
Torne Time	The Toni Co. Home Permanent Wave	NBC	Foote, Cone & Beiding, Inc.

Berminham, Castleman & Pierce, Inc.
New York
Ward Wheelock Co.

Aubrey, Moore & Wallace, Inc.
Chicago
Moss & Arnold & Co.

Compton Adv., Inc.

Cecil & Presbrey, Inc.
New York

MBS

CBS

MBS

MBS

NBC

MBS

Conti Products, Inc.
Conti Shampoo & Soap

Campbell Soup Co.
Campbell Soups

Williamson Candy Co.
O'Henry Candy Bars

Progressive Citizens of America
Institutional

Procter & Gamble Co.
Duz

Ronson Art Metal Works
Ronson Lighters

Treasure Hour of Song

Robert Trout and the News

True Detective Mysteries

Truman's Proposal on
Aid to Turkey & Greece

Truth Or Consequences

Twenty Questions

N. W. Ayer & Son, Inc.
New York

MBS

U. S. Army Recruiting Service
Army Recruiting

U. S. Military Academy Football Game

The Biow Co.

Wm. Esty & Co., Inc.

Sweeney & James Co.

G. C. Hoskin Assoc.
Chicago

J. M. Mathes, Inc.

Young & Rubicam, Inc.

NBC

CBS

NBC

MBS

ABC

CBS

Philip Morris & Co., Ltd.
Philip Morris

R. J. Reynolds Tobacco Co.
Camel Cigarettes

Firestone Tire & Rubber Co.
Tires & Tubes

Voice of Prophecy, Inc.
Religious Talks

American Express Co.
Travelers Checks

Lever Bros. Co.
Lipton's Tea & Continental Soup Mix

The Rudy Vallee Show

Vaughn Monroe Show

Voice of Firestone

Voice of Prophecy

Vox Pop

Vox Pop

Botsford, Constantine & Gardner

Brisacher, Van Norden, Staff
San Francisco

NBC

MBS

Tillamook County Creamery Assoc.
Cheese

Beverly Westwood Citizens
Institutional

Bernie Walker's Tillamook Kitchen

Henry A. Wallace

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Waltz Time	Sterling Drug Co. Phillips Milk of Magnesia	NBC	Dancer, Fitzgerald & Sample, Inc.
Fred Waring	American Meat Institute Meat & Allied Products	NBC	Leo Burnett Co., Inc.
Fred Waring	General Electric Co. Institutional	NBC	Batten, Barton, Durstine & Osborne, Inc.
Fred Waring Program	Minnesota Valley Canning Co. Canned Vegetables	NBC	Leo Burnett Co., Inc.
Wendy Warren & News	General Foods Corp. Maxwell House Coffee & Instant Maxwell House Coffee	CBS	Benton & Bowles, Inc.
We the People	Gulf Oil Corp. Gulf Oil Products	CBS	Young & Rubicam, Inc.
Welcome Travelers	Procter & Gamble Co. Crisco, Ivory Snow	ABC	Compton Adv., Inc. Benton & Bowles, Inc.
Cristopher Wells	Chrysler Corp. De Soto & Plymouth Dealers	CBS	Batten, Barton, Durstine & Osborn, Inc.
What's Doin' Ladies	Hunt Foods, Inc. Hunt Products	ABC—PC	Young & Rubicam, Inc.
When A Girl Marries	General Foods Corp. Calumet Swans Down	NBC	Benton & Bowles
The Whistler	Household Finance Corp. Personal Loans	CBS	LeVally, Inc.
The Whistler	Signal Oil Co. Gas, Oil	CBS—PC	Barton A. Stebbins Adv. Agency
Paul Whiteman Club	National Biscuit Co. Premium Crackers, Ritz Crackers, Nabisco Shredded Wheat, Nabisco Honey Made Grahams	ABC	McCann-Erickson, Inc.
Paul Whiteman Club	Nestle's Milk Products, Inc. Nescafe	ABC	Compton Adv., Inc.
Paul Whiteman Club	R. J. Reynolds Tobacco Co. Cigarettes and Pipe Tobacco	ABC	William Esty & Co.
Paul Whiteman Club	Wesson Oil & Snowdrift Co. Wesson Oil & Snowdrift Shortening	ABC	Kenyon & Eckhardt, Inc.
Widner Cup Race	Gillette Safety Razor Corp. Gillette Blades & Razors	MBS	Maxon, Inc. New York

Alvin Wilder	Sealy Mattress Co. Mattresses	ABC	Alvin Wilder Agency
Walter Winchell	Jergens Co. Jergens Lotion, Woodbury Facial Soap	ABC	Robert W. Orr & Associates, Inc.
Woman in White	General Mills, Inc. Bisquick, Betty Crocker Soups	NBC	Knox-Reeves, Inc.
World Front	Bunte Brothers Candy	NBC	Presba, Fellers & Presba
World Series	Gillette Safety Razor Corp. Gillette Blades & Razors	MBS	Maxon, Inc. New York

Y

You Bet Your Life	Elgin American Division of Illinois Watch Case Co. Compacts, Cigarette Cases, Dresser Sets, Powder Boxes, Cigarette Cases with Lighter	ABC	Weiss & Geller, Inc.
Alan Young Show	Bristol-Myers Co. Ipana & Minit-Rub	NBC	Young & Rubicam, Inc.
Young Dr. Malone	Procter & Gamble Co. Crisco	CBS	Compton Adv., Inc.
Young People's Church of the Air	Young People's Church of the Air Religious Talks	MBS	Erwin, Wasey & Co. New York
Young Widder Brown	Sterling Drug Co. Haley's M-O, Phillips Toothpaste	NBC	Dancer, Fitzgerald & Sample, Inc.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	CBS	Foote, Cone & Belding, Inc.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC	Foote, Cone & Belding, Inc.
Your Hope Chest	Pict-Sweet Foods, Inc. Food Products	CBS-PC	Ruthrauff & Ryan, Inc.
Your Sports Question Box	G. N. Coughlin Co. Chimney Sweep	ABC	Roche, Williams & Cleary, Inc.

Z

Zale-Graziano Fight	Adam Hat Stores, Inc. Men's Hats	NBC	The Biow Co.
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Network Co-operative Programs—1947

Following page contains a complete listing of four national network co-operative programs heard during the 12-month period ending Dec. 31, 1947. Listing includes program title and network over which program is heard. Sponsors and advertising agencies handling the account are not indicated due to limitations of space. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC.

PROGRAM	NETWORK	PROGRAM	NETWORK	PROGRAM	NETWORK
Abbott & Costello	ABC	Joan Davis	CBS	The Johnson Family	MBS
Martin Agronsky	ABC	Dick Tracy	ABC	Kaltenborn Edits the News	NBC
Alexander's Mediation Board	MBS	Editor's Diary	MBS	Walter Kiernan	ABC
America's Town Meeting	ABC	Ethel & Albert	ABC	Hawk Larabee	CBS
Red Barber	CBS	Final Edition—News of the World	NBC	Fulton Lewis, Jr.	MBS
Baukhage	ABC	Fishing & Hunting Club of the Air	MBS	Robert McCormick	NBC
Believe It or Not	NBC	Cedric Foster	MBS	Meet Me At Parky's	MBS
Boston Symphony	ABC	Harkness of Washington	NBC	Meet the Press	MBS
Broadway and Vine with Radie Harris	CBS	Headline Edition	ABC	Mr. President	ABC
Cecil Brown	MBS	Bill Henry and the News	CBS	Passing Parade with John Nesbitt	MBS
Captain Midnight	MBS	George Hicks & The News	ABC	The Shadow	MBS
CBS Morning News with Harry Clark	CBS	Dick Hottelet	CBS	Kate Smith Speaks	MBS
CBS News of America	CBS	House Party	CBS	Tell Your Neighbor	MBS
CBS World News Roundup	CBS	Chet Huntley—News	CBS	Winner Take All	CBS
Nancy Craig	ABC	Information Please	MBS	Harry Wismer	ABC
Bill Cunningham	MBS	Inside of Sports	MBS	The World Tonight—News Analysis	CBS
Elmer Davis	ABC	Erskine Johnson in Hollywood	MBS	World News Roundup	NBC

ORGANIZATIONS

Addresses

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Personnel

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Associations

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Radio Groups

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Unions

•

Guilds

ORGANIZATIONS

PERSONNEL — ADDRESSES — UNIONS

ASSOCIATIONS — RADIO GROUPS — GUILDS

Actors Equity Association

45 W. 47th St., New York 19, N. Y.
 BRyant 9-3550

OFFICERS

President Clarence Derwent
 1st Vice President Augustin Duncan
 2nd Vice President Cornelia Otis Skinner
 3rd Vice President Raymond Massey
 4th Vice President William Harrigan
 Executive Secretary-Treasurer Paul Dullzell
 Assistant Executive Angus Duncan
 Recording Secretary John Beal
 Counsel Paul N. Turner
 Associate Counsel Rebecca Brownstein
 Auditor Frank Mesurac

COUNCIL

John Alexander, Vera Allen, Edith Atwater, Ray Bolger, Philip Bourneuf, Matt Briggs, Anne Burr, Louis Calhern, Leo G. Carroll, Ilka Chase, Mady Christians, Alexander Clark, Clay Clement, Warren Coleman, Patricia Collinge, Ernest Cossart, Eric Dressler, Frank Fay, Jose Ferrer, Kathryn Givney, Ruth Hammond, Alan E. Hewitt, Sam Jaffe, John Kennedy, Jessie Royce Landis, Barbara Robbins, Philip Loeb, Aline MacMahon, Raymond Massey, Myron McCormick, Erin O'Brien-Moore, Elliott Nugent, Robert Perry, Jane Seymour, Jack Sheehan, Harvey Stephens, Carol Stone, Richard Taber, Frank Thomas, Edna Thomas, Frederic Tozere, Margaret Webster, Rhys Williams, Frank Wilson, Ralph Bellmay, Marjorie Gatenon, Margalo Gilmore, Burt Lahr, Philip Ober, Eddy Duchin.

BRANCH OFFICES

San Francisco: Theodore Hale, 216 Pine St., San Francisco 4.
 Hollywood: I. B. Kornblum, 6331 Hollywood Blvd., Chicago: Frank R. Dare, 720 Bittersweet Place, Chicago 13. Phone Wellington 6377
 Chorus Equity: 701 Seventh Avenue, New York 19, N. Y.

Advertising Association of the West

Charles W. Collier, Managing Director
 Lola M. Huey, Executive Secretary
 Francis Stampolis, Office Secretary
 530 Monadneck Building, San Francisco, Calif.
 Garfield 1-6868

BOARD OF DIRECTORS

President: Russell Z. Eller, Adv. Mgr., California Fruit Growers Exchange, 707 West 5th Street, Los Angeles 13.
 Senior Vice President: Gilbert L. Stanton, Director of Advertising & Publicity, Idaho Power Company, Boise.
 Secretary-Treasurer: Cy Western, Advertising Manager, The Emporium, S. F.
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 Vice Pres. Dist. No. 1: Les Jenkins, Classified Adv. Mgr., The Seattle Times.
 Vice Pres. Dist. No. 2: Grover C. Kinney, President, Advertisers Distributing Service, 1950 Curtis Street, Denver.
 Vice Pres. Dist. No. 3: H. Quentin Cox, Manager, Radio Station KCW, Portland.
 Vice Pres. Dist. No. 4: Robert Franklin, Robert Franklin & Associates, 2501 Tulare Street, Fresno.
 Vice Pres. Dist. No. 5: Robert J. McAndrews, Young & Rubicam, Inc., 6253 Hollywood Blvd., Hollywood.
 Vice Pres. Dist. No. 6: C. Russ Davidson, Manager,

Canadian Street Car Advertising Company, 470 Granville St., Vancouver, B. C.

Post President: Vernon R. Churchill, Assistant to the Publishers, The Oregon Journal, Portland.
 Chairman Finance Committee: Howard Willoughby, Vice President & General Manager, Lane Publishing Co., 576 Sacramento St., S. F.
 Chairman Club Service Div.: Muriel Tolle, The Tolle Company, 1340 3rd Ave., San Diego.
 Chairman Junior Executive Division: Miss Marion Simpson, James F. Lunke & Associates, Joseph Vance Bldg., Seattle.
 Chairman Advancement of Business Committee: George Weber, MacWilkins, Cole & Weber, Republic Bldg., Seattle.
 Chairman Advertising Commission: Don Belding, Foote, Cone & Belding, 601 W. 5th St., Los Angeles.
 Chairman Senior Advisory Committee Jr. Division: Mrs. Claire Drew Forbes, Claire Forbes Adv. Agency, 3 West Victoria, Santa Barbara.

FUNCTIONS

The Advertising Association of the West, now in its 45th year, is organized for the purpose of achieving a better understanding of advertising in our American life. The Association, through its 5,000 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.

The Advertising Council, Inc.

11 West 42nd St., New York 18, N. Y.
 BRyant 9-3641

OFFICERS

Chairman Charles C. Mortimer, Jr.
 Vice-Chairmen Kerwin H. Fulton,
 William Reydel, Paul B. West
 President Theodore S. Repplier
 Secretary-Treasurer Frederic R. Gombel
 Vice-Presidents Allan M. Wilson, George P. Ludlam
 Mgr. Radio Plans Gordon C. Kinney

BRANCH OFFICES

1010 Vermont Avenue, N. W., Washington, D. C.
 Phone, District 9043, T. S. Repplier, President.
 203 North Wabash Avenue, Chicago, Ill. Phone, Randolph 1753, L. S. Schwartz, Chicago Representative.
 Taft Building, Hollywood, Cal. Phone, Granite 7166,
 R. C. Poleson, Hollywood Representative.

FUNCTIONS

A non-profit organization, representing all phases of advertising, dedicated to the uses of advertising in the public service.

Advertising Federation of America

330 West 42nd St., New York 18, N. Y.
 BRyant 9-0430

OFFICERS

President and General Manager Elon C. Borton
 Chairman of the Board Allan T. Preyer
 (Chairman, Morse International, Inc., New York)
 Secretary Mrs. Bj Kidd
 (N. W. Ayer & Son, Inc., Philadelphia)
 Treasurer Robert S. Peare
 (Vice-President, General Electric Company,
 Schenectady)

ORGANIZATIONS

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:

- To help make advertising increasingly more effective.
- To raise continually higher standards of advertising practice.
- To promote better public understanding of advertising.
- To promote cooperative effort in advertising.
- To encourage improvement in advertising education.

Advertising Research Foundation, Inc.

11 West 42nd St., New York 18, N. Y.
Circle 6-6100

OFFICERS

Chairman.....Otis A. Kenyon
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 17, N. Y.
LExington 2-7980

OFFICERS

Chairman of the Board.....J. C. Cornelius
Vice-Chairman.....Thomas D'A. Brophy
Sec.-Treas.....Clarence B. Goshorn
Pres. & Exec. Secty.....Frederic R. Gamble
Asst. Exec. Sectys.....Herald Beckjorden,
Richard Turnbull, Richard L. Scheidker

FUNCTIONS

Activities of the A.A.A.A. may be grouped under three main objectives: (1) To protect, strengthen and improve the advertising agency business; (2) To advance the cause of advertising as a whole; (3) To give service to its members. In carrying out these aims, the A.A.A.A. also participates in many joint enterprises—The Advertising Council, Inc., the Committee on Consumer Relations in Advertising, Inc., Broadcast Measurement Bureau, Advertising Research Foundation, Traffic Audit Bureau, etc.

American Bar Association (Standing Committee on Communications)

Chairman.....Duke M. Patrick, Colorado Bldg., Washington 5, D. C.
Committeeman.....John A. Diener
Committeeman.....Julius F. Brauner
Committeeman.....Charles R. Reynolds, Jr.
Committeeman.....Edmund B. Sheo

FUNCTIONS

To advance the science of jurisprudence, promote the administration of justice and uniformity of legislation and of judicial decision in the Nation, and uphold the honor of the profession of the law.

American Communications Association (C. I. O.)

5 Beekman St., New York 7, N. Y.
COrtlandt 7-1374

OFFICERS

International President.....Joseph P. Selly
International Secty.-Treas.....Joseph F. Kehoe
Vice-President, Broadcast Dept.....William Lamey
Local One Secty.-Treas.....Frederick Kost
Chairman, Atlantic Branch.....William Bender
International Representative.....William Bender

FUNCTIONS

Subsidiary of the C.I.O. Broadcast Dept. devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty-two stations in the East, including eight contracts in the Metropolitan area of New York City.

American Council on Education

744 Jackson Place, Washington 6, D. C.
National 5691

EXECUTIVE OFFICERS

Chairman.....Leonard Carmichael
President.....George F. Zook
Secretary.....Eugene B. Elliott
Vice-President.....A. J. Brumbaugh

FUNCTIONS

Acts as a clearing house for the exchange of educational opinion; seeks to define and clarify educational issues of national significance and to enlist appropriate agencies for their solution. Financed by membership due from educational organizations and institutions and by receipt of special grants for specific pieces of research.

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

George V. Clancy, J. W. Parks, Oscar F. Hild, Herman D. Kenin, Walter M. Murdoch.

American Federation of Radio Artists (AFRA)

2 West 45th St., New York 19, N. Y.
Vanderbilt 6-1810

NATIONAL OFFICERS

President.....Kenneth Carpenter
Vice-President.....Clayton Collyer
Vice-President.....Wm. S. Gavin
Vice-President.....Knox Manning
Vice-President.....Margaret Speaks
Vice-President.....Ned Wever
Treasurer.....Alan Bunce
Recording Secretary.....Norman Field
National Executive Secretary.....George Heller
National Assistant Exec. Secretary.....A. Frank Reel

BRANCH OFFICES

Chicago Local—102 E. Hubbard St., Chicago, Ill.;
Roymand A. Jones, Executive Secretary.
Hollywood Local—6331 Hollywood Blvd., Hollywood 28, California; Claude L. McCue, Executive Secretary.
San Francisco Local—26 O'Farrell St., San Francisco, Calif.; William S. Gavin, Executive Secretary.

American Guild of Musical Artists, Inc. (A. F. L.)

276 W. 43rd St., New York 18, N. Y.
LOngacre 5-7508

OFFICERS

President.....Lawrence Tibbett
1st Vice President.....Norman Cordon
2nd Vice President.....Julius Huehn
3rd Vice President.....Edward Harris
4th Vice President.....Conrad Thibault
5th Vice President.....Jascha Heifetz
Executive Secretary.....Hymon R. Faine
Recording Secretary.....Elisabeth Hoepfel
Treasurer.....Frederick Jagel
Counsel.....Jaffe & Jaffe

BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd. Phone, Hillside 5121.
San Francisco: Theodore Hale, 216 Pine St. Phone, Sutter 0855.

Chicago: Ben Meyers, 188 W. Randolph St., Phone. State 0585.

Philadelphia: C. Gilbert Mason, 207 Walnut Pl. Phone. Lombard 1187.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artistes of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

American Marketing Association

436 David Kinley Hall, Urbana, Ill.
7-5274

OFFICERS

President Wroe Alderson
Vice-President Everett R. Smith
Vice-President Edgar H. Gault
Secretary Harvey W. Huegy
Treasurer Wilford White

BRANCH OFFICES

23 Chapters in principal cities throughout the United States.

FUNCTIONS

An Association for the advancement of science in marketing. Composed of individuals engaged in the marketing field, both practice and teaching embracing the sub-occupations of retailing, wholesaling, market research, industrial marketing, farm marketing, advertising, credits and collections, international trade, marketing legislation, marketing research, economics (price policies), sales management, sales analysis.

American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.
CALEdonia 5-2000

OFFICERS

President David W. Howe
Vice-President Edwin S. Friendly
Secretary J. L. Stackhouse
Treasurer W. L. Fanning
General Manager Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone. Franklin 3746.
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 (ASCAP)

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 George W. Meyer
Assistant Secretary Donald Gray
Assistant Treasurer Ray Handerson

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BRANCH OFFICES AND REPRESENTATIVES

(In all principal cities throughout the United States.)

FUNCTIONS

Organized in 1914 as a voluntary, unincorporated, non profit association, to represent the performing rights of its members, in negotiations with commercial users of music. Current membership is some 1,900 writer (composer and author) members; 300 publisher members.

American Television Society

11 E 45th St., New York 17, N. Y.
MURray Hill 7-9250

OFFICERS

President Don McClure
Vice-President Herbert Taylor, Jr.
Secretary Dian Dincin
Treasurer Archibald U. Brounfeld

BOARD OF DIRECTORS

Chas. A. Allicote, Chas. J. Durban, Jack Levine, Paul Mowery, Geo. T. Shupert, Edward Sobal, Edward Stasheff.

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.

Artists Representatives Assoc., Inc.

1270 Sixth Ave., New York 20, N. Y.
Circle 6-1379

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Vice-President Nat Lefkowitz
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John F. Dugan, Herman Fialkoff, Joe Flaum, William Kent, Nat Lefkowitz, Harry Moss, Leon Newman, Sidney J. Page, Al Rickard, Harry Romm, Art Weems, Charles V. Yates.

BRANCH OFFICE

64 West Randolph St., Chicago 1, Ill. Phone. STA. 2215. Lyman E. Goss, Jr., 3rd Vice Pres. of ARA and Pres. of Chicago branch.

FUNCTIONS

ARA is a trade Association of Agents and managers operating in fields of radio, motion pictures, Variety, etc.

Associated Actors and Artistes of America

45 W. 47th St., New York 19, N. Y.
BRyant 9-3550

OFFICERS

International President Paul Dullzell
1st Int. Vice-President George Heller
2nd Int. Vice-President Reuben Cuskin
Int. Treasurer Ruth Richmond
Int. Executive Secretary Florence Marston

ORGANIZATIONS

FUNCTIONS

To advance, promote, foster, and protect the welfare of players and entertainers of the entertainment world, their calling and its condition, to promulgate and carry into effect such policy as shall secure the united action of its branches and the members thereof for the common good, and the united action of the members of each branch for the common good of such branch, to prevent and abolish abuses from which those coming under the jurisdiction of this Association shall or may suffer, to assist such persons in securing just and equitable contracts and agreements with their employers.

Associated Music Publishers, Inc. (AMP)

25 W. 45th Street, New York 19, New York
BRyant 9-0845
Cable Address: MUSICPUB—NEW YORK

OFFICERS

Chairman of the Board.....Sydney M. Kaye
President & Secretary.....M. E. Tompkins
Vice President.....Karl Bouer
Vice President.....Earl B. Hall
Treasurer.....Charles E. Lawrence

BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, President, AMP.

Association for Education by Radio

228 N. LaSalle St., Chicago 1, Ill.
Dearborn 7801

OFFICERS

President: Wm. B. Levenson, Cleveland Public Schools.
Vice President: Franklin Dunham, U. S. Office of Education.
Vice President: Thomas Rishworth, University of Texas.
Secretary: Gertrude Broderick, U. S. Office of Education.
Treasurer: George Jennings, Chicago Radio Council.

FUNCTIONS

To further the cause of radio in education through publication of the Journal of the AER, meetings, conferences, etc.

Assoc. of Canadian Advertisers, Inc.

303 Federal Building, 85 Richmond St., West,
Toronto 1, Ontario.
Adelaide 8047-8

OFFICERS

President—Harold J. C. Jackson, Chrysler Corp. of Canada, Ltd., Windsor.
Vice-Presidents—George S. Bertram, Swift Canadian Co. Ltd., Union Stock Yards, Toronto; Mrs. Muriel W. Gillespie, Courtaulds (Canada) Ltd., 1220 University Tower, Montreal; J. C. Hagey, The B. F. Goodrich Rubber Co., of Canada Ltd., Kitchener; Lee Trenholm, Underwood Ltd., 135 Victoria St., Toronto; Hedleigh T. Venning, Sherriff's Ltd., 24 Matilda St., Toronto.
Treasurer—J. P. Lyons, Manufacturers Life Insurance Co., 200 Bloor St. E., Toronto.

General Manager—Athol McQuarrie, Association of Canadian Advertisers Inc., 85 Richmond St. W., Toronto.
Secretary—John A. M. Galilee, Association of Canadian Advertisers Inc., 85 Richmond St. W., Toronto, Ontario.

DIRECTORS

D. E. Bankart, Northern Electric Co. Ltd., 1620 Notre Dame W., Montreal; Robert E. Day, Bulovo Watch Co. Ltd., 372 Bay Street, Toronto; E. T. Gater, Sterling Products Ltd., Windsor; J. W. Lawrence, The Borden Co. Ltd., Spaidina Crescent, Toronto; John O. Pitt, Canadian Fairbanks-Morse Co. Ltd., 980 St. Antoine Street, Montreal; Neil B. Power, Howard Smith Paper Mills Ltd., 407 McGill Street, Montreal; M. M. Schneckenburger, The House of Seagram, 1430 Peel Street, Montreal; James F. Scruton, H. J. Heinz

Co. of Canada Ltd., 420 Dupont Street, Toronto; A. Usher, RCA Victor Co. Ltd., 976 Lacasse Street, Montreal; C. H. Willis, Appleford Paper Products Ltd., 78 Stirton Street, Hamilton.

FUNCTIONS

This association was incorporated in March 1917. For 32 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

Association of Inter-American Broadcasters (AIR)

Montevideo, Uruguay

OFFICERS

President.....Lorenzo Balerio Sicco
Vice-President.....Goar Mestre
Secretary.....Eneas Machado de Assis
Directors.....Emilio Azcarraga, Marco Gandasegui

FUNCTIONS

AIR is an association made up of various associations of radio from Canada to Argentina to protect private broadcasters (principally in South America) from Government encroachment.

Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.
MU 7-7242

OFFICERS

President.....Paul B. West
Secretary.....Edward T. Batchelder
Chairman of the Board.....R. B. Brown
(Bristol-Myers Co.)
Vice-Chairman.....W. N. Connolly
(S. C. Johnson & Son)
Vice-Chairman.....W. B. Potter
(Eastman Kodak Co.)
Treasurer.....Albert Brown
(The Best Foods, Inc.)

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

Association of Radio News Analysts

79 Fifth Ave., New York 3, N. Y.
AL 4-1129

OFFICERS

President.....H. V. Kaltenborn
Vice-Pres.....Elmer Davis
Vice-Pres.....Quincy Howe
Treasurer.....Robert Trout
Asst. Treas.....Cecil Brown
Secretary.....Charles Hodges
Asst. Secy.....Lorry Lesueur

EXECUTIVE COMMITTEE

John Daly, John MacVane, Caesar Saerchinger, William Hillman.

FUNCTIONS

* ARNA was founded during the war years by news analysts who agreed to a code of ethics designed to establish professional standards in news commentating over the air. The restricted membership facilitated confidential contacts with the Armed Services, the State Department, and Allied governments at the highest levels. This off-the-record policy continues to assure ARNA members the closest possible professional relations with our own and foreign governments. ARNA works to improve the professional status of news analysts in relation to the networks and independent station managements, as well as setting forth our views on such rulings of the Federal Communication Commission and Congressional legislation as affect the news aspect of broadcasting. (Annual elections take place April of each year.)

The Authors' Guild of The Authors' League of America, Inc.

6 E. 39th St., New York 16, N. Y.
Murray Hill 5-6930

OFFICERS

President Paul Gallico
 Vice President Helen Hull
 Secretary Gilbert W. Gabriel
 Executive Secretary Luise M. Sillico
 Assistant Executive Secretary Evelyn F. Burkey

BRANCH OFFICE

1655 North Cherokee Avenue, Hollywood 28, California. Phone, Gladstone 7128, Ann Roth Morgan.

FUNCTIONS

National business organization of authors.

The Authors League of America, Inc.

6 East 39th Street, New York 16, New York
 MU. 5-6930

OFFICERS

President Oscar Hammerstein 2nd
 Vice President John Hersey
 Secretary Peter Lyon
 Treasurer Arthur Schwartz
 Executive Secretary Luise M. Sillico
 Assistant Executive Secretary Evelyn F. Burkey

BRANCH OFFICE

1655 North Cherokee Avenue, Hollywood 28, California. Phone, Gladstone 7-7128, Ann Roth Morgan.

FUNCTIONS

The national business organization of authors and dramatists.

The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.
 Circle 7-0656

OFFICERS

North American Director William R. Reed
 Program Director Sam J. Slate
 Asst. Program Director Henry Straker
 Asst. Program Dept. Lillian Lang
 Jr. Asst Program Dept. Marion Moss
 Talks Producer Annette Ebsen
 Head of Administration Harold F. Burns
 Publicity Alice Stamatos

NEWS OFFICES

Lake Success: Phone Fieldstone 7-1100. Bernard Moore, U. N. Correspondent.

Washington: 1150 Connecticut Ave. N. W. Phone Executive 1465. Leonard Miall, Washington Correspondent.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover 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 19, N. Y.
 Plaza 7-1800

OFFICERS

President Carl Haverlin
 Vice President—General Counsel Sydney M. Kaye
 Vice-pres. in charge of finance and treasurer
 Charles A. Wall

Vice-pres. in charge of publishers Robert J. Burton
 Secretary M. E. Tompkins
 Comptroller C. C. Boydston

Board of Directors, Chairman, Justin Miller, National Association of Broadcasters, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, BMI, New York; John Elmer, WCBA, Baltimore, Maryland; Robert D. Swezey, Mutual Broadcasting System, New York City; William S. Hedges, National Broadcasting Co., New York City; Leonard Kopner, WCAE, Pittsburgh, Pa.; Joseph A. McDonald, American Broadcasting Co., New York City; Paul Morency, WTIC, Hartford, Conn.; J. Leonard Reinsch, WSB, Atlanta, Ga.; J. Harold Ryan, Fort Industry Company, Toledo, Ohio; Herbert V. Ackerberg, Columbia Broadcasting System, New York City.

STATION RELATIONS

Roy Harlow, Director; Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Linn Pattee, Ken Sparnoon, Burt Squire, Dorsey Owings.

BRANCH OFFICES

1549 North Vine St., Hollywood 28, Calif.
 Phone Hillside 7447

Synchronization Manager Eddie Janis
 Prof. Manager Irving Weiss

54 West Randolph St., Chicago 1, Ill.

Phone State 4188.

Executive-in-Charge James Cairns

1534 1/4 N. Wilcox Ave., Hollywood, Calif.

Executive in charge Richard L. Kirk

360 N. Michigan Ave., Chicago 1, Ill.

Andover 5892-3

Executive in charge Stan Myers

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.

BMI Canada, Ltd.

229 Yonge St., Toronto, Ont.
 Elgin 0040

OFFICERS

President Carl Haverlin
 Vice President Harry Sedgwick, K. C.
 Vice President Donald Manson
 General Manager Robert J. Burton
 Secretary-Treasurer T. Arthur Evans

BOARD OF DIRECTORS

Ernest L. Bushnell, CBC, Montreal; Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Jack Slatter, Radio Rep, Ltd., Toronto.

CANADIAN ADMINISTRATIVE STAFF

Dir. Station Relations William Harold Moon
 Publications Jean L. Howson
 Montreal Rep. Howard Fogg
 Research M. E. Hewitt

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 Bureau of Broadcast

Measurement

303 Federal Building, 85 Richmond Street West,
 Toronto 1, Ontario, Canada

Adelaide 8047-8

President: L. E. Phenner, Canadian Cellucotton Products Co. Limited, Toronto.

Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

DIRECTORS

H. N. Stovin, Haroce N. Stovin & Company, Toronto, Ont.; W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; Harold E. Stephenson, The Canada Starch Co., Limited, Montreal, Que.; C. R. Vint, Colgate-Palmolive-Peet Co., Limited, Toronto, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto, Ont.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

Canadian Assn. of Broadcasters

2100 Victory Bldg., 80 Richmond St., W.,
 Toronto, Ont., Canada
 Adelaide 5684

OFFICERS

Chairman of the Board Harry Sedgwick
 (CFRB, Toronto)

Hon. President G. R. A. Rice
 (CFRN, Edmonton)

ORGANIZATIONS

Manager-Consulting Engineer.....H. S. Dawson
 Secretary-Treasurer.....T. A. Evans
 Director of Broadcast Adv.....G. D. Scott
 Director of Public Relations.....T. J. Allard

DIRECTORS

Phil Lalonde, CKAC, Montreal, P. Q.; A. Gauthier, CHLT, Sherbrook, P. Q.; Col. K. S. Rogers, CFCY, Charlottetown, P. E. I.; M. Neill, CFNB, Fredericton, N. B.; K. D. Soble, CHML, Hamilton, Ontario; R. Snelgrove, CFOS, Owen Sound, Ont.; A. A. Murphy, CFQC, Shaskatoon, Sask.; A. M. Cairns, CFAC, Calgary, Alta.; G. Henry, CJCA, Edmonton.

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 85 privately owned (independent) broadcasting stations in Canada.

Catholic Actors Guild of America, Inc.

Inch. Astar, New York 19, N. Y.
 Circle 6-5566

OFFICERS

President.....Gene Buck
 1st Vice-President.....Pat O'Brien
 2nd Vice-President.....Jay Jastyn
 Recording Secretary.....Ed Begley
 Historian.....Kathryn W. Givney
 Executive Secretary.....George Buck
 Chairman of Executive Board.....Frank McNellis
 Chaplain-Treasurer.....Rev. Gustave de Leon

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. Provide care for needy, ill, etc. and burial for indigent actors in Guild plot at Calvary Cemetery.

Catholic Writers Guild of America

128 W. 71st St., New York 23, N. Y.
 ENdcott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
 President.....Donald R. O'Brien
 Vice-President.....Richard Reid
 Treasurer.....Clarence E. Heller
 Executive Secretary.....Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

Chicago Radio Management Club

360 N. Michigan Ave., Chicago 1, Ill.
 Franklin 0485

OFFICERS

President.....Mark Smith
 Vice-President.....Kay Kennelly
 Secretary.....Holly Shively
 Treasurer.....Kenneth E. Shepard

FUNCTIONS

To provide a common meeting ground for discussions of problems of radio management, to formulate and maintain standards and principles of fair practice in the industry, to disseminate information relative to current radio trends and to act as a central agency through which radio, advertising, publicity, counsel and similar services may be furnished to governmental, war and allied causes upon demand.

Composers, Authors and Publishers Assn. of Canada, Ltd.

132 St. George St., Toronto 5, Ont., Canada
 Phone: Elgin 9219

OFFICERS

President.....Sir Ernest MacMillan, B.A., Mus. D. (Oxon.), LL.D., Hon. R.A.M., F.R.C.M., F.R.C.O.

General Manager.....William S. Law
 Manager, Licensing Dept.....C. R. Matheson
 Manager, Distribution Dept.....Ruth Passey
 Comptroller.....J. K. Bailey

DIRECTORS

Claude Champagne, Harold W. Cluff, C. C. Devreux, John Murray Gibbon, Allister Grosart, Ralph Hawkes, H. T. Jamieson, Mart Kenney, Sir Ernest MacMillan, Holmes Maddock, Richard F. Murray, Gordon V. Thompson.

FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-one (21) countries.

The Dramatists' Guild of The Authors' League of America, Inc.

6 E. 39th St., New York 16, N. Y.
 MURray Hill 5-6930

OFFICERS

President.....Moss Hart
 Vice-President.....George S. Kaufman
 Secretary.....Herbert Kuby
 Executive Secretary.....Luise M. Sillcox
 Assistant Executive Secretary.....Evelyn F. Burkey

BRANCH OFFICE

1655 North Cherokee Ave., Hollywood 28, Calif.
 Phone Gladstone 7-7128

Executive in charge.....Ann Roth Morgon

FUNCTIONS

The national business organization of dramatists.

Federal Communications Bar Assn.

1038 National Press Bldg. Washington 4, D. C.
 National 7949

OFFICERS

President.....Reed T. Rollo
 1st Vice-President.....Carl I. Wheat
 2nd Vice-President.....Guilford Jameson
 Secretary.....John H. Midlen
 Treasurer.....Russell Rowell

EXECUTIVE COMMITTEE

Arthur Scharfeld, Neville Miller, Eliot Lovett, Ben S. Fisher, Philip Hennessey, Ralph Van Orsdel.

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York 10, N. Y.
 GRamercy 5-3475

OFFICERS

Executive Secretary.....Frank C. Goodman
 Assistant Executive.....Ethel A. Rich
 Program Director.....Wesley B. Goodman

FUNCTIONS

The Department of National Religious Radio, 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 over three national networks.

Federal Radio Education Committee (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.
 Executive 6300, Extension 2897

OFFICERS

Chairman.....J. W. Studebaker
 Vice-Chairman.....Franklin Dunham
 Secretary-Editor.....Gertrude G. Broderick

EXECUTIVE COMMITTEE MEMBERS

John W. Studebaker, U. S. Commissioner of Education,
 Chairman
 Edwin H. Armstrong, FM Inventor and Professor of
 Electrical Engineering, Columbia University
 Elsie Dick, Director of Education, Mutual Broadcasting
 System
 Clifford J. Durr, Commissioner, Federal Communications
 Commission
 William C. Eddy, Director of Television, Station
 WBKB, Chicago
 John Elmer, President, Baltimore Broadcasting Corpora-
 tion
 Willard E. Givens, Executive Secretary, National Educa-
 tion Association
 Clye Hissung, State Supt. of Public Instruction (Ohio)
 representing National Council of Chief State School
 Officers
 Very Rev. Msgr. Frederick G. Hochwalt, Director,
 Department of Education, National Catholic Welfare
 Conference
 Robert B. Hudson, Director of Education, Columbia
 Broadcasting System
 Kathleen N. Lardie, Supervisor of Radio Education,
 Detroit Public Schools, representing Assn. of Educa-
 tion by Radio
 Harold B. McCarty, Director, Station WHA, represent-
 ing National Association of Educational Broadcasters
 Bruce E. Mahan, Dean of Extension, State University
 of Iowa, representing National University Extension
 Association
 Justin Miller, President, National Association of Broad-
 casters
 Robert Saudek, Director of Public Affairs, American
 Broadcasting Company
 Mrs. Nathan Straus, Director of Educational Programs,
 Station WMCA, New York City
 Levering Tyson, President, Muhlenberg College
 Judith C. Waller, Director of Public Service, Central
 Division, National Broadcasting Company

FUNCTIONS

The Federal Radio Education Committee was ap-
 pointed in 1935 by the Federal Communications Com-
 mission 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 arrange-
 ments between educators and broadcasters on national,
 regional and local bases. Some two dozen printed
 publications are described in a free folder entitled,
 "What the FREC Offers You." Most of them are sold
 at 25 cents per copy. The monthly FREC Service Bulle-
 tin, a four-page publication giving news of current
 educational radio programs, sources of program ma-
 terial and other information of interest to teachers
 and broadcasters, is available free on request. Other free
 publications include a monthly list of Selected Pro-
 grams for Student Listening and a Directory of Col-
 lege Radio Courses.

Federal Trade Commission

Pennsylvania Ave., at 6th St., N.W.,
 Washington 25, D. C.
 Executive 6800

PERSONNEL

Chairman.....Robert E. Freer
 Commissioner.....Garland S. Ferguson
 Commissioner.....Lawell B. Mason
 Commissioner.....Ewin L. Davis
 Commissioner.....William A. Ayres
 Secretary.....Otis B. Johnson
 General Counsel.....Wm. T. Kelley
 Dir. of Office of Legal Investigation.....James A. Horton
 Director, Radio & Periodical Div.....Donald B. Gatliff
 Director, Bureau of Litigation.....Richard P. Whiteley
 Chief Economist.....Dr. Corwin D. Edwards
 Director, Bureau of Trade Practice, Conferences
 and Wool Act Administration.....Henry Miller
 Director, Bureau of Stipulations.....P. B. Morehouse

BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y.
 Executive in charge.....Rolf H. Kielland
 1118 New Post Office Bldg., Chicago 7, Ill.
 Executive in charge.....John H. Bass
 133 Federal Office Bldg., San Francisco 2, Calif.
 Executive in charge.....Clarence T. Sadler
 447 Federal Office Bldg., Seattle 4, Wash.
 Executive in charge.....Walter W. Harris
 1031 Federal Office Bldg., New Orleans 12, La.
 Executive in charge.....William B. Lott

FUNCTIONS

In general, the duties of the Federal Trade Com-
 mission are: to promote free and fair competition in
 interstate trade in the interest of the public through
 prevention of price-fixing agreements, boycotts, re-
 straint-of-trade combinations, unlawful price and
 other discriminations, and other unfair methods of
 competition and unfair or deceptive acts or practices;
 to safeguard the health of the consuming public by
 preventing dissemination of false advertisements of
 food, drugs, curative devices and cosmetics which
 may be injurious; to apply to the Commissioner of
 Patents for cancellation of the registration of trade-
 marks which are in violation of the provisions of the
 Lanham Trade-Mark Act; to conduct economic inves-
 tigations of a general or special character on its
 own initiative, upon the direction of the President
 or the Congress, or upon application of the Attorney
 General.

First Advertising Agency Group

30 Vesey St., New York 7, N. Y.
 Worth 2-5884

OFFICERS

President.....W. Arthur Lee
 Vice-President.....Thayer Newman
 Secretary-Treasurer.....William E. Featherstone

BRANCH OFFICES

Membership in this organization includes the fol-
 lowing advertising agencies in the cities indicated:
 Hevenor Adv. Agency, Albany, New York; Melvin F.
 Hall Adv. Agency, Inc., Buffalo, N. Y.; Aimon Brooks
 Wilder, Inc., Chicago, Ill.; The Koeler & Srites Co.,
 Cincinnati, Ohio; The Lee Donnelley Co., Cleveland,
 Ohio; Gray & Company, Denver, Colorado; Holden,
 Clifford, Flint, Inc., Detroit, Michigan; Newman,
 Lynde & Associates, Inc., Jacksonville, Florida; The
 Mayers Co., Los Angeles, Calif.; Simon & Gwynn,
 Inc., Memphis, Tenn.; Lee-Stockman, Inc., New York,
 N. Y.; A. E. Aldridge, Associate, Philadelphia, Pa.;
 Smith, Taylor & Jenkins, Inc., Pittsburgh, Pa.; Adver-
 tising Inc., Richmond, Va.; The Ridgway Co., Inc., St.
 Louis, Mo.; W. E. Featherstone Adv. Agency, Salt
 Lake City, Utah; The Conner Co., San Francisco, Calif.;
 Stevenson Adv. Service Pty., Ltd., Melbourne, Aus-
 tralia; David, Inc., St. Paul, Minnesota; Patch &
 Curtis Adv. Agency, Long Beach, Calif.

FUNCTIONS

This organization is a cooperative group of inde-
 pendently owned advertising agencies using identical
 identically owned advertising agencies acting as branch
 offices in the interest of each member.

Greater N. Y. Regional Council (Radio Guild, Local No. 50— UOPWA—CIO)

30 East 29th St., New York 16, N. Y.
 Murray Hill 3-9080

OFFICERS

President.....Chester F. X. Burger
 First V. P.....Nat Scott
 Second V. P.....Helen Lee
 Secretary.....Mary Stack
 Treasurer.....Nelda Scudder
 Radio Guild Rep..... Sylvia Sheridan

FUNCTIONS

A trade union representing white collar and non-
 professional people in the industry.

ORGANIZATIONS

Richard W. Hubbell and Associates

2101 International Bldg., Rockefeller Center,
New York 20, N. Y.
CI 6-1750

OFFICERS

Alfred N. Goldsmith, Richard W. Hubbell, Thomas
H. Hutchinson, Robert Jerome Smith.

BRANCH OFFICES

Engineering Offices
597 Fifth Ave., New York 17, N. Y.
PL 3-4150

Executive in charge.....Dr. Alfred N. Goldsmith
National Press Bldg., Washington 4, D. C.
National 6284

Executive in charge.....Robert Jerome Smith
140 W. 9th St., Cincinnati 2, O.
Cherry 1822
3201 Tareco Dr., Hollywood, Calif.
Hudson 2-5633

Executive in charge.....H. R. McCune

FUNCTIONS

A complete management consultant service for the operating television station, the licensee, and the applicant. Consultant and supervisory assistance in overall planning, economic and financial analysis, studio design, engineering, programming, operational problems, sales development, and public relations. Cooperates with established law firms, consulting engineers, and advertising agencies. Does not handle legal matters, file FCC applications, or sell advertising time or space.

The Institute for Education by Radio

Established 1930

Ohio State University, Columbus 10, Ohio
University 3148, Extension 708

OFFICERS

Director.....I. Keith Tyler
Executive Secretary.....Ardis Hillman Wheeler

FUNCTIONS

The Institute for Education by Radio is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State University. It meets in Columbus each May. The Institute sponsors an Annual Exhibition of Educational Radio Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the conference is published annually under the title, Education on the Air.

The Institute of Radio Engineers, Inc.

1 East 79th St., New York 21, N. Y.
REgent 7-9600

OFFICERS

President.....B. E. Shackelford
Vice President.....R. L. Smith-Rose
Sr. Post President.....F. B. Llewellyn
Jr. Post President.....W. R. G. Baker

DIRECTORS

Virgil M. Graham, Donald B. Sinclair, Murray G. Crosby, Raymond A. Heising, Herbert J. Reich, John V. L. Hogan, John B. Coleman, John A. Hutcheson, Theodore A. Hunter, A. Earl Cullum, Jr., Frederick E. Terman, Frederick S. Howes, Julius A. Strattan, James E. Shepherd.

FUNCTIONS

To advance the art and science of radio communication, and promote professional welfare of engineers engaged therein by means of its publications, presentation of papers at meetings, and by means of the work of its committee.

Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington 25, D. C.

OFFICERS

Chairman.....Dr. J. H. Dellinger
Vice-Chairman.....S. L. Windes
Secretary.....M. A. Price

Assistant Secretary.....W. F. Bradley
Chairman, Technical Subcommittee.....S. L. Windes

AGENCY AND REPRESENTATIVE

Department of Agriculture.....E. W. Lveridge, Repr.,
E. C. Wagner, Alt.
Department of Commerce.....Dr. J. H. Dellinger, Repr.,
L. H. Simson, Alt.*
Federal Communications Commission..A. L. McIntosh,
Repr., M. A. Price, Alt.*
Department of the Interior.....S. L. Windes, Repr.,
Howard F. Carl, Alt.
Department of Justice.....R. T. Harbo, Repr.,
H. J. Walls, Alt.
U. S. Maritime Commission.....A. Osborne, Repr.,
Henry Brown, Alt.
Navy Department.....Comdr. John R. Moore, Repr.,
Lt. Comdr. L. R. Raish, Alt.*
Department of State.....Capt. John S. Cross, Repr.,
Lt. Whitney M. Prall, Alt.*
Treasury Department.....Capt. D. E. McKay, Repr.,
Lt. Comdr. Whitney M. Prall, Alt.*
War Department.....Col. A. G. Simson, SC, Repr.,*
Lt. Col. C. W. Jones, SC, Alt.

TECHNICAL ADVISORS ACCREDITED TO COMMITTEE:

M. H. Woodward.....FCC
Dr. E. Dillon Smith.....Dept. of Commerce, WB
I. W. Conrad.....Dept. of Justice, FBI
W. Dean.....Navy Department
Lt. Col. Nathaniel White.....War Department

* Also regular representatives on the Technical Subcommittee.

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 which is confidential.

International Brotherhood of Electrical Workers (AFL)

1200 Fifteenth St., N.W., Washington 5, D. C.
District 3764

OFFICERS

International President.....D. W. Tracy
International Secretary.....J. Scott Milne
Asst. to President.....Lawson Wimberly

FUNCTIONS

International Brotherhood of Electrical Workers is a labor organization affiliated with the American Federation of Labor. It admits to membership radio broadcast technicians and engineers employed in radio and television stations. Local groups of IBEW are in about 60 major cities as local unions, in the United States. Several such groups are chartered in Canada.

The Lambs

130 W. 44th St., New York 18, N. Y.
BRyant 9-8020

OFFICERS

Shepherd.....Raymond Peck
Boy.....Walter N. Greazak
Corresponding Secretary.....Bobby Clark
Recording Secretary.....Jack Whiting
Treasurer.....James E. Meighan
Librarian.....Bob Hawk

DIRECTORS

Kenneth Webb, Elliott Nugent, Bruce Evans, William J. Kelly, Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, Ward Wilson, Arthur Maitland, William P. Adams, Frank Foy, John Alexander, Jay Jostyn, Otto Kruger.

LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Gaxton, Fred Waring, John Golden, Raymond Peck.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

Lowell Institute Cooperative Broadcasting Council

28 Newbury St., Boston 16, Mass.
KEnmore 6-8627

OFFICERS

Trustee	Ralph Lowell
Director	Parker Wheatley
Assistant Director	George W. Slade
Council Secretary	Marion G. Pushee
Producer	Richard Erstein
Assistant Producer	Robert W. Chase
Assistant Producer	Lawrence Creshkoff
Research Consultant	C. H. Harris Huey, Jr.
Assistant to the Secretary	Elizabeth Raiche

COORDINATORS

Rev. David R. Dunigan, S. J. (Boston College); Prof. S. B. Gould and Edwin H. Ginn, Associate (Boston University); David W. Bailey (Harvard); Prof. John E. Burchard (M.I.T.); Prof. Milton J. Schlagenhauf (Northeastern); and Dean John P. Tilton (Tufts).

FUNCTIONS

The Lowell Institute, in cooperation with Boston College, Boston University, Harvard, M.I.T., Northeastern and Tufts, organized the Council in 1946 for the purpose of adapting to radio the content of regular college and university courses. The Council produces series currently being presented in the public interest by all six of Boston's full-time commercial stations.

Market Research Council

c/o V. D. Reed
J. Walter Thompson Co., 420 Lexington Ave.,
New York 17, N. Y.

OFFICERS

President	Cornelius Du Bois
Vice President	Elmo C. Wilson
Secretary-Treasurer	Vergil D. Reed

EXECUTIVE COMMITTEE

Cornelius Du Bois, Elmo C. Wilson, Vergil D. Reed,
Robert N. King, Allan B. Sikes.

FUNCTIONS

To stimulate scientific study and sound thinking in marketing research; to stimulate wider use of its services; to encourage Governmental agencies to undertake practical studies; to encourage the study of marketing research as a profession; to take an active interest in the placement and advancement of marketing research personnel; to provide the focal point around which marketing research men can gather; to invite speakers to the monthly meetings to discuss studies, techniques and problems pertaining to marketing research and related subjects; to encourage the highest ethical practices in the preparation and use of marketing research.

Mississippi Broadcasters Assn.

OFFICERS

President	Gene Tibbett, WLOX, Biloxi
Vice-President	Granville Walters, WAML, Laurel
Secretary-Treasurer	Hugh Smith, WLAU, Laurel

DIRECTORS

Gene Tibbett, Chairman, Granville Walters, WAML, Laurel, Hugh Smith, WLAU, Laurel, Bob McRaney, WCBI, Columbus, C. J. Wright, WFOR, Hottiesburg, Wiley Harris, WJDX, Jackson, L. M. Sepough, WSLI, Jackson, Bob Wright, WTKO, Meridian, Emmett McMurray, WJPR, Greenville.

MEMBER STATIONS

WCMA, Corinth; WELO, Tupelo; WROX, Clarksdale; WJPR, Greenville; WGRM, Greenwood; WCBI, Columbus; WROB, West Point; WMOX, Meridian; WLOX, Biloxi; WCCM, Gulfport; WCJU, Columbia; WMS, Natchez; WCOC, Meridian; WTKO, Meridian;

WQBC, Vicksburg; WJDX, Jackson; WSLI, Jackson; WJXN, Jackson, WJQS, Jackson, WRBC, Ackson.

FUNCTIONS

This organization was formed to discuss the common problems of the stations throughout the State. The Association has brought about a greater understanding between the broadcasters, thereby improving the individual as well as the over-all operations of the stations throughout the State. The Association's members combine their facilities for special, public, sports and emergency broadcasts, thereby rendering a greater service to the people of the State.

Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board	Walter C. Douglas
President	Lester Santly
Vice-President	Jack Mills
Secretary	J. J. Bregman
Treasurer	Abe Olman
Agent and Trustee	Harry Fox

National Association of Broadcasters

(For Complete Listing See NAB Section, Page 237)

National Association of Disc Jockeys

545 Fifth Ave., New York 17, N. Y.
Murray Hill 7-9256

OFFICERS

President	Barry Gray
Vice President and Treasurer	Hugh Douglas
Press Relations	Andre Baruch
Secretary	William Leyden

BRANCH OFFICES

245 West 51st Street, New York, PL 7-6720,
Fred Robins, Pres.; Eileen O'Connell, Sec.; Bea Wain, Treas.
Sherman Hotel, Chicago, III. H. Douglas, Pres.

FUNCTIONS

N.A.D.J. is a Guild designed to assist Disk Jockeys throughout the country in raising the standards of their presentations where necessary; establish scholarships for new talents; give D.J.'s periodical information about artists and the record trade; establish a system of awards to those artists who in the opinion of the Association have done the best work throughout the Year. Establish sick and unemployment benefits for members. The N.A.D.J. newspaper is called "Inside Groove."

National Association of Educational Broadcasters

c/o WOI, Ames, Iowa

OFFICERS

President	Richard B. Hull
Vice President	John W. Dunn
Executive Secretary	M. S. Novik
Treasurer	W. I. Griffith

FUNCTIONS

To promote and foster education by radio through encouragement of the non-commercial, education radio stations.

National Assn. of Performing Artists

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President	Fred Waring
Vice-President	Bing Crosby
Vice-President	Meyer Davis
Vice-President	Paul Whiteman
Vice-President	Al Jolson
Secretary	Eddy Duchin
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,

ORGANIZATIONS

Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Erem Zimbalist.

FUNCTIONS

To protect the interpretive artist from exploitation of his recordings and transcriptions.

National Assoc. of Radio News

Directors

Station WTAM, NBC Bldg., Cleveland 14, Ohio
CHerry 0942 ext. 17

OFFICERS

President John Hogan
Station WCSH, Portland, Maine
1st Vice-President Sig Mickelson
Station WCCO, Minneapolis, Minn.
2nd Vice-President Jack Shelley
Station WHO, Des Moines, Iowa
Treasurer John Murphy
Station WCKY, Cincinnati, Ohio
Executive Secretary Edward Wallace
Station WTAM, Cleveland, Ohio

BOARD OF DIRECTORS

The aforementioned officers with exception of executive secretary Edward Wallace. Also Tom Eaton, station WTIC, Hartford, Conn.; Jack Krueger, station WTMU, Milwaukee, Wisc.; Robert Mahoney, station KWKH, Shreveport, La.; Soren Munkhof, station WOW, Omaha, Neb.; Leslie Ford, stations WGR-WKBW, Buffalo, N. Y.; Bob Redden, station WOC, Davenport, Iowa; Bob Eastman, station KOMA, Oklahoma City, Okl.; Ben Chatfield, station WMAZ, Macon, Ga.; Dove Kessler, station WHAM, Rochester, N. Y.

FUNCTIONS

The National Ass'n of Radio News Directors is a professional organization composed of men in charge of news operations. Its purpose is that of a purely professional organization to raise the standard of radio news operations so that the product of all stations will be of the highest integrity. The function of the organization is the interchange of information of a professional type, to aid its members in improvement of their profession. It has as affiliates, various state groups of radio news editors. The NARND issues a monthly bulletin in which new developments of radio news techniques are discussed.

National Association of Station Representatives (NARSH)

c/o Weed & Co., 350 Madison Ave., N. Y. 17, N. Y.
Murray Hill 7-7772

OFFICERS

President Paul H. Raymer
Vice-President H. Preston Peters
Treasurer Lewis H. Avery
Secretary Joseph J. Weed

MEMBERS

Avery-Knodel Inc., John Blair & Company, The Bolling Company Inc., The Branham Company, Burke Kuipers & Mahoney Inc., Burn Smith Company Inc., Copper Publications Inc., Thomas F. Clark Company Inc., Forjoe & Company, Free & Peters Inc., The Friedenber Agency Inc., Ilman Nicoll & Ruthman, W. S. Grant Company Inc., Homer Griffith Company, Headley-Reed Company, George P. Hollingbery Company, The Katz Agency Inc., Lorenzen & Thompson Inc., McGeehan & O'Mara Inc., Joseph Hershey McGiilvra Inc., J. P. McKinney & Son, John E. Pearson Company, John H. Perry Associates, Edward Petry & Company, Inc., Radio Advertising Company, Paul H. Raymer Company Inc., Sears & Ayer Inc., Taylor-Howe-Snowden Radio Sales Inc., Walker Company Inc., Weed & Company, Adam J. Young Jr. Inc.

FUNCTIONS

To develop the use and increase the sale of national spot radio.

National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.
Murray Hill 6-3535

OFFICERS

President R. P. Clayberger
Vice-President Warren Agry
Secretary Harry Dwight Smith
Treasurer John L. Anderson
General Manager Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

National Variety Artists, Inc.

223-5 W. 46th St., New York 19, N. Y.
Columbus 5-0956-7

OFFICERS

President Louis Handin
First Vice-President Jack O'Brien
Second Vice-President Harry Jackson
Treasurer Al Friedman
Secretary Rosa Crouch

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

Norfolk Ave. and Sixth St., Norfolk, Nebr.
Phone: 432

President Harry D. Peck
(KFOR, Lincoln)

Vice-President L. L. Hilliard
(KOLT, Scottsbluff)

Secretary-Treasurer Bob Thomas
(WJAG, Norfolk)

Director John Alexander
(KODY, North Platte)

Director Wick Heath
(KMM), Grand Island)

NAB Representative John J. Gillin, Jr.
(WOW, Omaha)

FUNCTIONS

Matters of Mutual Cooperation.

North Carolina Assn. of Broadcasters

Radio Station WKNS, Kingston, N. C.
Office of the Secretary

OFFICERS

President Harold Essex
Vice-President Robert M. Wallace
Secretary-Treasurer James W. Campbell
Director J. Frank Jarman
Director Allen Wannamaker

FUNCTIONS

To promote closer cooperation and understanding among the members to make possible unified effort when unity is beneficial; to protect its members in every lawful and proper manner from injustices and unjust exactions; to encourage and promote customs and practices which will be for the best interests of the public and radio of radio advertising, and to act as a regional contact with the National Association of Broadcasters.

Ohio Association of Broadcasters

22 E. Gay St., Columbus 15, Ohio
Phone, Adams 1101

OFFICERS

President John Pattison Williams
Vice-President E. Y. Flanigan
Secretary-Treasurer Carl M. Everson

FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio, in Ohio.

Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President.....George D. Coleman
(WGBI, Scranton)
Vice-President.....Roy F. Thompson
(WFBG, 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 20, N. Y.
Columbus 5-7362

OFFICERS

President.....Rocco Vocco
First Vice-President.....Joseph Santly
Second Vice-President.....Charles Warren
Third Vice-President.....Phil Kornheiser
Treasurer.....Irving Tanz
Financial Secretary.....Michael L. Schloss
Recording Secretary.....Louis E. Schwartz
Sergeant-at-Arms.....David Kent
Executive Director.....Bob Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schaefer
8360 W. First St., Los Angeles, Calif.
Regional Director.....Al Comparte
36 East Fifth Street, Cincinnati, Ohio
Regional Director.....Danny Engel

FUNCTIONS

Charitable and Benevolent Organization.

The Radio Club of America, Inc.

11 W. 42nd St., New York 18, N. Y.
Longacre 5-6622

OFFICERS

President.....Jerry B. Minter
Vice-President.....R. M. Akin, Jr.
Treasurer.....J. J. Stanley
Corresponding Secretary.....George C. Connor
Recording Secretary.....J. H. Bose

DIRECTORS

E. V. Amy, E. H. Armstrong, R. R. Batcher, G. E. Burghard, Alan Hazeltine, Harry Sadenwasser, J. M. Morelock, A. G. Richardson, P. P. Goldsmith, B. D. Loughlin, L. C. F. Horie, H. W. Houck, F. A. Klingenschmitt, 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 1, Ill.
Dearborn 7801

Superintendent of Schools.....Herold C. Hunt

OFFICERS

Director.....George Jennings
Program Director.....Elizabeth E. Marshall
Production Head.....Robert R. Miller
Chief Engineer.....E. H. Andresen
News Editor.....Beulah Reogge
Chief Announcer.....Malcolm Reeves
Continuity.....Mary L. Morgan
Writer.....Julia Mary Hanna
Music.....Juliet F. Magner
David Nyvall, Jr.

FUNCTIONS

A production unit for the schools of Chicago and Cook County, operating own FM station and using commercial facilities, with major emphasis upon elementary and high school programs. Produces in cooperation with many other civic and public service organizations. Sponsors the annual School Broadcast Conference.

Radio Directors Guild

A. F. of L.
The Gladstone
114 E. 52nd St., New York 22, N. Y.
Plaza 9-0875

OFFICERS

President.....Earle McGill
Vice-President.....Thomas Freebairn Smith
Vice-President.....Burr Lee
Vice-President.....George Zachary
Secretary.....Phli Cohan
Treasurer.....Anton M. Leader
National Executive Secretary.....Newman H. Burnett

BRANCH OFFICES

114 E. 52nd Street, New York, N. Y.
Plaza 9-0875
President.....William Sweets
203 N. Wabash, Rm. 506, Chicago, Ill.
Andrew 5458
President.....Burr Lee
6000 Sunset Blvd., Hollywood, Calif.
President.....Thomas Freebairn-Smith

FUNCTIONS

An organization to advance, foster, promote and benefit the interests of directors and associate directors of radio and television programs and to protect and secure their rights in their professional activities.

Radio Executives Club of New York

President's Office
30 Rockefeller Plaza, New York 20, N. Y.
Circle 7-8300

OFFICERS

President.....William Hedges
Vice-President.....Regina Schuebel
Secretary.....Claude Barrere
Treasurer.....Ralph Weil

FUNCTIONS

Promote and encourage the use of radio broadcasting as a medium of advertising; create a lasting fraternity of the persons engaged in radio broadcasting and its allied fields; provide for a common meeting place; promote a better understanding among members of the problems confronting the industry; disseminate information pertaining to radio which may be of mutual interest and value to members and the industry. The REC hold meetings the first and third Thursday of each month from October through May, at luncheons, Hotel Roosevelt, New York City.

Radio Manufacturers Association

1317 F Street, N. W., Washington 4, D. C.
National 4901

OFFICERS

President.....Max F. Batcom
(Sylvania Electric Products, Inc.)
Executive Vice-Pres.-General Manager.....Bond Geddes

ORGANIZATIONS

Treasurer.....Leslie F. Muter
(The Muter Co.)
General Counsel.....John W. Van Allen
Vice-President.....R. E. Carlson
(Tung-Sol Lamp Works, Inc.)
Vice-President.....J. J. Kahn
(Standard Transformer Corp.)
Vice-President.....Allen Shoup
(Sound, Inc.)

DIRECTORS

Benjamin Abrams, Emerson Radio & Phonograph Corp.; Max F. Balcom, Sylvania Electric Products Inc.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; Monte Cohen, The F. W. Sickles Co.; R. C. Cosgrove, Crosley Division, Avco Manufacturing Corp.; W. R. G. Baker, General Electric Co.; G. Richard Fryling, Erie Resistor Corp.; F. A. Hiter, Stewart-Warner Corp.; J. J. Kahn, Standard Transformer Corp.; F. R. Lack, Western Electric Co. Inc.; W. A. MacDonald, Hazeltine Electronics Corp.; A. D. Flamondon, Jr., The Indiana Steel Products Co.; Ienn W. Thompson, Noblitt-Sparks Industries, Inc.; Leslie F. Muter, The Muter Co.; A. Blumenkrantz, General Instrument Corp.; Lloyd H. Coffin, Hytron Radio & Electronics Corp.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, Radio Corporation of America, RCA Victor Div.; Paul V. Galvin, Motorola, Inc.; George R. Hoase, Operadio Mfg.; Lloyd A. Mommond Mfg. Co., Inc.; Larry F. Hardy, Philco Corp.; W. P. Hillard, Bendix Radio, Bendix Aviation Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.; J. Hall Stockpole, Stockpole Corbon Co.; Thos. A. White, Jensen Mfg. Co.; David Wold, DeWald Radio Mfg. Corp.; E. Alschuler, Sentinel Radio Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; G. M. Gardner, Wells-Gordner & Co.; Joseph Gerl, Sonora Radio & Television Corp.; H. J. Hoffman, Machlett Laboratories, Inc.; H. L. Hoffman, Hoffman Radio Corp.; George Lewis, Federal Telephone & Radio Corp.; Ray . Manson, Stromberg-Carlson Co.; H. C. Mattes, Belmont Radio Corp.; Ernest Searing, International Resistance Co.; Allen Shoup, Sound, Inc.; Harry G. Sparks, The Sparks-Withington Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.; R. C. Sprague, Sprague Electric 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

Room 302, 159 Bay St., Toronto 1, Ont., Canada
Adelaide 1531

OFFICERS

President.....S. L. Capell
(Philco Corp. of Canada Ltd., Toronto)
Vice-President.....F. R. Deakins
(RCA Victor Co. Ltd., Montreal)
Chairman, Parts Division.....D. Lou Harris
(Radio Components Ltd., Toronto)
Vice-Chairman, Parts Division.....Tom Fleming
(Kester Solder Co. of Canada Ltd., Brantford, Ont.)
Chairman, Engineering Comm.....S. Sillitoe
(Northern Electric Co. Ltd., Montreal)
Vice-Chairman, Eng. Comm.....F. H. R. Pounsett
(Stromberg-Carlson Co. Ltd., Toronto)
Chairman, Service Comm.....C. O. Baldwin
(Philco Corp. of Canada Ltd., Toronto)
Vice-Chairman, Service Comm.....E. C. Dohmer
(Dominion Electrohome Ind. Ltd., Kitchener, Ontario)
Executive Secretary.....S. D. Brownlee
(Radio Mfgs. Assoc. of Canada, Toronto)

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

U. S. Office of Education, Washington 25, D. C.
Executive 6300, Ext. 2897

STAFF

Chief.....Franklin Dunham
Radio Education Specialist.....Gertrude G. Broderick

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 Service, Office of Information, Department of Agriculture

Washington 25, D. C.
Republic 4142 Extension 5163

OFFICERS

Assistant Director of Information in charge of Radio and Video.....Kenneth M. Gopen

FUNCTIONS

Supervises and coordinates radio and television activities of the Department of Agriculture—both departmental and field services. Cooperates with the radio industry in network farm broadcasting. Examples, The National Farm and Home Hour over the National Broadcasting Company's network; The American Farmer over The American Broadcasting Company's network. Regularly furnishes background information from USDA to individual stations with farm service programs; occasionally furnishes transcriptions.

Radio Technical Planning Board

1 East 79th St., New York 21, N. Y.
REgent 7-9500

Chairman.....Haraden Pratt
Vice-Chairman.....A. N. Goldsmith
Treasurer.....Will Baltin
Secretary.....G. W. Bailey

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 16, N. Y.
MURray Hill 6-5251-2-3

OFFICERS

National President.....Sam Moore
Vice-Presidents: Eastern Region.....Erik Barnouw
Midwestern Region.....Welbourn Kelley
Western Region.....Rod Holmgren,
Sam Moore

BRANCH OFFICES

Chicago: 203 N. Wabosh Ave., Phone Andover 5458,
Room 506, Cerry Revzin, Secy. Hollywood 1655 N.
Cherokee Ave., Phone, Hollywood 3601, Michael David-
son, Exec. Secy.

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

Rocky Mountain Radio Council

21 East 18th Ave., Denver 2, Colo.
KEystone 5306

OFFICERS

President.....W. D. Armentrout
Secretary.....H. M. Crain
Treasurer.....C. C. Moore
Director.....Allen Miller

EXECUTIVE COMMITTEE

A. Helen Anderson, Robert L. Stearns, Caleb Gates,
Thurston J. Davies.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation representing over 30 educational and public service organizations and more than 20 radio stations. It was formed to give professional aid to educational and public service organizations in the planning, preparation and production of their radio broadcasts. In 1946 it produced 639 programs for 15 organizations which were rebroadcast 3578 times from 26 commercial radio stations in the Rocky Mountain region. Recording studios and facilities are available for quality commercial work.

School Broadcast Conference

228 N. La Salle St., Chicago 1, Ill.
Dearborn 7801

OFFICERS

Director.....George Jennings
(Director, Radio Council, WBEZ, Chicago)

EXECUTIVE COMMITTEE

Judith Waller, NBC, Chicago; Elizabeth E. Marshall,
Radio Council, WBEZ, Chicago.

PROGRAM COMMITTEE

Dorothy Blackwell, St. Louis Public Schools; Donald Cawelti, Winnetka Public Schools; Stephen Corey, University of Chicago; Franklin Dunham, U. S. Office of Education; Gertrude Golden, Philadelphia Public Schools; Arman Hunter, Temple University; Kathleen N. Lardie, Detroit Public Schools, WDTR; William Levenson, Cleveland Public Schools, WBOE; James Macandrew, New York City Schools, WNYE; Harold B. McCarty, WHA, University of Wisconsin; Allen Miller, Denver; Clarence Morgan, Indiana State Teachers College; James Morris, Oregon State College, KOAC; William Sener, University of Southern California, KUSC.

FUNCTIONS

The School Broadcast Conference holds an annual three day meeting in the fall of each year in Chicago. It serves as a clearing house for information and publications concerned with school and university broadcasting throughout the year. It also auditions discs and transcriptions and recommends them to schools for classroom use.

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.
MURray Hill 5-5365.

OFFICERS

President.....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke

FUNCTIONS

Licensing the use of copyrighted music, transcribed library program service, syndicated transcribed tailor-made programs for advertisers.

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York 18, N. Y.
LOngacre 4-8574

OFFICERS

President.....Sholom Secunda
Vice-President-Treasurer.....Joseph M. Rumshinsky
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, Inc.

342 Madison Ave., New York 17, N. Y.
MURray Hill 2-2185

OFFICERS (As of Jan. 1, 1948)

President.....Loren L. Ryder
Past-President.....Donald E. Hyndman
Executive Vice-President.....Earl I. Sponsable
Engineering Vice-President.....John A. Maurer
Editorial Vice-President.....Clyde R. Keith
Financial Vice-President.....James Frank, Jr.
Convention Vice-President.....William C. Kunzmann
Secretary.....G. T. Lorance
Treasurer.....R. B. Austrian
Executive Secretary.....Boyce Nemec

FUNCTIONS

The advancement of motion picture engineering and the allied arts and science; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication.

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.....Jesse Greer
Secretary.....Peter De Rose
Treasurer.....Abel Baer
Counsel.....John Schulman
Executive Secretary.....Miriam Stern

MEMBERS OF THE COUNCIL

Chairman—Edgar Leslie, Stanley Adams, Abel Baer, Paul Cunningham, Ira Girshwin, Ferde Grofe, Oscar Hammerstein II, Sam Lewis, Joseph Meyer, Richard Rodgers, Sam H. Stept, Fred E. Ahlert, J. Fred Coots, Milton Drake, Jesse Greer, Otto Harbach, Ray Henderson, George W. Meyer, Geoffrey O'Hara, Sigmund Romberg, Charles Tobias.

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

Southern California Broadcasters' Association, Inc.

542 S. Broadway, Los Angeles 13, Calif.
Michigan 8654

OFFICERS

President.....William J. Beaton, KWKW
Vice-President.....Ernest Spencer, KVOE
Secretary-Treasurer.....Thelma Kirchner, KGFJ;
Harry Witt, KNX; Calvin J. Smith, KFAC; Robert O. Reynolds, KMPC; Lee F. Wynne, KGER.
Executive Secretary.....Ethel Bell Mack, SCBA

FUNCTIONS

A non-profit organization whose membership comprises 38 radio stations and 4 networks of southern California. Purpose: to promote cooperation and understanding among its members; to foster and promote the development of the art of radio broadcasting; to encourage and promote customs and practices which will be for the best interest of the public and the radio broadcasting industry.

• • • ORGANIZATIONS • • •

**Sports Broadcasters Association
(New York Chapter)**

1540 Broadway, New York 19, N. Y.
BRyant 9-1407

OFFICERS

President Ted Husing
Vice President Marty Glickman
Vice President Guy Lebow
Treasurer Andy Lang
Secretary Joe Hase
Membership Chairman Jimmy Dolan
Public Events Chairman Red Barber
Club Contacts Chairman Mel Allen
Entertainment Chairman Stan Lomax

FUNCTIONS

Regular luncheon organization meeting weekly during fall, bi-monthly thruout remainder of the year to discuss sports broadcasting, to promote the art of sports broadcasting and to increase listener interest in sports news dissemination.

Television Broadcasters Assn., Inc.

500 Fifth Ave., New York 18, N. Y.
Lackawanna 4-4788

OFFICERS

President Jack R. Poppele
Vice-President John F. Royal
Secretary-Treasurer Will Baltin
Assistant Secretary-Treasurer Paul Raibourn

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; F. J. Bingley, Philco Corp.; Curtis W. Mason, Earle C. Anthony, Inc; John F. Royal, NBC; Jack R. Poppele, WOR, New York; Frank P. Schreiber, WGN, Inc.; Paul Raibourn, Television Productions, Inc.; G. Emerson Markham, General Electric Company.

FUNCTIONS

Founded January, 1944, as a non-profit organiza-

tion 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 or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

**Washington State Association of
Broadcasters**

c/o Station KTBI, Tacoma, Wash.
Broadway 2241

OFFICERS

President H. J. Quilliam
Vice President O. A. Runchey
Secretary-Treasurer Robert Priebe
Director Richard Dunning
Director James Wallace

FUNCTIONS

A non-profit Association made up of broadcasters of Washington State to advance the interest of the radio broadcasting industry in the state of Washington.

Western Association of Broadcasters

1000 Southam Bldg.
Calgary, Alberta, Canada
R-1036

OFFICERS

President A. M. Cairns

DIRECTORS

G. R. A. Rice, William Guild, A. A. Murphy.

FUNCTIONS

A voluntary trade association composed of radio stations from the Great Lakes to the Pacific.

ONLY

RADIO LUXEMBOURG

COVERS EUROPE

200,000 WATTS

18 HOURS PER DAY

82% TOTAL RADIO HOMES

50% AVERAGE LISTENERSHIP

(France and Belgium)

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GREAT BRITAIN

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MEXICO

THE NEW SALES FRONTIER IS *SOUTH*



MEXICO . . . 4th Largest U. S. World Market

KNOWLEDGE

of the people and their buying habits.

EXPERIENCE

with successful campaigns of U. S.'s most successful sponsors.

FACILITIES

to reach all Mexico's 22 million consumers and more . . . economically.

MEXICO is a *mighty* good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1946 than in 1940, totalling nearly a half billion dollars. Mexico, 4th largest market in U. S. world trade, is a new world of trade for advertisers like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca Cola and scores more. They sell Mexico's 22 million consumers through Latin America's most important network—the 116 stations of Radio Programas de Mexico. RPM covers *all* the Mexican (Central and South American) market. Its 50,000 watters pour into centers of population; its 250 watters conserve power (and your budget) where buying centers are smaller.

Here is a market equal in population to Ohio and New York combined. But, unlike the U. S., where channels of distribution are filling, Mexican demand is never-ending. Competition is almost unknown. Investigate your opportunity for mass distribution in this virtually untapped mass market. *YOUR* new sales frontier is South . . . through the 116 stations of RPM.



RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

The New Sales Frontier is South

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INTERNATIONAL

*International Broadcast Stations
Of The United States*

•

CBS and NBC Latin-American Networks

•

Mexico

•

Central America

•

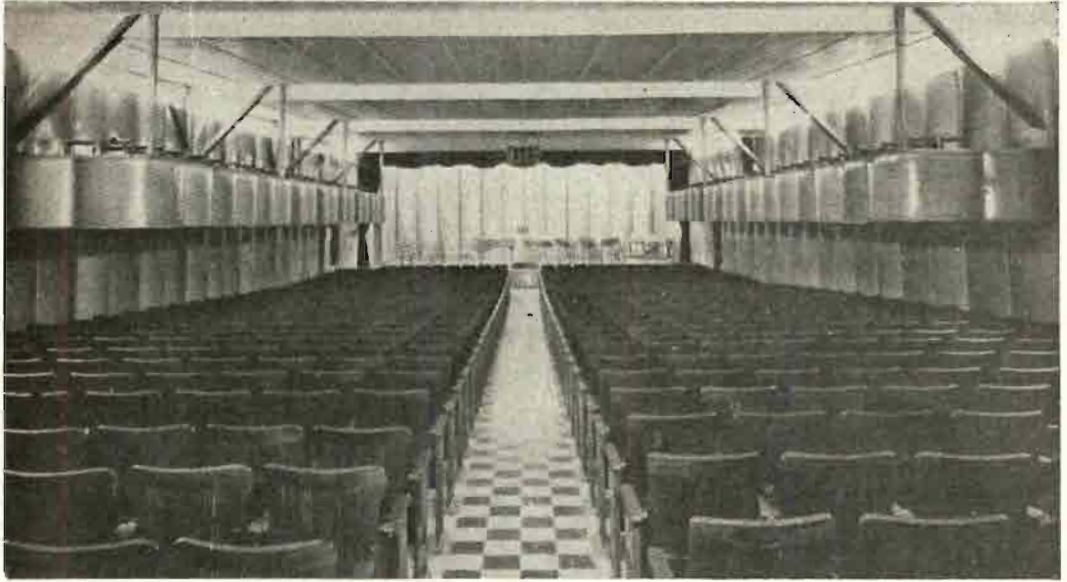
South America

RHC

COMBINES

SHOWMANSHIP *plus*: SALESMANSHIP

FOR BEST RESULTS IN CUBA



The largest and most modern radio auditorium in Latin America, seating 1,000. Built with the polycylindrical acoustic system of moving panels. Using post-war RCA studio equipment. With an 80 ton General Electric air conditioning equipment, 4 times larger than that of any other radio station in Cuba. Broadcasting through the *eight* stations that comprise the **FIRST TELEPHONE WIRED NETWORK OF CUBA** that blankets the whole island



PINAR DEL RIO
HAVANA
HAVANA (Short wave)
SANTA CLARA

SANTA CLARA (Short wave)
CAMAGUEY
HOLGUIN
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For rates and prompt information, write or wire.

Representative: CLARK-WANDLESS CO., 205 East 42nd St., New York City

RHC CADENA AZUL

PRADO 53

Murray Hill 4-6317

HAVANA, CUBA

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, California.....	KWID	6060, 9570, 11870, 11890, 11900, 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, California.....	KWIX	6060, 9570, 11870, 11890, 11900, 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCBN	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCBX	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCDA	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	10 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey.....	WOOC	6120, 9650, 9700, 11810, 15130, 17830, 21500	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey.....	WOOW	6120, 9650, 9700, 11810, 15130, 17830, 21500	50 kw
Columbia Broadcasting System, Inc. Delano, California	KCBA	6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460	50 kw
Columbia Broadcasting System, Inc. Delano, California	KCBF	6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460	50 kw
Columbia Broadcasting System, Inc. Delano, California	KCBR	6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460	200 kw
The Crosley Corporation Bethany, Ohio	WLWL	6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690	200 kw
The Crosley Corporation Bethany, Ohio	WLWR	6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690	200 kw
The Crosley Corporation Bethany, Ohio	WLWS	6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690	200 kw
The Crosley Corporation Mason, Ohio	WLWK	6080, 9590, 11710, 11790, 15250, 17800, 21650	50 kw
The Crosley Corporation Mason, Ohio	WLWO	6080, 9590, 11710, 11790, 15250, 17800, 21650	75 kw
General Electric Company Schenectady, New York.....	WGEA	6190, 9530, 9550, 11770, 11810, 15330, 17880, 21500, 21590	50 kw

General Electric Company Schenectady, New York	WGEO	6190, 9530, 9550, 11770, 11810, 15330, 17880, 21500, 21590	100 kw
General Electric Company Schenectady, New York	WGEX	6190, 9530, 9550, 11770, 11810, 15330, 17880, 21500, 21590	25 kw
General Electric Company Belmont, California	KGEI	6190, 9530, 9550, 9670, 11730, 11790, 15130, 15210, 15330, 17780, 17880	50 kw
General Electric Company Belmont, California	KGEX	6190, 9530, 9550, 9670, 11730, 11790, 15130, 15210, 15330, 17780, 17880	100 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNBI	6100, 9670, 11870, 11893, 15150, 17780, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WRCA	6100, 9670, 11870, 11893, 15150, 17780, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRA	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRE	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRI	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRX	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBA	6060, 6120, 9650, 9700, 11790, 11890, 15250, 15330, 17780, 21630	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBI	6060, 6120, 9650, 9700, 11790, 11890, 15250, 15330, 17780, 21630	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBX	6060, 6120, 9650, 9700, 11790, 11890, 15250, 15330, 17780, 21630	200 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUA	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	*WRUL	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	*WRUW	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	20 kw
World Wide Broadcasting Corp. Scituate, Mass.	**WRUX	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	10 kw

* Used partially by World Wide for its own broadcasts.

** Used exclusively by World Wide for its own broadcasts.

La Cadena De Las Americas

(The Network of the Americas)

of

THE COLUMBIA BROADCASTING SYSTEM

— PERSONNEL —

Director of Shortwave Broadcasts and Latin American Relations.....	Edmund Chester
Assistant Director of Shortwave Broadcasts.....	John W. Hundley
Executive Assistant in Charge of Operations.....	Tony Kraber
Shortwave News Director.....	Lawrence S. Haas
Asst. Director of Latin American Relations.....	Roberto Unánue
Assistant in Charge of Program Planning.....	Merrill C. Phillips
Supervisor of Press Information and Listener Relations.....	Margaret E. Kennedy
Supervisor of Production.....	Russ Johns
Supervisor of Script Dept.....	Isabel Redman
Supervisor of Talks Programs.....	Jean MacInnis
Editor of Special Programming for Latin America.....	Carlos Videla
Supervisor of Spanish Section.....	Tomás Pérez
Supervisor of Portuguese Section.....	Luis Játoaba
Day Editor, Shortwave News.....	Mortimer Dank
Night Editor, Shortwave News.....	Henry Lepidus
Shortwave News Analysis.....	Frederick Silber
Feature Editor, Shortwave News.....	Dan Harvey
Far East Editor, Shortwave News.....	Ruth Lewis

ARGENTINA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR3.....	Radio Belgrano.....	Buenos Aires.....	950	50000
LRY.....	Radio Belgrano.....	Buenos Aires.....	9460	50000
LRY1.....	6090	50000
—Radio Belgrano Network—				
LU7.....	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
LRRI.....	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
HJAP.....	Radio Colonial	Cartagena		
HJAR.....	Radio Colonial	Cartagena		
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
COHL.....	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	1304	250
HCBT.....	La Voz de la Libertad	Quito	9355	250

CBS LATIN-AMERICAN NETWORK

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

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TGW.....	La Voz de Guatemala	Guatemala City	610	10000
TGWA.....	La Voz de Guatemala	Guatemala City	9685	10000
			15170	—
TGWB.....	La Voz de Guatemala	Guatemala City	6460	1000
TGWC.....	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

HHW.....	Station de Radiodifusion	Port-au-Prince	1230	150
HH3W.....	Station de Radiodifusion	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
XEGW.....	Acambaro			
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. Canalo	Puebla, Pue.	1090	250
XEBM.....		San Luis Potosi	1260	150
XETU.....	Juan Perez Cardonas	Tampico, Tams.	1460	1000
XEDN.....	Alejandro O. Stevenson, Jr.	Torreon, Coah.	1260	250
XEHV.....	Juan A. Palavicini	Veracruz, Ver.	1310	1000
XENC.....		Celaya	1450	250
XEON.....	Tuxtla Gutierrez			
XEAG.....		Cordoba	1280	250
XEJT.....		Guanajuato	570	250
XEWE.....		Irapuato	1420	100
XEFM.....		Leon	1270	100
XEPP.....		Orizaba	1450	150
XEDE.....		Saltillo	1400	150
XEVV.....		Villahermosa		

NICARAGUA

YNOW.....	La Voz de la America Central	Managua	6850	800
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PANAMA

HOC.....	Cadena Panamena de Radiodifusion.....	Panama City	1440	1000
HP5A.....	Cadena Panamena de Radiodifusion.....	Panama City	11700	1000
HOD.....	Cadena Panamena de Radiodifusion.....	David (Panama) ...		
HOS.....	Cadena Panamena de Radiodifusion.....	Colon		

PARAGUAY

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
ZP3.....	Radio Teleco	Asuncion	700	12000
ZPA3.....	Radio Teleco	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
—Radio Carve Network				
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	250
CX52.....	Radio Litoral Soriano	Mercedes	1570	500

VENEZUELA

YV5RG.....	Ondas Populares	Caracas	1010	1000
YV5RU.....	Ondas Populares	Caracas	6070	2232
YV6RA.....	Ecos Del Orinoco	Ciudad Bolivar	1400	750
YV6RU.....	Ecos Del Orinoco	Ciudad Bolivar	4790	1000
YV7RA.....	Radio Sucre	Cumana	1220	400
YV7RB.....	Radio Sucre	Cumana	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	3480	1000

La Cadena Panamericana

(The Pan American Network)

of the

NATIONAL BROADCASTING COMPANY

— PERSONNEL —

Vice President in charge of News and Special Events and International Relations.....	William F. Brooks
Assistant to the Vice President.....	Fred B. Bate
Assistant to the Vice President.....	Stanley P. Richardson
Radio Facilities Engineer.....	Raymond F. Guy
Director of Station Relations.....	Cal J. Abraham
Day Program Supervisor.....	Frank W. Nesbitt
Chief, Spanish-Language Section.....	Alberto N. Gandero
Chief, Portuguese-Language Section.....	James I. Christie
Production Manager.....	Raymond S. Green
Supervisor of Music Section.....	Edith Roth
Chief of Traffic Section.....	Earl Harder

— ARGENTINA —

Radio Splendid Network (Red Argentina de Emisoras Splendid)

Station	Name	Location	Kilocycles	Watts
LR4.....	Radio Splendid	Buenos Aires	990	50000
LRS.....	Radio Splendid	Buenos Aires	9320	25000
LRS1.....	Radio Splendid	Buenos Aires	6065	10000
			5985	10000
LRS2.....	Radio Splendid	Buenos Aires	11970	5000
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
LV6.....	de la Red Splendid.....	Mendoza	630	10000
LT4.....	de la Red Splendid.....	Posadas	1010	2500
LU5.....	de la Red Splendid.....	Neuquen	1130	2500
LW8.....	de la Red Splendid.....	Jujuy	1130	2500
LW7.....	de la Red Splendid.....	Catamarca	730	2000
LU4.....	Radio Comodoro Rivadavia.....	C. Rivadavia	640	1500
LU6.....	Radio Atlantica	Mar del Plata.....	1300	1500
LU8.....	Radio Bariloche	Bariloche	1130	1500
LU12.....	Radio Rio Gallegos.....	Rio Gallegos	680	1500

— BOLIVIA —

CP20.....	Radio El Condor.....	La Paz	900	1000
CP15.....	Radio El Condor.....	La Paz	5875	1500
CP18.....	Radio El Condor.....	Oruro	6140	250
CP1.....	Radio Chuquisaca	Sucre	9500	800
CP41.....	Radio Chuquisaca	Sucre	1325	80
CP22.....	Radio Internacional	Potosi	6130	1000

— CHILE —

CB114.....	Corporacion Chilena de Broadcasting y Television, S. A.....	Santiago	1140	50000
CB84.....	Radio La Union de Recreo.....	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

COLOMBIA

Station	Name	Location	Kilocycles	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	1000
			690	5000
HJCT	Radiodifusora Nacional	Bogota	6200	10000
HJQC	Radiodifusora Nacional	Bogota	4955	2500
HJDK	La Voz de Antioquia	Medellin	770	10000
HJDE	La Voz de Antioquia	Medellin	6145	10000
HJAN	Emisoras Unidas	Barranquilla	730	10000
HJAB	Emisoras Unidas	Barranquilla	4875	5000
HJAB-FM	Emisoras Unidas	Barranquilla	90 mc	500
HJGK	Radio Santander	Bucaramanga	1280	1000
HJGB	Radio Santander	Bucaramanga	4775	2500
HJFE	La Voz de Pereira	Pereira	1170	1000
HJFA	La Voz de Pereira	Pereira	6054	5000
HJAF	Emisoras Fuentes	Cartagena	1240	1000
HJAE	Emisoras Fuentes	Cartagena	4965	1000

COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	10000
TIPG	La Voz de la Victor	San Jose	9615	2500

CUBA

CMQ Network (Circuito CMQ)

CMQ	Circuito CMQ	Habana	640	25000
COCQ	Circuito CMQ	Habana	8825	1000
CMHQ	del Circuito CMQ	Santa Clara	630	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 de Rio	920	1000

DOMINICAN REPUBLIC

HIX	Radiodifusora Oficial	Ciudad Trujillo	6080	7500
H19B	Broadcasting "Hotel Mercedes"	Santiago	6383	400

ECUADOR

HCJB	La Voz de los Andes	Quito	974	1500
HCJB	La Voz de los Andes	Quito	4108	1000
HCJB	La Voz de los Andes	Quito	6240	1000
HCJB	La Voz de los Andes	Quito	9958	1000
HCJB	La Voz de los Andes	Quito	12455	10000
HCJB	La Voz de los Andes	Quito	15115	1000
HCJB	La Voz de los Andes	Guayaquil	700	400
HC2ET	Radio El Telegrafo	Guayaquil	1160	250
HC2GI	Radio El Telegrafo	Guayaquil	4712	400

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) Estacion	Guatemala City	640	10000
TGWA	La Voz de Guatemala Cultural	Guatemala City	15170	10000
			9760	10000
TGWB	La Voz de Guatemala) Estacion	Guatemala City	6440	1000
TGWC	La Voz de Guatemala Cultural	Guatemala City	1520	1000

NBC LATIN-AMERICAN NETWORK

HAITI

Station	Name	Location	Kilocycles	Watts
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	750
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MEXICO

XEW	La Voz de la America Latina desde Mexico	Mexico, D. F.	900	100000
XEWW	La Voz de la America Latina desde Mexico	Mexico, D. F.	9500 15160	10000 10000

XEW Network (Cadena XEW—Radio Programas de Mexicoq)

XEBI	Pedro C. Rivas	Aguascalientes, Ags.	1360	250
XEA	Luis A. Maury	Campeche, Camp.	1370	1000
XEFQ	Domingo B. Lopez	Cananea, Son.	980	500
XENC	Juventino Lozano S.	Celaya, Gto.	1540	250
XEP	Esteban Parra	Ciudad Juarez, Chih.	1300	500
XETR	Tomas Oliva Banuelos	Ciudad Valles, S.L.P.	1490	125
XEBJ	Fernando Elizalde	Ciudad Victoria, Tamps.	1340	250
XERL	J. Roberto Levy	Colima, Col.	1280	250
XEY	Juan Gutierrez Y.	Cuernavaca, Mor.	980	150
XESA	Modesto R. Perez	Culiacan, Sin.	1360	500
XEFI	V. Munoz Ayarza	Chihuahua, Chich.	1440	1000
XEE	Jose Vazquez R.	Durango, Dgo.	1280	250
XEPF	Luis Enrique Enciso	Ensenada, B. C.	1400	200
XEHL	Alejandro Diaz	Guadalajara, Jal.	1110	1000
XEJT	Jose Torres Morales	Guanajuato, Gto.	570	100
XEDR	Modesto Ortega	Guaymas, Son.	1490	250
XEBH	Jose Remigio Agraz	Hermosillo, Son.	920	1000
XEBO	Alfonso Martinez V.	Irapuato, Gto.	1330	500
XEKL	Carlos Ferraez Matos	Jalapa, Ver.	550	250
XELG	Manuel E. Obregon	Leon, Gto.	680	5000
XER	Enrique Garcia P.	Linares, N. L.	1260	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	Merida, Yuc.	1270	500
XECL	Armando Maldonado	Mexicali, B. C.	990	5000
XEDW	Daniel Schacht P.	Minatitlan, Ver.	1260	250
XEFB	Mario Quintanilla G.	Monterrey, N. L.	630	1000
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XETM	J. Manuel Franco	Naco, Son.	1350	1000
XEGL	Fausto M. Gomez	Navojoa, Son.	1270	500
XEGL	Gaston Mascarenas	Nogales, Son.	1370	1000
XEFE	Rafael T. Carranza	Nuevo Laredo, Tamps.	960	1000
XEAX	Alberto Marquez Gonzalez	Oaxaca, Oax.	1270	500
XETQ	Carlos Mora J.	Orizaba, Ver.	1370	250
XEMU	Alfonso L. Bres	Piedras Negras, Coah.	580	250
XEHR	Roberto Canedo	Puebla, Pue.	1090	250
XEJX	Justino Cervantes V.	Queretaro, Qro.	1450	250
XERT	Ignacio Magallon	Reynosa, Tamps.	590	250
XEBX	Eugenio Rodriguez	Sabinas, Coah.	610	500
XEDE	Blas Narro	Saltillo, Coah.	1400	150
XECZ	Zeferino Z. Jimenez	San Luis Potosi, S.L.P.	1430	1000
XES	Dr. Alfredo A. Cantu	Tampico, Tamps.	1240	250
XERK	Tomas Mondragon	Tepic, Nay.	1450	100
XEC	Luis Enrique Enciso	Tijuana, B. C.	1310	250

Station	Name	Location	Kilocycles	Watts
XEBP	Alejandro O. Stevenson	Torreón, Coah.	1260	250
XETL	Calixto Almazán	Tuxpan, Ver.	1390	250
XEUF	Ignacio Navarro Quiroz	Uruapan, Mich.	550	300
XEU	Fernando Pazos Sosa	Veracruz, Ver.	960	500
XEDH	Remigio Ramos G.	Villa Acuña, Coah.	1340	250
XELK	Victor Moreno Rivas	Zacatecas, Zac.	1280	250

NICARAGUA

YNVP	La Voz de Nicaragua	Managua	6760	500
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PANAMA

Radio Panamericana Network (Red Panamericana)

HOA	Radio Panamericana	Panama City	1090	600
HOB	Radio Panamericana	Panama City	6175	500
HP5G	Radio Panamericana	Panama City	11780	600
HOG	Community Station	Panama City	840	500
HOJ	Radio Provincias	Chitre	1130	500
HOU	La Voz del Tachira	David	1025	250
HONS	Ondas Centrales	Santiago	1010	250
HOK	Cadena Panamena de Radiodifusion	Colon	640	500
HP5K	Cadena Panamena de Radiodifusion	Colon	6005	1000

PARAGUAY

ZP9	Radio La Capital	Asunción	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
OAX4P	Radio Huancayo	Huancayo	5980	250
OAX1A	Radio Delcar	Chiclayo	6700	300
OAX1B	Radio Piura	Piura	5595	300
OAX7A	Radio Cuzco	Cuzco	6128	250

PUERTO RICO

WNEL	El Eslabon de las Americas	San Juan	860	5000
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URUGUAY

El Espectador Network (La Cadena Uruguaya de Radiodifusion)

CX-14	Radio El Espectador	Montevideo	810	15000
CXA-19	Radio El Espectador	Montevideo	11835	5000
CXW	Radio El Espectador	Montevideo	3470	2500
CX-18	Radio Libertad-Sport	Montevideo	890	5000
CW-1	Radio Popular	Colonia	550	4500
CW-19	Difusora Rochense	Rocha	1340	50
CW-23	Radio Cultural	Salto	820	250
CW-33	Radio Florida	Florida	1200	250
CW-35	Radio Paysandu	Paysandu	1240	250
CW-43	Radio Lavalleja	Minas	1420	500
CW-45	Difusora Treinta y Tres	Treinta y Tres	1390	250
CW-47A	Radio Welcome	San Jose	1510	100

VENEZUELA

YV5RA	Radio Caracas	Caracas	960	10000
YV5RN	Radio Caracas	Caracas	4920	7500
YV3RE	Radio Barquisimeto	Barquisimeto	4990	4000
YV3RN	Radio Barquisimeto	Barquisimeto	1475	3000
YV2RV	La Voz del Tachira	San Cristobal	980	325
YV2RN	La Voz del Tachira	San Cristobal	4830	1300
YV4RA	La Voz de Carabobo	Valencia	1350	830
YV4RO	La Voz de Carabobo	Valencia	4780	195
YV1RK	Radio Popular	Maracaibo	1250	437
YV1RL	Radio Popular	Maracaibo	4810	227
YV6RE	Emisoras Unidas	Barcelona	1080	200
YV6RH	Emisoras Unidas	Barcelona	3450	1500
YV1RW	Radio Coro	Coro	1370	195
YV1RY	Radio Coro	Coro	4770	1000
YV1RO	Radio Trujillo	Trujillo	3310	625
YV2RC	La Voz de la Sierra	Merida	3420	320

Radio Programas de Mexico, S. A.

Head Office: 52 Ayuntamiento Street

General Offices: 11 J. M. Marroqui Street

Phones: Head Office: 35-13-73—12-72-34

General Offices: 36-29-01—12-65-44—13-91-14

P. O. Box 1324

Mexico City, Mexico.

— PERSONNEL —

President	Emilio Azcarraga
Vice-President & General Manager	Clemente Serna Martínez
Manager	Adrian R. Lajous
Assistant Manager—Commercial	A. E. Ontiveros
Assistant Manager—Accounting	H. Niño Medina
Assistant to Vice-President	Joaquín de la Garza
Advertising Department	Homero Rios D.

AFFILIATED STATIONS IN MEXICO

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEBI	Aguascalientes, Ags.	XEMR	Monterrey, N. L.
XEA	Campeche, Camp.	XEI	Morelia, Mich.
XEFQ	Cananea, Son.	XELQ	Morelia, Mich.
XENC	Celaya Gto.	XETM	Naco, Son.
XEP	C. Juarez, Chih.	XEGL	Navajoa, Son.
XEOX	C. Obregon, Son.	XEHF	Nogales, Son.
XEBJ	C. Victoria, Tamps.	XEFE	Nuevo Laredo, Tamps.
XERL	Colima, Col.	XEAX	Oaxaca, Oax.
XEAG	Cordoba, Ver.	XETQ	Orizaba, Ver.
XEY	Cuernavaca, Mor.	XEPP	Orizaba, Ver.
XESA	Culiacan, Sin.	XEPK	Pachuca, Hgo.
XEBL	Culiacan, Sin.	XEAT	Parral, Chih.
XEFI	Chihuahua, Chih.	XEMU	Piedras Negras, Coah.
XEBU	Chihuahua, Chih.	XEHR	Puebla, Pue.
XEE	Durango, Dgo.	XECD	Puebla, Pue.

<i>Call Letters</i>	<i>City</i>
XEDU	Durango, Dgo.
XEPF	Ensenada, B. C.
XEMA	Fresnillo, Zac.
XELW	Guadalajara, Jal.
XEHL	Guadalajara, Jal.
XEJT	Guanajuato, Gto.
XEDR	Guaymas, Son.
XEHQ	Hermosillo, Son.
XEBH	Hermosillo, Son.
XEBO	Irapuato, Gto.
XEWE	Irapuato, Gto.
XEKL	Jalapa, Ver.
XEJA	Jalapa, Ver.
XELC	La Piedad, Mich.
XELG	Leon, Gto.
XEFM	Leon, Gto.
XER	Linares, N. L.
XECF	Los Mochis, Sin.
XEAM	Matamoros, Tamps.
XERJ	Mazatlan, Sin.
XETK	Mazatlan, Sin.
XEME	Merida, Yuc.
XEFC	Merida, Luc.
XECL	Mexicali, B. C.
XEDW	Minatitlan, Ver.
XEMF	
XEFB	Monterrey, N. L.

<i>Call Letters</i>	<i>City</i>
XEJX	Queretaro, Qro.
XERT	Reynosa Tamps.
XEBX	Sabinas, Coah.
XEDE	Saltillo, Coah.
XESJ	Saltillo, Coah.
XECZ	San Luis Potosi, S. L. P.
XEBM	San Luis Potosi, S. L. P.
XES	Tampico, Tamps.
XETU	Tampico, Tamps.
XETS	Tapachula, Chia.
XEWJ	Tehuacan, Pue.
XERK	Tepic, Nay.
XEXT	Tepic, Nay.
XETZ	Teziutlan, Pue.
XEC	Tijuana, B. C.
XECH	Toluca, Mex.
XEDN	Torreón, Coah.
XEBP	Torreón, Coah.
XETL	Tuxpan, Ver.
XEON	Tuxtla Gutierrez, Chis.
XEUF	Uruapan, Mich.
XEHV	Veracruz, Ver.
XEU	Veracruz, Ver.
XEDH	Villa Acuna, Coah.
XEVV	Villa Hermosa, Tab.
XELK	Zacatecas, Zac.

AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA

<i>Call Letters</i>	<i>City</i>
YSR	San Salvador, El Sal.
HRN	Tegucigalpa, Hond.
YNOW	Managua, Nicaragua
TIGPH	San Jose, Costa Rica
HOC	Panama, Panama
HOK	Colon, Panama
YV5RA	Caracas, Venezuela
YV5RG	Caracas, Venezuela
YV1RF	Maracaibo, Venezuela
YV1RK	Maracaibo, Venezuela
HCQR	Quito, Ecuador
HC2AJ	Guayaquil, Ecuador

<i>Call Letters</i>	<i>City</i>
OAX4F	Lima, Peru
HJCH	Bogota, Colombia
HJCS	Bogota, Colombia
HJDA	Medellin, Colombia
HJDQ	Medellin, Colombia
HJAH	Barranquilla, Col.
HJAN	Barranquilla, Col.
HJEB	Cali, Colombia
HJER	Cali, Colombia
CX14	Montevideo, Uruguay
CX18	Montevideo, Uruguay
HIN	Trujillo, Rep. Dominicana

STATIONS OF MEXICO

Call Letters	Frequency Kcs.	Power	Location	Owner or Operating Agency
XEA	1370	1000	Campeche, Cam.	Luis A. Maury
XEB	1220	100000	Mexico, D. F.	El Buen Tono, S. A.
XEC	1310	250	Tijuana, B. C.	Luis E. Enciso
XED	1050	5000	Mexicali, B. C.	Fernando Sanchez Mayans
XEE	1280	250	Durango, Dgo.	Jose Valenzuela
XEF	1420	100	Ciudad Juarez, Chih.	Jose Carlos Amaya
XEG	1050	100000	Monterrey, N. L.	La Voz de Norteamerica, S. A.
XEH	1420	1000	Monterrey, N. L.	Radio Tarnava, S. de R. L.
XEI	1400	250	Morelia, Mich.	Tiburcio Ponce
XEJ	970	5000	Ciudad Juarez, Chih.	Pedro Meneses, Jr.
XEK	970	500	Mexico, D. F.	Arturo Martinez
XEL	1260	1000	Mexico, D. F.	Fidel Hernandez Calderon
XEM	1390	500	Chihuahua, Chih.	Pedro Meneses, Jr.
XEN	690	5000	Mexico, D. F.	Guillermina P. del Conde
XEO	970	750	Matamoros, Tams.	Jose Maria Gonzalez
XEP	1300	500	Ciudad Juarez, Chih.	Esteban Parra
XEQ	940	50000	Mexico, D. F.	Radio Panamericana, S. A.
XER	1260	250	Linares, N. L.	Radio Linares, S. A.
XES	1240	250	Tampico, Tams.	Difusora Portena, S. de R. L.
XET	990	5000	Monterrey, N. L.	El Pregonero del Norte, S. A.
XEU	960	500	Veracruz, Ver.	Fernando Pazos Sosa.
XEW	900	100000	Mexico, D. F.	Cadena Radiodifusora Mexicana S.A.
XEX	730	250000	Mexico, D. F.	La Voz de Mexico
XEY	980	150	Cuernavaca, Mor.	Juan Gutierrez Torno
XEZ	600	2000	Merida, Yuc.	Jorge L. Palomeque
XEAA	1340	250	Mexicali, B. C.	Consuelo Tonella de Eguia
XEAC	690	5000	Tijuana, B. C.	Jorge I. Rivera
XEAD	1150	125	Guadalajara, Jal.	Alejandro Diaz
XEAG	1280	250	Cordoba, Ver.	Sucrs. Diodoro Zuniga
ZEAI	1320	500	Mexico, D. F.	Carmen Gutierrez
XEAM	1400	250	Matamoros, Tams.	Manuel L. Salinas
XEAO	910	250	Mexicali, B. C.	Juan C. Chavez
XEAP	1290	100	Ciudad Obregon, Son.	Emilio Manzanilla
XEAQ	1490	250	Agua Prieta, Son.	Manuel Rodriguez V.
XEAR	1450	250	Monterrey, N. L.	Radio Tiempo, S. de R. L.
XEAT	1250	250	Hidalgo del Par- ral, Chih.	Sucrs. Jorge Perez
XEAU	1470	5000	Tijuana, B. C.	Manuel Acuna Varela
XEAV	580	1000	Guadalajara, Jal.	Alfredo Vazquez
XEAW	1280	500	Monterrey, N. Y.	Jesus D. Gonzalez
XEAX	1270	500	Oxacaca, Oax.	Alvaro Rodriguez
XEBA	840	250-D	Guadalajara, Jal.	Jesus D. Gonzalez Garcia
XEBG	1500	1000	Tijuana, B. C.	Roberto Salazar
XEBH	920	1000	Hermosillo, Son.	Carlos Balderrama
XEBI	1360	250	Aguascalientes, Ags.	Pedro C. Rivas
ZEBJ	1450	100	Ciudad Victoria, Tams.	Fernando Elizalde
XEBK	1340	100	Nuevo Laredo, Tams.	J Manuel Cortes
XEBL	1260	500	Culiacan, Sin.	Max Gomez Blanco
XEBM	1260	250	San Luis Potosi, S. L. P.	Benjamin Briones

Call Letters	Frequency Kcs.	Power	Location	Owner or Operating Agency
XEBO	1300	500	Irapuato, Gto.	Alfonso Martinez
XEBP	1260	250-N	Torreón, Coah.	La Voz de la Laguna, S.
XEBS	1410	250-N	Mexico, D. F.	Hispano Mexicano, S. A.
XEBU	1240	250	Chihuahua, Chih.	Enriqueta G. de Uranga
XEBW	1280	250	Chihuahua, Chih.	Radioemisora del Norte S. de R. L.
XEBX	610	500	Sabinas, Coah.	Radiodifusoras Coah., S. A.
XEBZ	660	500	Mexico, D. F.	Vocero Mexicano, S. A.
XECD	1170	350	Puebla, Pue.	Roberto Canedo
XECF	1410	500-N	Los Mochis, Sin.	Francisco Perez H.
XECH	1490	250	Toluca, Mex.	Rodolfo Llamas
XECL	990	5000	Mexicali, B. C.	Alfonso A. Lacarra
XECQ	1450	250	Culiacan, Sin.	Radio Culiacan, S. de R. L.
XECZ	1430	1000	San Luis Potosí, S. L. P.	Zeferino Z. Jimenez
XEDA	1290	1000	Mexico, D. F.	Publicidad Comercial de Mexico, S.A.
NEDE	1400	150	Saltillo, Coah.	Blas Narro Dunne
XEDF	790	1000	Nuevo Laredo, Tams.	Ruperto Villarreal
XEDH	1340	250	Villa Acuna, Coah.	Vincente Hernandez
XEDJ	1450	100	Magdalena, Son.	Jesus L. Rochin
XEDK	1250	500	Guadalajara, Jal.	Salvador Vazquez Tello
XEDL	1250	500	Hermosillo, Son.	Eufemia Esque de Vidal
XEDN	600	1000	Torreón, Coah.	Difusora del Norte, S. A.
XEDR	1490	500	Guaymas, Son.	Modesto Ortega
XEDS	1420	500	Mazatlan, Sin.	Alejandro A. Schober
XEDU	1400	150	Durango, Dgr.	Carlos C. Armas
XEDW	1260	250	Minatitlan, Ver.	Sucrs. Hector Silva Canto
XEFA	1340	250	Jalapa, Ver.	Adolfo Alvarez
XEFB	630	500-N	Monterrey, N. L.	Emisoras Incorporadas de Monterrey
XEFC	1300	500	Merida, Yuc.	Rafael Rivas Franco
XEFE	960	1000	Nuevo Laredo, Tams.	Rafael T. Carranza
XEFI	1400	1000	Chihuahua, Chih.	Pregonero del Edo. de Chihuahua
XEFM	1270	100	Leon Gto.	Sucrs. R. Ortiz Gonzalez
XEFO	1110	5000	Mexico, D. F.	Cadena Radio Nacional
XEFQ	980	500	Cananea, Son.	Pedro L. Diaz
XEFV	1240	250	Ciudad Juarez, Chih.	Dario Cordoba
XEFW	810	5000	Tampico, Tams.	Flores y Martinez
XEGL	1270	500	Navojoa, Son.	Fausto M. Gomez
XEGM	950	1000-N	Tijuana, B. C.	Gustavo Faist Fernandez
XEGW	250	250	Acambaro, Gto.	Jose Martinez Ramirez
XEGT	1490	250	Zamora Mich.	Radio Zamora S. de R. L.
XEHF	1370	1000	Nogales, Son.	Gaston Mascarenas
XEHK	960	250	Guadalajara, Jal.	Francisco E. Fregoso
XEHL	1010	500	Guadalajara, Jal.	Radiodifusoras de Occidente, S. A.
XEHQ	590	500	Hermosillo Son.	Radio Hermosillo, S. de R. L.
XEHR	1090	250	Puebla, Pue.	Manuel R. Canale
XEHV	1310	1000	Veracruz, Ver.	Juan A. Palavicini
XEJA	1400	100	Jalapa, Ver.	Adolfo Alvarez
XEJC	1420	150	Cuernavaca, Mor.	Eduardo Jimenez de la Cuesta
XEJE	1310	250	Guadalajara, Jal.	Guillermo Johnston
XEJP	1150	600-N	Mexico, D. F.	Delia Cubillas de Fernandez
XEJT	570	100	Guanajuato, Gto.	Jose Torres Morales
XEJW	1270	100	Jalapa, Ver.	Marino Caraza
XEJX	1450	250	Queretaro, Qro.	Radio Emisora Queretana S. de R. L.
XEKJ	1400	250	Acapulco, Gro.	Ramon Ortega Escobedo
XEKL	500	250	Jalapa, Ver.	Carlos Ferraz Matos
XEKS	1300	100	Saltillo, Coah.	Efrain Lopez
XELA	830	1000	Mexico, D. F.	Radio Metropolitana, S. A.
XELC	1600	1000	La Piedad, Mich.	Heriberto Guizar Castro
XELG	680	5000	Leon, Get.	Radio Impulsora del Cantro, S. A.
XELK	1280	250	Zacatecas, Zac.	Macias y Acevedo
XELL	1430	250	Veracruz, Ver.	Dolores G. Estrada de Ferreiro
XELO	800	100000	Ciudad Juarez, Chih.	Cia. Radiodifusora de P. Negras
XELQ	570	250	Morelia, Mich.	Francisco Laris Iturbide
XELT	920	250	Guadalajara, Jal.	Jose Tostado Lomeli
XELW	1340	250	Guadalajara, Jal.	Salvador Galindo de la Terre
XELZ	1440	1000	Mexico, D. F.	Maria Cardena de Zetina

• • • STATIONS OF MEXICO • • •

Call Letters	Frequency Kcs.	Power	Location	Owner or Operating Agency
XEMA	1340	100	Fresnille, Zac.	Jose Miguel Acevedo Meya
XEMC	1590	5000	Mexico, D. F.	Dolores G. Estrada de Ferreiro
XEME	1270	250	Merida, Yuc.	Carlos Villamil Cisero
XEMH	1400	250	Merida, Yuc.	Alvaro Barquet Y,
XEMJ	290	250-N	Piedras Negras, Coah.	Josus F. Elizondo
XEML	1500	1000	Mexico, D. F.	Roberto Valezzi Esparaza
XEMO	860	5000	Tijuana, B. C.	Fernando Federico Ferreira
XEMQ	1240	250	Merida, Yuc.	Lazaro Achurra Suarez
XEMR	1370	500	Monterrey, N. L.	Enrique Serna Martinez
XEMU	580	250-N	Piedras Negras, Coah.	Alfonso L. Bres
XEMX	1380	500	Mexico, D. F.	Publicada Comercial de Mexico S. A.
XENC	1540	250	Celaya, Gto.	El Heraldito dele Bajio
XENK	620	5000	Mexico, D. F.	Gral. Brig. Fernando Proal Pardo
XEON	1360	500	Tuxtla Gutierrez, Chis.	Enrique Valero Arambula
XEOX	1340	250	Ciudad Obregon, Son	Felipe G. de Leon
XEOY	1000	10000	Mexico, D. F.	Fomento de Radio, S. A.
XEPF	1400	200	Ensenada, B. C.	Luis Enrique Enciso
XEPH	590	5000	Mexico, D. F.	Pedro Riestra Biaz
XEPK	1180	1000	Pachuca, Hgo.	Radio Publicida Pachuca, Mgd.
XEPP	1450	250	Orizaba, Ver.	Radio Impulsora de Orizaba
XEQK	1350	1000	Mexico, D. F.	Guillermo Morales B.
XEQR	1030	1000	Mexico, D. F.	Cadena Radio Continental, S. A.
XERA	1490	250	Chihuahua, Chih.	Red. Nat. Radioemisora
XERB	1090	50000	Tijuana, B. C.	Interamericana de Radio, S. A.
XERC	790	1000	Mexico, D. F.	Radio Popular de Mexico, D. F.
XERF	1570	50000	Villa Acuna, Coah	Cia. Radiodifusora de Coahuila, S.A.
XERH	1500	200-N	Mexico, D. F.	"ARSE", S. A.
XERJ	1320	500	Mazatlan, Sin.	Oscar Perez E.
XERK	1450	100	Tepic, Nay.	Dario Mondragon
XERO	1490	250	Aguascalientes, Ags.	Radio Hidrotermopolitana S. de R.L.
XERL	1280	250	Colima, Col.	J. Roberto Levy
XERT	590	250	Reynosa, Tams	Ignacio Magallon
XERW	1390	250	Leon, Gto.	Rafael C. Navarro
XERZ	1240	250	Leon, Gto.	Rafael C. Navarro
XESA	1360	500	Culiacan, Sin.	Pablos y Elizalde S. de R. L.
XESB	1400	100	Santa Barbara, Chih.	Domingo Salayandia Najera
XESF	1300	250	Morelia, Mich.	Jose Martinez Ramierex
XESJ	1250	500	Saltillo, Coah.	Froylan Mier Narro
XESL	1340	100	San Luis Potosi, S. L. P.	Josefina Delgado
XESM	1470	1000-N	Mexico, D. F.	Salvador San Martin
XETB	1350	500	Torreon, Coah.	Leonor B. Vda. de Zaragoza
XETF	1250	500	Veracruz, Ver.	Sucrs. Jose Rodriguez Lopez
XETK	1490	250	Mazatlan, Sin.	Radio Emisora Occidental S. de R.L.
XETL	1390	250	Tuxpan, Ver.	Calixto Almazan
XETM	1350	1000	Naco, Son.	Jesus Manuel Franco
XEAO	1400	250	Tampico, Tams.	Radio Tiempo S. de R. L. C. C.
XETQ	1370	250	Orizaba, Ver.	Sucrs. Francisco Campos H.
XETR	1490	125	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos
XETS	630	100	Tapachula, Chis.	Wadelay Dominguez Correa
XETU	1460	1000	Tampico, Tams.	Impulsora Moderna del Radio, S. A
XETZ	1190	500	Teziutlan, Pue.	Ricardo Vazquez
XEUJ	550	300	Uruapan, Mich.	Ignacio Navarro
XEVV	970	500	Villahermosa, Tab.	Sucrs. Ernesto Trujille Gurria
XEWE	1420	100	Irapuato, Gto.	Felipe Gallardo
XEWG	1490	250	Ciudad Juarez, Chih.	Carlos Mendez
XEWJ	1420	100	Tehuacan, Pue.	Mariano Caraza D.
XEXT	980	1000	Tepic, Nay.	Gobierno del Estado de Nayarit
XEXX	1420	2000	Tijuana, B. C.	Jose J. Clark, Fernando Federico

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	5.0	S. A. Radio Bahía Blanca
Bahia Blanca	LU3	1150	10.0	Rades
Bahia Blanca	LU7	1240	5.0	Filomena Z. de Cennari & Hijos
Bariloche	LU8	590	1.0	Cia. Broadcasting de la Patagonia
Buenos Aires	LRA2	1190	5.0	Servicio Oficia
Buenos Aires	LS4	670	10.0	Juan G. Gonzales Speroni
Buenos Aires	LRA	750	10.0	Dirrection General de Correos, Telegrafos
	LRA-1	9690 sw.	10.0	
	LRA-5	17720 sw.	10.0	
Buenos Aires	LS10	590	10.0	Victor J. Ruano
Buenos Aires	LR9	1030	5.0	Gregorio Echavarría
Buenos Aires	LR6	870	25.0	Eduardo Pellicciari
Buenos Aires	LR Y sw.	11840	50.0	
	LR3	950	90.0	Jaime Yankelevich
	LR Y1 sw.	6090	1.0	
Buenos Aires	LS1	710	50.0	Municipalidad de Buenos Aires
Buenos Aires	LR5	830	25.0	Alfred B. Dougall
Buenos Aires	LR4	990	50.0	Rades
	LRS sw.	9315	25.	
	LRS1 sw.	6065	50.0	
Buenos Aires	LS5	1110	3.0	Enrique Caride
Buenos Aires	LS6	1350	5.0	Ricardo A. Bernotti
Buenos Aires	LR1	1070	50.0	Empresa Editorial Haynes Ltda., S. A.
	LRU	15290 sw.	25.0	
	LRX	9660 sw.	25.0	
	LRX2	6120	1.0	
Catamarca	LW7	730	1.0	Rades
C. Rivadavia	LU4	640	1.0	Cia. Broadcasting de la Patagonia
Concordia	LT15	560	5.0	S. A. Radio Belgrano
Cordoba	LV3	620	10.0	Alberto P. Brouard
Cordoba	LV2	960	5.0	Luis Maunier
Cordoba	LW1	790	15.0	Rades
Corrientes	LT7	1340	1.0	
Jujuy	LW8	1130	1.0	Rades
La Plata	LR11	1390	1.5	Universidad Nacional de la Plata
La Plata	LS11	1310	30.0	Gobierno Prov. B. A.
Mar del Plata	LU6	1300	0.5	Radio Atlantica
Mendoza	LV10	1210	2.5	S. A. Radio Belgrano
Mendoza	LV6	630	10.0	Rades
Mendoza	LW2	1370	.5	Diario Los Andes
	LRM	6180	10.0	
Neuquen	LU5	1430	1.0	Rades
Posadas	LT4	1010	1.0	Rades
Resistencia	LT5	1080	1.5	Jose M. Noveri

LATIN-AMERICAN STATIONS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Rio Gallegos	LU12	680	1.0	Cia. Broadcasting de la Patagonia
Rosario	LT2	1230	15.0	Rades
Rosario	LT1	780	10.0	Fernando Maliandi
Rosario	LT3	1160	5.0	Soc. Rural Cerealista
Rosario	LT8	840	0.25	Alfredo B. Dougall
Salta	LV9	970	1.0	Gobierno Prov. Salta
San Juan	LV1	560	5.0	S. A. Graffigna, Ltda.
San Juan	LV5	1090	3.0	Soc. Rodriguez Vila
Santa Fe	LT10	1320	0.5	Universidad Nacional
Santa Fe	LT9	1200	1.0	Soc. Roca Soler
Tucuman	LV7	820	2.0	Munoz y Cia.
La Rioja	LV14	1330	1.0	S. A. Radio Belgrano

BOLIVIA

Cochabamba	CP28	1360	0.250	S Simon University
	CP40	9570 sw.	0.15	
Cochabamba	CP43	850	.10	R. Zapata
Cochabamba	CP44	1160	0.00	Victor Veltze
Cochabamba	CP47	6060	.10	Victor Veltze
Cochabamba	CP39	6160 sw.	0.15	R. Zapata
Cochabamba	CP45	1090	0.05	E. Bustillos
La Paz	CP3	1390	5.00	Costas Hermanos
	CP2	6110 sw.	5.00	Costas Hermanos
	CP38	9505 sw.	.50	Costas Hermanos
La Paz	CP4	1040	10.00	Dept. of Communications of Bolivian Govt.
	CP5	6200 sw.	1.00	
La Paz	CP8	1450	0.25	L. Salcedo
La Paz	CP10	1090	0.05	L. Suarez
La Paz	CP12	6150 sw.	0.25	Owned and Operated by Catholic priests
La Paz	CP29	1350	0.1	
La Paz	CP16	1220	0.10	R. Mena
Oruro	CP18	6070 sw.	0.25	R. Pelaez
La Paz	CP14	1250	.25	Javier Romero
La Paz	CP26	1510	0.05	G. Velazco
La Paz	CP31	975	.25	E. Loza B.
La Paz	CP46	770	.25	L. F. Villanueva
La Paz	CP19	1145	.30	Augustin Aspiazu
La Paz	CP20	900	0.25	Ramon Pelaez
	CP15 sw.	6120 sw.	1.00	Ramon Pelaez
La Paz	CP32	620	.25	Juan C. Salinas
La Paz	CP35	800	.50	Calvimontes Hnos.
La Paz	CP48	1110	.10	City Govt.
La Paz	CP33	1310	.10	A. Ramirez
La Paz	CP60	1420	.25	G. Subicta
La Paz	CP53	1560	.07	Marco Gareaga
La Paz	CP34	680	0.25	Enriqueta Ruiz
Sucre	CP25	930	.15	R. Villarroel
Oruro	CP36	1420	.05	Enrique Wanting
La Paz	CP11	930	.15	G. Saavedra P.
La Paz	CP9	6185 sw.	.25	B. de Chang
Oruro	CP37	6190 sw.	.25	Mariaca y Cia.
Potosi	CP52	800	.07	J. Lazarte
Potosi	CP22	6130 sw.	0.25	M. Valda T.
Sucre	CP21	9570 sw.	.35	G. Donosa T.
Sucre	CP41	1325	.10	B. Camacho
Sucre	CP1	9500	.35	B. Camacho
Sucre	CP51	1420	.25	B. de Chang
Tarija	CP23	6170 sw.	.10	R. Marquez
Tupiza	CP58	6140 sw.	.13	H. Bernal

BRAZIL

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Alegrete	ZYE-9	1510	0.1	E. R. Radio Cultura de Alegrete
Amparao	ZY	1600	0.1	Radiodifusora Amparao Ltda.
Anapolis	ZYJ3	1480	0.5	Radio Caraja Ltda.
Andradina	ZY	1010	0.25	Radio Andradina Ltda.
Apucarana	ZY	1510	0.1	Radiodifusora Apucarana Ltda
Aracaju	PRJ6	630	1.	Jose Nunes Robello
Aracatuba	PRJ8	1330	0.5	Joao Ferraz S. br.
Araguari	ZYG3	930	5.0	Dr. Arcino Santos
Araraquara	PRD4	1370	0.5	Romulo Lupo
Araxa	ZYI4	1460	0.25	Radio Imbiara de Araxa
Assis	ZYA9	1530	0.1	
Avare	ZY	1570	0.1	Radio Avare Ltda.
Bage	ZY	1460	0.25	Soc. Difusora Radio Cultura
Barbacena	ZY	1530	0.1	Radio Barbacena Ltda.
Barra do Pirai	ZY	1600	0.1	Radio Dif. Vale do Paraiba Ltda.
Barra Mansa	ZY	970	0.25	Radio Sul Fluminense Ltda.
Barretos	PRY7	1530	0.1-0.25	
Batatais	ZY	1540	0.1	Soc. Radio Dif. de Batatais
Bauru	PRG8	1210	1.0	Joao Simonetti
Bebedouro	ZYG6	1580	0.1	Radio Bebedouro S. A.
Belem	PRC5	1450- 4865 sw.	0.25	Roberto Camelier
Belo Horizonte	PRC7	690	3.	Dr. Alberto Deodato
Belo Horizonte	PRH6	1340	3.	Lauro Souza Barros
Belo Horizonte	PPI3	880	25.	Luis Bessa
Blumeneau	PRC4	1330	0.25	Joao Medeiros, Jr.
Botucatu	PRF8	1540	0.1	Emilio Pedute
Braganca	ZY	1540	0.1	Radio Braganca Ltda.
Cachoeira de Itapemerin	ZY		1.	
		1090	0.5	Radio c. de Itapemerin Ltda.
Cachoeira do Sul	ZYF-4	1250	0.25	E. R. Radio Cultura C. do Sul
Cambara	ZYA3	1590	0.1	
Campinas	PRC9	1170	1.	Antonio Tepedino Pagino
Campos	PRF7	1110	5.0	Dr. Marro Ferraz Sampaio
Campo Grande	PRI7	1510	4.25	Dr. Antonio A. Campos
Carangola	ZY	1510	0.1	Radio Carangola Ltda.
Carazinho	ZYF-8	1550	0.1	E. R. Radio Cultura de Carazinho
Catanduva	ZYD5	1510	.1	
Caxambu	ZYC2	1570	4.1	
Caxias do Sul	ZYF-3	1460	0.25	E. R. Radio Cultura de Caxias do Sul
Convencao de Itu	ZY	1530	0.1	Radio Emisora Convencao de Itu
Corumba	ZYA2	1490	2.0	Tedomiro Serra
Cruz Alta	ZYF-9	1530	0.1	E. R. Radio Cultura de C. Alta
Cruzeiro	PRG6	640	0.5	Romoaldo Canevari
Ciuaba	PRH3	1160	1	A Voz do Oeste
Curityba	PRB2	1440	5.	Epaminondas Santos
Divinopolis	ZYH2	1550	0.1	Radio Cultura de Divinopolis
Erechim	ZYF-7	1250	0.25	E. R. Radio Cultura de Erechim
Formiga	ZYB6	1530	0.1	
Fortaleza	PRE9	1200	10.	Waldemas Cartolano
Fortaleza	ZY	1420	0.25	Radio Educadora do Ceara Ltda.
Franca	PRB5	1240	.5	
Friburgo	ZY	1550	0.1	Radio Soc. Friburgo Ltda.
Goiania	ZYD8	1320	2.0	
Guaratingueta	ZYG2	1250	.25	
Guaruja	ZY		0.1	Radio Guaruja Paulista Ltda.

. . . **LATIN-AMERICAN STATIONS** . . .

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Irati	ZY	1510	0.1	Radio Club Pontagrossense S. A.
Itajuba	ZY15	1570	0.1	Radio Educadora de Itajuba Ltda.
Itajuba	ZY	1330	0.5	
Itapetininga	PTD9	970	0.25	Radio Itaperuna Ltda.
Itaperuna	ZY	1570	0.1	
Itapeva	ZY	1520	0.1	Radio Club de Itapeva
Itarare	ZYA7	1550	0.1	Radio Platina Ltda.
Ituiutaba	ZY	1550	0.1	
Jaboticabal	PRG4	1250	0.25	Oswaldo Fernandes
Jacarezinho	ZY	1560	0.1	Soc. Radio Dif. Jacarezinho Ltda.
Jau	PRG7	1010	0.25	Ulisses Newton Ferreira
Joacaba	ZY	1510	0.1	Radio Soc. Catarinense Ltda.
Joazeiro	ZY	1250	0.25	Radio Joazeiro Ltda.
Joao Pessoa	PP14	1110	1.0	Dr. Abelardo Juruema
Joao Pessoa	ZY	1160	5.	Radio Cariri Ltda.
Joinville	ZYA5	1600	0.1	Pedro Concalves de Oliveira
Juiz de Fora	PRB3	1010	0.5	
Jundiai	ZYE6	1570	0.1	Radio Difusora Jundiaiense
Laguna	ZY	970	0.25	Radio Dif. de Laguna Ltda.
Lavras	ZY16	1560	0.1	Radio Cultura do Oeste S. A.
Leopoldina	ZY	1560	0.1	Radio So. Leopoldina Ltda.
Limeira	PPJ5	1550	0.1	Ary Levy Pereira
Lins	ZYB3	1550	0.1	Soc. Difusora Radio Cultura
Livramente	ZY	1250	0.25	
Londrina	ZYD4	820	0.25	Radio Club de Lorena S. A.
Lorena	ZYH9	1580	0.1	
Lucelia	ZY	1540	0.1	Radio Difusora Lucelia Ltda.
Macapa	ZY	1460	0.25	Radio Govrno do T. de Amapa
Manaos	PRF6	4895 sw.	0.25	Dr. V. Pareto Neto
Marillia	PP12	1090	1.0	Jose Augusto Mendes
Montes Claros	ZYD7	680	5.0	
Muriae	ZYD2	1590	0.1	Radio Difusora Olipa Ltda.
Natal	ZYB5	1270	1.	
Nitheroy	PRD8	1030	5.	Tte. Custodio Fontes
Olimpia	ZYG8	1500	0.1	
Paranagua	ZYC5	1460	0.25	Radio Soc. de Passos Ltda.
Parnaiba	PRE6	1470	1.	E. R. Radio Cultura de P. Fundo
Passos	ZY	1550	0.1	
Paso Fundo	ZYF-5	580	0.25	
Patos	ZYB4	1530	0.1	Carlos G. Sica
Pelotas	PRH4	1320	0.5	
Pelotas	PRC3	580	0.25	Atakualpa Dias
Petropolis	PRD3	1480	1.0	Piau Radio Club Ltda.
Piau	ZY	1510	0.1	Radio Perajui Ltda.
Pirajui	ZY	1520	0.1	Radio Difusora de Pirassununga
Perassununga	ZY13	1520	0.1	
Piricicaba	PRD6	820	0.25	Carlos Rodrigues Viana
Pocos de Calda	PRH5	1160	0.25	Joao Sampaio Goes
Ponta Grossa	PRJ2	1250	0.5	Benedito Meira Borges
Ponte Nova	ZY	1550	0.1	Radio Soc. Ponte Nova Ltda.
Porto Alegre	PRH2	600	25.	Dearios Associados
Porto Alegre	PRF9	640	5.	Arthur Pizoli
Porto Alegre	PRC2	680	5.	Dr. Leslis Espartel
Pouso Alegre	PRJ5	1530	0.1	Jose Nunes Rebello
Presid. Wencelau	ZYH7	1510	0.1	Radio Presid, Wenceslau Ltda.
Prudente	PRI5	970	0.25	Manoel Bussacos

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Recife	PRA8	720	25.	Oscar Moreira Pinto
		6012 sw.	5.	
Recife	ZY	780	10.	Radio Jornal do Comercio
Ribeirao	PRA7	730	0.5	Jose da Silva Bueno
Rio Brnaco	ZYD9	1460	0.25	
Rio Clara	PRF2	1460	0.25	Waldemas Carolano
Rio de Janeiro.....	PRA2	800	25.	Ministerio Educacao Saude
Rio de Janeiro	PRA3	860	10.	Dr. Rolpho Estevan deSiqueira
Rio de Janeiro.....	PRA9	1220	25.	Edmar Machado
Rio de Janeiro.....	PRB7	900	5.	Alceu Mario de Sa Freire
	ZYC7	6200 sw.	25.	
	ZYC8	9610 sw.	25.	
	ZYC9	15370 sw.	25.	
Rio de Janeiro.....	PRC8	1360	5.	Guilherme Manes
Rio de Janeiro.....	PRD2	1430	5.	
Rio de Janeiro.....	PRD5	1400	1.	Francisco Gomes-Marciel Pinheiro Pinheiro
Rio de Janeiro.....	PRE2	1060	10.	
Rio de Janeiro.....	PRE3	1180	7.5	Dr. Elisio Dantas
Rio de Janeiro.....	PRE8	980	25.	Dr. Gilberto de Andrade
Rio de Janeiro.....	PRF4	940	10.	Ernesto Fereira Carneiro
Rio de Janeiro.....	PRG3	1280	50.	Dr. Teofilo de Barros
Rio de Janeiro.....	PRL7	9505	50.	
	PRL8	11720	50.	
	PRL9	17850	50.	
Rio de Janeiro.....	PRH8	1130	5.	Francisco Xavier Filho
Rio Grande	ZYG3	1520	0.1	
Rio Negro	ZYG9	970	0.25	Radio Club Pontagrossense S. A.
Rio Preto	PRB8	640	0.25	Andrassy Ribeiro
Rio Verde	ZY	1460	0.25	Radio Rio Verde Ltda.
S. Felix	ZY	1460	0.25	Radio Paraguacu Ltda.
S. Joao da Boavista.....	ZY	1580	0.1	Soc. R. Dif. S. J. da Boavista
S. Joao Del Rei.....	ZY17	1510	0.1	Radio Club S. Joao Del Rei S. A.
S. Jose des Campos.....	ZY	1580	0.1	Radio Club S. Jose dos Campos
S. Ritadee Sapucaí	ZY	1550	0.1	Radio Dif. Santarritense Ltda.
S. Vicente	ZY	1510	0.1	Soc. Radio C. S. Vicente Ltda.
Santa Maria	ZY	970	0.25	Radio Imembui S. A.
Santos	PRB4	1450	1.	Hermenegildo da Rocha Brito
Santos	PRG5	580	0.75	Carlos Baccarat
Santo Angelo	ZYF-6	1460	0.25	E. R. Radio Cultura de S. Angelo
Santa Cruz	ZYF-8	1510	0.1	E. R. Radio Cultura de S. Cruz
Sao Borja	ZY	590	0.25	Radio Fronteira do Sul S. A.
Sao Carlos	ZYA6	1590	0.1	
Sao Jose do R. Pardo.....	ZYA6	1570	0.1	
Sao Luiz	PRJ9	1490	5.	Jose Ribamar Pinheiro
Sao Manuel	PR16	1510	0.1	Vitorino Ribeiro
Sao Paulo	PRE7	1410	5.	Dr. Joao Ferreira Fontes
Sao Paulo	PRB9	1000	50.	Dr. Paulo Machado de Carvalho
Sao Paulo	PRG2	1040	25.	Dr. Antonio Herman Dias Menezes
Sao Paulo	PRG9	1100	25.	Mons. Dr. Francisco Bastos
Sao Paulo	PRH7	620	5.	Pedro de Camargo
Sao Paulo	PRH9	840	5.	Jose Niccolini
Sao Paulo	PRA5	1260	5.	Joao Baptista de Amaral
Sao Paulo	PRA6	890	5.	Dr. Oswaldo Costa, Director
Sao Paulo	PRB6	1200	5.	Oscar P. Seckler
Sao Paulo	PRE4	1300	5.	Olavo C. Fontoura
Sao Paulo	ZYB7	6095 sw.	25.	
	ZYB8	11765 sw.	25.	

. . . **LATIN-AMERICAN STATIONS** . . .

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Sao Salvador	PRA4	740	20.	
Sao Salvador	ZYD8	820	5.	
Sao Sebastiao	PRJ3	970	0.25	
Soracaba	PRD7	1080	0.5	Orlando da Silva Reitas
Taubate	ZYA8	1530	0.1	
Taubate	ZY	590	0.5	Radio Difusora Taubate Ltda.
Teofilo Otoni	ZY	1080	0.25	Radio Teofilo Otoni Ltda.
Tiete	ZY	1560	0.1	Radio Tiete Ltda.
Tres Coracoes	ZY	1540	0.1	Radio Club de Tres Coracoes
Tres Rios	ZY	1540	0.1	Radio Tres Rios Ltda.
Tupaciguara	ZYH4	1590	0.1	Radio Tupaciguara Ltda.
Tupan	ZY	1570	0.1	Radio Club de Tupan Ltda.
Uba	ZYC4	1460	.25	
Uberaba	PRE5	1390	1.0	Quintiliano Jardim
Uberlandia	ZY	1470	0.5	Radio Dif. Brasileira S. A.
Ulberlandia	PRC6	1510	0.1	Aristides Figueiredo
Union da Vitoria	ZYD3	1530	0.25	
Uruguziana	ZYC6	1460	0.25	
Varginha	ZYD2	1590	0.1	
Vitoria	PR19	1350	1.0	Dr. Ciro Veira da Cunha

BRITISH GUIANA

Georgetown	ZFY	6000	1.	British Guiana Broadcasting Co., Ltda.
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BRITISH HONDURAS

Belize	ZIK-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	CC138	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
Concepcion	CC59	590	5.	
Coquimbo	CA96	960	0.3	Cesar Nieme Abey
Curico	CC96	960	0.1	Alberto Guerra
Iquique	CA63	630	0.25	Antonio Cajiao
La Serena	CA108	1080	1.0	Ed. Encina Arancibia
Osorno	CD84	840	1.5	Soc. Agricola y Granadera de Osorno
Puerto Montt	CD101	1010	1.	Chilena de Comunicaciones
Puerto Montt	CD147	1470	0.1	Ernesto Riedel
Temuco	CD103	1030	2.5	Ramon Verde Ramos
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 Blancilla
Punta Arenas	CD89	890	1.	
Quillota	CB113	1130	0.1	Leopoldo Cirando G.
Rancagua	CC63	630	0.6	Manuel Massoni
Rancagua	CC109	1090	0.1	Jorge Romero Ramirez

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Rancagua	CC145	1450	0.1	Alan Rojas
S. Antonio (Puerto Viejo)	CB140	1400	0.1	Soc. Radiodifusora Onda Azul Lda.
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	15.	Cia. Chilena de Comunicaciones S. A.
	CE970	9728	5.	
Santiago de Chile	CB82	820	1.	
Santiago de Chile	CB89	890	1.	Carlos Briceno, owner. Rented for five years to Antonio Zarate Andreu
Santiago de Chile	CB97	970	1.	Soc. Chilean de Radiodifusion y Propaganda
Santiago de Chile	CB101	1010	1.	Chilena de Comunicaciones
Santiago de Chile	CB106	1060	5.	Manuel Casablanca Latorre
Santiago de Chile	CB114	1140	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 Labbe
	CB130	1300	2.0	
Santiago de Chile	CB134	1340	2.	German Holtheuer Valdivia
Santiago de Chile	CB138	1380	5.	Empresa Periodistica "El Mercurio"
	CB1185	11850 sw.	5.0	
Santiago de Chile	CB142	L. W.	1.	Jiles Y Cia.
Santiago de Chile	CB144	1440	2.	Clark Hnos.
Santiago de Chile	CB144C	1440	0.2	Oscar Moraga Fuenzalida
Santiago de Chile	CB150	1500	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	CD63	630	1.5	Chilean Communications Co.
	CD59	590	1.0	
Valdivia	CD132	1320	1.0	Carlos Cockbaine
Valparaiso	CB73	730	10.	Soc. Coop. Vita.
	CE1190	11900	5.	
	CE615	6150	5.	
Valparaiso	CB90	900	.4	Emp. Periodistica "El Mercurio"
Valparaiso	CB103	1030	0.75	Cia. Chilena de Comunicaciones S. A., Radio la Cooperativa Vitalicia Valparaiso, Chile
	CE910	9730 sw.		
	CE615	6150 sw.		
Valparaiso	CB116	1160	1.	Patricio Edwards Linares
Valparaiso	CB120	1200	1.	Angel I. Prieto Andreas
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
Valparaiso	CE56	760	15.	
	CE970	9728	5.	

. . . **LATIN-AMERICAN STATIONS** . . .

COLOMBIA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Armenia	HJFG	1330	1.0	Publicidad Americana
Armenia	HJFI	1540	1.	Bernardo Santacoloma Rios
Armenia	HJFH	4875 sw.	.75	Botero & Cia. (Braulioo Botero Londono)
Armenia	HJFM1210			
Armenia	HJFS	1425	.55	Palacio & Uribe Cia.
Barranquilla	HJAG	4905	.75	M. A. Blanco Cia.
Barranquilla	HJAH	1050	1.	
Barranquilla	HJAK	1310	1.0	Clemente Vassalio Gomez
Barranquilla	HJAB	4785 sw.	1.	Rafael Roncallo V.
Barranquilla	HJAN	1190	1.	
Barranquilla	HJAS	1500	0.25	Miguel A. Ruiz
Barranquilla	HJAT	1275	.5	Delfina V. de Haayen
Barranquilla	HJAJ	1220	.5	Julio Blderrana
Barranquilla	HJAL	1430	.5	Direduccion Nacional
Bogota	HJCB	1105	1.0	Robet. Ramirez
Bogota	HJCD	6160	5.0	
Bogota	HJCC	870	5.	Gustavo Uribe Th.
Bogota	HJCE	1000	1.	
Bogota	HJCF	6073 sw.	0.75	
Bogota	HJCG	1060	1.0	Hernando Bernal A.
Bogota	HJCI	810	2.5	Alfonso Gaitan C.
Bogota	HJCH	4895 sw.	5.0	
Bogota	HJCJ	1380	0.5	Alfonso Gaitan C.
Bogota	HJCK	1290	0.5	Anez & Tobon Sierra
Bogota	HJCN	1335	1.0	Roberto Laingnelet
Bogota	HJCO	1160	1.	Jesus M. Garcia
Bogota	HJCW	4945 sw.	.75	
Bogota	HJCQ	4955 sw.	1.0	Ministerio de Economia Nacional Colombian Govt.
Bogota	HJCR	1200	5.0	
Bogota	HJCT	6180 sw.	s.5	
Bogota	HJCU	720	5.	Cristobal Paez G. y Cia. Ltda.
Bogota	HJCA	4855 sw.	1.	
Bogota	HJCY	1450	0.5	
Bogota	HJCX	6018 sw.	0.75	Voz de Colombia
Bogota	HJ CZ	1040	2.5	
Bogota	HJCS	920	10.	Jaime Restrepo
Bogota	HJKE	4885 sw.	2.5	Jaime Restrepo
Bucaramanga	HJGE	1130	2.5	Gustabo Sorzano Jimenez
Bucaramanga	HJGF	4845	1.0	Gustavo Sorzano
Bucaramanga	HJGB	4775 sw.	2.5	Francisco A. Bueno
Bucaramanga	HJGK	1280	0.5	
Buenaventura	HJES	1525	0.25	Josege Berrio
Buga	HJEI	1410	0.25	Bernando Buena Delgado
Buga	HJEP	1485	0.5	Hernando Azcarate M.
Cali	HJEG	1510	0.5	Luis C. Velasco M.
Cali	HJEB	1150	1.0	Eduardo Cordoba
Cali	HJED	4825 sw.	1.0	
Cali	HJEC	1300	0.5	Rafael Angulo
Cali	HJEE	1090	0.5	Jose T. Calderon N.
Cali	HJEF	1260	0.5	Hernando Bueno Delgado
Cali	HJEL	1340	0.5	
Cali	HJER	1395	0.5	Mario Arango M.
Cali	HJEX	4865 sw.	2.5	
Cali	HJEW	1530	.5	Luis E. Cajiao
Cali	HJEN	1370	0.5	Alfonso Mese Vargas
Cartagena	HUAE	4965 sw.	0.75	Laoratorios Fuentes, Rafael Fuentes owner.
Cartagena	HJAF	1240	0.5	
Cartagena	HJAP	4935 sw.	0.75	Lequerica Hermanos
Cartagena	HJAR	1400	0.5	

Location	Call Letters	Frequency Power		Owner or Operating Agency
		Kcs.	Kws.	
Cartagena	HJAAQ	1370	.5	Victor Meto Nunez
Cartago	HJEO	1230	0.5	Daniel Dozman
Campoalegre	HJFR	1480	.25	Ricardo Fierro
Cucuta	HJBB	4815 sw.	0.75	Pompilio Sanchez
	HJBC	1270	0.5	
Fusagasuga	HJKB	1520	.1	Elias Martinez
Florencia	HJIB	1360	.1	Eduardo Plata
Girardot	HJCL	1460	0.5	Celestino Cienfuentes
Honda	HJFS	1410	.25	Ramon Rojas
Ibague	HJFT	1370	.5	Antonio Barrios M.
Ibague	HJFC	1500	0.25	Vicente Vaitan Rondon
Ibague	HJFL	1440	0.25	Luis E. Martinez
Ibague	HJFP	1500	.075	Mario Cadavid
Jerico	HJDH	1530	.25	Roberto Laverde
Manizales	HJFX	600	.1	Antonio Pinzon H.
Manizales	HJFB	6105 sw.	5.00	Alberto Hoyos A.
	HJFD	1390	0.5	
Medellin	HJDA	1285	0.25	Humberto Restrepo A.
Medellin	HJDC	1360	0.5	Francisco Cuartas
	HJDX	4795	.75	
Medellin	HJDE	6145 sw.	5.	William Gil
	HJDK	1250	.5	
Medellin	HJDG	1020	.5	Jose Nichols V.
Medellin	HJDB	1215	.5	Raul Mejia M.
Medellin	HJDL	1458	0.5	Jaime Tobon R.
Medellin	HJDM	1520	1.0	Prospero Aguirre
Medellin	HJDQ	1320	1.0	Samuel Parrah
	HJDP	4885 sw.	1.0	
Medellin	HJDR	1380	0.5	Ramirez & Cia., Ltda.
Medellin	HJDT	1150	0.5	Jaime Garcia
Medellin	HJDV	1490	0.5	Universidad de Antioquia
	HJDU	4805 sw.	.75	
Neiva	HJFP	1520	.25	Antonio Cruz
Palmira	HJEF	1460	0.3	Rafael Angulo
Palmira	HJEQ	1180	0.5	Humberto Dorronsoro
Pasto	HJHA	1070	2.5	Alfonso Delgado Z.
Pasto	HJHB	1350	0.5	Antonio J. Meneses
Pereira	HJFA	6054 sw.	1.0	Bernanardo Tobon de R.
	HJFE	1470	1.	
Pereira	HJFQ	1120	.5	Juan Mejia Duque
Pereira	HJFK	6097 sw.	2.5	Sociedad "La Voz Amiga"
	HJFF	1350	1.	Antonio Giraldo C. & Son
Popayan	HJEA	1500	.5	Jesus Hernando Hormaza
Popayan	HJEG	1450	0.5	Mercedes M. de Valencia
Quibedo	HJDG	4805 sw.	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	0.5	Manuel C. Conde
Santa Marta	HBJB	1140	0.5	Julio A. Sanchez
Santander	HJEH	1550	0.1	Escuela Rafael Tello
Tocaima	HJCP	1530	0.092	Ruperto Aguilera Leon (Catholic Station)
Tulda	HJEK	1340	.1	Hernando Bueno Delgado
Tunja	HJGA	1425	.25	Gabriel Cardenas R.

COSTA RICA

Alajuela	TI5JJM	575	1.5	Emilio E. Martinez
Cartago	TI3MC	1175	.5	Manuel Carazo Gonzalez
Cartago	TI3LC	1215	.9	Jose Francisco La Fuente Canossa
Cinco Esquinas Tibas	TIHB	690	2.0	Roger Barahona Gomez
Limon	TIQ	555	.2	Francisco Garron S.
Puntarenas	TIWS	900	1.0	Manuel Campos J.
Puntarenas	TIKM	1200	0.5	Camilo Moya X.
San Jose	TIKCC	6180	.3	Prbo. Carlos Borge
San Jose	TIKRH	9692	.75	Amando Cespedes Marin

LATIN-AMERICAN STATIONS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
San Jose	TILYM	1015	1.0	Roberto Meses Q.
San Jose	TI4NRH	710	.75	Amando Cespedes Marin
San Jose	TICJ	735	5.0	Carlos Madrigal Mora/Jorge Ortiz
San Jose	TIBG	750	0.5	Narcisco Garcia
San Jose	TIW	775	.45	Lola Monge P.
San Jose	TIGPH2	800	3.	Gonzalo Pinto H.
	TIGPH	605	6.5	
San Jose	TIPG	625	5.0	Caludia Martinez M.
		9615 sw.	20.	
San Jose	TILJ	955	1.0	Luis Jeronimo Cordero Gutierrez
San Jose	TIEP	6700 sw.	1.	Eduardo Pinto H.
San Jose		830	3.	
San Jose	TIRS	920	3.0	Orlando Sotela M.
San Jose	TIOS	940	0.5	Guillermo Castro
San Jose	TIRH	970	0.5	Rafael Hine Chavarria
		6150 sw.	0.25	
San Jose	TIFC	1000	1.0	Juana L. Mayoer de Cabezas
San Jose	TIDB	1250	1.0	Ricardo Dorado
San Jose	TIRM	1040	0.5	Rafael Merino
San Jose	TIUCR	1235	1.0	Universidad de Costa Rica
San Jose	TIMACHO	1100	1.0	Maximo Chaves Arias
San Jose	TINBC	1070	15.	Oscar Martinez N.
San Jose	TIJMP	855	3.	Margarita M. de Girton
San Jose	TIGPH	5875	1.0	Gonzalo Pinto H.
San Pedro	TILS	880	5.0	Luis Saenz Mata
San Juan Tibas	TIBAS	650	8.0	Gonzalo Pinto H.
San Francisco de Asis	TIBO	670	1.0	Carlos Francisco Jimenez

DOMINICAN REPUBLIC

Ciudad Trujillo	HIZ	1350	0.1	Frank Hatton
	HI1Z	6312 sw.	0.2	Frank Hatton
Ciudad Trujillo	HIN	1090	0.15	Partido Dominicano
	HI1N	6243	0.7	
Ciudad Trujillo	HI1G	6124 sw.	0.1	A. Cordero Puerlo
	HI2G	9290 sw.	0.1	
Ciudad Trujillo	HIL	6187 sw.	0.6	J. C. Pellicer
Ciudad Trujillo	HIT	7200 sw.	0.1	F. A. Sanabia
Ciudad Trujillo	HI2T	7275	.20	Jose Arismendi Trujillo M.
	HI3T	1040	10.	
Santiago	HI1A	6180 sw.	.75	Rafael Western
Santiago	HI9B	6383 sw.	0.2	Jacinto L. Sanchez
Santiago	HI8Z	7225	0.2	Luis F. Moscoso
Santiago	HI2A	7215	0.25	Expedi Pou
Puerto Plata	HI9T	6170 sw.	.10	Luis A. Pelegrin
	HI9U	7205	.1	
San Cristobal	HI1R	6140	.20	Luis Alberti
San Pedro de Macoris	HI1J	6025	.1	Fausto Donastorg
Romana	HI3C	6660 sw.	.030	Antonio Herrero Hernandez

ECUADOR

Cuenca	HC5BU	4715		Cia. Radio Universal
Guayaquil	HC2BC	1300		Randolfo Sierra
Guayaquil	HC2FB	1140		Roberto Hernandez
Guayaquil	HC2FH	1200		Cia. Radiod. El Milagro
Guayaquil	HC2AU	1350	0.2	Cia. Radio Atalaya
Guayaquil	HC2ET	1131 sw.	0.5	Jose Santiago Castollo
Guayaquil	HC2CM	900		Julio Sanchez

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Guayaquil	HC2RB	1250	0.1	Luis F. Rodriguez
Guayaquil	HC2AK	1050	1.0	Compania de Ecuador
Guayaquil	HC2AW	975	.0025	Alfonso Wilmont
Guayaquil	HC2FD	600		Gonzalo Enderico
Guayaquil	HCJB	700		Wordl Radio M. Fello
Guayaquil	HC2FY	810		Washington Rama
Guayaquil	HC2FZ	850		Pedro Chapilliquenc
Guayaquil	HC2FL	1400		Gabriel Vergara J.
Ibarra	HC1FM	4725 sw.	0.3	Azael Teran
Portoviejo	HC4FA	4760		Soc. An.
Quito	HCJB	970	1.0	Wordl Radio M. Fello
Quito	HC1BD	1111		Rosendo Gavilanes
Quito	HC1PM	4780 sw.	0.15	Lenardo Ponce
Quito	HC1FJ	1210		Miguel Arregui y Cia.
Quito	HC1MJ	1410		Manuel Ocana
Quito	HCQRX	1340	0.25	Radio Quito
Quito	HCIGP	4790 sw.	0.2	Padre Elias Brito
Quito	HCIBS	1160	0.25	Cesar Mantilla
Quito	HC1AB	1280		Ariz Noe Mucarzel

EL SALVADOR

San Salvador	YSF	9250	0.5	
		840	2.5	
San Salvador	YSR	900 sw.	2.5	Alberto Cevallos Sosa
	YSR	6265	0.5	
San Salvador	YSI	7215	.5	Ricardo Ramos
San Salvador	YSN	9655	.8	Ruben Menbreno
	YSO	1470	.8	
San Salvador	YSS	638	0.5	Direccion General de Comunicaciones, Govt. of El Salvador
	HUB	6150 sw.	.3	
San Salvador	YSP	780	.3	Fernando Alvayeros Sosa
	YSP-B	6150 sw.	.3	
San Miguel	YSHQ		.50	Alberto Cevallos Sosa

GUATEMALA

Guatemala City	TGM	830	0.1	Roberto Castillo
	TGM1	6600	0.1	
Guatemala City	TG1	1310	0.3	Govt.
	TG2	6620 sw.	1.	Department of Communication
	TG3	1350	0.25	
Guatemala City	TGO	1140	0.5	La Vov de las Americas
	TGOA	1140	0.5	
Guatemala City	TGR	1211		Dn. General Guardia Civil, Gob. de Guatemala
	TGR	6255		Guatemala Govt.
Guatemala City	TGW	640	10.0	
	TGWA	9685 sw.	10.	
	TGWB	6460 sw.	1.	
	TGWC	1520 sw.	1.	
Guatemala City	TGK	1380		Pbro. Augusto Herrera A.
Guatemala City	TGL	1240	.25	Gilberto Marroquin Lucero
	TGLA	6295	.25	
Guatemala City	TGX	1410	0.05	Miguel Angel Mexicano
	TGX1	6190	.05	Novales
Qzaltenango	TGQ	1450	0.25	Govt.
	TGQA	6400 sw.	0.3	
Mezatenango	TGLB	6900		Gilberto Marroquin Lucero

HAITI

Port-au-Prince	HHWB	9550		
		1036		

LATIN-AMERICAN STATIONS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Leogane	HHK*	6200	25.	Haitian Govt.
		9620 sw.		
		1820 sw.		
		17850 sw.		
		21670 sw.		
		920		
Port-au-Prince	HH3W	9890	0.25	Ricardo C. Widmaier, Jr.
	HHW	1230	0.15	
		978		
Port-au-Prince	HH2S	5945	0.4	
Port-au-Prince	HHBM	1473	1.	
	HHCM	9660 sw.	1.	
	HHGM	6165 sw.	1.	Frank C. Magliore

HONDURAS

Ceiba	HRD2	6235 sw.	0.2	Ing. M. R. Moncada
San Pedro Sula.....	HRP1	6351 sw.	0.15	Filiberto Diaz Zelaya
Tegucigalpa	HRN	5875 sw.	.5	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	6760 sw.	0.8	La Voz de Nicaragua (Govt.)
Managua	YNOW	6850	0.80	Mendoza y Hermanos
Boaco	YNBO	6760 sw.	1.0	
Managua	YNCQ	6850 sw.*	0.8	

PANAMA

Colon	HON	1500	1.0	Jose Jaen y Jaen
Colon	HOW	1230	0.1	Radiodifusion Panamericana S. A.
Colon	HP5K	6005 sw.	0.8	Jose Jaen y Jaen
	HOK	640	0.25	
Colon	HOL	1390	.25	
	HOLA	9505 sw.	0.25	Anibal Galindo
Chitre	HOJ	1130	0.5	Fernando Jolly
David	HOU	1025	1.0	La Voz de Baru
Panama	HOX	900	1.	Raul Jimenez
	HOXA	15100	7.5	
	HOXB	11810	7.5	
	HOXC	9660	5.0	
Panama	HOG	840	.25	Radiodifusion Panamericana
Panama	HP5G	11870 sw.	.8	Radio Panamericana
	HOB	6175 sw.	0.6	
Panama	HOA	1090	1.0	
Panama	HOC	1440	1.	Jose Jaen y Jaen
Panama	HP5A	11700 sw.	.5	Jose Jaen y Jaen
Panama	HOQ	1250	0.25	Fernandez Jose Herrera, Jr.
Panama	HP5B	6030 sw.	0.25	Ernesto de la Guardia, Jr.
	HP5C	730	.5	
Panama	HP5H	6122 sw.	0.5	M. Lombardo Vega
Panama	HP5J	9607 sw.	0.25	Manuel Diaz
	HP6J	1358	0.25	
Panama	HOHA	900	0.32	M. Lombardo Vega

PARAGUAY

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Asuncion	ZPA1	6030	2.5	Official Govt. Station
Asuncion	ZP1	1360	0.5	Official Govt. Station
Asuncion	ZP4	730	1.0	Saccarello y Ferreira
Asuncion	ZP8	900 sw.	0.1	
Asuncion	ZP6	1300	0.5	Emilio Jordan Livieres
Asuncion	ZP9	970	1.0	A. C. Bajac
Asuncion	ZP10	1330	0.5	A. Arbo Recalde
Asuncion	ZP11	1200	0.5	Juventud Antoniana
Asuncion	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion	ZP3	700	10.	Teleco Paraguaya S. A.
	ZPA3	11850	1.2	
Encarnacion	ZP5	920	5.0	Sociedad Paraguaya de Radiodifusion
	ZPA5	11950	2.5	

PERU

Arequipa	OAX6B	6035 sw.	0.15	Maximo J. Landa
Arequipa	OAX6C	1370	1.	J. Antonio Umbert F.
	OAX6E	6335	1.	
Arequipa	OAX6A	6050 sw.	0.1	Jorge E. Olazabal Benavides
Callao	OAX4C	1160	0.5	Alvarada & Urteaga
Chiclayo	OAX1A	6150 sw.	0.3	J. Carlos Montoy D'
Cuzco	OAX7A	6128 sw.	0.1	Carlos Lizarraga Fisher-Montero
Huacho	OAX4D	840	.20	Juan P. Goicochea
Huancayo	OAX4P	5980	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6116 sw.	0.4	Victor Priano Storace-Castilla
Ica	OAX5B	1480	0.25	Luis de los Heros y de los Rios
	OAX5C	9560 sw.	0.25	
Lima	OAX4H	6095 sw.	1.	Armando Ortiz Lambert
	OAX4F	1080	0.25	
Lima	OAX4B	1200	0.25	
	OAX4G	6190 sw.	0.25	
Lima	OAX4Z	6082 sw.	15.	Gobierno del Peru
	OAX4A	854	10.	
	OAX4T	9562 sw.	10.	
	OAX4R	sw.		
Lima	OAX4E	960	0.2	Ing. Juan P. Goicochea
	OAX4K	9545 sw.	0.25	
Lima	OAX4I	1320	0.25	
	OAX4J	9520	0.2	
Lima	OAX4X		0.3	Díanderas Samanez
	OAX4Q		0.2	
Lima	OAX4L	1250	0.2	
Lima	OAX4U	1010	10.	
	OAX4V sw.	5925 sw.	7.5	
	OAX4W sw.	9360 sw.	2.	
Trujillo	OAX2A	5625 sw.	.75	Rafael Larco Hoyle
	OAX2B	1400	.5	

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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URUGUAY

Canelones	CW47	1470	0.3	Julio J. Rabasa
Canelones	CW4	610	5.	Diario Rural S. A.
Cerro Largo-Melo	CW53	1580	0.25	Ruben D. Lucas
Colonia	CW1	550	4.5	R. Berotti & R. Montellano

LATIN-AMERICAN STATIONS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Colonia	CXA8	9640	3.0	Jaime Yankelvich
Durazno	CW25	14030	0.5	Artola Evangelisti & Cia.
Florida	CW33	1200	0.25	Omar F. Barreiro
Lavalleja-Minas	CW43	1420	0.5	Juan R. Volante
Maldonado	CW51	1560	0.5	Hector Lamaison
Montevideo	CX6	650	25.0	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	5.0	Luis A. Artola
Montevideo	CX14	810	15.0	Difusoras del Uruguay
Montevideo	CX16	850	10.0	SADREP Ltda.
Montevideo	CX18	890	5.0	Difusorad El Espectador Ltda.
Montevideo	CX20	930	2.0	Maria Elvira S. de Romay
Montevideo	CX22	970	25	Haripururu Hnos.
Montevideo	CX24	1010	2.5	SADREY Ltda.
Montevideo	CX26	1050	5.0	Ministerio de Ganaderia y Agricultura
Montevideo	CX28	1090	3.0	Walfrido Figueira Moran
Montevideo	CX30	1130	2.0	Silva y Larrea
Montevideo	CX32	1170	0.5	Comp. Uruguaya de Publicidad
Montevideo	CX34	1210		
Montevideo	CX36	1250	1.0	Vazquez y Walder
Montevideo	CX38	1290	5.0	Servicio Oficial D.R.E. (Ministry P. E.)
Montevideo	CX40	1130	0.5	Julio J. Rabassa
Montevideo	CX42	1370	1.0	Hector Vernazza
Montevideo	CX44	1410	0.25	Juan Carlos Raffa
Montevideo	CX46	1450	1.5	Carlos Silva Rijo
Montevideo	CX48	1490	1.5	Sara Vazquez Alvarez
Montevideo	CX50	1530	0.3	Bernardino Avala
Montevideo	CXA3	6075	2.5	Leon y Landeira
Montevideo	CXA4	6125	10.0	Radio Electrica
Montevideo	CXA6	9620	20.0	Radio Electrica
Montevideo	CXA7	11735	0.5	Luis A. Artola
Montevideo	CXA10	11900	20.0	Radio Electrica
Montevideo	CXA11	27000	2.5	Radio Electrica
Montevideo	CXA13			M. de Ganaderia y Agricultura
Montevideo	CXA14			
Montevideo	CXA18	15300	20.0	Radio Electrica
Montevideo	CXA19	11835	50.0	Difusoras Uruguay Ltda.
Montevideo	CXA21	6170	1.0	Julio J. Raassa
Montevideo	CXA22	29500	2.5	Servicio Oficial de Difusion Radio Electrica
Montevideo	CXA23	43500	2.5	Radio Electrica
Montevideo	CXA24	58000	2.5	Radio Electrica
Montevideo	CXA30	6035	1.0	Silva y Larrea
Paysandu	CW35	1240	0.25	Alfonso M. Ordoqui
Paysandu	CW39	1320	0.1	Miguel Penna
Paysandu	CW47	1510	0.1	Fasola Rios y Tiboni
Rivera	CW43B	1480	.75	Walfrido Figueira Moran
Rivera	CW19A	1340	0.06	Jorge Downton Garcia
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Ramon J. Vinci y Hector Jose Carbone
Salto	CW27	680	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	CE46B	1460	0.05	Roberto Tarucell
Tacuarembó	CW46A	1400	2.0	Luis S. Dini
Treina y Tres	CW45	1390	0.25	Marroche y Lacurcia

1948 'scope

FOCUS OF THE YEAR...

When NBC announced network television on the first business day of 1948, remarkable things began to happen. Within two weeks, one manufacturer oversold a carload of sets in a southern city. A station in that same city found itself with sudden new contracts for \$1,000 worth of time a week. The station was not yet on the air with television and the people who bought the sets couldn't view any pro-

grams for a few months to come. These are just two items among many that happened because people were ready for television. NBC's culminating achievement of network television clicked with what the public wanted precisely when they wanted it. The eye of that public is clearly and enjoyably focused today on NBC's conviction and performance in . . . 1948—*Television's Year.*

FOCUS OF ANOTHER YEAR...

Television had a long infancy, an enthusiastic boyhood and a smartly paced entry into its year of grown-up action. And now it's possible even to be nostalgic about it. Remember *Business Week's* Special Report of 1939?

"Ending years of rumor and premature conjecture, television's birth was officially scheduled for the year 1939, when

David Sarnoff, president of the Radio Corporation of America, announced two months ago that home receiving sets would be put on sale by April and that the National Broadcasting Company, RCA's subsidiary, would begin a regular television broadcasting service when the New York World's Fair opens April 30, 1939."

NBC Television

NATIONAL BROADCASTING COMPANY

A Service of Radio Corporation of America



PRESENTS

THE 1948
YEAR BOOK
OF
TELEVISION

Edited by
JACK ALICOATE

Copyright, 1948, by the Radio Daily
1501 Broadway, New York 18, N. Y. Wisconsin 7-6336



For year-after-year top performance, money-making commercial telecasting . . .

IT'S DU MONT FROM

A to Z

▶ From camera to high-gain antenna system—including control units and consoles, film projectors and film cameras, portable image orthicon chains and relay transmitters, studio cameras, video and audio transmitters, etc.—it's DU MONT equipment all the way for that coordinated, smooth, economical performance. Du Mont installations in daily service best illustrate that story.

A decade and a half of outstanding

engineering, actual telecasting and electronic craftsmanship second to none, stands behind equipment bearing the famous DU MONT name. No other organization can match this pioneering saga.

Whatever your telecasting plans—low-power or high-power; modest or big investment; single station or network—regardless, make it DU MONT from A to Z for the "First with the Finest in Television."

▶ *Bring your telecasting plans and problems to us for Du Mont "know-how." Visit our model station at Clifton for leisurely inspection and test—or the Du Mont Network in New York for the world's largest television studios in action.*

First with the Finest in Television



DU MONT

Allen B. Du Mont Laboratories, Inc., Television Transmitting Equipment Division, 42 Harding Ave., Clifton, N. J. • Du Mont Network and Station WABD, New York • Station WTTG, Washington, D. C. • Main Offices and Plants, Passaic, N. J.

TELEVISION

Add a new dimension, perhaps the most important, to the dynamic field of entertainment. Television is HERE. While Motion Pictures, Opera, the Stage and Concert Field are having a trying time to hold their own, TELEVISION, the mightiest facet of all is moving forward with the grace of a rocket and the force of an atom bomb.

Not so many years ago Gen. Sarnoff knowingly told us that practical television only awaited circulation. With a cyclone of sets and a nation wide coaxial network in the developmental stage it can now be said that the future of television is unlimited. And so the stage is set. From those now in television we can expect more maturity in production. To those in allied fields we suggest most serious attention to this thundering giant.

The pages that follow, in somewhat abridged fashion, reflect the past and present picture of video, as well as an enlightening and constructive look-see into the television crystal ball of the future. This is the Third edition of the Year Book of Television. To those who have so cheerfully helped in its preparation the editor extends his grateful appreciation.

JACK ALICOATE,
Editor.



The eyes of the world are on Hollywood

and Hollywood's eyes are on **KTLA**

In Hollywood there starts a custom, a fad, a fashion.

First thing you know, you find it spread to the far corners of the earth. But where does Hollywood get its ideas? Well, here's one clue: Hollywood's great, absorbing interest today is television—and in Los Angeles, television means KTLA, on the air seven days a week with a wide variety of excellent programs.

KTLA *sells Hollywood*
HOLLYWOOD *sells the world*

KTLA WILL BE A KEY STATION IN THE PARAMOUNT TELEVISION NETWORK

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Klaus Landsberg—West Coast Dir.



National Sales Representative

George T. Shupert, 1501 Broadway, N. Y.
BRyant 9-8700

A SERVICE OF PARAMOUNT PICTURES Inc.

SCANNING AND PANNING

By FRANK BURKE, Editor, Radio Daily and Television Daily

TELEVISION programming techniques both from an advertising and entertainment point of view progressed during 1947 but there is still need of showmanship in the development of the sight and sound art.

Program progress of the past year included improvement in special events coverage; more intelligent use of visual commercials; the advent of daytime programs designed for kiddie viewing and the use of documentary, news and educational films.

Some of the major advertising agencies such as Foote, Cone and Belding, J. Walter Thompson, and N. W. Ayer have made excellent use of movie commercials in the television field. The use of films to sell Lucky Strike cigarettes, the Ford film commercials and U. S. Rubber's treatment of sports events on film are some of the notable examples of good taste and excellent merchandising using movie techniques.

Another important step on the progressive side noted the past year which holds promise for further expansion this year is the increasing number of program hours on stations. The complaint that television gave little or no daytime programming is being answered by increasing schedules of daytime shows—afternoon programs of special appeal to women and children. Also by adding daytime special events coverage of events in Washington and New York.

The coming of the Republican and Democratic National conventions to Philadelphia in July are heralded in television circles as two events that will give great impetus to the new art. Extensive plans for network and station coverage on the Atlantic seaboard and tele film coverage for stations in other sections of the country have been worked out. In addition the major manufacturers of television receiving sets in February made plans for an extensive advertising and promotion campaign designed to step up the sale of receivers for the forthcoming political conventions.

Greatest problem from an audience standpoint in 1948 is the installation bottleneck which the major manufacturers up till now have not been able to solve. The demand for receivers, particularly the

table models produced by Du Mont, RCA, Philco, Farnsworth, Emerson, General Electric and others have been great but the distributors and dealers have not been geared to handle the installation and servicing in many instances.

Despite the set installation bottleneck the television industry made amazing progress during 1947 and will climb to still greater heights in 1948. With prospect of nearly 50 television stations in operation before the end of 1948 and nearly a million sets in the hands of the growing video audience the new industry will become a nation-wide entertainment and commercial enterprise this year.

Two organizations have done much to further the new art the past year. These are the Television Broadcasters Association and the American Television Society. The TBA under the leadership of Jack Poppele, president, have represented both the manufacturers and the broadcasters and the ATS with Don McClure as president and have brought together all segments of video into a closely knit progressive society of television experts and newcomers to the field. Their impact, unquestionably, have been of immeasurable value in establishing television as a dramatic, growing industry.

Probably one of the biggest needs of the new art is the establishment of an authoritative survey system which will give broadcasters, manufacturers and advertisers alike a true picture of the growing television audience from month to month. Broadcast Measurement Bureau, industry sponsored research organization, has plans for rendering this service and both the Hooper and Nielsen organizations are working to the end of providing such a service. The only figures available at this writing are the monthly estimates of the Radio Manufacturers association on set production by their member manufacturers and the fluctuating figures of the Federal Communications Commission on station applications, CPS and commercial licenses. These figures are available from day to day at the FCC as the television actions are disposed of by the commission.

Television is no longer around the corner. It's here and growing daily. By the end of 1948 it may enter the charmed circles of the first fifteen major industries in the United States.

emil **VELAZCO**

I N C O R P O R A T E D

723 SEVENTH AVE., NEW YORK 19

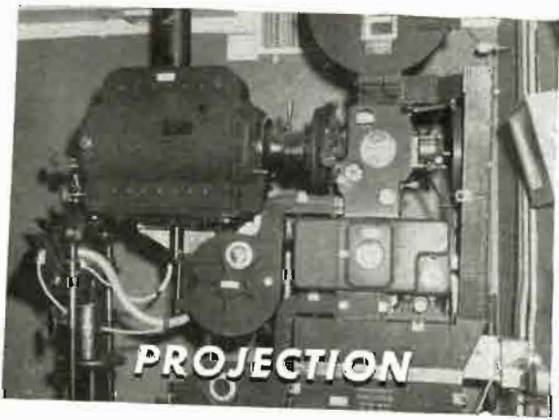
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PROJECTION

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offering the finest and most modern film facilities in America.

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- CUTTING ROOMS

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Extensive Music Library
16mm-35mm Optical Effects
Film Vault Service

OUR COMPREHENSIVE FACILITIES and KNOW-HOW REDUCE TELEVISION and MOTION PICTURE FILM PRODUCTION COSTS!

Television Today — Facts and Figures

NINETEEN television stations are now operating in 12 key cities of the United States. Thirty more stations were expected to begin regular video service this year.

Cities having daily TV program service were: New York, Schenectady-Albany, Philadelphia, Baltimore, Washington (D.C.), Cincinnati, Cleveland, Detroit, Chicago, Milwaukee, St. Louis and Los Angeles.

Major manufacturers report production of approximately 225,000 receivers during 1947 with prospects of 750,000 sets being produced during 1948.

It is estimated that upwards of 200,000 receivers are in use in private homes, with an approximate audience of 1,500,000.

Price of television receivers range from around \$200 for small table models to \$2,500 for deluxe all-purpose models.

Coaxial cable now links New York with Philadelphia, Baltimore, and Washington with an extension to Richmond, Va., in prospect during the spring of 1948.

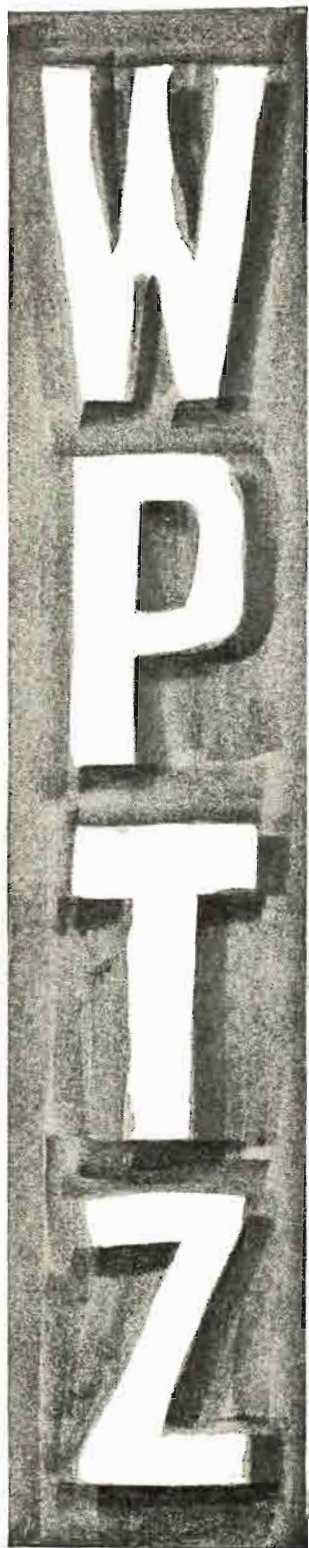
Radio relay links now in operation include one from South Bend, Ind., to Chicago; another from New York to Schenectady, a third linking Philadelphia with New York City, and a fourth connecting the latter with Boston, Mass.

Top programs during '47 included telecasts of the World Series, Louis-Walcott heavyweight championship fight, and first video pickup from the White House.

Plans were made to televise the national conventions of the Democrats and Republicans in Philadelphia. Proposal involved all broadcasters on the eastern network who will participate via an industry pool.

Over 200 top national advertisers were using television on a regular basis, several of which were represented in all 12 cities with video service at the start of the year.

AT&T announced plans to link the east and midwest with coaxial cable and radio relay by December of 1948. Plan called for regional network service to be expanded in both areas, with connections extending from Buffalo in the north through Cleveland and west to St. Louis, Mo.



FIRST IN TELEVISION IN
PHILADELPHIA

PHILCO

TELEVISION BROADCASTING
CORPORATION



1800 Architects Building
Philadelphia 3, Pennsylvania

TELE SPONSORS SHOW INCREASE

By DON McCLURE, N. W. Ayer & Sons



McClure

ABOUT a year has passed since the first new long-awaited post war television set has been enthusiastically received to a home. The ever alert manufacturer optimistically forecast fantastic figures as to the number of sets that would be made for

the coming year. Considerable increase in new sponsors' expanding activities, as well as the old standbys, was a logical follow up. In order, success story after success story, although ever so small as to the number of people reached, proved what *we* in Television have long believed—"It's here to stay!" Long before this new era was twelve months old, Crosley's, Hooper's, Roslow's, audience panels, Televisor and Television Magazine surveys piled up evidence so complete that even the hardest headed anti-video die-hard had to admit the new electronic child was far from anemic.

This first firm step into a new era was not unlike the first firm step of a child . . . solid, positive, with an objective in view . . . then back to crawling. As the months rapidly dropped from the calendar, so did the earlier set estimates—so did program experimentation—so did station applications—so did opening gates for new stations. Even many so called far seeing and daring advertisers took the easy and short way out—"Let's wait." The public, when the chips are down, are the only ones that count, and they continued to buy every set the manufacturer produces. At this late date it's rather foolish to observe that John Q. (in this country at least) usually gets what he wants . . . and commercial happens to be on his list.

With the coming of spring, the long promised sets in quantity began to be a reality. Baseball, the national sport, was for the first time tried in all cities having television and big league teams on a regularly scheduled basis. Some of the experienced television sponsors—and many new ones—became even more aware of the genuine interest the public had in this new bill of fare. By the end of the

summer, almost every ball park where television was permitted to telecast games admitted that turnstile attendance had reached an all-time high.

Comes the spring, besides being necessary to a "young man's fancy", there was a stimulating effect on *other* types of professional programming. Some national advertisers bought top professional talent only to find it paid off. Other producers offered types of television programs that were a logical step from sport and news events into entertainment in the home and at a cost that made economic sense even at this stage of the game.

At this point, we feel it advisable to indicate that spring also offered encouragement to what we believe can become a menace in station programming—the minute spot!—not too obvious a pitfall, but from a station's programming standpoint, once they break their time into segments of one minute—in the extreme it could well become a problem of public relations to prevent 59 one minute commercials during an hour of programming. The second, and by far the most serious as far as the sponsor is concerned, once a one-minute spot has been shown, the impact and remembrance of a good commercial is pretty complete. It's second showing begins to create a nuisance in the mind of the viewer. The 3rd, 4th and 5th showings can easily cause the audience to switch to another station. Naturally, this is a negligible problem in radio but, unfortunately, some sponsors are already treating television like radio—with pictures attached.

The 1947 World Series—topped in interest probably only by the Louis vs. Conn fight, drove set demands into the stratosphere. The request for time on stations reached a peak, Advertisers and their agencies began to speak of television in terms above a whisper. Segwaying into this annual baseball classic was another top American sport—football! Sponsors were fighting for positions, options, renewals—and sets were still miles behind the demand.

Looking into television's future at this time, the view is reasonably clear. With little effort on the manufacturers' part, all sets can be sold to an eager public.

In every field of radio

LOOK TO THE GENERAL ELECTRIC COMPANY



AM Among the first to design, build and operate transmitters in the AM field, General Electric has always maintained its interest in advancing the art and technical development of this phase of broadcasting. The 250 watt AM transmitter shown here is the first of General Electric's completely new line that includes all types, from the lowest to the highest power ratings.



FM As a pioneer in the development of FM broadcasting, General Electric has acquired the background and experience which has proved so invaluable to the

newer stations entering this field. As a leader in the development of FM, General Electric has a complete line of FM transmitters for broadcasting stations of every size.

COMMUNICATIONS



In the broad field of communications, General Electric has placed emphasis on the importance of quality, reliability and simplicity of design in this type of equipment. Since many of the applications for radio communications equipment are in the nature of public services, extreme care has been exercised to design each unit for maximum utility. Complete systems for the bands available to these services are provided, both station and mobile.



AVIATION To the pilot, the radio equipment is the most valuable instrument in his plane, since his life may depend upon it. In designing the complete General Electric line of Aviation Electronic Equipment, reliability far beyond accepted standards was demanded. The high quality that is being built into these entire lines is assurance of dependability under the most critical conditions.



TELEVISION For years General Electric has pioneered in television. Station WRGB has provided outstanding facilities for both technical and program experimentation.

This union of engineering with studio production supplies General Electric with experience of incomparable value to those entering the television field.



MARINE RADIO

During the war General Electric was one of the largest producers of radar for the Armed Forces. Many of these developments have been refined and simplified for use in peace. The Electronic Navigator, a radar development, is one of these peacetime applications which is now being used in navigation to protect shipping. Other equipment now being developed will aid in saving untold millions of tonnage and numbers of lives in the future.

FOR COMPLETE INFORMATION ON GENERAL ELECTRIC RADIO EQUIPMENT, WRITE OR CALL ANY OF THESE DISTRICT OFFICES:

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187 Spring Street

BOSTON 1, MASS.
140 Federal Street

CHICAGO 54, ILL.
1122 Merchandise Mart

CINCINNATI 2, OHIO
215 W. 3rd Street

CLEVELAND 4, OHIO
710 Williamson Bldg.

DALLAS 2, TEXAS
1801 N. Lamar Street

DENVER 2, COLO.
650 17th Street

KANSAS CITY 6, MO.
106 W. 14th Street

LOS ANGELES 14, CALIF.
530 West Sixth Street

MINNEAPOLIS 2, MINN.
12 Sixth Street

NEW YORK 22, N. Y.
570 Lexington Avenue

PHILADELPHIA 2, PA.
1405 Locust Street

SAN FRANCISCO 4, CALIF.
235 Montgomery Street

SCHENECTADY, N. Y.
Bldg. 267, Rm. 105

SEATTLE 4, WASH.
10 Second Avenue

WASHINGTON 5, D. C.
806 15th Street, N. W.

SYRACUSE 1, N. Y.—Syracuse 6-4411

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL  ELECTRIC

TELEVISION-LEADERS

— 1947 - 1948 —

Thumbnail sketches of industry executives whose activities during the past year have contributed to the dramatic development of the new art, whose leadership assures television of early maturity.



ALLEN B. DuMONT



An early industry pioneer, Dr. DuMont, president of Allen B. DuMont Laboratories, Inc., gives active leadership to the company's five divisions: research, cathode-ray tubes, cathode-ray oscillographs, television receivers, television transmitters, and the DuMont television network. His name is synonymous with television through his contributions to the industry.

DAVID SARNOFF



A name synonymous with all phases of advancement in the communications field for the past quarter-century and one of America's most respected and influential business men. Sarnoff's career is as dramatic as the story of radio itself, having risen from the ranks to his present post as president and chairman of the board of RCA. He's also distinguished himself in two wars, presently holds the rank of brigadier general.

FRANK E. MULLEN



One of the most influential and widely-known executives in the business world, Frank Mullen, executive vice president of NBC, is responsible for much of the present degree of progress made in the medium by the network. At the helm of NBC's television activities the past year, Mullen is responsible for plans and development for the network's establishment of a coast-to-coast video hookup.

LAWRENCE W. LOWMAN



Operational head of CBS Television and a board member of the Television Broadcasters Association, Lowman is celebrating his 16th year as a CBS vice-president and his 20th with the organization. WCBS-TV has made great commercial strides and has won industry-wide recognition for imaginative programming, experimentation and research in the short time Lowman has been at its helm.

Where Are You Going —in TELEVISION?

How Can You Be *SURE* . . .

● ABOUT CAPITAL REQUIREMENTS—OPERATING COSTS—STUDIO DESIGN — ADVANCING TECHNOLOGY — PROGRAM SERVICE?

● These, and other questions vital to success, are being answered on the basis of years of practical television experience and painstaking research for America's leading broadcasters by RICHARD W. HUBBELL & ASSOCIATES—rendering a *complete* service to Applicant, Broadcaster, Advertiser, and Producer.

● Established in New York, Washington, Cincinnati and Hollywood, the partners and staff consultants of RICHARD W. HUBBELL & ASSOCIATES have enjoyed the confidence of television, radio, scientific and business leaders for many years. They are now assisting the leaders of television in the fields of economic and financial analysis; programming and program service; engineering; public relations; sales development; and other management problems.



RICHARD W. HUBBELL & ASSOCIATES

DR. ALFRED N. GOLDSMITH

THOMAS H. HUTCHINSON

ROBERT JEROME SMITH

2101 International Building — Rockefeller Center

New York 20, N. Y.

Circle 6-1750

JOHN F. ROYAL



One of America's great showmen and most popular industry leaders, he's held top posts in all segments of broadcasting, including programs, news and now—television. Closely associated with show business during

much of his career, Royal's far-flung contacts have played a vital role in helping NBC build top-quality television standards. He is an NBC vice-president.

MARK WOODS



Dapper, dynamic and one of the best-liked men in the industry, ABC's Mark Woods is the main driving force behind the network's activity in television as well as radio. In the thick of the race to establish a nation-wide video network, Woods early in '48 outlined ABC's plans to connect New York and the Coast.

J. R. POPPELE



One of the industry's pioneers, Jack Poppele is also one of television's leading figures. He is vice president, secretary and chief engineer of the Bamberger Broadcasting Service, a member of the board of directors of the Mutual

Broadcasting System and president of the Television Broadcasters Association, Inc. Poppele was instrumental in staging many broadcasting "firsts."

DR. PETER C. GOLDMARK



Young physicist and inventor who joined CBS 11 years ago, Goldmark is accredited with that network's achievements in ultra-high frequency television, including color video transmission. For his work in this regard and in electronics research he was awarded the Morris Liebmann Memorial Prize in '46 by the Institute of Radio Engineers. Currently heads CBS' tele engineering research and development.

DR. V. K. ZWORYKIN



Internationally acclaimed for his achievements in all phases of electronics, Zworykin is a pioneer in the development of all-electronic television. He invented the iconoscope, video's sensitive "eye," and developed

the kinescope—picture tube of the tele receiver. A member of every important engineering society and recipient of numerous major awards, Zworykin contributed heavily to World War II in science.

JAMES H. CARMINE



Nationally-known sales and merchandising expert, and a leading industry executive since 1923, Carmine is vice president in charge of distribution for the Philco Corporation. As such he is responsible for all Philco sales, merchandising and advertising, including the firm's complete line of television receivers. He has a keen business sense and unrivaled knowledge of the American market.

Motion Pictures For Television

★ ★ ★ ★ ★ ★

**FEATURE PICTURES - SHORT SUBJECTS
DRAMAS — COMEDIES — SERIALS
MUSICALS — TRAVELOGS — CARTOONS**

DOCUMENTARY and EDUCATIONAL SUBJECTS
2000 OLD TIME SILENT MOVIES

A Wealth of Unique and Valuable Material and
Services for Present and Future Telecast Programming

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MILLIONS OF FEET OF STOCK SHOTS
Material To Fit In With Every Possible Idea
For Rent or Sale

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Many Pictures and Serials That Will Work In With A SPONSOR'S Product
Packages of 13—26—or 52 Subjects.

PROJECTION ROOMS—CUTTING ROOMS
SHIPPING SERVICE—REHEARSAL ROOMS

COMPLETE PROGRAM DEPT.

*A Production Department Producing Pictures for
Advertisers who Plan to Use Television Commercially*

ADVANCE TELEVISION PICTURE SERVICE, Inc.

Telephone: COlumbus 5-5400-1-2-3-4

729 SEVENTH AVENUE - - - - NEW YORK CITY

• **WALTER J. DAMM** •



Vice president and general manager of radio for the Milwaukee Journal Company, Damm directs entire operation of W T M J - T V, W T M J and W T M J - F M in that city and WSAU in Wausau. A pioneer in radio for many

years, and an early enthusiast of television, Damm has applied the same intelligence and industry to the new medium.

• **G. EMERSON MARKHAM** •



Manager of GE's pioneer station in Schenectady (N. Y.), WRGB, and a company executive since 1923. Joined GE's WGY in that city in 1925, established two of the oldest farm radio services in broadcasting. Responsible for

much of WRGB's success as one of the first video outlets in the east, Markham is also vice president of the TBA.

• **LAWRENCE G. PHILLIPS** •



Widely-experienced business exec and one of the best-known showmen during the war as head of the USO, Phillips brought an impressive background to tele

when he took over the reins of the DuMont television network last year. He sharpened up the web's operation in a short time, hypood program activities and is credited with DuMont's recent surge to the fore in New York and Washington.

• **FRANK M. FOLSOM** •



As executive vice president in charge of RCA Victor, manufacturing division of Radio Corp. of America, Frank Folsom translated television blueprints and laboratory developments into receivers and broadcast equipment to establish

television on a national scale. Under his direction, RCA brought out in quantity the super-sensitive Image Orthicon pickup tube, new bright-picture kinescopes and other video advances.

• **HARRY BANNISTER** •



Veteran salesman in many competitive fields since World War I, he brought a wide and experienced merchandising talent to radio in 1930 when he joined W M B C, Detroit. Later joined WWJ in the motor city, helped increase

its commercial operation to new highs, and in 1941 became its general manager. Has supervised its WWJ-TV's operations since its inception.

• **PAUL RAIBOURN** •



One of the first motion picture execs to recognize the tremendous future of television, Paul Raibourn, as vice president of Paramount Pictures in charge of budgets and planning, heads up the company's entire tele subsidiary,

Television Productions, Inc. An active and influential participant during video's pioneering stage, Raibourn is a director of the Television Broadcasters Association.

BACK TO SCHOOL!

"We are now in the initial stages of the greatest marketing and merchandising effort in the history of the industry. In anticipation of this, the servicing fraternity is grooming itself to meet new problems arising from television, FM, higher frequencies and higher voltages. The industry and trade will have to go back to school. Of new techniques and new technology, there is plenty of both to be learned. The old chit-chat about tone, selectivity tuneup, feedback, etc., will have to make room for a new lingo about di-poles, rasters, turrets, blanking, focusing, picture areas and a new world of other terms and methods."

Radio & Television Retailing

TRAIN IN A SCHOOL ESTABLISHED BY LEADERS OF THE RADIO AND TELEVISION INDUSTRY TO MEET THE NEED FOR QUALIFIED PERSONNEL IN

TELEVISION • FM • RADIO-ELECTRONICS

DIRECTORS

William B. Dolph
Executive Vice-President
American Broadcasting Stations, Inc.
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Herbert L. Pettey
Executive Director
Radio Station WHN
New York City

William M. O'Neil, President
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LEWIS ALLEN WEISS



When Lew Weiss, chairman of the board of Mutual and executive vice-president of the Don Lee Network, began in radio in 1930, he saw in it a new and potent advertising medium that fascinated him. Now, as one of the pioneers in the development of tele-

vision, he is still concerned with the great potentialities of the visual-video art media.

WILLIAM CRAWFORD EDDY



Holder of more than 100 radio and electronic patents, Eddy brings to video a career as full of drama as the medium itself. A graduate of the U. S. Naval Academy, he spent several years with the submarine service, later joined Farnsworth Labs, NBC, then WBKB, Chicago. In the Navy during the war, Eddy rejoined WBKB in '46 as its director.

NORAN E. KERSTA



An NBC exec for more than 12 years, he's the network's director of television operations and one of the industry's youngest and most energetic officials. Pioneer in video statistical research and development of business methods for the new art,

his work has run the gamut of all matters video-wise. Marine Corps radar officer, Kersta took his present post in '47.

CHARLES C. BARRY



On the husky shoulders of "Bud" Barry, ABC's vice-president in charge of programs and television, fall the herculean task of programming the network's television stations. A former Presidential announcer, the 36-year-old Barry is responsible for the development of many of the network's top AM shows, will transfer much of his programming savvy to tele.

ERNEST B. LOVEMAN



Vice president of Philco Television Broadcasting Corp., which operates WPTZ, (Phila.) for the past three years, his career dates back to the early 20's when the company entered radio. For 18 years was ad manager of Philco, contributed

heavily to the firm's surge to the top in the industry. Loveman is one of the men who have made Philadelphia a vitally important video center.

WORTHINGTON C. MINER



Director, CBS Television, Miner handles over-all programming and film activities for the network's outlet, WCBS-TV, in New York. A prominent actor-producer-director for the legitimate theater and motion pictures from 1925-'39, during which time he produced 27 Broadway shows, Miner handled the station's operation through the war years, last year inaugurated station's "on location" shows.



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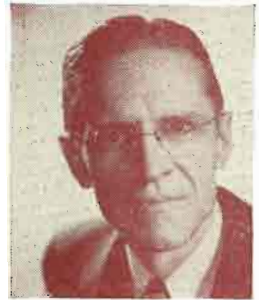
PAUL B. MOWERY



Few industry executives have done more to promote tele as an advertising and entertainment medium than ABC's fireball, Paul Mowrey. A "young old-timer" in his early 30's, Mowrey has spent a decade in the industry, broke in with CBS

as a lighting expert back in '38. Joined ABC in 1944, is now its national director of television.

J. R. DUNCAN



Actively engaged in television engineering since 1931, Duncan is acting director of television operations for the Crosley Broadcasting Corporation. Supervising activity at WLWT when it operated under the experimental tag of W8XCT, Duncan expanded the station's

scheduled from one program a week in July of '47 to 20 hours weekly in January.

GEORGE M. BURBACH



General manager of the St. Louis Post-Dispatch broadcasting stations KSD, KSD-TV and KSD-FM, Burbach is one of the industry's pioneers. His early and intense interest in the development of television resulted in the inauguration of KSD-TV as the nation's first completely post-war equipped television station on February 8, 1947. He was recently elected to the Board of TBA.

of television.

DR. LEON LEVY



Acknowledged industry leader for the past two decades, Levy heads activities at WCAU-TV (Phila.) as well as its AM, FM and facsimile interests. He and his brother, Isaac D. Levy sold their holdings in WCAU in '46, but remained as operators for new owners, Philadelphia Record, and last year, The Bulletin. Born and bred in the Quaker City, he's a vet of both wars. Is on the CBS board.

of television.

ROGER W. CLIPP



One of the industry's top executives, Clipp runs a huge enterprise in the Quaker City for the Philadelphia Inquirer, including its video outlet, WFIL-TV. Influential in getting both national political conventions for Philadelphia in '48, Clipp is a live-wire broadcaster and businessman, enormously active in all

phases of industry. He's also a committee member of NAB, BMB, and a member of the stations planning and advisory committee of ABC.

DR. W. R. G. BAKER



Pioneer in the communications and electronics industry, he's vice president of General Electric. Joined the firm in 1917, helped set up its AM operations in Schenectady, Denver and Oakland, (Calif.), later joined

RCA-Victor to head radio engineering. Returned to GE in 1935, was elected a vice president six years later, now heads the electronics department in Syracuse.

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LEONARD F. CRAMER



Vice-president of the Allen B. DuMont Laboratories, Inc., and a member of its board of directors, Cramer's work for DuMont has been highly varied, including sales, promotion, advertising and station management.

Although he was originally interested chiefly in sales, diversified and thorough training and experience has also made him a top-notch production man.

DON McCLURE



One of the most energetic execs in the business, Don McClure was one of the first agency men to plan and set up an extensive tele campaign for a national advertiser, when the medium was still considered in the "experimental" stage.

Head of the television bureau of N. W. Ayer & Son, Don is also president of the American Television Society.

GEORGE T. SHUPERT



In television since 1943 as an executive assistant of Paramount Pictures Inc. and Television Productions Inc., Paramount's wholly owned television subsidiary, Shupert's duties include overall planning of Paramount's broadcast

and theatre television operations. He is also New York sales representative for Paramount's Chicago station, WBKB, and Los Angeles station KTLA.

ROBERT S. PEARE



Vice president in charge of advertising, broadcasting, and general publicity for GE, Peare joined the company in 1922. In 1940 was named manager of GE publicity, chairman of the Company's general advertising committee, and

a vice president in 1944. Peare supervises the operations of WGY, GE's standard-AM station in Schenectady, and WRGB, its TV outlet.

FRANK P. SCHREIBER



Head of broadcast activities of WGN, Chicago, one of the Mutual network's key outlets, and is a member of the web's program board. Schreiber's had a wide career in the industry and newspaper work, broke in as a sports writer after

the first World War. He's been an important factor in air coverage of sports, now directs WGN-TV's operation.

EDGAR KOBAK



President of the Mutual network, and one of the most widely known men in the business world. Kobak's activities in video will expand this year with debut of several MBS stations in the medium, including

WOR in New York. Was instrumental in acquiring video rights for the World Series last year, an occasion which bolstered the medium's importance to a high degree.

G. BENNETT LARSON



Director of tele operations for WCAU-TV, outlet owned by the Philadelphia Bulletin, and an executive with over 20 years experience in all phases of broadcasting. Has been with NBC as producer and director, later with

such top agencies as Y. & R., Ruthrauff and Ryan, was director of video for the former for some years. Re-entered the station field in '42, was with the Bulletin's WPEN until accepting his present post.

JOHN McNEIL



A veteran network sales and management executive, John McNeil brought to the Du Mont Television Network a wealth of know-how when he picked up the reins of commercial operation in May of 1947. His authority and responsibility embraces a wide area in the Du Mont operation, overseeing all commercial activities of WABD as well as the network itself.

REYNOLD R. KRAFT



Sales manager of NBC's tele department since 1945, he was named to his present post following heavy background as a time salesman for the web. Since he's headed the sales department Kraft has expanded it

from a local operation to one of the most effective sales operations in the industry. He's been responsible for obtaining many of NBC's top national video accounts.

ROBERT L. COE



Manager of WPIX, New York Daily News tele station, Coe is one of the nation's top-flight radio and video executives. Joined the St. Louis Post-Dispatch in 1924, became chief engineer of its radio outlet, KSD, in '33. Assisted in preparation and

debut of KSD-TV last year, later came to New York to assume his present post.

SAM CUFF



One of the first broadcasters to direct the early destiny of tele in the east, Cuff last year carved another industry milestone — supervision of the first nation-wide "road show." In cooperation with RCA, Cuff arranged a special

tour for the Allied Stores Corporation, exhibited the medium in 22 key cities. Before and during the war general manager of WABD.

KLAUS LANDSBERG



First commercial station on the west coast is headed by a young man whose career in radio and tele occupied most of his adult life. After a varied and active career in Europe, Klaus Landsberg came to the U. S.,

worked for several top firms, including NBC and Du Mont. In 1941 he was named director of Paramount Pictures' division and has headed KTLA's operation.

• **HARRY R. LUBCKE** •



Much of the history of television development on the west coast is a reprint of the career of Harry Lubcke, whose early work in the medium goes back to 1931 when he participated in reception of video images in an airplane. He established W6XAO almost 17 years ago. He's been director of the Don Lee television system ever since, and during the war was cited by the Army and Navy.

• **GEORGE MOSKOVICS** •



Commercial manager, CBS television, Moskovics was named to the newly - created post of commercial manager at CBS Television in June of 1945. Since then, the list of sponsors at WCBS-TV has increased to a point where, in 1947, approximately 50 per cent of the programming was commercial. Moskovics, with CBS for 12 years, is a veteran ad sales exec.

• **JAMES L. CADDIGAN** •



Manager of program planning for the Du Mont network as well as its key outlet, WABD, Caddigan is currently engaged in building programs, and an adequate staff to handle an increasingly expanded schedule. He is a firm believer in diversified video fare and its important to a well-rounded station operation. Caddigan was a Paramount Pictures executive for 15 years.

• **JAMES C. HANRAHAN** •



General manager of WEWS, the Scripps-Howard FM-TV stations in Cleveland. He entered radio in 1932. In 1935 he helped organize Scripps-Howard Radio, Inc. of which he is now a vice-president, two years ago came to Cleveland to set up WEWS. Hanrahan was also instrumental in establishing the Scripps-Howard AM stations in Cincinnati and Knoxville.

• **J. LEONARD REINSCH** •



Widely - known in industry circles, more recently as radio adviser to President Truman, Reinsch began his career in Chicago in 1924, served with many top stations. Named managing director of the Cox radio properties in '42, Reinsch supervises activities of three stations, including all television activities which will get under way this year.

• **HAROLD C. BURKE** •



One of several top broadcasting execs whose career stems from association with newspaper advertising and editorial work, Burke has been a station man since 1930. He joined WISN, Milwaukee at that time, later became manager of the outlet. He's been in radio on the Coast and joined WBAL, Baltimore in 1938. Burke is now general manager of the station, including tele.

LEONARD HOLE



Associate director, CBS Television, Hole currently supervises network station relations, sales promotion and advertising, plus numerous other important assignments. He made the first official announcement of CBS' web tele plans

last November before the Radio Executives Club in New York, described working agreements with stations in Washington and Baltimore.

IRVING R. ROSENHAUS



Guiding force of WATV, New Jersey's first tele station, Rosenhaus is president and general manager of Bremer Broadcasting Corp., owner-operator of the outlet. Sound and experienced broadcaster, he's managed the firm's AM and FM operations with conspicuous success, was an early enthusiast of video as a major force. Rosenhaus is a firm believer in tele's sales power.

FRANK M. RUSSELL



Vice prexy of NBC in charge of the network's Washington (D. C.) office, "Scoop" Russell has a long career in radio and newspaper work, helped to establish first radio news service in a government department —

the Agriculture section. Importantly concerned with early development of tele in Washington with the network's owned-and-operated station, WNBW.

KENNETH H. BERKELEY



Washington (D. C.) industry official, is vice president and general manager of The Evening Star Broadcasting Company, operator of WMAL-TV and WMAZ, both ABC network affiliates. Managed WRC-WMAL for 12 years when both were NBC outlets, has headed latter station since '42 when it lined up with the old Blue Network. Berkeley's influence had made itself felt in Capital TV circles.

THEODORE C. STREIBERT



Sound and influential business exec, he's been a strong factor in the growth of WOR and establishment of the Mutual network, is currently president of the N. Y. station which will be on the air with tele this year. For-

merly Assistant Dean of the Harvard Business School and a motion picture executive for many years, Streibert joined WOR in '33, became its chief in 1945

W. C. SWARTLEY



Management and operation of four mediums of radio in WBZ's imposing new Radio and Television Center in Boston is in the hands of an experienced veteran of Westinghouse broadcasting operation — Bill Swartley. He joined the company's outlet WOW, Fort Wayne, (Ind.) in '38, after an active period in various key posts, two years later assumed his present duties.

EWELL K. JETT



Director of radio and television activities for the Baltimore Sun, which operates WMAR-TV, and an FCC Commissioner from 1944 to 1948, Jett is one of the best-known men in the industry. He was chairman of the FCC after James L. Fly, Paul A. Porter,

later was succeeded by was chief engineer for the Commission when he resigned.

DOUGLAS A. DAY



Vice president of Buchanan and Co., and one of the first agency execs to become actively involved with the merchandising of tele to the public as well as the advertiser. Since 1943 he has been concerned with the Allen B. Du Mont account, and to the extent

that the latter was among the first to receive advertisers Day is rightfully included among the early-birds of TV.

LEE COOLEY



Lee Cooley, director of television at McCann-Erickson, Inc., joined the agency in November of 1946 after six years at Ruthrauff & Ryan as director of daytime radio and television. Prior to that he was an Assistant Director at Paramount Pictures

and also in charge of program production at Don Lee Television in Hollywood. He has been an industry exec since 1930.

RALPH B. AUSTRIAN



One of the top motion picture executives to recognize the early potentialities of television, Austrian was for four years an RKO Pictures official, later became president of its television corporation. Firm believer in the use of films

in television programming and advertising, and a sound advertising exec, he's vice president in charge of television for Foote, Cone & Belding (N. Y.).

CHARLES J. DURBAN



Influential and enthusiastic tele executive, Durban is assistant director of advertising for one of the medium's earliest and most active sponsors — U. S. Rubber. Two years ago, when the rubber company began using video, Durban

wrote, directed and produced all its programs, later undertook the creation of a staff to handle its ever-widening activity.

RICHARD W. HUBBELL



Television management consultant to several broadcasters, he's been in the business since the mid-thirties when he joined CBS as a producer. He's been production manager at WLW and consultant to the Crosley operations, writer-director, and author of two books on the subject. Moderated two video sessions sponsored by the Radio Executives Club.

WILL BALTIN



Secretary-treasurer of the Television Broadcasters Association, since its inception in 1944, Baltin was first program manager of the Du Mont station WABD from June, 1940 to December, 1944. Among his television "firsts"

was the transmission of Missing Persons Bureau photographs and descriptions in cooperation with the N. Y. Police.

HARVEY MARLOWE



One of the most active young men in the industry, Marlowe currently heads up programming activities for WPIX, the Daily News station in New York. A veteran thespian, he was an important factor in the early development of video for ABC. He's expected to help make WPIX a dominant outlet within a short period.

WILLIAM E. FORBES



Manager of the tele department of Young & Rubicam, Forbes is one of the young industry's alert and able execs. has been the agency's video topper since 1944. Veteran network and station exec, serving with CBS for several years in New

York and Hollywood, and before that general manager of WCCO, Minneapolis, he's had a well-rounded background in all phases of advertising and broadcasting.

WALTER CRAIG



Experienced advertising and station executive, Benton & Bowles' tele-radio chief has had a wide and varied career, much of it in show business. As vice president of both activities as the agency, Craig supervises video activity of all clients, including time-buying, creation, and production of programs, etc. One time headed own radio producing firm, built shows for several of the nation's top advertisers.

KENNETH YOUNG



Agency executive who doubles in brass as director of television and radio activities for Campbell-Ewald in New York. Although associated with the medium only since his return from service, Young's been identified with some of the top

shows presented on NBC and Du Mont networks during the past two years. He's supervised U. S. Rubber programs, several special events and sports shows.

WILLIAM J. MORRIS



Head of the television and motion picture department of BBD&O, Morris is a veteran advertising executive, has worked on several major national accounts during his agency career, including Ford Motor Company's "Parade of Sports" TV schedule. His motion picture background dates back to 1923, since which time he's held key posts.

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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 or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

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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.

FILMS IN TELEVISION

By JIM OWENS, Associate Editor Radio Daily and Television Daily

A QUESTION, important and compelling as any in the formative stage of television's expansion during this, the third year of its post-war development, is the role films will play as an entertainment device and as a tool of effective selling.

Their place in the over-all structure of the medium was the subject of wide and vigorous discussion in 1947 and one on which segments of the industry were not always in accord. Already widely used as a vehicle of news and entertainment on many of the stations on the air last year, celluloid fare was becoming, at the year-end, a more imposing factor since it represented, in the opinion of several key executives, an appreciable reduction in the cost of reaching the public with a quality video presentation. For the broadcaster, films were an additional if not entirely satisfactory source of program material that offered many of the advantages of live production without the sometimes prohibitive cost; for the advertiser it represented a streamlined method of airing his sales message with economy, together with the invaluable advantage of repetitive consistency.

Films played an ironic role in television in 1947. Because of their physical affinity to the medium, they made up a significant portion of the broadcaster's schedule, in some cases as high as 25 to 30 per cent. Program material on celluloid ranged widely in scope, from travelogues to Hollywood features—reclaimed somewhat reluctantly from the archives—to individually-produced newsreels. The latter was later to become one of the most important phases of tele to be provided by films.

While their degree of importance in the programming future of television was a matter of diversified opinion, and usually stemmed from the financial position of the individual user, it was generally agreed during the past 12 months that films would play a role not too dissimilar, in many respects, to the electrical transcription in radio. Live programs and live commercials, while superior in principal because of their spontaneity—the very essence of television—were admittedly costly and perishable after one performance, economically speaking. Filmed-programs or commercials, on the other hand, remained

available for limitless use, could quickly amortize the initial investment for the producer.

Although broadcasters depended upon film material to a significant degree, and as such were an important source of revenue to the celluloid industry, exorbitant costs prevented their becoming an even more important segment of programming. Hollywood productions available to tele were conspicuously inferior, of ancient vintage and of questionable entertainment value. As such, broadcasters were loathe to use them with as much regularity as would have been possible if the opposite were true. The film capital's ban on use of their products by video, until they had exhausted other markets, had begun to make itself felt with sharper resentment as the number of stations increased. It was a curious interpretation of the law of supply and demand. Here was a new and vital market ready to absorb the residue of the motion picture industry but denied one of the ingredients with which it could rapidly mature.

There were, however, certain obscure signs of relief as the industry approached the new year. The film industry's attitude toward tele, once openly hostile, changed to one of interest, was later to become one of active association. Paramount Pictures, first of the major Hollywood companies to align itself with the new medium, with two stations plus a financial interest in an eastern network, developed a process of filming programs off the air which held promise of major importance to the advertiser as well as the broadcaster. NBC and Jerry Fairbanks Productions, a specialty film outfit, made the first official working agreement between the two industries with a long-term agreement by which the movie company would provide the network's entire celluloid video requirements, including newsreels. The trend was given further impetus when Twentieth Century-Fox Film Corp. became the first film outfit to provide a daily newsreel for television.

These developments came with sudden and agreeable surprise to the video industry, and were looked upon as indications that both industries had approached the point of economic juncture.

Television Awards For 1947

Television Broadcasters Association AWARDS FOR 1947

To Dr. Frank G. Back, for outstanding technical improvement to television programming for the development of the Zoomar Lens, which makes possible instantaneous following of action by the camera.

To William C. Eddy, director of television station WBKB, Chicago, for outstanding application of a technical improvement to television programming for the application of existing microwave equipment to a relay between South Bend, Ind., and Chicago, thereby bringing to the Chicago television audience the Notre Dame football games.

To Paul M. Hahn, executive vice-president, American Tobacco Company, for contributions to commercial television programming, for the skillful application of commercial technique to television broadcasting.

To Ben R. Donaldson, in charge of passenger car advertising, Ford Motor Company, for contributions to commercial television programming, for the extensive experimentation with and support of commercial television in diverse market areas during the past year.

The Committee also made honorable mention and praise for the work of John H. Platt, vice-president in charge of advertising, Kraft Food Company, for the conception and execution of a series of highly entertaining and commercially successful dramatic telecasts.

American Television Society AWARDS FOR 1947

To the Electric Association, Chicago (Felix Van Cleef, president) for organizing and co-ordinating a television committee made up of set and transmitter manufacturers, broadcasters, suppliers of power and transmitter facilities, retail distributors, and advertising agencies.

To the dramatists Guild of the Authors eague of America, Victor Wolfson, secretary, for "outstanding contribution to television programming."

To John R. Poppele, president of TBA, and vice-president and chief engineer of WOR, for his efforts in submitting a graduated programming schedule to the FCC which would bring relief to commercial television stations faced with the problem of 28 hours per week minimum operation; encouragement of the nation's television broadcasters to adopt a self-imposed code of ethics to forestall imposed censorship from without; rescinding of a proposed 20 per cent amusement tax on television receivers in public places and the spearheading of a TBA committee in overcoming objections to apartment house television antenna installations.

To George Shupert, eastern representative of Television Productions, Paramount station's KTLA, Los Angeles, and WBKB, Chicago, for his "unselfish efforts" on behalf of the Society.

VIDEO STUMBLING BLOCKS

By RICHARD W. HUBBELL, of Richard W. Hubbell and Associates

THERE is a reason why advice to the love-lorn has been standardized in newspaper columns in the form of questions and answers. So universal a subject defies the general and theoretical approach. Television likewise.

This article is therefore limited to a list of questions and answers. They cover stumbling blocks which we usually encounter in the analysis of many television operations. They are fundamental to any master plan for television.

Question #1—A station owner asks:

Should we swing into television?

Can we ride along without it?

Answer: At different times in different markets and under different circumstances there will come a time when radio broadcasting as we know it now will be unprofitable. Survival as a general advertising medium requires a shift to television. Every indication of popular interest shows the mass audience is shifting this way.

Question #2—A general manager asks:

What should we plan to do with our AM and FM operations? Liquidate them over a period of years? If so, what period?

Answer: Plan ahead for AM and FM operation for at least fifteen years. Sound radio should continue to be profitable—but on an entirely different basis from present operations. Sound broadcasting seems headed toward a service operation, a principal feature of which will be the distribution of vital public messages. Sound receivers will eventually develop electronic memory for the retention of these messages, in which a visual record is not necessary. This will entail an entirely different method of organization, entirely different circulation, entirely different techniques of obtaining revenue.

Question #3—An investment syndicate asks:

We have applied for a television construction permit and license. What are our chances of getting it?

Answer: Your Washington lawyer or con-



Hubbell

sulting engineer can advise you—but be sure you can support your claim that you can really operate a television station. Be sure also that your plans are so developed that you can actually produce results after the CP is granted. Make no mistake—many CPs will be lost, because licensees do not act aggressively enough to stand up against fierce competition, whose aim is to secure that coveted franchise for itself.

Question #4—A bank president asks:

Will profits in television approach those of radio? Be less? Or greater?

Answer: The most careful economic analysis we can make indicates profits will be far greater in television than in old-fashioned, "blind" radio. Within ten years the character of stations will have completely changed. The broadcasting industry is moving from simple, uniform broadcasting service to complex, consolidated services which will play an enormous part in the social and economic life of the nation and every community therein. Capital investment will be six to ten times as great; capital turnover somewhat slower; gross income many times larger; ratio of profits to gross income somewhat smaller; actual dollar profits many times as large. We are headed for bigger, more stable, more diversified operation.

As a result of this trend, the capital structure of most broadcasting organizations will change. One feature of this change should logically be broader stock ownership—more shares and more stockholders—per station. This should prove to be one of the major rewards to the television pioneer: the increase in capital value of stock holdings which can be realized through subsequent sale of shares.

Question #5—A regional network executive asks:

How should we finance our investment in television?

Answer: First, re-examine your capital structure. In many cases the issuance of preferred stock provides the best solution. This permits the expansion of the business, providing the larger operating capital now necessary and assuring continued dividend payments out of AM radio profits during the transition period.

Small, and even medium-sized broadcasters who plunge into television with expectancy of paying for equipment and deficit operations out of AM radio profits are in for a rude shock.

WEST COAST TELE PICTURE

By RALPH WILK, *West Coast Representative, Radio Daily*

AT THIS writing, KFI-TV is slated to be the third television station in Southern California and it is expected to start operations in the spring of his year. Its RCA transmitter has been installed atop Mt. Wilson and the equipment for the transmitter building represents a cost of more than \$500,000.

NBC expects to have its video station, KNBH, in operation July 1 of this year. Its RCA transmitter will be located on Mt. Wilson and a two-story building has been erected at a cost of \$150,000. The Otto K. Olesen building, north of NBC headquarters on Vine Street, Hollywood, will be converted into a studio for the television activities.

NBC's outlay for equipment and buildings will total \$1,300,000. Hal Bock is in charge of NBC's Western division video plans.

The Los Angeles Times-Mirror Company, which will operate KTTV, is hopeful of having its station telecasting by the end of 1948. Its RCA transmitter will be installed on its site on Mt. Wilson, while at this writing the site for the studio is yet to be selected.

The Times-Mirror will work closely in co-operation with the Pasadena Community Playhouse and a room in the Pasadena building has already been converted into a training studio. A potential staff is expected to be created and some of the Playhouse talent may be used in future programming on KTTV. R. A. Montfort, who was with NBC in the East, heads the Times-Mirror active video plans.

KTLA, which was formerly W6XYZ and which is owned and operated by Television Productions, a subsidiary of Paramount Pictures, has been on the air commercially since Jan. 22, 1947. It is offering 40 to 50 hours of programming weekly, with a little more than 20 hours sponsored.

KTLA has been televising the feature race of each Saturday's program of the 1948 ten-week season at the Santa Anita racetrack. The Union Oil Company has been sponsoring the televising of the event. Klaus Landsberg has been in charge of Television Productions' video operations since their inception.

Construction of three new units on Don Lee's W6XAO transmitter atop Mt. Lee has been completed. Result is a heavy increase in signal strength and it provides

sharp reception from Malibu to San Diego and from the Sierra Madre coastal mountain range to Catalina Island.

Harry R. Lubcke, who is still in charge of television for Don Lee, organized the Thomas S. Lee television system in November, 1930. The initial televised image on W6XAO, transmitted through equipment Lubcke built and in many instances invented and manufactured himself, was a short motion picture film, the subject a wagon rolling across western plains.

The first full hour program presented on the station was on Dec. 23, 1931 and the first regular program services was begun March 10, 1933. An important move was the purchase of a Hollywood mountain, right in the heart of the city, and the erection there of the first built-for-television studios in the world.

KLAC, Los Angeles, has ordered an RCA transmitter and expects to be operating KLAC-TV late in 1948. Its site for its transmitter building is on Mt. Wilson. KLAC's sister station, KYA, San Francisco, also has permission to telecast, but its video activities will not get underway until KLAC-TV becomes active.

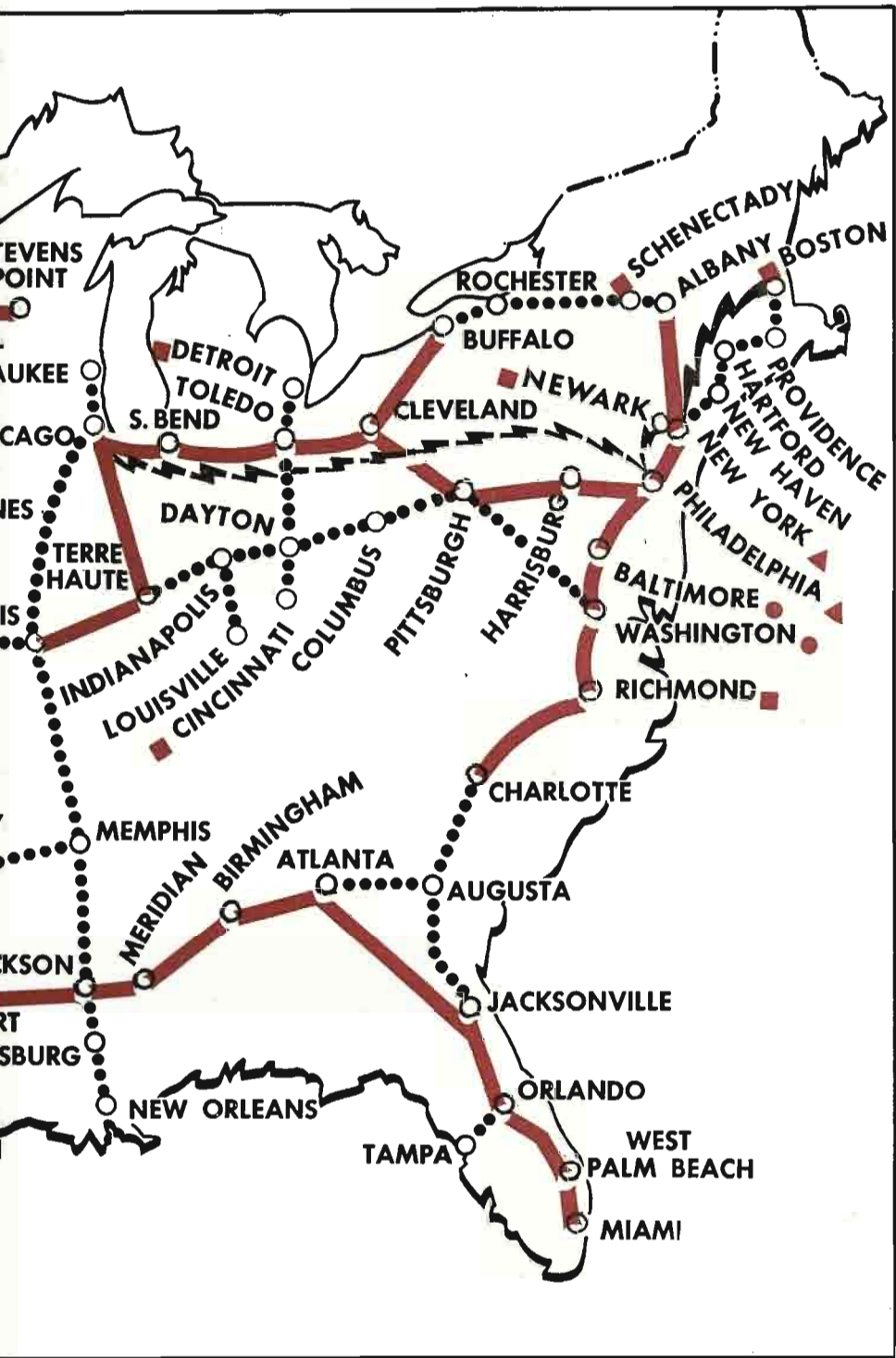
ABC, which operates KECA, Los Angeles, and KGO, San Francisco, is making active video plans and expects to launch television stations in both cities simultaneously by the end of 1948 or early part of 1949.

KECA has a transmitter site on Mt. Wilson, and \$1,000,000 has been earmarked for a transmitter, field equipment, studios and offices.

Telecasters estimate that 200,000 receivers will be in use in Southern California by the end of this year, with five spectators for each set. The threat of video to theatre grosses has circuit and independent exhibitors in this area giving serious thought to the blending of television into normal theatre operation.

Exhibitors showed keen interest in the video demonstration of the New Year's Day Pasadena Rose parade and Rose Bowl football game, which grossed an estimated \$9,000 at the Shrine auditorium, Los Angeles. The demonstration was arranged by Bert D'Orsay, local custom receiver maker. At this writing, Rodeny Pantages, owner-operator of the Hollywood Pantages, has been experimenting with large screen tele in his theater.





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 amplitude in a circuit in accordance with some signal transmitted. Used for television picture.

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 arithmetical difference between the maximum and minimum frequencies 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 the bottom to the top of the picture.

BLOCKING OSCILLATOR—A type of oscillator which generates a saw-tooth shaped signal used for scanning in a 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. Because of a high positive voltage applied, 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 from the video 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.

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—that is, direct current.

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 which attracts electrons. 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. For television 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 new, distinct bands of frequencies appear, of frequencies higher and lower than 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 line reproductions only, it is now considered to include processes producing halftone 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. It is necessary to restore it to the 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, and the voltage to accomplish it is called flyback voltage.

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. In television, thirty are sent each second.

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. Used for television sound.

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 often 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 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.

IMPEDANCE—A combination of electrical resistance and reactance, analogous to mechanical friction and inertia.

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, FM and short wave stations, 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.

MULTIPATH 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. This is the present U. S. method.

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. Also applied to certain sweep voltage wave shape characteristics.

PEDESTAL—A portion of the television video 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 transmitting 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. Not visible when a signal received.

S

SAW-TOOTH—A voltage or current whose variation with time follows a saw-tooth outline. This is the basic wave shape used to sweep the spot over the cathode ray tube screen.

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.

LOOKING BACK — AND AHEAD

by LEONARD CRAMER, Executive Vice President, Allen B. DuMont Laboratories

MANY times an individual, a business organization or an industry welcomes a new year because it represents a clean slate. Resolutions are lofty and the year behind is forgotten. The resolutions of the past year are rarely examined in the light of what was actually accomplished during that year because the accomplishments seldom come up to the resolutions.

Strange as it may seem our youthful television industry dares to look back with a feeling of pride in its accomplishments during 1947.



CRAMER

Television began 1947 with a mere 12,000 receivers in the hands of the public. Various estimates were made 12 months ago of the number of receivers which would be manufactured and sold during 1947. Only Du Mont and RCA were actually in production at the beginning of the year but the consensus of opinion indicated approximately 300,000 receivers by the end of 1947. Among others Philco, General Electric, Crossley and Andrea entered the field to add receivers to meet the total estimate and while the production figures picked up by RMA amount to between 175,000 and 200,000 the production of other manufacturers not reporting should swell this total to better than 250,000 for the year. This is an accomplishment to which the industry can point with pride. Manufacturing television receivers in large quantities is a tough trick at best and even tougher without sufficient "know-how" and trained personnel to go around, but we rose to the occasion. This measure of success is indicative of much more than just meeting a forecast. It proves that 1948 can and will be much bigger. The industry has acquired "know-how" and has trained personnel. Its initial success is attracting much attention and as a result new talent and financing.

1948 will see practically every major established radio company and many new and smaller ones in production on television receivers.

Many industry estimates put the goal for 1948 at 750,000 receivers to be installed in American homes and I will go along with this figure. The manufacturing end of television has donned its first long pants and is starting its climb to its rightful position among the great industries of the world.

What about the broadcasting end of television?

At the beginning of 1947 only 9 stations were operating regularly but by the end of this year this total will have reached 18. There is no reason to believe that we cannot double this figure again in 1948. Throughout the industry there is a feeling of optimism. Just under the surface there is a ripple of excitement. Great days lie ahead. For years we have stared at ever increasing budgets with little more than an idea, a hope, a prayer and faith to go on. But that's behind us. We've taken the bumps, or most of them; the road ahead should be smooth and fast.

The established television broadcasters have done some heavy pioneering over the years and in 1947 great strides were made in operations and programming. These broadcasters have made it easier and less costly for those about to enter the field. They have established procedures through trial and error, they have trained personnel and they have field tested the equipment and contributed ideas for improvement. Today the prospective broadcaster can buy proved equipment and begin operations on a budget within reason. Never again will the unusual opportunities of 1948 be available to those desiring to enter this promising new business.

Television is the number one candidate for public popularity. We're building an industry that will make a profound impression on the economic and social life of the world. Let's continue to build it on a sound basis.

Commercial Television Programs—1947

Following is a list of commercial television programs on leading stations during the year ending Dec. 31, 1947. 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
Adventure Serial	Philco		KTLA	Cecil Noble Adv. Agcy.
All For Fun	Philco		KTLA	Cecil Noble Adv. Agcy.
All Men Are Created	Muller's Macaroni	Live	WABD	Duane Jones Co., Inc.
Amadee Quiz	Reardon Co. Paints	Cartoons Quiz	KSD	Oakleigh R. French
Amateur Show	Michaels Brothers	Live	WABD	Direct
America Goes Bowling	American Bowling & Billiard Corp.	Sports	WCBS	Direct
The American Home	U. S. Rubber Co.	Film	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
Announcements	Botany Ties Men's Neckwear	Announcements	KSD	Silberstein-Goldsmith
Announcements	Bulova Watch Watches	Announcements	KSD	Biow Co.
Announcements	Elgin Watch Watches	Announcements	KSD	J. Walter Thompson
Announcements	Lucky Strike Cigarettes	Announcements	KSD	Foote-Cone & Belding
Announcements	Seven Up Soft Drink	Announcements	KSD	Oakleigh R. French
Announcements	Walco Lens Television Lens	Announcements	KSD	Oakleigh R. French
Army-Notre Dame Game Film	American Tobacco Co.	Film	WNBT (NBC Network)	N. W. Ayer & Son, Inc.
At Home With Tex & Jinx	Bristol-Myers Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
The Author Meets the Critics	General Foods Corp.	Live	WNBT	Benton & Bowles, Inc. Young & Rubicam, Inc.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Balto Colts Games	American Oil Co.	Sports	WNBW	The Joseph Katz Co.
Barn Dance	New Era Potato Chip Sales Corp. Potato Chips	Studio Variety	WBKB	Tom Schroeder
Baseball	Atlantic Refining Automotive Products	Sports	WPTZ	N. W. Ayer
Baseball	Commonwealth Edison Co. Institutional	Sports	WBKB	J. R. Pershall
Baseball	Ford Motors Autos	Sports	KSD	J. Walter Thompson
Baseball	Ford Motor Co. Automobiles	Sports	WBKB	J. Walter Thompson
Baseball	Goebel Brewing Co. Beer	Sports	WWJ	Brooke, Smith, French & Dorrance
Baseball	Philco Distributors, Inc. Electrical Appliances	Sports	WPTZ	Direct
Baseball	Purity Bakeries Bread	Baseball	KSD	Young & Rubicam
Baseball	Schulte Motor Autos	Baseball	KSD	Jerrold & Assoc.
Baseball (Dodgers)	Ford Motor Co. Autos	Sports (L)	WCBS	J. Walter Thompson
Baseball (Dodgers)	General Foods (Post Cereals)	Sports (L)	WCBS	Benton & Bowles Young & Rubicam
Baseball (World Series)	Ford Motor Co.	Remote	WNBT (NBC Network)	J. Walter Thompson Co.
Basketball	Atlantic Refining Co. Automotive Products	Sports	WPTZ	N. W. Ayer
Basketball	General Electric Supply Corp. GE Television Sets	Sports	WWJ	Simons-Miichelson
Basketball	Shell Oil Gas and Oil	Sports	KSD	J. W. Thompson
Basketball (College)	Brown Williamson Tobacco Co. Kool Cigarettes	Sports	WBKB	Russel M. Seeds

Basketball (High School)	Broadway House of Music Radio-Television Sets	Sports (L)	WTMJ	None
Basketball (Marquette Univ.)	Wadham's Div. Socony-Vacuum Oil Co. Gas and Oil	Sports (L)	MTMJ	Scott-Telander
Basketball (Phila. Warriors)	Trilling Montague Norge Distributors	Sports	WFIL	Campbell-Ewald
Basketball (Wash., Capitol)	National Brewing Co. Beer	Sports	WTTG	Owen & Chappell, N. Y.
Bendix Home Laundry Clinic	Southern Wholesalers Instruction	Instruction	WNBW	Henry J. Kaufman & Associates
Betty and Bill	Aluminum Ore Institutional	Musical	KSD	Direct
Billiards	Brunswick-Balke-Collender Co.	Sports	WCBS	Direct
Birds Eye Open House	General Foods Corp.	Live	WNBT	Young & Rubicam, Inc.
The Borden Show	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Boston Relay Dedication	American Telephone & Telegraph Co.	Opening Ceremony	WCBS	N. W. Ayer
Boxing	Globe Brewing Co. Arrow Beer	Sports (L)	WMAL	Joseph Katz Co.
Boxing	Ned's Auto Supply Appliances	Sports	WWJ	Garrish Albert
Boxing	Perma-Stone Corp. Building Material	Sports (L)	WTMJ	None
Boxing	Winston Radio & Television Corp.	Remote	WABD	Sternfield Godley
Boxing (Amateur)	Ford Motor Co.	Sports	KTLA	J. Walter Thompson
Boxing (Amateur)	Atlas Brewing Co. Beer	Sports	WBKB	Olian Adv. Co.
Boxing (Amateur)	Keeley Brewing Co. Beer	Sports	WBKB	Malcolm Howard
Boxing (Professional)	Motorola Television Receivers	Sports	WBKB	Malcolm Howard
Boxing from Jamaica Arena	American Shops	Remote	WABD	Wm. N. Scheer Adv. Agency
Boys Week	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Bubble Gum Contest	Bowman Gum Co.	Live	WPTZ	Footte, Cone & Belding

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Campus Hoopla	U. S. Rubber Co.	Live	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
Catch The Act	Gilbar Sales Co.	Remote	KTLA	Cecil Noble Adv. Agcy.
Cavalcade of Sports (World Series)	Gillette Safety Razor Co.	Remote	WNBT (NBC Network)	Maxon, Inc.
Christmas Day	Hamilton Watch Co.	Remote	WNBT (NBC Network)	Baitten, Barton, Durstine & Osborn, Inc.
The Christmas Dream	U. S. Rubber Co.	Film	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
Circle "C" Ranch	L. K. Ward Stores	Live	KTLA	Cecil Noble Adv. Agcy.
Clown Alley	The Borden Co.	News	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
CBS Television News	Gulf Oil Corp.	News	WCBS	Young & Rubicam
Walter Compton & the News	General Electric Supply Corp.	News	WTTG	M. Belmont Ver Standig
Counter Talk	Trimfoot Mfg. Co. Shoes	Fashion	KSD	Gardner Adv.

D

Dancing on Air	Standard Brands, Inc.	Live	WNBT	J. Walter Thompson Co.
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F

Face to Face	Standard Brands, Inc.	Live	WNBT	J. Walter Thompson Co.
Far Better Sports	Mort Farr Appliances	Sports	WFIL	Edward Shapiro
Fashion Revue	Klines Women's Wear	Fashions	KSD	Direct
Feature Film	Southern Wholesalers	Film	WNBW	Henry J. Kaufman & Associates
Film Fun	George's Radio Electrical Appliances	Film	WMAL	Robert J. Enders
Film	Monsanto Chemical Institutional	Film	KSD	Gardner Adv.
Film	U. S. Rubber Co. Tires	Film	WWJ	Campbell-Ewald

Film Trailers	Universal Pictures Co., Inc.	Film	WNBT (NBC Network)	Monroe Greenthal Co., Inc.
Financial News Service	Bache & Co.	News	WABD	Direct
The Florist Shop	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Food for Thought	St. L. Independent Packing Meats	Film	KSD	Gardner
Jane Foster Comes to Call	Commonwealth Edison Co. Electrical Appliances	Cooking School	WBKB	J. R. Pershall
Fun and Fables	RCA-Victor Distributing Co. RCA Television Sets	Children's Show	WWJ	William I. Denman, Inc.
Fun at Four	Southern Wholesalers	Variety	WNBW	Henry J. Kaufman & Associates
Funtime	Dazey Mfg. Co. Kitchenware	Audience Participation	KSD	Gardner
Football	American Oil Co. Petroleum Products	Sports (L)	WMAL	Joseph Katz Co.
Football	Columbia Wholesalers & Good Housekeeping Stores Philco Products	Sports (L)	WMAL	Kal, Ehrlich & Merrick
Football	Atlantic Refining Co. Automotive Products	Sports	WPTZ	N. W. Ayer
Football	Broadwood Hotel Hotel Facilities	Sports	WPTZ	Deane Klein Davidson
Football	Philco Distributors, Inc. Electrical Appliances	Sports	WPTZ	Direct
Football	Pontiac Dealers Assoc. Pontiac Cars	Sports	WPTZ	Direct
Football (College)	American Tobacco Co. Lucky Strike	Sports	WBKB	N. W. Ayer
Football (College)	American Tobacco Co.	Remote	WNBT (NBC Network)	N. W. Ayer & Son, Inc.
Football (Professional—Bears)	Canadian Ace Brewing Co. Beer	Sports	WBKB	Direct
Football (Professional—Cardinals)	Atlas Brewing Co. Beer	Sports	WBKB	Olian Adv. Co.
Football (Professional—N. Y. Giants)	Pabst Sales Co.	Remote	WNBT	Warwick & Legler, Inc.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Football (Professional—Rockets)	Keeley Brewing Co. Beer	Sports	WBKB	Malcolm Howard
Football (Columbia U.)	Knox The Hatter	Sports (L)	WCBS	Geyer, Newell & Ganger
Football (U. of Detroit)	General Electric Supply Corp. GE Television Sets	Sports	WWJ	Simons-Michelson
Football (U. of Mich.)	Odsmobile Automobiles	Sports	WWJ	D. P. Brother
Football (Yankee)	Spring Mills	Remote	WABD	Direct
Football Preview	Globe Brewing Co.	Commentary	WNBW	The Joseph Katz Co.
Frozen Freshness (American Business on Parade)	Frigidaire Div.—General Motors	Film	WNBT (NBC Network)	Foote, Cone & Belding
/				
The Gentle Art of Meat Cookery (American Business on Parade)	Armour & Co.	Film	WNBT	Foote, Cone & Belding
Gimbel's Views the News	Gimbel's Department Store Dept. Store	Newsreel (F)	WTMJ	None
Glamorous Christmas Morning	James McCreery & Co.		WNBT	Direct
Golden Gloves Amateur Boxing Tournament	The Hecht Co.	Sports	WTTG	Harwood Martin
//				
Handy Man	Gimbel Brothers Department Store Products	Live	WPTZ	Direct
Harness Racing	Peter Fox Brewing Co. Beer	Sports	WBKB	Jones-Frankel
Hecht Co., Silver Spring Store Opening	The Hecht Co.	Variety	WNBW	Harwood Martin Adv.
High School Basketball	Southern Wholesalers	Sports	WNBW	Henry J. Kaufman & Associates
Hockey	Emergency Radio App. Television Receivers	Sports	WBKB	Direct
Hockey	Norge Appliances	Sports	WWJ	Campbell-Ewald

Hockey	Philco Distributors Television Receivers	Sports	WBKB	Direct
Home Economics	Philco Distributor	Sports	KTLA	Cecil Noble Adv. Agcy.
Horse Races	Grisson Chevrolet Dealer	Sports	WWJ	DuMahaut
Horse Racing	Canadian Ace Brewing Co. Beer	Sports	WBKB	Critchfield Adv. Agency
The Hourglass	Standard Brands, Inc.	Live	WNBT	J. Walter Thompson Co.
Hudson Shad Fishing	King of the Sea	Live & Film	WABD	Loewry Associates
I				
I Love To Eat	The Borden Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
Illustrated News	Arcade Pontiac Inc.	News	WNBW	Kal, Ehrlich & Merrick Adv.
In the Kelvinator Kitchen	Kelvinator Div.—Nash Kelvinator Corp.	Live	WNBT (NBC Network)	Geyer, Newell & Ganger, Inc.
INS Television News	Good House Stores, Inc. Household Appliances	News	WPTZ	Julian Pollock
INS Television News	Philco Distributors, Inc. Electric Appliances	News	WPTZ	Julian Pollock
INS Television News	Superfine Appliances Co. Household Appliances	News	WPTZ	Solis S. Cantor
INS Television News	Wilf Brothers Appliances Household Appliances	News	WPTZ	Philip Klein
J				
Junior Jamboree	RCA Victor Television Receivers	Studio Children's Show	WBKB	J. Walter Thompson
Junior Jamboree	RCA-Victor Distributing Co. RCA TV Sets	Children's Show	WWJ	J. Walter Thompson Co.
Juvenile Jury	General Foods Corp.	Live	WNBT	Benton & Bowles, Inc.
K				
Mary Kay & Johnny King's Party Line	Jay, Jay, Jr., Inc. Bristol-Myers Co. Ipana, Vitalls	Live Audience-Participation	WABD WCBS	Direct Doherty, Clifford & Shenfield

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Know Your New York	Bonded Auto Sales	Live	WABD	Wm. Warren Agency
Kraft Television Theatre	Kraft Foods Co.	Live	WNBT	J. Walter Thompson Co.
Leave It To The Girls	General Foods Corp.	Live	WNBT	Benton & Bowles, Inc.
Let's Face It	Terman Television Sales <i>Television Receivers</i>	Studio Quiz	WBKB	Direct
Let's Learn to Dance	George's Radio & Tv. Co.	Instruction	WNBW	Robert J. Enders Adv.
Let's Pop the Question	Barrel's <i>Appliances</i>	Quiz	WFIL	Edward Shapiro
Life at the Boston Store	The Boston Store <i>Department Store</i>	Instructional	WTMJ	Mark Mautner & Berman, Inc.
Local Crowd	Southern Wholesalers	Live	WNBW	Henry J. Kaufman & Associates
Look Upon a Star	Comet Candies, Inc.	Live	WABD	Direct
Lucky Strike Spots	American Tobacco Co.	Film	WCBS	Foote, Cone & Belding
Mad. Sq. Garden	Ford Motor Co.	Sports (L)	WCBS	J. Walter Thompson
Mad. Sq. Garden	General Foods <i>(Maxwell House Coffee)</i>	Sports (L)	WCBS	Benton & Bowles
Mad. Sq. Garden	Knox The Hatter	Sports (L)	WCBS	Geyer, Newell & Ganger
Magic Carpet	Alexander Carpet Co.	Live & Film	WABD	Anderson, Davis & Platte
Man on the Street	Harry Saffrin <i>Clothing</i>	Live	WWJ	Simons-Michelson
Mayorality Campaign	Democratic Campaign Committee <i>Dunwoth for Mayor</i>	Live	WPTZ	Thomas J. LaBrum & Assoc.
Mayorality Campaign	Republican Campaign Committee <i>Sammuel for Mayor</i>	Film	WPTZ	Benjamin Eshelman
Meat and Romance	American Packing <i>Meats</i>	Film	KSD	Foote, Cone & Belding
Meet Me Under the Tree	Lacey's <i>Electrical Appliances</i>	Interview	WMAL	Kal, Ehrlich & Merrick
Meet Your Neighbor	Sams, Inc. <i>Department Store</i>	Live	WWJ	Stockwell & Marcuse

Miracle In The Rain	The Borden Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
Miss Television of Philadelphia	Max Rusoff, Inc. Furriers	Live	WPTZ	Solis S. Cantor
Missus Goes A-Shopping	B. T. Babbitt, Inc. Bab-O	Audience Participation	WCBS	Duane Jones
Missus Goes A-Shopping	Coburn Farm Products Sandra Brand Mdse.	Audience Participation	WCBS	Modern Merchandising Bureau
Missus Goes A-Shopping	Manhattan Soap Co. Sweetheart Soap	Audience Participation	WCBS	Duane Jones
Missus Goes A-Shopping	C. F. Mueller Co. Macaroni, Spaghetti & Egg Noodles	Audience Participation	WCBS	Duane Jones
Money At Work	Merrill Lynch, Pierce, Fenner & Beane	Film	WCBS	Direct
Mummers Parade	Sears, Roebuck Co. Household Furnishings	Parade	WPTZ	Benjamin Eshelman
Music Room	Philco Distributor		KTLA	Cecil Noble Adv. Agcy.



Nat'l Amateur Tennis Matches	Lacey's	Sports	WNBW	Henry J. Kaufman Associates
Navy Day Celebration	George's Radio & Tv. Co.	Variety	WNBW	Robert J. Enders Adv.
New Year's Eve from Time Square	Hamilton Watch Co.	Remote	WNBT (NBC Network)	Batten, Barton, Durstine & Osborn, Inc.
News	Detroit Edison Public Utility	News	WWJ	Campbell-Ewald
News	Norge Div.—Borg Warner Appliances	News	WWJ	Campbell-Ewald
News	Reed Candy Co. Candy	Studio	WBKB	Reineke, Meyer & Finn
News	Television Specialists Television Receivers	Studio	WBKB	Direct
News Reel	U. S. Rubber	Newsreel (F)	WMAL	Campbell Ewald
News Roundup	Peake Motor Co.	Commentary	WNBW	Henry J. Kaufman & Associates

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Olympic Winter Games	Chevrolet		KTLA	Campbell-Ewald
On The Town	Television Distributors of Southern Calif.		KTLA	J. Walter Thompson
Opening of Boston Link	American Tel & Tel	Remote	WNBT (NBC Network)	N. W. Ayer & Son, Inc.
Our Lady's Juggler	U. S. Rubber Co.	Film	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
P				
Pantomime Quiz Time	General Electric		KTLA	Ross, Gardner & White
Paper	Bemis Bros. Bags	Film	KSD	Gardner
Party Line	Bristol-Myers Co.	Live	WNBT (NBC Network)	Doherty, Clifford & Shenfield, Inc.
Phila.—A Great City	Philip Klein Advertising Agency	Studio	WFIL	Philip Klein
Philco News & Views	Radio Specialty Co. (Philco) Radio—Television Sets	News	WTMJ	Gustav Marx Adv. Agency
Polly Parker Party	Arnold Contable Co.	Fashion Show (L)	WNBT	Direct
Allen Prescott—The Wife Saver	General Foods Corp.	Live	WNBT	Young & Rubicam, Inc.
Presentation by ABC	American Broadcasting Co.	Variety (L)	WPTZ	Direct
Pro Tennis Championships	U. S. Rubber Co.	Sports (L)	WCBS	Campbell-Ewald
R				
R. U. R.	MKT Railroad Institutional	Mystery Play	KSD	Direct
Rhythm Steps	Johnson Shoe Shoes	Fashion	KSD	Gardner
Royal Wedding	Chevrolet	Film	WMAL	Campbell-Ewald
S				
St. Albans Naval Hospital Show	Hamilton Watch Co.	Live	WNBT (NBC Network)	Batten, Barton, Durstine & Osborn, Inc.

School of Sports	Gunther Brewing Co.	Instruction	WNBW	Booth, Vickery & Schwinn
Scoreboard	Kass Clothiers Clothing	Studio	WBKB	Malcolm-Howard
Serving thru Science	U. S. Rubber	Live & Film	WABD	Campbell-Ewald Co.
Seven Arts Quiz	General Foods Corp.	Live	WNBT	Young & Rubicam, Inc.
Shoes	Melville Shoe Corp. Thom McAn Shoes	Film	WCBS	Neff-Rogov
Shopping At Home	Sears, Roebuck & Co.		KTLA	The Mayers Co.
Shopping At Home	The May Co.		KTLA	Milton Weinberg Agcy.
Shopping At Home	Sleep Shops		KTLA	Direct
Shopping At Home	Radio Corp. of America		KTLA	Direct
Shopping At Home	Park Camera Co.		KTLA	Direct
Shopping At Home	Schwabacher-Frey		KTLA	Direct
Shopping At Home	Hendan Shirts		KTLA	The Mayers Co.
Shows (Series of Life and Film)	General Foods Corp.	Live & Film	WNBT	Young & Rubicam, Inc.
Singing Smiths	Terman Television Sales Television Receivers	Studio	WBKB	Direct
Small Fry Club	American Pipe Cleaners	Film	WABD	Ruth Brooks Adv.
Small Fry Club	Fischer Baking Co.	Live	WABD	Scheck Adv. Agency
Small Fry Club	Various (Participating)	Spot	WTTG	Various
Soccer Game from Yankee Stadium	Goodman Products	Remote	WABD	Al Paul Lefton Co., Inc.
Sport Names to Remember	Austin Nichols	Slides	WABD	Alfred Lilly Co., Inc.
Sport News	Keystone Plating & Rust Proofing Corp.	News	WABD	Direct
Sports	Hyde Park Brew. Beer	Sports	KSD	Gardner
Sports	Philco Dealers Television Sets	Sports	KSD	Marjorie Wilten, Inc.
Sports Close-Ups	Griesedieck Bros. Beer	Sports	KSD	Ruthrauff & Ryan
Sports Commentary	George's Radio & Tv. Co.	Sports	WNBW	Robert J. Enders Adv.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Sports Film	Lacey's Electrical Appliances	Sports (L)	WMAL	Henry J. Kaufman
Sports News	George's Radio & Tv. Co.	Commentary	WNBW	Robert J. Enders Adv.
Sports Parade	A. Gettelman Beer Brewing Co.	Sports (F)	WTMJ	Scott-Telander
Sportsmen's Show	U. S. Rubber Co.	Sports	WCBS	Campbell-Ewald
Spots	American Tobacco Co. Lucky Strike Cigarettes	Spot Announcements	WTTG	Foote, Cone & Belding
Spots	Automobile Club of Michigan Auto Insurance	Spots *	WWJ	Stockwell & Marcuse
Spots	American Tobacco Co. Lucky Strikes	Spots	WWJ	Foote, Cone & Belding
Spots	Bulova Watch Co. Bulova Watches	Spots	WWJ	Biow & Co.
Spots	Allen B. DuMont Labs. Inc. Du Mont Telecasts	Spot Announcements	WTTG	Direct
Spots	Hat Research Hats	Spots	WWJ	Grey Adv.
Spots	Hot'N Gold Shops Appliances	Spots	WWJ	Gabriels
Spots	Tivoli Brewing Co. Beer	Spots	WWJ	McCann-Erickson
Star Views	Richards Radio			
Stars Dressing Room	E-Z Thread., International Thread Co.	Live	KTLA	Cecil Noble Adv. Agcy.
Streamliner Parade	Chicago Northwestern R.R. Transportation	Remote Interview	WNBT WBKB	Redfield-Johnstone, Inc. The Caples Co.
Streamliner Parade	Union Pacific R.R. Transportation	Remote Interview	WBKB	The Caples Co.
Studio Show	J. L. Hudson Co. Department Store	Demonstration	WWJ	Wolfe, Jinkling, Dow & Conckey
Sunset Room	Philco			
Sunshine Sportsmen's Show	Barbey's, Inc. Sunshine Beer	Sports (F)	KTLA WPTZ	Cecil Noble Adv. Agcy. Gray & Rogers

The Swift Home Service Club	Swift & Co.	Live	WNBT (NBC Network)	McCann-Erickson, Inc.
Swimming Meet (Central AAU)	American Television Lab. Training	Sports (L)	WBKB	Turner Adv.
Swing Into Golf	Wm. Perry Blouse, Inc.	Live & Film	WABD	Sterling Adv. Agcy.
Swiss Family Robinson	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Telechats	The Fair Store Department Store	Studio	WBKB	J. R. Pershall
Telenews	Chevrolet Automobiles	Film	WBKB	Campbell-Ewald
Teleticazalls	Commonwealth Edison Electrical Appliances	Studio	WBKB	J. R. Pershall
Tele-Sports	Gunther Brewing Co.	Sports	WNBW	Booth, Vickery & Schwinn
Tele-Varieties	Bristol-Myers Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
Telenews Digest	Chevrolet Automobiles	News	WWJ	Campbell-Ewald
Telephone Hour	Southwestern Bell Institutional	Film	KSD	Direct
Teleticazalls	Union Electric Electric Appliances	Quiz Show	KSD	Gardner Adv.
Television Matinee	Philadelphia Electric Co. Utilities	Live & Film	WPTZ	Direct
Television Matinee	Philco Distributors Philco Television Sets	Live	WWJ	William I. Denman, Inc.
Television Party	Grinnell's Department Store	Live	WWJ	Simons-Michelson
Television Press Release	Holt-DeLand, Inc.	Slides & Commentary	WNBT	Miller Adv. Agcy., Inc.
Tennis Matches	U. S. Rubber Co.	Remote	WABD	Direct
Thanksgiving Day Parade	R. H. Macy & Co.	Remote	WNBT	Direct
Time Signals	Benrus Watch Co.		WNBT	J. D. Tarcher & Co., Inc.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Time Signals	Bulova Watch Co.		WNBT	The Biow Co., Inc.
Time Signals	Bulova Watch Co.	Spots	WCBS	Biow Co.
Time Signals	Elgin National Watch Co.	Spots	WNBT	J. Walter Thompson Co.
Time Signals	Elgin National Watch Co.	Spots	WCBS	J. Walter Thompson
Time Signals	Green Watch Co.	Spots	WCBS	McCann-Erickson
Time Signals	Hanneil Food Products Popcorn Chips	Spots	WCBS	Raymond E. Nelson
Time Spot	Barr's Jewelry	Correct Time (F)	WPTZ	Edward Prager
Time Spot	Beneficial Saving Fund Bank	Correct Time (L)	WPTZ	Richard A. Foley
Time Spot	Broadwood Hotel Hotel Facilities	Correct Time (F)	WPTZ	Deane Klein Davidson
Time Spot	Dewco Tire Service Co. Tires	Correct Time (L)	WPTZ	Raymond E. Nelson
Time Spot	Elizabeth Davidson Home Furnishings	Correct Time (F)	WPTZ	Solis S. Cantor
Time Spot	Elgin Watch Co. Watches	Correct Time (F)	WPTZ	J. Walter Thompson
Time Spot	Marcus & Co. Printers	Correct Time & News	WPTZ	Ralph A. Hart
Time Spot	Philco Distributors, Inc. Electric Appliances	Correct Time (L)	WPTZ	Julian Pollock
Time Spot	David T. Robinson Plymouth-Dodge Cars	Correct Time (L)	WPTZ	Solis S. Cantor
Time Spot	Ryan's Army-Navy Store Men's Furnishings	Correct Time (L)	WPTZ	Stewart-Jordan
Tobacco	Liggett & Myers Chesterfields	Film	WCBS	Newell-Emmett
Trader Horn	Better Cars, Inc.	Spot (L)	WCBS	Lester L. Wolff
Twelfth Night	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Uncle Phil	Philco		KTLA	Cecil Noble Adv. Agcy.

Various	Crosley Co. Television Sets	Sports	KSD	M. Hirsch
Various	RCA Dealers Television Sets	Junior Jamboree	KSD	Direct
Various	RCA Dealers Television Sets	Man on the Street		Young & Rubicam
The Versatile Wool	International Wool Secretariat	Film	WCBS	Direct
Visi Quiz	Sears, Roebuck & Co. Household Furnishings	Audience Participation (L)	WPTZ	Raymond E. Nelson
Voice of Firestone	Televes The Firestone Tire & Rubber Co.	Film	WNBT (NBC Network)	Sweeney & James Co.
W				
Washington Home Show	Potomac Electric Power Co.	Exposition	WNBW	Henry J. Kaufman & Associates
Weather Forecasts	Brentwood Sportswear	Film	WNBT	John Falkner Arndt & Co., Inc.
Weather Reports	The B.V.D. Corp.		WNBT	Grey Adv. Agcy.
Weather Reports	B. V. D.		KTLA	Grey Adv. Agcy.
Weather Reports	Botany Mills		KTLA	Silverstein, Goldsmith
Weather Reports	Botany Worsted Mills		WNBT	Alfred J. Silberstein-Bert Goldsmith, Inc.
Weather Spot	Botany Mills Woolen Goods	Weather Forecast (F)	WPTZ	Silverstein-Goldsmith
Weather Spot	Brentwood Men's Sportswear	Weather Forecast (F)	WPTZ	John Falkner Arndt
Weather Spot	M. Buten & Sons Paints	Weather Forecast (L)	WPTZ	Philip Klein
Weather Spot	Canine Food & Products Co. Trim Dog Food	Weather Forecast (L)	WPTZ	Packard Adv.
Weather Spot	Chex Candy Co. Mints	Weather Forecast (F)	WPTZ	Solis S. Cantor
Weather Spot	Jiffy Products Zippy Starch	Weather Forecast (L)	WPTZ	Martin & Andrews
Weather Spot	Philco Distributors, Inc. Electric Appliances	Weather Forecast (L)	WPTZ	Julian Pollock

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Weather Spot	Superfine Fuels Co. Fuel	Weather Forecast (L)	WPTZ	Solis S. Cantor
Welcome Jeremiah	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Western Feature Film	Chevrolet	Film	WABD	Campbell-Ewald Co.
What's New in the Stores.	Cluett-Peabody Sanitized	Fashion	KSD	Young & Rubicam
The Bob Wolff Show	Southern Venetian Blind Co. Venetian Blinds	Sports	WTTG	Direct
The World In Your Home	Radio Corp. of America	Film	WNBT (NBC Network)	J. Walter Thompson Co.
World Series	Ford Motor Co. &	Remote	WABD	J. Walter Thompson Maxon, Inc.
Wrestling	Gillette Safety Razor Co. Harry Alter Co.	Sports	WBKB	Malcolm Howard
Wrestling	Crosley Television & Radio	Sports	KTLA	J. Walter Thompson
Wrestling	Ford Motor Co. Automobiles	Sports	WWJ	J. Walter Thompson
Wrestling	A. Gettelman Brewing Co. Beer	Sports (L)	WTMJ	Scott-Telander
Wrestling	Keeley Brewing Co. Beer	Sports	WBKB	Malcolm Howard
Wrestling	Teldisco, Inc.	Remote	WARD	Raymond Adv.
Wrestling Bouts	Scott & Grauer Ballentine Beer	Sports	WFIL	J. Walter Thompson
Wrestling from Jamaica Arena	American Shops	Remote	WABD	Wm. N. Scheer Adv. Agency
You Are An Artist	Gulf Oil Corp.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
You Should Ride a Hobby Horse	Arbee Food Products Co. Scrap Trap	Studio	WBKB	Direct
Your Esso Reporter	Standard Oil Co. of N. J.	Film	WNBT (NBC Network)	Marschalk & Pratt Co.
Your Television Shopper	Stern & Co. Department Store	Remote pickup	WPTZ	Direct

COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES

WBAL-TV

BALTIMORE

CHANNEL 11

NBC

Power 32 Kw.
Owned-Operated By Hearst Radio, Inc.
Business and Studio Address 2610 North
Charles St.
Phone Number Hopkins 3000
Transmitter Location .. Cottage and Violet Aves.
Air Time Variable
News Service AP; INS; UP
Transcription Service Thesaurus
Representative NBC
General Manager Harold C. Burke
Director of Television Harold P. See
Commercial Manager Harold W. Batchelder
Production Manager James S. McMurry
Tele Operations Engineer George G. Jacobs

WMAR

BALTIMORE

EST. 1947

CHANNEL 2

Frequency 54-60 mcs.; Power: 17.9 Kw
Owned-Operated By The A. S. Abell Co.
Business and Studio Address Baltimore
and Charles Sts.
Phone Number LExington 7700
Transmitter Location O'Sullivan Bldg.,
Baltimore and Light Sts.
Air Time Variable
Transcription Service Associated, Lang-Worth
Service Accepted from CBS, DuMont;
ABC, WMAL, WFIL-TV, others.
Executives-President Paul Patterson,
Neil H. Swanson.
Commercial Manager Ernest A. Lang
Program Director Robert B. Cochrane
Chief Engineer Carlton G. Nopper

WBZ-TV

BOSTON

EST. 1948

NBC

CHANNEL 4

Frequency 66-72 mc.; Power: Aural—
7.15 Kw., Visual—14.3 Kw.

Owned-Operated By Westinghouse Radio
Stations, Inc.
Business Address WRS—1619 Walnut St.,
Phila. 3, Pa.
Phone Number RIttenhouse 6-6870
Station Address 275 Tremon St., Boston;
after June 1948: 1170 Soldiers Field Rd.,
Allston 34, Mass.
Station Phone Hancock 6-4261
Transmitter Location 1170 Soldiers Field
Rd., Allston.
Air Time Variable
President Walter Evans
Vice-President Walter E. Benoit
General Manager J. B. Conley
Station Manager W. C. Swartley
Sales Manager C. Herbert Massé
Asst. Sales Manager Lynn Morrow
Program Manager W. Gordon Swan
Production Manager Stephen Burke
Publicity Representative Wendell A. Davis
Chief Engineer W. H. Hauser

W9XZV—W9XZC

CHICAGO

CHANNEL 1

(Experimental)

Frequency: W9XZV, 54-60 mc.; W9XZC, 512-
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.
Air Time Unlimited license
President-General Mgr. E. F. McDonald, Jr.
Station Manager J. E. Brown

WBKB

CHICAGO

EST. 1942

CHANNEL 4

Frequency 66-72 mc.; Power 13.7 Kw.
Owned-Operated By Balaban & Katz Corp.
Business and Studio Address 190 N. State St.
Phone Number Franklin 6446
Transmitter Location 190 N. State St.
Air Time Variable Afternoon and Evening
News Service AP; UP
Transcription Service World

Membership TBA
 President John Balaban
 General Manager William C. Eddy
 Chief Engineer A. H. Brolly

WGN-TV

CHICAGO
 EST. 1948
 MBS

Frequency: 186-192 Mc. Power: 18.4
 Owned-Operated By WGN, Inc.
 Business Address 441 N. Michigan Ave.
 Phone Number Financial 0011
 Transmitter Location 400 W. Madison
 News Service AP, INS, Transradio, UP
 Owner Col. Robert R. McCormick
 General Manager Frank P. Schreiber
 Director of Operations Vern Brooks
 Director Sales Wm. A. McGuiness
 Program Coordinator Edwin Mills
 Publicity Director Bruce Dennis
 Director of Engineering C. J. Meyers
 Form Editor Hal Totten

WLWT

CINCINNATI
 EST. 1939
 CHANNEL 4

Power 500 Kw.
 Owned-Operated By Crosley Bcstg Corp.
 Business Address Cincinnati 2, Ohio
 Phone Number Cherry 1822
 Studio Address Chickasaw and Warner
 Sts., Clifton Heights.
 Transmitter Location Carew Tower, Fifth
 and Vine Sts.
 Air Time Average 19 hrs. weekly
 President James D. Shouse
 Acting Director J. R. Duncan
 Chief Engineer Howard Lepple

WEWS

CLEVELAND
 EST. 1947
 CHANNEL 5

Frequency 76-82 mc.; Power: 16.2 Kw
 Visual, 8.1 Kw Oral; Antenna 642' effective
 height.
 Owned Scripps-Howard Radio, Inc.
 Business and Studio Address The WEWS
 Bldg., 1816 East 13th St.
 Phone Number Superior 6111
 Transmitter Location 7080 State Rd.,
 Parma, Ohio.
 Air Time Varies
 News Service UP; Acme
 Transcription Service Associated
 President (N. Y.) Jack R. Howard
 General Manager James C. Hanrahan
 Station Manager J. Harrison Hartley
 Commercial Manager John R. Schmunk

Program Director Patrick Craiton
 Musical Director Helen Lott
 Chief Engineer Joseph B. Epperson

WWJ-TV

DETROIT
 EST. 1947

Frequency 66-72 mc.; Power: Video 5000.
 Audio 2500.
 Owned-Operated By The Evening News
 Association.
 Business and Studio Address 630 West
 Lafayette.
 Phone Number Randolph 2000
 Transmitter Location Penobscot Tower
 Air Time Variable
 News Service AP; UP
 Transcription Service Lang-Worth; Standard
 Representative George P. Hollingsberry
 Chief Executive W. J. Scripps
 General Manager Harry Bannister
 Assistant General Manager Edwin K. Wheeler
 Commercial Manager Willard Walbridge
 Sales Promotion Manager Jack Albert
 General Program Manager Melvin Wissman
 Production Supervisor Robert P. Ritter
 Production Manager Thomas L. Riley
 Publicity Director Richard S. Spencer, Jr.
 Chief Engineer E. J. Love

KTLA

EST. 1942
 LOS ANGELES
 CHANNEL 5

Frequency 76-82 mc.; Power: 8 Kw.
 Owned-Operated By Television Productions,
 Inc..
 Business and Studio Address Paramount
 Studios, 5451 Marathon St., Hollywood 38
 Phone Number Hollywood 6363
 Transmitter and Antenna Location Mount Alta
 Air Time Variable Afternoon and Evening
 News Service UP
 Transcription Service World
 Representative George Shubert
 Membership TBA
 President Paul Raibourn
 West Coast Dir.-Station Mgr. Klaus Landsberg
 Sales Manager George Shupert
 Program Director Philip Booth, Albert V. Cole
 Production Manager J. Gordon Wright
 Publicity Director Jonathan Rice
 Chief Announcer Keith Hetherington
 Film Director Leland Muller
 Musical Dir. Rex Kepple
 Engr. Supervisor Raymond M. Moore

W6XAO-(KTS L)

LOS ANGELES (HOLLYWOOD)—
 EST. 1931
 CHANNEL 2

Frequency 54-60 mc.; Power: 4 kw.
 Effective Signal Radiated 5600

COMMERCIAL TELEVISION STATIONS

Owned-Operated By Don Lee Broadcasting System
Business Address 1313 N. Vine St.
Phone Number Hollywood 8255
Transmitter & Antenna Location 3800 Mount Lee Drive
Air Time Varied
News Service AP, INS, CNS, UP
Transcription Service World
Representative John Blair
Membership TBA
President Thomas S. Lee
Vice-President and General Manager Lewis Allen Weiss
Vice-President and Assistant General Manager Willet H. Brown
Director of Television Harry R. Lubcke
Program Director Jack Stewart
Producer Stuart Phelps
Publicity Relations Director Mark Finley
Chief Announcer Ken Barton
Stage Director Ted Driscoll
Chief Engineer Harold Jury
Film Director Lois Prober
Video Pickup Operator Bob Fonarow

WTMJ-TV
MILWAUKEE
EST. 1947
CHANNEL 3

Frequency 60-66 mc.; Power: Aural 17.0 Kw.; Visual 16.1 Kw.
Owned-Operated By The Journal Co.
Business Address 333 W. State St.
Phone Number Marquette 6000
Transmitter Studio Location 720 E. Capitol Drive
Air Time Wednesday's through Sunday's (Varies).
News Service AP
Representative Edward Pety
General Manager W. J. Damm
Asst. General Manager L. W. Herzog
Station Commercial Mgr. R. G. Winnie
Program Director E. J. Robertson
Publicity Director R. B. Wallace
Chief Engineer Phil Laeser

WABD
NEW YORK CITY
EST. 1941
DU MONT TELEVISION NETWORK
CHANNEL 5

Frequency 76-82 mc.
Power video: 14.25 kw Effective radiated power; sound: 9.45 kw. Effective radiated power
Owned By Allen B. Du Mont Laboratories, Inc.

Operated By Du Mont Television Network
Business Address 515 Madison Ave.
Phone Number Plaza 3-9800
Studio Address Wanamakers Studio Broadway & 9th
Transmitter Location 515 Madison Ave.
Air Time Approx. 35 hrs. weekly
News Service INS
Transcription Service Associated
Membership TBA
President-Owner Allen B. Du Mont
Commercial Manager John H. McNeil
Sales Promotion Manager Charlotte Stern
Program Director James Caddigan
Chief Announcer Don Roper
Chief Engineer, Du Mont Television Network Scott Hell
WABD S. R. Patremio

WCBS-TV
NEW YORK CITY
EST. 1931
CHANNEL 2

Frequency 54-60 mc.
Owned-Operated By Columbia Broadcasting System
Business & Studio Address 15 Vanderbilt Ave.
Phone Number Murray Hill 6-6340
Transmitter Location Chrysler Tower
Air Time Minimum 12 hrs. weekly
News Service AP
Representative Radio Sales
Vice-President Lawrence W. Lowman
Director of Television Worthington C. Miner
Assoc. Dir. of Tele Leonard Hole
Commercial Manager George L. Moskovics
Program Operations Merritt H. Coleman
Manager of Technical Operations Paul Wittlig
Manager of Press Information James J. Kane
Dir. of News — Special Events Robert Bendick
Film Manager Ed Evans
Sales Promotion Manager Halsey Barrett

WNBT
NEW YORK CITY
EST. 1941
NBC
CHANNEL 4

Frequency 66-72 mc.
Power Sight, 5000 Watts; Sound, 3000 Watts
Owned-Operated By National Broadcasting Co.
Business Address 30 Rockefeller Plaza
Phone Number Circle 7-8300
Studio Address 30 Rockefeller Plaza
Transmitter & Antenna Location Empire State Bldg. Tower
Air Time Approx. 20-35 hrs. weekly

President (NBC) Niles Trammell
 Exec. V.P. (NBC) Frank E. Mullen
 V.-P. & Chief Engineer O. B. Hanson
 Dir. Tele. Engr. Operations Robert E. Shelby
 Dir. Tele. Operations Noran E. Kersta
 Executive Producer Warren Wade
 Television Press Editor Allan H. Kalmus
 Sales Manager Reynold R. Kraft

Owned By The Philadelphia Bulletin
 Operated By WCAU, Inc.
 Business Address 1622 Chestnut St.
 Phone Number Locust 7-7700
 Transmitter Location PSFS Bldg., 12 S. 12th St.
 Air Time Undetermined
 News Service AP, UP
 General Manager Leon Levy
 Commercial Manager and
 Program Director G. Bennett Larson
 Sales Promotion Manager Robert N. Pryor
 Production Manager Roy Meredith
 Publicity Director J. J. "Chick" Kelly
 Chief Engineer J. G. Leitch

WPIX*
 NEW YORK CITY
 EST. 1948

Frequency: Channel No. 11, 198-204 mc.
 Power: Audio 8.17 kw.; Video 16.3 kw.
 Owned-Operated By News Syndicate Co., Inc.
 Phone Number MUrray Hill 2-1234
 Business-Studio Address 220 East 42nd St.
 Air Time Undetermined
 Transmitter Location 220 East 42nd St.
 News Service Undetermined
 Transcription Service Undetermined
 Membership TBA
 President and General Manager F. M. Flynn
 Station Manager Robert L. Coe
 Commercial Manager B. O. Sullivan
 Manager of News and
 Special Events Carl E. Warren
 Program Director Harvey Marlowe
 Mgr. Research and
 Development Clifford E. Denton
 Publicity Frank Young
 Chief Engineer Thomas E. Howard

*On the air on or about June 15, 1948.

WATV
 NEWARK
 EST. 1947

Frequency 210-216 mc.
 Owned-Operated By Bremer Bcstg. Corp.
 Business and Studio Address 1020 Broad St.
 Phone Number Mitchell 2-6400; Rector 2-5878
 Pleasant Avenues, West Orange, N. J.
 Transmitter Location Marcella and Mt.
 Air Time 24 hrs. weekly
 News Service AP
 Membership TBA
 Pres., Gen. & Station Mgr. Irving R. Rosenhaus
 Chief Engineer Frank V. Bremer
 Supervisor Hank Dabrowski

WCAU-TV
 PHILADELPHIA
 EST. 1948
 CBS-TV

Frequency: Channel 10, 192-198 mc.
 Power: Aural 26.4 kw.; Visual 25 kw.

WFIL-TV
 PHILADELPHIA
 EST. 1947
 CHANNEL 6

Frequency 82-88 mc.; Power: Visual
 18.1 Kw, Sound 10 Kw rad.
 Owned-Operated By Triangle Publications,
 Philadelphia Inquirer Division.
 Business and Studio Address 46th and
 Market Sts.
 Phone Number Evergreen 6-8090
 Transmitter Location Widener Bldg.
 Air Time Approximately 28 hrs. weekly
 Representative The Katz Agency
 General Manager Roger W. Clipp
 Television Director Kenneth W. Stowman
 Sales Manager John E. Surrick
 Asst. to Sales Mgr. chg of Tele Sales
 Max E. Solomon
 Sales Promotion Manager James T. Quirk
 Publicity Director George A. Koehler
 Chief Engineer Louis E. Littlejohn
 Asst. Chief Engr. Chg of Tele David J. Miller, Jr.

WPTZ
 PHILADELPHIA
 EST. 1941
 NBC
 CHANNEL 3

Frequency 60-66 mc.;
 Power: Visual 2280; Aural 2315.
 Owned-Operated By Philco
 Television Broadcasting Corp.
 Business and Studio Address 1800 Architects
 Bldg., 17th and Sansom Sts.
 Phone Number Locust 7-7136
 Transmitter Location 1300 E. Mermaid
 Ave., Wyndmoor, Pa.
 Transcription Service Lang-Worth
 Vice-Pres. & Gen. Mgr. Ernest B. Loveman
 Asst. Gen. Manager Rolland V. Tooke
 Commercial Manager James D. McLean
 Program Manager Ernest Walling
 Chief Engineer Raymond J. Bowley

KSD-TV

ST. LOUIS
EST. 1947

NBC
CHANNEL 5

Frequency . . . 76-82 mc.; Power: Video 20,000,
Audio 10,000.

Owned-Operated By . . . Pulitzer Publishing Co.
Business and Studio Address . . . 1111 Olive St.
Phone Number . . . MAin 1111
Transmitter Location . . . 1111 Olive St.
Air Time Approximately 20 hrs. weekly
News Service AP; NBC Tele NEWSREEL
Transcription Service Thesaurus, World
Representative Free & Peters
Membership TBA
President Joseph Pulitzer
General Manager George M. Burbach
Sales Manager Guy E. Yeldell
Chief Engineer Robt. L. Coe

WRGB

SCHENECTADY, N. Y.

NBC
CHANNEL 4

Frequency . . 66-72 mc.; Power: 18.25 kw. Visual,
9.125 kw. Aural
40,000 Watts, Oral, 20,000 Watts

Owned-Operated By General Electric Co.
Business Address 60 Washington Ave.
Phone Number . . . (Studio) 4-2211, Ext. 4926;
Sales 3-2121, Ext. 44

Transmitter & Antenna Location New Scot-
land, N. Y.

Air Time Daily except Sat., Approx.
6:50 a.m.-10:30 p.m.

News Service INS, INP
Transcription Service Thesaurus, Lang-Worth
Membership NAB

Vice President G. E. Adv., Publicity &
Broadcasting R. S. Peare
Asst. Manager Adv., Publicity &
Broadcasting B. J. Rowan

Station Manager G. E. Markham
Supervisor, Station Sales &
Promotion A. G. MacDonald

Supervisor, Programs A. G. Zink
Supervisor, Music A. O. Coggeshall
Supervisor, Farm Programs R. B. Child
Chief Engineer W. J. Purcell

WMAL-TV

WASHINGTON, D. C.
EST. 1947

CHANNEL 7

Frequency 174-180 mc.
Owned-Operated By The Evening Star
Bcstg Co., Inc.

Business Address 724 14th St., N.W.
Phone Number National 5400
Studio Address 201 Commonwealth Bldg.

Transmitter Location Campus American
University, Nebraska and Mass Ave., N.W.

Air Time Variable
News Service AP; UP

Membership NAB
President S. H. Kauffmann

General Manager K. H. Berkeley
Commercial Manager Ben B. Baylor

Director of Television Burke Crotty
Publicity Director Tom Dolan

Chief Engineer Daniel Hunter
Tele Operations Supervisor Frank Harvey

WTTG

WASHINGTON, D. C.
EST. 1945

DU MONT TELEVISION NETWORK
CHANNEL 5

Frequency 76-82 mc.
Power 5 video; kw.; audio: 2½ kw.

Owned By Allen B. Du Mont Laboratories,
Inc.

Operated By Du Mont Television Network
Business-Studio Address 12th & "E" Sts.,
N. W.

Phone Number Republic 7816
Transmitter Location Hotel Harrington, 12th
& "E" Sts., N.W.

Air Time 7 days a week; 5:45-11 p.m.
News Service Transradio

Membership TBA
President-Owner Allen B. Du Mont

General Manager Walter Compton
Commercial Manager H. E. Sheffers

Production Manager Roger Coelos
Chief Announcer Gordon Williamson

Chief Engineer Malcolm Burleson

WNBW

WASHINGTON, D. C.
EST. 1947

NBC
CHANNEL 4

Frequency 66-72 mc.
Power 20.5 kw. (Effective radiated power)

Owned-Operated By National Broadcasting
Company

Business Address 714-14th St., N.W.
Phone Number Republic 4000

Studio-Transmitter Location Wardman Park
Hotel

Air Time Average 24 hrs. per week of Pro-
grams, plus 28 hrs. per week of Test Pattern

News Service AP
Transcription Service Thesaurus

Membership NAB
V.-P. Charge of NBC,
Washington Frank M. Russell

Television Program Mgr. John E. Gaunt
Commercial Manager Mahlon Glascock

Publicity Director Jay Royen
Chief Engineer Donald Cooper

TELEVISION PROGRAMMING

By LAWRENCE PHILLIPS, Director Du Mont Television Network

THERE is no longer any question but that television, as it develops, will become the most potent and effective means of mass communications so far devised by man; that it will soon exercise a profound influence upon the lives, habits and welfare of many millions of people.

A review of the variety and scope of television programming already achieved in the two years of operation, since the end of the war, indicates the endless panorama of entertainment, information and education which will in time be made available to more than 80% of the people of the United States—tomorrow's television audience.

Drama, music, variety entertainment, movies and hundreds of original productions have formed the nucleus of television broadcasting schedules since the introduction of public service in 1939. Indoor and outdoor events of general public interest: boxing, wrestling, baseball, football, parades, circuses, etc., are already a mainstay in current television programming. The vast reservoirs of information and instruction: travel, art, public forums of debate, round-table discussions; political conventions, etc., are already being scanned by television cameras for the enjoyment and edification of thousands of viewers within the range of existing facilities in almost a dozen major cities in the United States.

To date, television broadcasting has been primarily a local operation. But now the time has come when networks must assume the responsibility of introducing and advancing the new art of sight-sound broadcasting and of making television program service available to independent stations that will be associated with their networks.

For it is only by the establishment of network service as quickly as is practicable, and the resulting distribution of costs, programs and experience over a number of stations—that television programs of network quality can be achieved and supported.



Phillips

Experimental connections for networking are already available in television—between Boston, New York, Philadelphia, Baltimore, Washington, D. C., and Schenectady in the East, and between Chicago and South Bend in the middle West. These facilities will be expanded southwards to Richmond, Virginia sometime in 1948.

Television stations within range of these facilities are already finding it possible to exchange programs with other stations operating along these existing lines of communication.

But what about those television stations that are still within two to five years of network facilities? Stations in the south and middle west, for example. What do they do until the networks reach them?

It is our feeling at Du Mont, that here again the networks must take the responsibility and the initiative. In this connection, we are currently investigating details of a plan to make Du Mont Television Network affiliation—and Du Mont Network Program service available immediately to all stations regardless of their geographical location in the United States or their proximity to existing facilities.

Briefly: our service to these stations will begin with their own construction, if desired. It will include training of station personnel—technical, administrative, production, etc., in the intricacies of television station operation. It will extend to syndicated program service, surveys of local programming possibilities, sales surveys and audience and trade promotion assistance—as much or as little of such aid, assistance and cooperation as may be required to help independent stations get through the initial difficult period of operation with the least possible financial risk.

Having no other interests but television, and consequently no AM commitments, the Du Mont Television Network is in a position to offer such network service to any television station operator immediately. And it is our belief that by the end of 1948 we will have convinced enough stations throughout the country of the economic advisability of Du Mont Network affiliation, to have in efficient operating order regional networks along the Atlantic Coast, in the Mid-West and on the West Coast.

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TELEVISION

BROADCASTING STATIONS

As of January 1, 1948

Construction Permits Granted for Commercial Tele Stations

CALIFORNIA

City	Applicant	Call Letters	Chan- nel No.	Fre- quency (mc)	ERP Visual-Aural (kw)
Los Angeles	American Bcg. Co. Inc.	KECA-TV	7	174-180	4.5—2.7
Los Angeles	Earle C. Anthony, Inc.	KFI-TV	9	186-192	16.1—17
Los Angeles	National Broadcasting Co. Inc.	KNBH	4	66-72	15—8
Los Angeles	Dorothy S. Thackrey	KLAC-TV	13	210-216	16—16
Los Angeles	Times-Mirror Co.	KTTV	11	198-204	19.15—19.15
Riverside	The Bcg. Corp. of America	KARO	1	44-50	1 -1
San Francisco	American Bcg. Co. Inc.	KGO-TV	7	174-180	5.4—2.7
San Francisco	Associated Broadcasters, Inc.	KWIS	5	76-82	23.6—12.6
San Francisco	The Chronicle Publishing Co.	KCPR	4	66-72	18-24—19-2
Stockton	E. F. Pepper	KGDM-TV	8	180-186	1.93—1.80

CONNECTICUT

New Haven	Elm City Bcg. Corp.	WNHC-TV	6	82-88	1.82—.957
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DELAWARE

Wilmington	WDEL, Inc.	WDEL-TV	7	174-180	1—5
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DISTRICT OF COLUMBIA

Washington	Bamberger Bcg. Service, Inc.	WOIC	9	186-192	30.25—24.5
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FLORIDA

Miami	Southern Radio & Tele. Eqpt. Co.	WTVJ	4	66-72	1.57—.786
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ILLINOIS

Chicago	American Bcg. Co. Inc.	WENR-TV	7	174-180	30—15
Chicago	National Bcg. Co. Inc.	WNBY	5	76-82	21.8—21.8

INDIANA

Bloomington	Sarkes & Mary Tarzian	WTTV	10	192-198	1—1
Indianapolis	Wm. H. Block Co.	WWHB	3	60-66	14.00—7.6

IOWA

Ames	Iowa State College of Agr. & Mech. Arts	WOI-TV	4	66-72	13—10-4
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KENTUCKY

Louisville	Courier-Journal & Louisville Times Co.	WHAS-TV	9	186-192	9.6—7.2
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LOUISIANA

New Orleans	Maison Blanche Co.	WRTV	4	66-72	13.6—7.2
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MARYLAND

Baltimore	Radio-Television of Baltimore, Inc.	WAAM	13	210-214	31.65—20
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● OUTSTANDING CP'S FOR COMMERCIAL TV ●

MASSACHUSETTS

City	Applicant	Call Letters	Chan- nel No.	Fre- quency (mc)	ERP Visual-Aural (kw)
Boston	Yankee Network, Inc.	WNAC-TV	7	174-180	32.7—32.7
Waltham	Raytheon Mfg. Co.	WRTB	2	54-60	

MICHIGAN

Detroit	Fort Industry Co.	WTVO	2	54-60	14.26—7.51
Detroit	King-Trendle Bcg. Corp.	WDLT	7	174-180	32.1—16.7

MINNESOTA

Minneapolis	Minn. Bcg. Corp.	WTCN-TV	4	66-72	17.9—9.2
Saint Paul	KSTP, Inc.	KSTP-TV	5	76-82	13-68—6.48

NEW JERSEY

Newark

NEW MEXICO

Albuquerque	Albuquerque Bcg. Co.	KOB-TV	4	66-72	4.5—4.5
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NEW YORK

Buffalo	WBEN, Inc.	WBEN-TV	4	66-72	15—8
New York	American Bcg. Co. Inc.	WJZ-TV	7	174-180	16.25—8.25
New York	Bamberger Bcg. Service Inc.	WOR-TV	9	186-192	30-25—24.5
New York	News Syndicate Co., Inc.	WLTV	11	198-204	16.3—8.17

OHIO

Cleveland	Empire Coil Co. Inc.	WXEL	9	186-192	21—13
Cleveland	Nat'l Bcg. Co. Inc.	WNBK	4	66-72	18.8—9.6
Columbus	Crosley Bcg. Corp.	WLWL	3	60-66	15.5—5.25
Dayton	Crosley Bcg. Corp.	WLWD	5	76-82	30—25
Toledo	Fort Industry Co.	WTVT	13	210-216	27.4—14.4

OREGON

Portland	Oregonian Publ. Co.	KGWG	6	82-88	10—11.2
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PENNSYLVANIA

Johnstown	WJAC, Inc.	WJAC-TV	13	210-216	6.5—7
Philadelphia	Wm. Penn Bcg. Co.	WPEN-TV	10	192-198	25—26.4
Pittsburgh	Allen B. DuMont Labs. Inc.	WDTV	3	60-66	14.6—7.3

RHODE ISLAND

Providence	The Outlet Co.	WJAR-TV	11	198-204	50—50
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TENNESSEE

Memphis	Memphis Publ. Co.		4	66-72	13.6—7.12
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TEXAS

Dallas	KRLD Radio Corp.	KRLD-TV	4	66-72	46—TBD
Dallas	Lacy-Potter Tele. Bcg. Co.	KBTB	8	180-186	35—18.5
Fort Worth	Carter Publications, Inc.	KCPN	5	76-82	17.6—8.2

UTAH

Salt Lake City	Intermountain Bcg. Corp.	KDYL-TV	2	54-60	13.2—7
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VIRGINIA

Richmond	Havens & Martin, Inc.	WTVR	6	82-88	12.16—6.4
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WASHINGTON

Seattle	Radio Sales Corp.	KRSC-TV	5	76-82	18.95—9.79
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ALWAYS GOOD LISTENING

WFMO

103.1 Megacycles

—

Channel 276

FULL SCHEDULE 7 DAYS — 7:00 A.M. thru 1:00 A.M.
18 Hours Daily



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POPULAR CONCERT — NOVELTY

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U. S. ARMY BAND — U. S. NAVY BAND

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MEMBER OF CONTINENTAL FM NETWORK

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880 BERGEN AVENUE
JERSEY CITY 6, N. J.

TRANSMITTER
26 Journal Square

Telephone
Journal Square 2-0330

FREQUENCY MODULATION

FM Showing Progress

•

FM Association—Personnel

•

Progress Of Educational FM

•

FAX Making Progress

•

FM Stations In Operation

•

Authorized CP's For FM Stations

FOR PRESTIGE ...

Be able to tell listeners that
your station is a member of

A large, bold, black graphic of the letters 'AP' in a serif font. The 'A' and 'P' are connected at the top and bottom, with a vertical line separating them in the middle. The 'A' has a thin vertical bar on its left side, and the 'P' has a thin vertical bar on its right side.

Radio members of The AP don't buy news!
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FM SHOWING PROGRESS

By IRWIN ROSTEN, Staff Writer, RADIO DAILY

THURSDAY, January 29, 1948, will go down in the annals of radio history as the turning point in the progress of frequency modulation broadcasting. On that day, in joint statement with the nation's four major networks, James C. Petrillo announced the end of his ban on FM duplication of AM live musical programs. Three days



Rosten

later, for the first time since October, 1945, listeners throughout the country were able to hear their favorite network shows with the higher fidelity that only FM can provide.

The day after the joint AFM-network announcement, Petrillo met with Everett Dillard, president of the Frequency Modulation Association and also of the first major FM web, the Continental Network. When the confab ended, Petrillo announced the removal of his ban on FM stations originating live music; and said that AFM locals may negotiate contracts with FM outlets.

This was the news for which FM broadcasters had long been waiting. No longer need they feel like unwanted stepchildren of the radio industry. For those who had patiently attended the FM infant for several years, it meant virtual assurance of their eventual success and hastened the day when red would no longer be the dominant color on their ledgers. For some, this happy switch to black ink will come during this year. For newcomers, for those licensees who had been holding back construction, the advent of music for FM meant that they would now try to get their stations on the air as soon as possible.

The breaking of the music czar's strangle hold on FM broadcasting is expected to provide strong stimulus for the ever-growing FM audience. A record-breaking total of 1,175,104 FM-AM receivers were produced last year, according to the RMA, as compared with only 181,485 in 1946. Early estimates of anticipated 1948 production

placed the number of FM sets at least double last year's figure. This, however, was before the lifting of the music bans. The RMA had gone on record as stating "that the day network programs are made available to FM, production of FM sets will be stepped up." Now that that day has arrived, some trade estimates of FM receiver output for 1948 are as high as four or five million.

The achievements scored by FM during 1947 offer added substance to the optimism prevalent in the trade. According to the 13th annual report of the FCC, "FM showed its biggest and most material gain" last year. As this is written, there are 371 FM stations on the air, 312 of which are affiliated with AM outlets. The total number of FM authorizations is more than 965.

Indications are that national advertisers are gradually growing more aware of FM's possibilities. A spot check made by RADIO DAILY in New York revealed that key executives of the three independent FM stations in that city agree that "the worst is over." All three outlets reported increased sales, broader programming and an appreciable jump in listener response. Although they are still operating in the red, hopes are high that they may be able to break even this year.

The FM system, however, will not gain its due prominence solely on its own merits. Although, in the words of former FCC Chairman Charles R. Denny, "FM is the finest aural broadcasting system attainable in the present state of the radio art," it must be promoted, sold, plugged and promoted again to assure universal acceptance in the shortest possible time. The story of FM must be kept before the public eye and ear at all times.

A unique plan to increase local FM audiences—and one that may well be followed by many stations—was developed towards the end of last year by a new outlet on Long Island. The station sponsored a contest among local retailers, with free air time awarded dealers selling the most FM receivers or tuners. First prize was 65 quarter-hour periods over 13 weeks, with runner-up receiving 39 quarter-hour shows. The next 15 stores each receive one 15-minute seg a week for 13 weeks, and all other entries get five spots each.

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PROGRESS OF EDUCATIONAL FM

By **GEORGE JENNINGS**, Director, Radio Council—WBEZ, Chicago Public Schools

DESPITE some difficulties met with during the past year, such as changing of frequency and the lack of suitable radio receivers for classroom use, educational FM broadcasting has taken great strides. The change in frequency seriously affected the operation of station WBEZ in Chicago, for example, since it meant the purchase of new transmitter, new antenna system, new antenna tower and a new site for the location of the transmitter. Cleveland, Ohio's WBOE made the changeover without stopping service and is now broadcasting on both the low and the high FM band. New York City's WNYE did or will close down for the period of change over.



Jennings

radio broadcasting and use in the annual sessions of the American Association of School Administrators. It is the administrator who ultimately controls the school funds for the establishment of stations and studios.

The Association for Education by Radio, and organization of administrators and teachers has held two semi-annual meetings during the year on a national basis and has established local units in Cleveland, Indianapolis, Washington, Detroit, Philadelphia, Chicago, Portland, Klamath Falls (Oregon), Sacramento, and Atlanta.

With the increased local interest in FM broadcasting and the increasing availability of radio receivers suitable for classroom use the growth of FM broadcasting seems assured. A warning must be made, however, concerning the fact that school stations, as with all others, must be programmed. Years ago when schools and universities held all licenses to operate, programming was the greatest difficulty, and many boards of education and trustees of universities were not prepared to finance an adequate program. Consequently, many such AM licenses were returned to the FCC. Educators are stressing, therefore, the use of radio and are likewise stressing the programming of stations.

Some thirty applications for FM broadcast station license have been granted by the FCC to schools, school systems, teachers colleges, and universities. Among the new stations to get into operation were WDTR, Detroit Public Schools and KUSC, the University of Southern California. The increased interest in FM for schools is evidenced by the increase in attendance at such educational meetings as the School Broadcast Conference, held annually in Chicago; the Institute for Education by Radio, held annually at Ohio State University and the Regional Radio Conference sponsored by the University of Oklahoma.

Another outgrowth of the interest in FM is the number of teachers organizations, such as the National Council of Teachers of English and Social Studies, which have included the consideration of the classroom use of radio in their annual progress. That interest is not alone on the part of the teaching staff is evidenced by the inclusion of sessions on

The state-wide FM network picture has lagged somewhat, with Wisconsin the only state at the moment which seems to have gone ahead with its plan for a statewide FM network. One station has been placed in operation at Madison and another is under construction at a site near Milwaukee. Despite the well-known advantages of such a state FM network for educational use, legislators are loath to use tax funds for what some of their constituents might think was in competition with other stations.

The ideal situation for FM educational broadcasting remains the large city school system, and some educators are doubtful if the smaller cities can not adequately be supplied with time for educational broadcasts by their own local AM and FM stations.

FAX MAKING PROGRESS

By VAL ADAMS, Staff Writer, RADIO DAILY

RADIO gets more versatile every day. But a couple of decades ago a radio set was based on one little idea—AM broadcasting. Then they began to trick it up. A phonograph was put in. Along came FM. Television rightfully had to get in the act too. Now we're about to get facsimile, a fifth element in our radio sets which spews the printed word and lush layouts all over the living room floor, even while the events are in progress.

The home used to be a place where you slammed the door on the outside world. That era is over. Radio homes of the future will be communication centers in themselves, snowed under by incoming traffic via the eye, ear and printed page from the four corners of the earth. Walter Winchell's going to have to get a word better than "flash" or he'll be out of business.

This is an era when veteran newsmen are being tapped on the shoulder by managing editors and informed, "You're the facsimile editor. Get out a facsimile edition." And before those who are tapped can ask just what the heck they're supposed to do, they are informed that the managing editors are merely carrying out orders of the publishers. In other words, a lot of competent newsmen are suddenly getting titles they never even heard of before and they're strictly on their own.

It seems that those connected with the technical development and sale of facsimile facilities have made a successful pitch to broadcasters and publishers. Many of the latter are sold on the idea to the point of having laid their money on the line and some are already showing facsimile in their cities. As to whether or not this new medium has possibilities, there must be some significance in the fact that the New York Times and WQXQ staged the first postwar demonstration in that city early in 1948.

Facsimile newspapers won't be as common as the housing shortage overnight. But the trend of broadcasters and publishers making a decision to "Let's appoint a facsimile editor" is definitely growing. There are many who don't know just where facsimile is headed but they think it important enough to get their finger in the pie just in case.

Stations and newspapers starting facsimile today are not getting in on the

ground floor — they're in the basement. You write your own textbook as you go along. Technically, from the standpoint of scanners and recorders, facsimile is ready to go to the public. Next step is to work out a technique for making up facsimile newspapers. While some have done a little preliminary work, in general all are completely ignorant on this subject. But it's something that won't be learned or worked out in a laboratory. It must be done by actual operation—making up daily facsimile editions and putting them on the air. It will be learned only by hit and miss.

To sell an idea to the public, it normally must be a little different from a previous one, some new advantage must be added. Consequently, facsimile is not likely to sell itself publicly merely on the idea that now you can get your newspaper delivered into the home by radio instead of by boy. New kinds of formats, different from the average newspaper, must be worked out and probably new types of entertainment gimmicks particularly suited to facsimile.

News-wise, facsimile's greatest attraction lies in its possibilities as a picture medium. You can't lightly toss off the thought that with facsimile a housewife can hold a picture in her hand of a big fire with the caption reading, "Firemen are still fighting the blaze." The Miami Herald and WQAM-FM put a wet photo on the air of an attempted suicide, lying crumpled on the pavement, while an ambulance rushed the victim to the hospital.

If it's competition that makes business, then facsimile is going to be a big one. One of the hottest battles broke out in Philadelphia in 1947 between the Inquirer and the Bulletin and their FM outlets. Several weeks ahead, the Inquirer announced a public facsimile demonstration for early in May but about two days before the date the Bulletin suddenly staged its own. Late in December, the Inquirer started what it called the first daily facsimile newspaper but the Bulletin promptly exclaimed it had been doing it for eight months. It's an argument which might best be left for historians to decide but the real story seems to be that each can claim a first in separate ways. Technicalities, however, were overlooked in the rush for promotion.

FM Broadcast Stations In Operation As of Jan. 1, 1948

OPERATION prior to March 1, 1948, on the frequency shown is contingent on clearance of image frequency interference in present aeronautical aid receivers.

ALABAMA

Call Letters	Licensee—Location	Frequency (mc)
WAFM	Voice of Alabama, Inc. Birmingham	99.5
WJBY-FM	Gadsden Broadcasting Co., Inc. Gadsden	103.7
WRLD-FM	Valley Broadcasting Co. Lanett	102.9
WSFA-FM	Montgomery Broadcasting Co., Inc. Montgomery	103.3

CALIFORNIA

KONG	Times-Star Publishing Co. Alameda	104.9
KRFM	J. E. Rodman Fresno	93.7
KHJ-FM	Don Lee Broadcasting System Los Angeles	101.1
KWBR-FM	Warner Bros. Oakland	97.3
KOCS-FM	The Daily Report Ontario	93.5
KAGH	Rose Bowl Broadcasters, Lts. Pasadena	98.3
KPOR	The Broadcasting Corp. of America Riverside	97.5
KCRA-FM	Central Valléys Broadcasting Co. Sacramento	96.1
KXOA-FM	Sacramento Broadcasters Inc. Sacramento	107.9
KJBS-FM	KJBS Broadcasters San Francisco	98.9
KGO-FM	American Broadcasting Co., Inc. San Francisco	106.1
KLOK-FM	Valley Broadcasting Co. San Jose	98.5
KSJO-FM	Santa Clara Broadcasting Co. San Jose	95.3
KRJM	Santa Maria Daily Times Santa Maria	103.1
KGDM-FM	E. F. Peffer Stockton	92.9
KRKD-FM	Radio Broadcasters, Inc. Los Angeles	96.3
KPNI	Peninsula Newspapers, Inc. Palo Alto	101.7
KFXM	Lee Brothers Broadcasting Co. San Bernardino	95.1
KSFH	Pacific Broadcasting Company San Francisco	94.9

CONNECTICUT

WDRC-FM	The Conn. Broadcasting Co. Hartford	93.7
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<i>Call Letters</i>	<i>Licensee—Location</i>	<i>Frequency (mc)</i>
WTIC-FM	The Travelers Broadcasting Service Corp. Hartford	96.5
WKNB-FM	The New Britain Broadcasting Co. New Britain	103.7
WBIB	Colony Broadcasting Corp. New Haven	100.7
WNLC-FM	Thames Broadcasting Corp. New London	99.5

DISTRICT OF COLUMBIA

WASH	Commercial Radio Equip. Co. Washington	97.1
WINX-FM	WINX Broadcasting Co. Washington	96.3
WRC-FM	National Broadcasting Co., Inc. Washington	93.9
WWDC-FM	Capital Broadcasting Co. Washington	101.1

FLORIDA

WNDB-FM	News Journal Corp. Daytona Beach	94.5
WJHP-FM	The Metropolis Company Jacksonville	96.9
WIOD-FM	Isle of Dreams Broadcasting Co. Miami	97.3
WQAM-FM	Miami Broadcasting Co. Miami	94.9
WWPG-FM	Palm Beach Broadcasting Corp. Palm Beach	97.9
WCOA-FM	Pensacola Broadcasting Co. Pensacola	98.9
WTAL-FM	John H. Phipps Tallahassee	103.9

GEORGIA

WBGE-FM	General Broadcasting Co. Atlanta	95.5
WGBA-FM	Georgia-Alabama Broadcasting Corp. Columbus	95.1
WRBL-FM	Columbus Broadcasting Co. Columbus	93.3
WBML-FM	Middle Georgia Broadcasting Co. Macon	100.7
WMAZ-FM	Southeastern Broadcasting Co. Macon	99.1
WRGA-FM	Rome Broadcasting Corp. Rome	106.5
WSAV-FM	WSAV, Inc. Savannah	100.3
WTOC-FM	Savannah Broadcasting Co. Savannah	97.3
WLET	R. G. LeTourneau Toccoa	102.9

IDAHO

KIDO-FM	KIDO, Inc. Boise	106.1
KFXD-FM	Frank E. Hurt & Son Nampa	101.9
KSEI-FM	Radio Service Corp. Pocatello	96.5

ILLINOIS

WJBC-FM	Bloomington Broadcasting Corp. Bloomington	101.5
WRGK	George M. Ives Brookfield	103.1
WBBM-FM	Columbia Broadcasting System Inc. Chicago	97.1

. . . FM STATIONS IN OPERATION . . .

<i>Call Letters</i>	<i>Licensee—Location</i>	<i>Frequency (mc)</i>
WGNC	WGN, Inc. Chicago	98.7
WEFM	Zenith Radio Corp. Chicago	99.5
WSOY-FM	Commodore Broadcasting Inc. Decatur	98.7
WEAW	North Shore Broadcasting Co., Inc. Evanston	96.7
WFJS	Freeport Journal Standard Publishing Co. Freeport	102.5
WQDI	Quincy Newspapers Inc. Quincy	105.1
WCYS-FM	WCBS, Inc. Springfield	102.9
WEHS	WHFC, Inc. Chicago	97.9
WKIL	Kankakee Daily Journal Company Kankakee	100.7
WMIX-FM	Mt. Vernon Radio & Television Company Mt. Vernon	94.1
WMBD-FM	Peoria Broadcasting Company Peoria	92.5

INDIANA

WCSI	Syndicate Theatres, Inc. Columbus	93.7
WOWO-FM	Westinghouse Radio Stations, Inc. Ft. Wayne	96.1
WABW	Associated Broadcasters Inc. Indianapolis	94.7
WSBF	South Bend Tribune South Bend	101.3
WMLL	On the Air, Inc. Evansville	94.5
WCTW	Courier-Times, Inc. New Castle	103.1

IOWA

KBUR-FM	Burlington Broadcasting Co. Burlington	92.9
KSCJ-FM	Perkins Bros. Co. Sioux City	94.9

KANSAS

KSBS	Sunflower Broadcasting System Kansas City	105.9
KTSJ	The Topeka State Journal Inc. Topeka	99.5
WIBW-FM	Topeka Broadcasting Assn. Inc. Topeka	102.5
KIMV	Hutchinson Publishing Company Hutchinson	105.7

KENTUCKY

WRXW	WAVE, Inc. Louisville	95.1
WCJT	WHAS, Inc. Louisville	99.7
WPAD-FM	Paducah Broadcasting Co., Inc. Paducah	96.9
WKYC	Paducah Newspapers Inc. Paducah	93.3

LOUISIANA

KPDR-FM	Central Louisiana Broadcasting Co. Alexandria	99.7
WBRL	Baton Rouge Broadcasting Co. Inc. Baton Rouge	98.1
WTPS-FM	The Times Picayune Publishing Co. New Orleans	95.7

FM STATIONS IN OPERATION

<i>Call Letters</i>	<i>Licensee—Location</i>	<i>Frequency (mc)</i>
WRCM	Supreme Broadcasting System Inc. New Orleans	97.1
WSMB-FM	WSMB, Inc. New Orleans	102.7
MARYLAND		
WITH-FM	Maryland Broadcasting Co. Baltimore	104.3
WFMD-FM	The Monocacy Broadcasting Co. Frederick	101.5
WJEJ-FM	Hagerstown Broadcasting Co. Hagerstown	104.7
WGAY-FM	Tri-Suburban Broadcasting Corp. Silver Springs	102.3
MASSACHUSETTS		
WMNE	The Yankee Network Inc. Boston	100.5
WGTR	The Yankee Network, Inc. Boston	99.1
WBZ-FM	Westinghouse Radio Stations, Inc. Boston	92.9
WXHR	Harvey Radio Lab. Cambridge	96.9
WSAR-FM	The Fall River Broadcasting Co., Inc. Fall River	103.7
WCFR	Narragansett Broadcasting Co. Fall River	100.9
WFMR	E. Anthony & Sons Inc. New Bedford	98.1
WBZA-FM	Westinghouse Radio Stations Inc. Springfield	97.1
WTAG-FM	WTAG, Inc. Worcester	96.1
MICHIGAN		
WPAG-FM	Washtenaw Broadcasting Co. Ann Harbor	98.7
WELL-FM	Federated Publications, Inc. Battle Creek	102.1
WBCM-FM	Bay Broadcasting Co. Inc. Bay City	96.1
WJLB-FM	Booth Radio Stations Inc. Detroit	97.9
WWJ-FM	The Evening News Assn. Detroit	97.1
WJBK-FM	James F. Hopkins, Inc. Detroit	93.1
WFRS	The Grand Rapids Broadcasting Corp. Grand Rapids	92.5
WLAV-FM	Leonard A. Versluis Grand Rapids	96.9
WMLN	Macomb Publishing Co. Mt. Clemens	106.3
WMUS-FM	Greater Muskegon Broadcasters Inc. Muskegon	100.5
WSAL	Saginaw Broadcasting Co. Saginaw	98.1
WHFB-FM	The Palladium Publishing Co. Benton Harbor	99.9
WJJW	Wyandotte News Co. Wyandotte	103.1
MINNESOTA		
WTCN-FM	Minnesota Broadcasting Corp. Minneapolis	97.1
KROC-FM	Southern Minnesota Broadcasting Co. Rochester	94.7
KSTP-FM	KSTP, Inc. St. Paul	102.1

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MISSOURI

Call Letters	Licensee—Location	Frequency (mc)
WMBH-FM	Joplin Broadcasting Co. Joplin	96.1
KMBC-FM	Midland Broadcasting Co. Kansas City	100.5
KOZY	Commercial Radio Equipment Co. Kansas City	98.1
KXOK-FM	Star-Times Publishing Co. St. Louis	93.7
WIL-FM	Missouri Broadcasting Co. St. Louis	97.3
KWK-FM	Thomas Patrick, Inc. St. Louis	99.1

NEBRASKA

KFAB-FM	KFAB Broadcasting Co. Lincoln	97.9
KOAD	World Publishing Co. Omaha	92.9

NEW HAMPSHIRE

WLOB	Claremont Eagle Inc. Claremont	106.1
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NEW JERSEY

WFMN	Edwin H. Armstrong Alpine	93.1
WCAP-FM	Radio Industries Broadcasting Co. Asbury Park	107.1
WBAB-FM	Press-Union Publishing Co. Atlantic City	100.7
WAAT-FM	Bremer Broadcasting Corp. Newark	102.7
WFMO	Fidelity Media Broadcasting Corporation Jersey City	103.1

NEW YORK

WNBF-FM	Clark Associates Binghamton	100.5
WEBR-FM	WEBR Inc. Buffalo	96.9
WBNY-FM	Roy L. Albertson Buffalo	92.9
WKNP	Corning Leader Inc. Corning	106.1
WHNY	FM Broadcasting Corp. Hempstead	98.3
WWHG	The W. H. Greenhow Co. Hornell	105.3
WBAM	Bamberger Broadcasting Service Inc. New York	98.7
WGHF	Wm. G. H. Finch New York	101.9
WCBS-FM	Columbia Broadcasting System Inc. New York	101.1
WQXQ	Interstate Broadcasting Co. New York	96.3
WMGM	Marcus Loew Booking Agency New York	100.3
WABF	Metropolitan Broadcasting & Television Inc. New York	99.5
WNBC-FM	National Broadcasting Co. Inc. New York	97.1
WHLN-FM	The Niagara Falls Gazette Publishing Co. Niagara Falls	98.5
WRNY-FM	Monroe Broadcasting Co. Inc. Rochester	97.9

. . . FM STATIONS IN OPERATION . . .

<i>Call Letters</i>	<i>Licensee—Location</i>	<i>Frequency (mc)</i>
WHFM	Stromberg-Carlson Co. Rochester	98.9
WHEF	WHEC Inc. Rochester	96.5
WBCA	Capitol Broadcasting Co. Inc. Schenectady	101.1
WGFM	General Electric Co. Schenectady	99.5
WFBL-FM	Onondaga Radio Broadcasting Corp. Syracuse	93.1
WAGE-FM	WAGE Inc. Syracuse	98.5
WSYR-FM	Central N. Y. Broadcasting Corp. Syracuse	94.5
WTRI	Troy Broadcasting Co. Inc. Troy	102.7
WFAS-FM	Westchester Broadcasting Corp. White Plains	103.9
WGYN	WGYN, Inc. New York	97.9
WRUN	Rome Sentinel Co. Utica	105.7
WIBX-FM	WIBX, Inc. Utica	96.9

NORTH CAROLINA

WLOS-FM	Skyway Broadcasting Corp. Asheville	104.3
WISE-FM	Radio Station WISE Inc. Asheville	102.5
WBBB-FM	Alamance Broadcasting Co. Inc. Burlington	101.1
WFNS-FM	Burlington Graham Broadcasting Co. Burlington	93.5
WBT-FM	Southeastern Broadcasting Co. Charlotte	99.9
WAYS-FM	Intercity Advertising Co. Charlotte	107.7
WGBR-FM	Eastern Carolina Broadcasting Co. Inc. Goldsboro	93.3
WCTP	Capitol Broadcasting Co. Greensboro	98.7
WGBG-FM	Greensboro Broadcasting Co. Inc. Greensboro	100.3
WMFR-FM	Radio Station WMFR High Point	99.5
WRAL-FM	Capital Broadcasting Co. Inc. Raleigh	101.5
WSTP-FM	Piedmont Broadcasting Corp. Salisbury	106.5
WAIR-FM	WAIR Broadcasting Co. Winston-Salem	93.1
WMIT	Gorden Gray Winston-Salem	106.9
WGTM-FM	Penn Thomas Watson Wilson	106.7

OHIO

WFAH	Review Publishing Co. Alliance	101.7
WATG	Beer & Koehl Ashland	101.3
WCMW-FM	Stark Broadcasting Corp. Canton	94.9
WCTS	The Cincinnati Times Star Co. Cincinnati	101.9
WLWA	The Crosley Corp. Cincinnati	101.1

FM STATIONS IN OPERATION

<i>Call Letters</i>	<i>Licensee—Location</i>	<i>Frequency (mc)</i>
WELD	Radio Ohio, Inc. Columbus	97.1
WFOB	Lawrence W. Harry Fostoria	105.5
WFRO	Robert E. Wolf Co. Fremont	99.3
WCLT	The Advocate Printing Co. Newark	100.3
WSTV-FM	The Valley Broadcasting Co. Steubenville	103.5
WTFM	Jay R. David Tiffin	98.3
WSPD-FM	The Fort Industry Co. Toledo	101.5
WWST-FM	The Wooster Republican Printing Co. Wooster	104.5
WFMJ-FM	WFMJ Broadcasting Co. Youngstown	105.1
WKBN-FM	WKBN Broadcasting Corp. Youngstown	98.9
WVAW	Suburban Broadcasting, Inc. Cheviot	96.7
WSTV-FM	The Valley Broadcasting Co. Steubenville	103.5

OKLAHOMA

KMUS	Muskogee Broadcasting Co. Muskogee	101.5
KBIX-FM	Oklahoma Press Publishing Co. Muskogee	98.5
KOCY-FM	Plaza Court Broadcasting Co. Oklahoma City	94.7
WKY-FM	WKY Radiophone Co. Oklahoma City	98.9
KTOK-FM	KTOK, Inc. Oklahoma City	104.3
KOMA-FM	KOMA, Inc. Oklahoma City	105.9
KTUL-FM	Tulsa Broadcasting Co. Tulsa	97.1
KAKC-FM	Public Radio Corp. Tulsa	95.5
KSEO-FM	Democrat Printing Co. Durant	107.3

OREGON

KGW-FM	Oregonian Publishing Co. Portland	100.3
KPFM	Broadcasters Oregon, Ltd. Portland	97.1
KPPA	Pacific Radio Advertising Service Portland	95.5
KUGN-FM	Valley Broadcasting Co. Eugene	99.1

PENNSYLVANIA

WSAN-FM	Lehigh Valley Broadcasting Co. Allentown	99.9
WFMZ	Penn-Allen Broadcasting Co. Allentown	95.9
WGPA-FM	The Bethlehem Globe Publishing Co. Bethlehem	95.1
WHP-FM	WHP, Inc. Harrisburg	97.3

. . . FM STATIONS IN OPERATION . . .

<i>Call Letters</i>	<i>Licensee—Location</i>	<i>Frequency (mc)</i>
WABX	Harold O. Bishop Harrisburg	100.9
WLAN-FM	Peoples Broadcasting Co. Lancaster	96.9
WGAL-FM	WGAL Inc. Lancaster	101.3
WMCK-FM	Mon-Yough Broadcasting Co. McKeesport	104.9
WPEN-FM	Wm. Penn Broadcasting Co. Philadelphia	98.1
WIP-FM	Penn. Broadcasting Co. Philadelphia	93.3
WCAU-FM	Philadelphia Record Philadelphia	102.9
KYW-FM	Westinghouse Radio Stations Inc. Philadelphia	92.5
WFIL-FM	Triangle Publishing Inc. Philadelphia	102.1
KDKA-FM	Westinghouse Radio Stations Inc. Pittsburgh	92.9
WMOT	WWSW, Inc. Pittsburgh	94.5
WPIC-FM	Sharon Herald Broadcasting Co. Sharon	102.9
WBRE-FM	Louis G. Baltimore Wilkes-Barre	98.5
WIZZ	Scranton-Wilkes-Barre-Pittson Broadcasting Co., Inc. Wilkes-Barre	103.3
WSBA-FM	Susquehanna Broadcasting Co. York	103.3

SOUTH CAROLINA

WCAC	Wilton E. Hall Anderson	101.1
WTMA-FM	Atlantic Coast Broadcasting Co. Charleston	95.1
WSPA-FM	Spartanburg Advertising Co. Spartanburg	98.9
WMRC-FM	Textile Broadcasting Co. Greenville	94.9

TENNESSEE

WOPI-FM	Radiophone Broadcasting Station WOPI, Inc. Bristol	96.9
WAPO-FM	WAPO Broadcasting Service Chattanooga	94.7
WTJS-FM	The Sun Publishing Co. Inc. Jackson	100.7
WROL-FM	S. E. Adcock Knoxville	97.3
WMC-FM	Memphis Publishing Co. Memphis	99.7
WSM-FM	WSM, Inc. Nashville	103.3

TEXAS

KRBC-FM	The Reporter Broadcasting Co. Abilene	96.9
KRIC-FM	KRIC Inc. Beaumont	99.5
WFAA-FM	A. H. Belo Corp. Dallas	97.9
KGBS-FM	Harbenito Broadcasting Co. Inc. Harlingen	94.7
KPRC-FM	The Houston Post Co. Houston	102.9

FM STATIONS IN OPERATION

<i>Call Letters</i>	<i>Licensee—Location</i>	<i>Frequency (mc)</i>
KTRH-FM	KTRH Broadcasting Co. Houston	101.1
KISS	The Walmac Co. San Antonio	99.5
KYFM	Express Publishing Co. San Antonio	101.5
WOAI-FM	Southland Industries Inc. San Antonio	102.5
KCMC-FM	KCMC, Inc. Texarkana	98.1
KGKB-FM	East Texas Broadcasting Co. Tyler	101.5
KTRN	Times Publishing Co. of Wichita Falls Wichita Falls	97.3
UTAH		
KSL-FM	Radio Service Corp. of Utah Salt Lake City	100.3
KDYL-FM	Intermountain Broadcasting Corp. Salt Lake City	98.7
VIRGINIA		
WBTM-FM	Piedmont Broadcasting Corp. Danville	97.9
WSVA-FM	Shenandoah Valley Broadcasting Corp. Harrisonburg	100.7
WLVA-FM	Lynchburg Broadcasting Corp. Lynchburg	97.5
WTAR-FM	WTAR Radio Corp. Norfolk	97.3
WSAP-FM	Portsmouth Radio Corp. Portsmouth	99.7
WCOD	Havens & Martin Inc. Richmond	98.1
WINC-FM	Richard Field Lewis Jr. Winchester	92.5
WGH-FM	Hampton Roads Broadcasting Corp. Newport News	96.5
WASHINGTON		
KWLK-FM	Twin City Broadcasting Corp. Longview	103.9
KING-FM	Western Waves Inc. Seattle	94.9
KRSC-FM	Radio Sales Corp. Seattle	98.1
WEST VIRGINIA		
WCFC	Beckley Newspapers Corp. Beckley	101.3
WJLS-FM	Joe L. Smith, Jr. Beckley	99.5
WWVA-FM	West Va. Broadcasting Corp. Wheeling	98.7
WHIS-FM	Daily Telegraph Ptg. Co. Bluefield	104.5
WLOG-FM	C. H. Frey & R. O. Greever Logan	103.3
WKWK	Community Broadcasting, Inc. Wheeling	97.3
WISCONSIN		
WJPG-FM	Green Bay Newspaper Co. Green Bay	101.1
WTMJ-FM	The Journal Co. (The Milwaukee Journal) Milwaukee	93.3
WJMC-FM	WJMC, Inc. Rice Lake	96.3
WDUL	Head of the Lakes Broadcasting Co. Superior	92.3
WBNB	Daily News Publishing Co. Beloit	107.3
WCLO-FM	Gazette Printing Co. Janesville	99.9
WKBH-FM	WKBH, Inc. LaCrosse	93.1

Construction Permits For FM Stations

Granted By The FCC As Of Jan. 1, 1948

ALABAMA

City	Licensee	Frequency (mc)	Power (kw)
ANNISTON	Harry M. Ayers	100.5	19
BIRMINGHAM	Birmingham Broadcasting Co.	102.5	560
BIRMINGHAM	Johnston Broadcasting Co.	104.7	40
BIRMINGHAM	The Birmingham News Co.	93.7	370
BIRMINGHAM	Thomas N. Beach	106.9	276
BIRMINGHAM	Birmingham Broadcasting Co., Inc.	102.5	546
HUNTSVILLE	The Huntsville Times Co., Inc.	95.1	10
MOBILE	Mobile Daily Newspapers, Inc.	107.9	51
MOBILE	Pape Broadcasting Co.	94.9	102
MOBILE	Giddens & Rester	99.9	3
MOBILE	Nunn Broadcasting Corp.	97.5	8.8
MONTGOMERY	G. W. Covington, Jr.	94.5	15.5
MONTGOMERY	Dixie Broadcasting Co.	107.5	6
TUSCALOOSA	James R. Doss, Jr.	101.3	3.2

ARIZONA

PHOENIX	Sun Country Broadcasting Co.	98.5	8
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ARKANSAS

FORT SMITH	Southwestern Hotel Co.	94.9	9
FORT SMITH	Donald W. Reynolds	107.7	140
FORT SMITH	Arkansas-Oklahoma Broadcasting Corp.	102.1	33
FORT SMITH	KWHN Broadcasting Co., Inc.	104.1	43
SILOAM SPRING	KUOA, Inc.	96.5*	2.6

CALIFORNIA

BAKERSFIELD	McClatchy Broadcasting Co.	94.1	9.3
BURBANK	Burbank Broadcasters, Inc.	94.3	0.56
BERKLEY	Central Calif. Broadcasters, Inc.	102.9	6.8
CHICO	Golden Empire Broadcasting Co.	101.1	11
EUREKA	Redwood Broadcasting Co., Inc.	96.3	4.6
FRESNO	KARM, The Geo. Harm Station	101.9	24.5
FRESNO	Tulare-Kings Counties Radio Associates	99.5	3.2
HOLLYWOOD	Columbia Broadcasting System, Inc.	93.1	297
LONG BEACH	The Cerrites Broadcasting Co.	103.1	0.32
LOS ANGELES	Cannon & Callister, Inc.	105.1	36
LOS ANGELES	American Broadcasting Co., Inc.	95.5	290
LOS ANGELES	Los Angeles Broadcasting Co., Inc.	104.3	270
LOS ANGELES	E. C. Anthony, Inc.	105.9	265
LOS ANGELES	Standard Broadcasting Co.	99.5	14.9
LOS ANGELES	Echo Park Evangelistic Assn.	97.1	58
LOS ANGELES	Metro-Goldwyn-Mayer Studios, Inc.	98.7	49
LOS ANGELES	KMPC, The Station of the Stars, Inc.	100.3	460
LOS ANGELES	Consolidated Broadcasting Corp., Ltd.	101.9	10.5
LOS ANGELES	The Times Mirror Co.	103.5	165
LOS ANGELES	Unity Broadcasting Corp. of Calif.	94.7	44

FM APPLICATIONS GRANTED

City	Licensee	Frequency (mc)	Power (kw)
MARYSVILLE	Sacramento Valley Broadcasters	101.5	38
MARYSVILLE	Marysville-Yuba City Broadcasters, Inc.	99.9	4.7
MERCED	Merced Broadcasting Co.	97.5	2.9
MODESTO	McClatchy Broadcasting Co.	103.3	3.4
MONTEREY	Monterey Peninsula Broadcasting Co.	94.5	3.4
OAKLAND	Tribune Building Co.	101.3	20
OAKLAND	KROW, Inc.	95.7*	3.6
PASADENA	Southern California Broadcasting Co.	102.7	14.7
REDDING	Golden Empire Broadcasting Co.	103.9	1
SACRAMENTO	Harmco, Inc.	94.5	12.6
SALINAS	Luther E. Gibson	96.9	9.4
SAN BERNARDINO	The Sun Company of San Bernardino	99.9	6.4
SAN BRUNO	Radio Diablo, Inc.	100.5	250
SAN DIEGO	Airfan Radio Corp. Ltd.	94.1	33
SAN DIEGO	Studebaker Broadcasting Co.	104.7	16
SAN DIEGO	Balboa Radio Corp.	92.5	20
SAN DIEGO	Union Tribune Publishing Company	96.5*	48
SAN FRANCISCO	Pacific Agri. Foundation, Ltd.	103.7	44
SAN FRANCISCO	The Associated Broadcasters Ltd.	98.1	14
SAN FRANCISCO	National Broadcasting Co., Inc.	99.7	45
SAN JOSE	FM Radio & Television Corp.	92.3	340
SAN LUIS OBISPO	The Valley Electric Co.	99.9	16.7
SAN MATEO	San Mateo County Broadcasters	100.9	0.38
SAN MATEO	Amphlett Printing Co.	93.3	70
SANTA ANA	The Voice of the Orange Empire, Inc. Ltd.	96.7	1
SANTA BARBARA	News Press Publishing Co.	98.3	0.38
TURLOCK	Turlock Broadcasting Corp.	100.9	1

CONNECTICUT

DANBURY	The Berkshire Broadcasting Corp.	98.3	0.15
HARTFORD	The Yankee Network, Inc.	102.9	10.2
HARTFORD	The Hartford Times	106.1	5.6
MERIDEN	Silver City Crystal Co.	95.7	7
NEW HAVEN	Elm City Broadcasting Corp.	99.1	20
NEW HAVEN	Connecticut Radio Foundation Inc.	107.9	20
NEW HAVEN	The New Haven Broadcasting Corp.	95.1	20
STAMFORD	The Western Connecticut Broadcasting Corp.	96.7	0.5
WATERBURY	American Republican, Inc.	102.5	10.2

DELAWARE

WILMINGTON	Delaware Broadcasting Co.	99.5	20
WILMINGTON	Port Frere Broadcasting Co., Inc.	107.3	16
WILMINGTON	WDEL, Inc.	93.7	15.3
WILMINGTON	Wilmington-Tri State Broadcasting Co., Inc.	96.1*	20

DISTRICT OF COLUMBIA

WASHINGTON	Theodore Granik	100.3	19
WASHINGTON	The Evening Star Broadcasting Co.	107.3	20
WASHINGTON	Cowles Broadcasting Co.	98.7	20
WASHINGTON	Potomac Broadcasting Cooperative, Inc.	99.5	20
WASHINGTON	Metropolitan Broadcasting Corp.	103.5	20

FLORIDA

FT. LAUDERDALE	Gore Publishing Co.	106.5	9.6
JACKSONVILLE	Florida Broadcasting Company	96.1	20
JACKSONVILLE	Jacksonville Broadcasting Corp.	99.7	36
MIAMI	Paul Brake	101.5	8.5

. . . **FM APPLICATIONS GRANTED** . . .

City	Licensee	Frequency (mc)	Power (kw)
MIAMI	Everglades Broadcasting Co..	99.9	11
MIAMI	The Fort Industry..	96.3	27
MIAMI BEACH.	WKAT, Incorporated	93.1	306
ORLANDO	Orlando Daily Newspapers, Inc..	96.5	47
ORLANDO	Hazlewood, Inc..	100.3	65
ST. PETERSBURG..	Pinellas Broadcasting Co....	102.5	37
TAMPA	The Tribune Co.....	93.3	46
WEST PALM BEACH..	WJNO, Inc.	98.7	49

GEORGIA

ATHENS	J. K. Patrick Co.....	99.5	4.4
ATLANTA	The Constitution Publishing Co..	98.5	20
ATLANTA	Atlanta Journal.	104.5	50
ATLANTA	Atlanta Broadcasting Co.	97.5	40.4
ATLANTA	Liberty Broadcasting Corp..	103.3	20
ATLANTA	Wilson and Cope.	99.9	49
AUGUSTA	The Augusta Chronical Broadcasting Co.	103.7	15
AUGUSTA	Augusta Broadcasting Co.....	105.7	30
CEDARTOWN	Northwest Georgia Broadcasting Company	96.1*	5.5
COLUMBUS	Radio Columbus, Inc.	107.9	10.4
DUBLIN	Dublin Broadcasting Co.	98.1	2.5
LA GRANGE.....	La Grange Broadcasting Co.	104.1	5.1
MACON	Macon Broadcasting Co.	96.9	41
MOULTRIE	John F. Pidcock	103.5	14
SAVANNAH	Carter C. Peterson	95.5	7.1
VALDOSTA	E. D. Rivers	92.5	7

IDAHO

TWIN FALLS	Radio Broadcasting Corp.	99.7	3
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ILLINOIS

AURORA	The Copley Press, Inc.....	103.9	1
CARDONDALE	Southern Illinois Broadcasting Partnership	100.7	5.9
CHAMPAIGN	The Champaign News-Gazette, Inc.	97.5	27
CHICAGO	Amalgamated Broadcasting System, Inc.	105.9	19
CHICAGO	American Broadcasting Co., Inc.....	94.7	15
CHICAGO	Balban & Katz Corp.	96.3	17
CHICAGO	Chicago Federation of Labor.	104.3	22
CHICAGO	Drovers Journal Publishing Co.....	103.5	12.5
CHICAGO	UWA-CIO Broadcasting Corp. of Ill..	105.1	20
CHICAGO	National Broadcasting Co., Inc.....	101.1	25
CHICAGO	Radio Station WGES	93.9	20
CHICAGO	WJJD, Inc.	100.3	17
CHICAGO	Radio Station WSBC.	101.9	31
CHICAGO	Radio Station WSBC	101.9	31
ELMWOOD PARK.	Elmwood Park Broadcasting Corp.	107.1	0.32
HARRISBURG	Harrisburg Broadcasting Co.	99.9	4.2
HERRIN	Orville W. Lyerla	98.5	20
PEORIA	Mid-State Broadcasting Co.	96.5	10
PEORIA	Central Illinois Radio Corp.	94.1	20
PEORIA	Illinois Valley Broadcasting Co.	95.7	51
PEORIA	West Central Broadcasting Co.	93.3	20
QUINCY	Lee Broadcasting Co.	99.5	53
ROCKFORD	Rockford Broadcasters, Inc.	97.5	44
ROCK ISLAND.	Rock Island Broadcasting Co.	98.9	36.6
SPRINGFIELD	WTAX, Inc.	103.7	6.7
WAUKEGAN	Keystone Printing Service, Inc.	106.7	12

FM APPLICATIONS GRANTED

INDIANA

<i>City</i>	<i>Licensee</i>	<i>Frequency (mc)</i>	<i>Power (kw)</i>
CONNERSVILLE	News-Examiner Co.	100.3	7.7
ELKHART	Truth Publishing Co., Inc.	100.7	21.6
EVANSVILLE	Tri-State Broadcasting Corp.	102.5	20
FT. WAYNE	Ft. Wayne Broadcasting, Inc.	103.7	10
FT. WAYNE	Farnsworth Television & Radio Corp.	105.3	20
FT. WAYNE	Northeastern Indiana Broadcasting Co., Inc.	106.1	24
HAMMOND	South Shore Broadcasting Corp.	92.3	20
HAMMOND	The William H. Block Co.	97.1	19.5
HAMMOND	Scripps-Howard Radio, Inc.	93.1	20
HAMMOND	Indiana Broadcasting Corp.	95.5	20
HAMMOND	Capitol Broadcasting Corp.	98.7	20
HAMMOND	Indianapolis Broadcasting, Inc.	92.3	20
HAMMOND	Universal Broadcasting Co.	96.3	20
HAMMOND	WFBM, Inc.	97.9	20
KOKOMO	Kokomo Broadcasting Corp.	99.9	31
LAFAYETTE	WFAM, Inc.	95.1	12
MUNCIE	Donald A. Burton	104.1	8.6
SHELBYVILLE	Shelbyville Radio, Inc.	101.3	5
TERRE HAUTE	Wabash Valley Broadcasting Corp.	99.9	20
TERRE HAUTE	Banks of the Wabash, Inc.	101.1	20

IOWA

CEDAR RAPIDS	The Gazette Company	96.9	48
CLINTON	Clinton Broadcasting Co.	96.1	10
DAVENPORT	Tri-City Broadcasting Co.	103.7	47
DES MOINES	Independent Broadcasting Co.	98.5	20
DAVENPORT	Murphy Broadcasting Co.	97.3	154
DAVENPORT	Cowels Broadcasting Co.	104.5	160
DAVENPORT	Central Broadcasting Co.	100.3	134
DUBUQUE	Telegraph-Herald	100.5	180
DUBUQUE	Dubuque Broadcasting Company	103.3	15
MASON CITY	Lee Radio, Inc.	101.1	260
WATERLOO	Josh. Higgins Broadcasting Co.	105.7	540

KANSAS

KANSAS CITY	The KCKN Broadcasting Co.	106.7	20
LAWRENCE	The Wold Co.	105.1	2.5
WICHITA	Wichita Beacon Broadcasting Co.	97.9	48
WICHITA	The Radio Station KFH Co.	100.3	180

KENTUCKY

ASHLAND	Ashland Broadcasting Co.	93.7	4.4
BOWLING GREEN	The Bowling Green Broadcasting Co.	101.1	8.4
LEXINGTON	American Broadcasting Corp.	94.5*	3
LOUISVILLE	Northside Broadcasting Corp.	100.7	29.8
OWENSBORO	Owensboro Broadcasting Co., Inc.	92.5	20
OWENSBORO	Owensboro on the Air, Inc.	96.1	45
WINCHESTER	Winchester Sun Co., Inc.	100.1	0.77

LOUISIANA

ALEXANDRIA	Alexandria Broadcasting Co., Inc.	96.9	3
NEW ORLEANS	Stephens Broadcasting Co.	105.3	200
NEW ORLEANS	Deep South Broadcasting Corp.	93.7	40
SHREVEPORT	Radio Station KTBS, Inc.	96.5	47
SHREVEPORT	International Broadcasting Corp.	94.5*	43

FM APPLICATIONS GRANTED

MAINE

<i>City</i>	<i>Licensee</i>	<i>Frequency (mc)</i>	<i>Power (kw)</i>
BANGOR	Guy Gannett Broadcasting Service	93.1	10.8
LEWISTON	Twin City Broadcasting Co., Inc.	93.9	13
PORTLAND	Guy Gannett Broadcasting Service	101.9	3.6

MARYLAND

ANNAPOLIS	The Capital Broadcasting Co.	99.1	16.6
BALTIMORE	The Monumental Radio Co.	102.7	20
BALTIMORE	Baltimore Broadcasting Corp.	93.1	15
BALTIMORE	Belvedere Broadcasting Corp.	94.7	20
BALTIMORE	The Baltimore Radio Show, Inc.	101.9	20
BALTIMORE	The A. S. Abell Co.	97.9	20
BRADBURY HTS.	Chesapeake Broadcasting Co., Inc.	96.7	0.42
CUMBERLAND	The Tri-State Broadcasting Co.	102.9	2.2
SALISBURY	The Peninsula Broadcasting Co.	97.5	12

MASSACHUSETTS

BOSTON	Columbia Broadcasting Co.	103.3	20
BOSTON	Matheson Radio Co.	94.5	20
BOSTON	Yankee Network, Inc.	98.5	19.5
BOSTON	Unity Broadcasting Corp. of Massachusetts	102.5	20
BOSTON	Templeton Radio Manufacturing Corp.	104.1	20
BOSTON	Massachusetts Broadcasting Company	100.7	20
BROCKTON	Cur-Nan Company	107.1	0.8
BROCKTON	Plymouth County Broadcasting Corp.	106.3	0.8
BROCKTON	Enterprise Publishing Co.	97.7	0.8
CHICOPEE	Regional Broadcasting Co.	100.3	3
FITCHBURG	M. G. Meyers, Et Al	104.7	18
GREENFIELD	John W. Haigis	98.3	1
HAVERHILL	The Haverhill Gazette Co.	92.5	20
HOLYOKE	The Hampden-Hampshire Corp.	93.1	3.5
LAWRENCE	Hildreth & Rogers Co.	93.7	17
LOWELL	Merrimac Broadcasting Co., Inc.	99.5	12.2
NEW BEDFORD	Bay State Broadcasting Co.	97.3	20
NEW BEDFORD	South Eastern Massachusetts Broadcasting Corp	99.3	0.88
NORTH ADAMS	James A. Hardman	97.5	1
PITTSFIELD	Greylock Broadcasting Co.	101.5	12
PITTSFIELD	Western Massachusetts Broadcasting Co.	94.3	1
SALEM	North Shore Broadcasting Co.	92.1	0.5
SPRINGFIELD	WMAS, Inc.	94.7	3.2
SPRINGFIELD	WSPR, Inc.	97.9	14
SPRINGFIELD	Springfield Broadcasting Co.	101.9	10

MICHIGAN

DEARBORN	Herman Radner	103.9	0.48
DETROIT	WJR, The Good Will Station, Inc.	96.3	24
DETROIT	UAW-CIO Broadcasting Corp. of Michigan	101.9	52
DETROIT	Knight Radio Corp.	95.5	20
DETROIT	King-Trendle Broadcasting Corp.	101.1	23
FLINT	Advertiser Press, Inc.	107.1	0.4
GROSSE POINT	Grosse Point Broadcasting Corporation	98.3	0.5
JACKSON	WIBM, Inc.	92.3	16.0
LANSING	WJIM, Inc.	97.5	53
MUSKEGON	Ashbacker Radio Corp.	106.5	49
OWOSSO	The Argus Press Co.	103.1	1
PONTIAC	WCAR, Inc.	103.5	20
PORT HURON	The Times Herald Co.	99.1	22
ROYAL OAK	Royal Oak Broadcasting Co.	104.3	18.4

FM APPLICATIONS GRANTED

MINNESOTA

City	Licensee	Frequency (mc)	Power (kw)
MANKATO	Southern Minnesota Supply Co.	103.5	47
MINNEAPOLIS	Independent Merchants Broadcasting Co.	101.3	34
ST. CLOUD	The Times Publishing Co.	104.7	50
ST. PAUL	WMIN Broadcasting Co.	99.5	65
WINONA	Winona Radio Service	97.5	55

MISSISSIPPI

JACKSON	Lamar Life Insurance Co.	102.9	100
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MISSOURI

CAPE GIRARDEAU	Oscar C. Hirsch	101.3	2.5
JEFFERSON CITY	Capital Broadcasting Co.	98.5	9.7
KANSAS CITY	WHB Broadcasting Co.	102.1	46
KANSAS CITY	KCMO Broadcasting Co.	94.9	54
ST. JOSEPH	KFEQ, Inc.	92.3	63
ST. LOUIS	The Pulitzer Publishing Co.	96.1	34
ST. LOUIS	Globe Democrat Publishing Co.	98.1	218
ST. LOUIS	Unity Broadcasting Corp. of Missouri	106.7	40
SPRINGFIELD	Springfield Broadcasting Co.	92.9	50

NEBRASKA

LINCOLN	Cornbelt Broadcasting Co.	102.9	22
OMAHA	Inland Broadcasting Co.	98.7	330
OMAHA	Radio Station WOW, Inc.	99.9	42

NEVADA

LAS VEGAS	Nevada Broadcasting Co.	103.9	0.33
RENO	Saviors Electrical Products Co.	103.9	0.76
RENO	Reno Newspapers, Inc.	95.5	10

NEW HAMPSHIRE

MANCHESTER	The Radio Voice of New Hampshire	95.7*	3.3
MANCHESTER	Harry M. Bitner	101.1	3.4
PORTSMOUTH	WHEB, Inc.	107.3	20

NEW JERSEY

ASBURY PARK	Asbury Park Press, Inc.	94.3	1
ATLANTIC CITY	Neptune Broadcasting Corp.	98.5	15.5
BRIDGETON	Eastern States Broadcasting Corp.	98.9	20
ELIZABETH	Radio Elizabeth, Inc.	96.7	1
NEWARK	Fidelity Media Broadcasting Corp.	103.1	0.36
NEW BRUNSWICK	Home News Publishing Co.	93.5	0.58
PATERSON	The Passiac Daily News	107.1	0.19
TRENTON	Mercer Broadcasting Co.	97.5	11.3

NEW YORK

ALBANY	Hudson Valley Broadcasting Co., Inc.	93.9	2.1
ALBANY	Champlain Valley Broadcasting Corp.	95.9	5.3
BINGHAMTON	Binghamton Press Co., Inc.	98.1	20
BUFFALO	Greater Erie Broadcasting Co.	104.1	20

FM APPLICATIONS GRANTED

<i>City</i>	<i>Licensee</i>	<i>Frequency (mc)</i>	<i>Power (kw)</i>
CORAM	Suffolk Broadcasting Corp.	103.1	0.34
JAMESTOWN	James Broadcasting Co., Inc.	93.3	9.5
KINGSTON	Kingston Broadcasting Corp.	94.9	0.11
LOCKPORT	Lockport Union Sun & Journal Co., Inc.	99.3	0.34
MASSENA	The Brockway Company	105.3	5
MT. VERNON	Hudson Broadcasting System, Inc.	106.3	0.3
NEW ROCHELLE	New Rochelle Broadcasting Service, Inc.	93.5	1
OGDENSBURG	St. Lawrence Broadcasting Corp.	106.1	13.7
ONEONTA	Oneonta Star, Inc.	99.1	4.2
OSWEGO	Palladium-Times, Inc.	104.7	3
POUGHKEEPSIE	Poughkeepsie Newspapers, Inc.	104.7	2.3
ROME	Copper City Broadcasting Corp.	95.7	32
SYRACUSE	Syracuse Broadcasting Corp.	102.5	8.5
SYRACUSE	Radio Projects, Inc.	107.3	8.5
SYRACUSE	Civic Broadcasting Corp.	104.1	8.5
TROY	The Troy Record Co.	92.3	13
UTICA	Utica Observer-Dispatch, Inc.	103.3	8.5
WATERTOWN	The Brockway Co.	100.5	14.4

NORTH CAROLINA

AHOSKIE	Parker Brothers, Inc.	101.9	42
ASHEVILLE	Radio Asheville	101.5	16.2
CHARLOTTE	Surety Broadcasting Co.	104.7	50
CHARLOTTE	Radio Station WSSC, Inc.	103.5	38
CONCORD	Wayne M. Nelson	96.5	3.8
DURHAM	Durham Radio Corp.	105.1	36
FAYETTEVILLE	Cape Fear Broadcasting Co.	98.1	12
GASTONIA	F. C. Todd	101.9	11.1
GREENSBORO	Greensboro News Co.	97.3	23
GREENSBORO	North Carolina Broadcasting Co.	92.3	14
HICKORY	Catawba Valley Broadcasting Co., Inc.	102.9	180
MORGANTOWN	Beatrice Cobb	94.3	0.88
HIGH POINT	High Point Enterprise, Inc.	95.5	37
NEW BERN	Coastal Broadcasting Co.	103.7	2.9
RALEIGH	The News & Observer Publishing Co.	96.1*	25
ROANOKE RAPIDS	WCBT, Inc.	98.5	10
ROCKY MOUNT	Josh L. Horne	100.7	33
WASHINGTON	Tar Heel Broadcasting System	102.9	29
WILMINGTON	Wilmington Star-News Co.	93.9	37
WILMINGTON	Richard Austin Dunlea	96.3	13
WINSTON SALEM	Piedmont Publishing Co.	104.1	48

NORTH DAKOTA

FARGO	KVOX Broadcasting Co.	99.9	8.5
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OHIO

ASHTABULA	WICA, Inc.	103.7	48
ATHENS	The Messenger Publishing Co.	107.3	16.5
BELLAIRE	Tri-City Broadcasting Co.	100.5	20
CANTON	P. C. Wilson	92.5	14
CANTON	Ohio Broadcasting Co.	94.1	25
CINCINNATI	Buckeye Broadcasting Co.	102.7	16
CLEVELAND HEIGHTS	Samuel R. Sague	95.3	1
COLUMBUS	United Broadcasting Co.	98.7	26
COLUMBUS	The Pixley's	92.3	33
COLUMBUS	The Crosley Corp.	96.3	17
DOVER	The Tuscora Broadcasting Co.	107.1	0.7
FINDLAY	Findlay Radio Co.	100.5	8.2

FM APPLICATIONS GRANTED

<i>City</i>	<i>Licensee</i>	<i>Frequency (mc)</i>	<i>Power (kw)</i>
HAMILTON	The Ft. Hamilton Broadcasting Co.	103.5	8.7
LAKEWOOD	United Garage & Service Corp.	100.1	0.25
LIMA	Northwestern Ohio Broadcasting Co.	102.1	20
MARION	The Marion Broadcasting Co.	106.9	2.3
PORTSMOUTH	The Scioto Broadcasting Co.	104.1	7
RAVENNA	Record Publishing Co.	92.1	1
SPRINGFIELD	Champion City Broadcasting Co.	103.9	
TOLEDO	Ohio-Michigan Broadcasting Corp.	107.9	20
TOLEDO	Community Broadcasting Co.	104.7	20
WARREN	Nied & Stevens	107.9	3.2

OKLAHOMA

ARDMORE	John F. Easley	93.7	8.2
OKLAHOMA CITY	Sooner Broadcasting Co.	101.9	33
OKMULGEE	Donald W. Reynolds	93.5	0.41
SHAWNEE	KGFF Broadcasting Co.	97.5	7.8
STILLWATER	Stillwater Publishing Co.	93.9	3.1
TULSA	Fred Jones Broadcasting Co.	98.1	34
TULSA	West Central Broadcasting Co.	99.5	185

OREGON

ALBANY	Central Wilamette Broadcasting Co.	101.7	0.71
ASHLAND	Siskiyou Broadcasting Co.	103.1	0.27
GRANTS PASS	Southern Oregon Broadcasting Company	96.9	2.2
MEDFORD	Medford Printing Co.	93.7	4.3
PORTLAND	KALE, Inc.	98.7	220
PORTLAND	Westinghouse Radio Stations, Inc.	92.3	56
PORTLAND	KOIN, Inc.	101.1	210
PORTLAND	KXL Broadcasters	103.5	39.9

PENNSYLVANIA

ALLENTOWN	Allentown Broadcasting Co.	100.7	9
ALTOONA	The Gable Broadcasting Co.	103.7	3.9
BETHLEHEM	Associated Broadcasters, Inc.	107.9	16
BRADFORD	Bradford Publications, Inc.	97.5	2.7
BUTLER	Butler Broadcasting Co., Inc.	97.7	0.56
CLEARFIELD	Airplane & Marine Instruments Co.	99.1	7.4
DU BOIS	Tri-County Broadcasting Co., Inc.	102.1	6
EASTON	Easton Publishing Co.	98.3	1
ERIE	WLEU Broadcasting Corp.	97.9	20
JOHNSTOWN	WJAC, Inc.	95.5	2.2
JOHNSTOWN	Central Broadcasting Co., Inc.	105.3	14
LEWISTON	Lewiston Broadcasting Co.	97.9	2.25
MEADSVILLE	H. C. Winslow	100.3	3.5
NEW CASTLE	WKST, Inc.	101.1	9.2
OIL CITY	The Derrick Publishing Co.	98.5	20
OIL CITY	Kenneth Edward Rennekamp	105.9	6.5
PHILADELPHIA	Seaboard Radio Broadcasting Corp.	94.1	17
PHILADELPHIA	Unity Broadcasting Corp. of Pennsylvania	103.7	20
PHILADELPHIA	Independence Broadcasting Co.	105.3	20
PHILADELPHIA	Franklin Broadcasting Corp.	106.1	20
PHILADELPHIA	Junto, Inc.	91.7	20
PITTSBURGH	WCAE, Inc.	96.1*	12
PITTSBURGH	Allegheny Broadcasting Corp.	98.1	20
PITTSBURGH	West Virginia Radio Corp.	93.7	20
PITTSBURGH	Pittsburgh Radio Supply	99.7	20
PITTSBURGH	Liberty Broadcasting Co.	101.5	20
POTTSVILLE	Pottsville Broadcasting Co.	101.9	2.8

FM APPLICATIONS GRANTED

<i>City</i>	<i>Licensee</i>	<i>Frequency (mc)</i>	<i>Power (kw)</i>
POTTSVILLE	Miners Broadcasting Service	95.5	5.1
READING	Hawley Broadcasting Co.	92.9	9
SCRANTON	Scranton Broadcasters, Inc.	101.3	7.5
SCRANTON	Union Broadcasting Co.	105.7	6
SCRANTON	The Scranton Times	92.3	7.2
SCRANTON	Sumit Corp.	93.7	3
SUNBURY	Sunbury Broadcasting Corp.	94.1	4.4
UNIONTOWN	Fayette Broadcasting Corp.	105.7	1.5
UNIONTOWN	Uniontown Newspapers, Inc.	106.5	1.1
WILLIAMSPORT	WRAK, Inc.	100.3	3.2
YORK	White Rose Broadcasting Co.	98.5	8

PUERTO RICO

SAN JUAN	Radio Americas Corp.	97.7	0.33
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RHODE ISLAND

PAWTUCKET	Pawtucket Broadcasting Co.	101.5	20
PROVIDENCE	The Outlet Co.	95.5	20
PROVIDENCE	Cherry and Webb Broadcasting Co.	92.3	20
PROVIDENCE	The Yankee Network, Inc.	94.1	19.8
PROVIDENCE	Colonial Broadcasting Co.	107.7	7.7

SOUTH CAROLINA

CHARLESTON	John M. Rivers	96.9	36
COLUMBIA	Surety Life Insurance Co.	94.5	150
GREENVILLE	The Greenville News Piedmont Co.	93.7	160
GREENWOOD	Grengo, Inc.	95.7	6.5
LANCASTER	Lancaster Broadcasting Co.	107.3	9.4
SPARTANBURG	Spartan Radiocasting Co.	100.5	14

TENNESSEE

CHATTANOOGA	WDOD Broadcasting Co.	96.5	42
CHATTANOOGA	Unity Broadcasting Corp. of Tennessee	98.1	4.2
CHATTANOOGA	Tennessee Valley Broadcasting Co.	101.1	37
CLARKSVILLE	Leaf Chronicle Co.	106.7	3.1
CLARKSVILLE	Campbell & Sheftall	101.9	2.1
FT. WORTH	Lone Star Broadcasting Co.	105.3	15
JACKSON	Jackson Broadcasting Co.	104.7	12
JOHNSON CITY	WJHL, Inc.	100.7	9.7
KINGSPORT	Kingsport Broadcasting Co., Inc.	98.5	44
KNOXVILLE	Knoxville Publishing Co.	93.3	20
MEMPHIS	WMPS, Inc.	97.9	186
MEMPHIS	WHHM Broadcasting Co.	106.9	49
MEMPHIS	Radio Broadcasters, Inc.	97.1	37
NASHVILLE	WSIX Broadcasting Station	97.5	65

TEXAS

AMERILLO	Plains Radio Broadcasting Co.	104.3	50.4
AMERILLO	Amarillo Broadcasting Corp.	100.3	3.2
DALLAS	KRLD Radio Corp.	92.5	46
DALLAS	Variety Broadcasting Co., Inc.	104.5	34
DENTON	Harwell V. Shepard	106.1	3.1
EDINBURG	James C. Looney	104.9	0.89
FORT WORTH	Cater Publishing, Inc.	100.5	50
GALVESTON	The KLUF Broadcasting Co., Inc.	98.7	9.2
GOOSE CREEK	Tri-Cities Broadcasting Co.	92.1	1

FM APPLICATIONS GRANTED

City	Licensee	Frequency (mc)	Power (kw)
HOUSTON	Lee Segal Broadcasting Co.	105.1	46
HOUSTON	Harris County Broadcasting Co., Inc.	96.5	177
LONGVIEW	R. G. LeTourneau	105.9	9.1
LUBBOCK	Plains Radio Broadcasting Co.	99.5	13
LUFKIN	Darrell E. Yates	95.5	2.9
SAN ANGELO	KGKL, Inc.	94.5	3.3
SAN ANTONIO	Southern Broadcasting Corp.	98.1	200
SAN ANTONIO	Sunshine Broadcasting Co.	104.1	250
SAN ANTONIO	Mission Broadcasting Co.	92.9	48
TEMPLE	Bell Broadcasting Co., Inc.	107.5	7
VERNON	Northwestern Broadcasting Co.	98.7	8
WICHITA FALLS	Texoma Broadcasting Co.	94.1	9.5
WICHITA FALLS	Wichita Broadcasters	99.9	9.7

VERMONT

RUTHLAND	Philip Weiss Music Co.	107.1	0.1
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VIRGINIA

FRONT ROYAL	Hoyle Barton Long	95.1	16
LYNCHBURG	Old Dominion Broadcasting Corp.	107.9	20
NORFOLK	Larus & Bros. Co., Inc.	102.5	6
PORTSMOUTH	The Portsmouth Star Publishing Corp.	98.9	32
RICHMOND	Larus & Bros. Co., Inc.	94.5	25
RICHMOND	Lee Broadcasting Corp.	102.9	21
RICHMOND	Richmond Radio Corp.	102.1	43.7
ROANOKE	Times World Corp.	94.9	11.8
ROANOKE	Radio Roanoke, Inc.	103.7	3
ROANOKE	Roanoke Broadcasting Corp.	99.1	4.7
SUFFOLK	Suffolk Broadcasting Corp.		

WASHINGTON

SEATTLE	Queen City Broadcasting Co., Inc.	100.7	7.7
SEATTLE	Fishers Blend Station, Inc.	98.9	4.5

WEST VIRGINIA

HUNTINGTON	Greater Huntington Radio Corp.	100.5	53
HUNTINGTON	Huntington Broadcasting Corp.	102.5	38
MORGANTOWN	West Virginia Radio Corp.	99.3	1

WISCONSIN

GREEN BAY	WHBY, Inc.	102.5	14
GREENFIELD	William C. Forrest	94.9	37
MARSHFIELD	Dairyland's Broadcasting Service, Inc.	103.9	1
MILWAUKEE	Milwaukee Broadcasting Co.	94.1	35
MILWAUKEE	Midwest Broadcasting Co.	102.1	31
MILWAUKEE	Hearst Radio, Inc.	102.9	310
NEENAH	Neenah-Menasha B/cg Co.	98.5	9.4
OSHKOSH	Oshkosh Broadcasting Co.	92.9	3.5
RACINE	Racine Broadcasting Corp.	100.7	15
SHEBOYGAN	WHBL, Inc.	100.3	15
WAUSAU	Record Herald Co.	97.9	6.5
WAUSAU	The Journal Co.	95.5	46
WISCONSIN RAPIDS	William H. Huffman	103.3	2.1

WYOMING

CHEYENNE	Frontier Broadcasting Co.	101.1	9.5
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EQUIPMENT

The Technical Side

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Tube Industry Outlook

•

*How to Apply for a FCC License
AM-FM-Tele*

•

RMA Personnel—Committees

•

Consulting Engineers

•

*Chief Engineers of Stations
In United States and Canada*

•

Radio Equipment Manufacturers

TUBE INDUSTRY OUTLOOK

By C. J. HARRISON, Sales Mgr., Tube Div., Federal Telephone and Radio Corp.

GOING to the top of a convenient hill for the long view, the past year's activities in the American vacuum tube industry look pretty good. The picture yields a panorama of new achievement in tube design, the development of new production techniques, and an acceleration in high powered tube sales which refutes completely the contentions of those prophets of gloom and sales recession who held the stage only 12 months ago. The signs are most encouraging.

At the close of hostilities the tube industry, long geared to a war-time production, was not prepared to meet the sudden over-night demand for tubes suitable for FM. There was a grand industrial stampede. Everywhere, manufacturers scampered about to get into quick production with FM tubes. These tubes, of course, are now available, and the market affords FM types which are entirely satisfactory up to 10 KW output, and 50,000 wattage also is being obtained by using small tubes in multiples. However, a great development work got underway during the past year to achieve a suitable FM tube of 50 KW. A great deal has been accomplished in the industry, although no FM tubes of this rating have been announced up to this writing.

Here in Federal Telephone and Radio Corporation, manufacturing subsidiary of the International Telephone and Telegraph Corporation, we of the Tube Division are interested primarily in the design and production of the larger types of industrial and power tubes, including FM. Naturally, such specializing or concentration narrows the activity to some six of the larger producers in the industry. Speaking for ourselves, and with particular regard for the field of FM, Federal triodes are actually exceeding their exacting specifications in performance on the job. The tubes have been subjected to rigorous and exhaustive development tests for permanence of characteristics, overload capacity and durability. We are recommending the air-cooled triodes of 3,000 and 10,000 watts per pair at 88 to 108 megacycles. So much for FM.

In AM the biggest news relates to the industry's new triodes for 50 KW transmitters, with the thoriated tungsten filaments, featuring lower filament power,

lower hum level and longer service life. Rated conservatively, such tubes have the electrical and structural design to withstand overloads.

In tube manufacture the seemingly smallest details are a big factor in achieving a lasting performance. Most vacuum tubes, designed for a given job, look much alike. Still, there is a difference. It may be a difference of no more than a hundredth of one percent in the purity of certain raw materials used, or the difference of a few thousandths of an inch on the spacing of internal elements. Yet these ordinarily unseen details mean much in terms of tube life and performance, and "Watch the Details" is fast becoming the standard shop slogan of the industry.

As an old line tube company, Federal, now in its 39th year, naturally takes a deep interest in new developments in the business, particularly in the direction of the industry's improvement and welfare. Although the idea itself is not precisely new, relatively, it is a new departure in the tube manufacturing business. I am speaking of the merging of many of the objectives of NEMA and the RMA. The two associations have created a roundtable known as the Joint Electron Tube Engineering Council which is composed of representative engineers and technicians from the memberships of both organizations. The aim largely is to develop and establish product standards for the vacuum tube industry, and eliminate duplication of effort. To achieve these objectives will greatly benefit both the industry and the tube user. One highly beneficial result has been the data sheet wherein the member manufacturers agree to certain sets of tube specifications and electrical characteristics, guaranteeing the interchangeability of specific tube types irrespective of the manufacturing source, a very definite advantage to the tube user, and enabling the manufacturers to avoid the confusion and chaos of an earlier day.

The American tube industry is on the march, continuing its effort to perfect new manufacturing techniques, to make a better product. Broadcast stations are obtaining tubes of longer service life and at much lower costs. The outlook is bright for a big tube sales year ahead.

HOW TO APPLY FOR A FCC LICENSE

Official FCC Procedure for AM, FM and Tele Licenses

ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Organization and Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice."

This statement summarizes the consecutive steps required in applying for au-

thorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is AM, FM, or television broadcast.

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular

(Continued on Next Page)

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area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An FM applicant must specify a frequency available to the area intended to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate 3500 Class A stations (community) and 1500 Class B stations (metropolitan and rural) throughout the United States. Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community" and "rural" service.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301, "Application For Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM and Television broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus de-

tails about the transmitting apparatus to be used and proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law and Accounting Department which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Conditional grants are made to qualified FM applicants subject to their filing, within 90 days, of engineering details concerning their proposed operation. If these technical requirements are met, a construction permit is issued. FM and television stations are permitted interim operation with less than the prescribed power.

All construction authorizations are subject to approval of the transmitter site and antenna system by the Civil Aeronautics Administration in the interests of safety to air navigation.

(Please See Page 1138)



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Hearings

Where it appears that interference would be caused to another station above the degree prescribed in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applications request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues to amend the application, or to permit other parties to intervene.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designed in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a Commissioner or an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but corporate applicants must be represented by attorney.

Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In the event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved may file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified he can apply on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction, the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions and obligations set forth in the original application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days, or any extension thereof. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

Standard broadcast stations are licensed for the statutory limit of three years; FM and television stations for one year. Applications for renewal of license are made on Form 303 ("Application for Renewal of Broadcast Station License").

Forms for Other Purposes

In the event that a construction permit has expired, reinstatement may be sought on Form 321 ("Application for Construction Permit to Replace Expired Permit").

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

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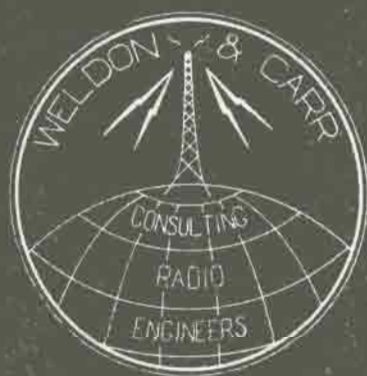
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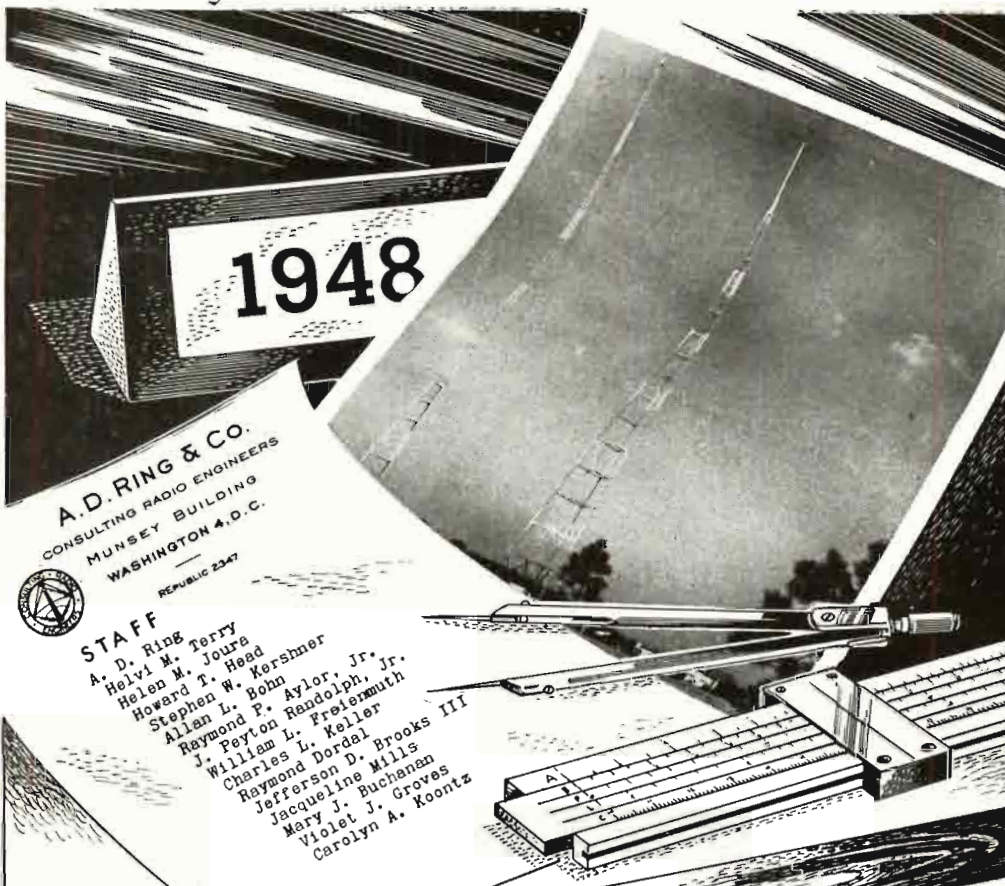
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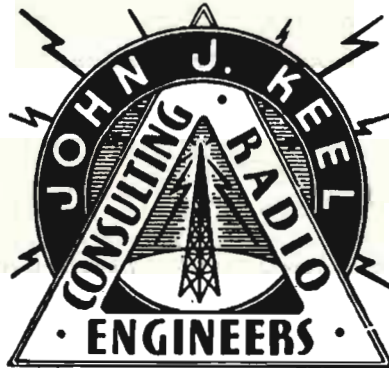
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 Allison, Earl F. WBIG, Greensboro
 Stewart, James M. WGBB, Greensboro

Mayo, Jim WGTC, Greenville
 Hiland, Lewis WHNC, Henderson
 Cox, William M. WHKP, Hendersonville
 Long, Edmund S. WHKY, Hickory
 Spengler, Harold C. WHPE, High Point
 Moore, Robert WMFR, High Point
 Cronk, Elmo WJNC, Jacksonville
 Hinson, Foy WGTI, Kannapolis
 Hardison, David N. WKNS, Kinston
 Brock, Truman WEWO, Laurinburg
 Winn, Eldred WLOE, Leaksville
 Ruckert, G. Blaine WJRI, Lenoir
 Honeycutt, Fred WBUY, Lexington
 Rogers, W. F. WTSB, Lumberton
 Cummins, Ray WMBL, Morehead City
 Troutman, Elmer WMNC, Morgantown
 Haire, William G. WHIT, New Bern
 Pinnex, Robert L. WKBC, North Wilkesboro
 Porter, Bascom E. WNAO, Raleigh
 Hulick, Henry, Jr. WPTF, Raleigh
 Brown, Stanley WRAL, Raleigh
 Alexander, L. H. WFRC, Reidsville
 Meares, C. W. WCBT, Roanoke Rapids
 Henley, William E. WAYN, Rockingham
 Palmer, Warren WCEP, Rocky Point
 Wynne, W. A. WEED, Rocky Mount
 Watson, Carl B. WSTP, Salisbury
 Olive, Carey H. WGGP, Sanford
 Wallace, Robert M. WOHs, Shelby
 Abernethy, T. K. WSiC, Statesville
 Chandler, Charles D. WCPS, Tarboro
 Sugg, L. M. WTNc, Thomasville
 Thomas, John WADE, Wadesboro
 Murphrey, Isaac WRRF, Washington
 Vanderment, Harold WENC, Whiteville
 Callahan, W. P. WGNi, Wilmington
 Herring, E. I. WMFD, Wilmington
 Malone, W. H. WGTm, Wilson
 King, Lee WAIR, Winston-Salem
 Hedrick, Phil WSiS, Winston-Salem
 Davis, L. C. WTOB, Winston-Salem

North Dakota

Nelson, Ivar KFYR, Bismarck
 Moritz, Richard KDLR, Devils Lake
 Prochaska, Quintin V. KDIX, Dickinson
 Hetland, Julius WDAY, Fargo
 Petrich, Arnold KILQ, Grand Forks
 Ridgeway, Robert KSiJ, Jamestown
 Barnett, Ray KCGU, Mandan
 Baker, C. W. KLPm, Minot
 Sjostrom, Charles KOVC, Valley City

Ohio

Wildermuth, John L. WADC, Akron
 Knopp, Irwin L. WAKR, Akron
 Hill, James S. WHKK, Akron
 Searl, Ted WICA, Ashtabula
 Lister, Royal G. WCMW, Canton
 Sliker, Kenneth L. WHBC, Canton
 Topmiller, C. H. WCKY, Cincinnati
 Davis, Glen A. WCPQ, Cincinnati
 Wilson, George WKRC, Cincinnati
 Rockwell, R. J. WLW, Cincinnati
 Symons, William E. WSAI, Cincinnati
 Pierce, R. Morris WGAR, Cleveland
 DeLany, R. H. WHK, Cleveland
 Shipley, Larry WJMO, Cleveland
 Roberts, Gerald G. WJW, Cleveland
 Leonard, S. E. WTAM, Cleveland
 Brinkman, H. A. WSRs, Cleveland Heights
 Nafzger, Lester H. WBNS, Columbus
 DeConnick, Leo WCOL, Columbus
 Minor, William B. WHKC, Columbus
 Boggioni, Al. J. WOSU, Columbus
 Adams, Ernest L. WHIO, Dayton
 House, Lloyd WING, Dayton
 Smith, Edgar C. WFiN, Findlay
 Bruck, Andrew F. WMOH, Hamilton
 Hunter, Darrel WLOK, Lima
 Morriston, William E. WMAN, Mansfield
 Clark, Charles E. WMOA, Marietta

Peters, Francis J. WMRN, Marion
 Myers, Maurice WPAY, Portsmouth
 Bushong, Victor L. WIZE, Springfield
 Troesch, Joseph M. WSTV, Steubenville
 Stringfellow, William M. WSPD, Toledo
 Sowers, Robert WTOD, Toledo
 Sheehan, John WTOL, Toledo
 Kinney, Robert V. WRRN, Warren
 Dieringer, Frank A. WFJM, Youngstown
 Wilkens, B. T. WKBN, Youngstown
 Hartmeyer, Charles E. WHIZ, Zanesville

Oklahoma

Walker, Harold KADA, Ada
 Kolb, William KVSQ, Ardmore
 Baucum, Ernest KHHW, Altus
 Overstreet, John W. KWON, Bartlesville
 Robinson, George C. KWCO, Chickasha
 Watters, Bill KSEO, Durant
 Fenter, George KASA, Elk City
 Coleman, Murray D. KCRK, Enid
 Billington, C. E. KSWO, Lawton
 Barnett, Glenn KTMC, McAlester
 Graves, Earl H. KBIX, Muskogee
 Perot, Remy WNAD, Norman
 Mosteller, Clyde KBYE, Oklahoma City
 Richmond, Jack KLPR, Oklahoma City
 Freeland, Royden R. KOCY, Oklahoma City
 Thomas, M. W. KOMA, Oklahoma City
 Easum, Clifford KTOK, Oklahoma City
 Lovell, H. J. WKY, Oklahoma City
 Ludwick, Chester KHBG, Okmulgee
 De Francesco, Nicholas J. WBBZ, Ponca City
 Gaskill, Joseph T. KGFF, Shawnee
 Donley, M. M. KAKC, Tulsa
 Wilcox, Nathan KFMJ, Tulsa
 Brown, Roy KOME, Tulsa
 Snider, Robert KTUL, Tulsa
 Stinson, L. W. KVOO, Tulsa
 Davis, Robert E. KSIW, Woodward

Oregon

Davidson, Herb KWIL, Albany
 Click, Ralph S. KWIN, Ashland
 Williams, Sidney S. KBKR, Baker
 Dickinson, Robert KBND, Bend
 Spaugh, Roger KOOS, Coos Bay
 Feikert, Grant KOAC, Corvallis
 Haley, J. C., Jr. KRUL, Corvallis
 Riley, William R. KASH, Eugene
 Gander, Harold KORE, Eugene
 Boren, John KUGN, Eugene
 Williams, N. L. KUIN, Grants Pass
 Grimes, William P. KFJI, Klamath Falls
 Walters, Gilbert KFLW, Klamath Falls
 Abbott, Walt KLBK, LaGrande
 Califf, Victor M. KMED, Medford
 Matheny, Collin R. KYJC, Medford
 Harland, Charles E. KSVR, Ontario
 Leach, James KWRC, Pendleton
 Richmond, A. E. KALE, Portland
 Ely, T. T. KEX, Portland
 Singleton, Harold C. KGW, Portland
 Bookwalter, L. S. KOIN, Portland
 Johnson, Rodney KDPQ, Portland
 Mifflin, Ralph KXL, Portland
 Hood, Frank KWJJ, Portland
 Hiatt, E. LeRoy KRNR, Roseburg
 Loomis, Dwight D. KOCO, Salem
 Carleton, Clyde KSLM, Salem
 McCartney, Talmage KODL, The Dalles

Pennsylvania

Cordaro, C. Frank WKAP, Allentown
 Musselman, Reuel H. WSAN, Allentown
 Burgoon, George WJSW, Altoona
 Metzger, C. Irving WJSW, Altoona
 Burgoon, George R. WRTA, Altoona
 Rybak, L. Edwin WGPA, Bethlehem
 Franklin, Benjamin WESB, Bradford
 Rex, Paul WISR, Butler
 Rose, Joseph WCHA, Chambersburg
 Goodman, Joe J. WPWA, Chester

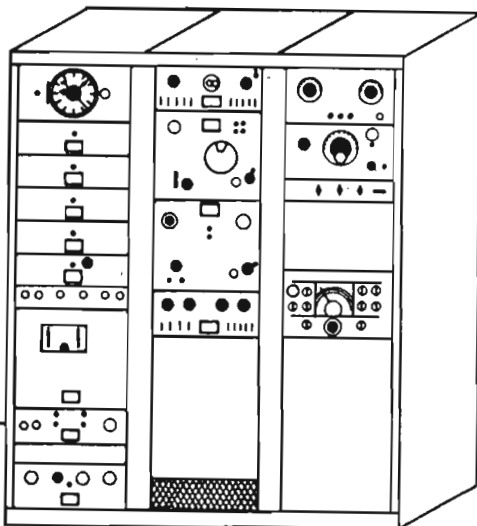
CLAUDE M. GRAY CONSULTING RADIO ENGINEER

POST OFFICE BOX 602

BIRMINGHAM 1, ALABAMA

FREQUENCY MEASUREMENT SERVICE

AM AND FM



PRIMARY FREQUENCY STANDARD

PHONE 2-3570

CHIEF ENGINEERS

Ross, C. W. WCVI, Connellsville
 Stahl, Vernon WCED, Du Bois
 Mathiot, J. E. WEST, Easton
 Cooke, L. W., Jr. WERC, Erie
 Allen, Lyle L. WHJB, Greensburg
 Schlegel, H. Glenwood WHGB, Harrisburg
 Leibensperger, E. Daniel WHP, Harrisburg
 Mathiot, J. E. WKBO, Harrisburg
 Tito, Elwood WAZL, Hazelton
 Hopewell, James H. WHUN, Huntingdon
 Mihalick, R. F. WDAD, Indiana
 Coleman, Millard WARD, Johnstown
 Ackley, Rexford WCRO, Johnstown
 Straub, N. L. WJAC, Johnstown
 Savage, M. Leonard WLBR, Lebanon
 Mathiot, J. E. WGAL, Lancaster
 Love, Robert WLAN, Lancaster
 Bopp, Edward WMRP, Lewiston
 Caum, Kenneth B. WBPZ, Lock Haven
 Hurley, Wilkes WEDO, McKeesport
 White, Charles WMCK, McKeesport
 Stout, Hoyt WMGW, Meadville
 Brewer, William WBUD, Morrisville
 Emch, Robert WKST, New Castle
 Neeley, W. W. WKPA, New Kensington
 Hyzinski, Bernard WHWL, Nanticoke
 Bisbing, Franklin H. WNAE, Norristown
 Shenberger, Robert WKRZ, Oil City
 Eney, Irvin N. KYW, Philadelphia
 Lewis, George WCAU, Philadelphia
 Unterberger, Frank W. WDAS, Philadelphia
 Littlejohn, Louis E. WFIL, Philadelphia
 Henninger, John H. WIBG, Philadelphia
 Harris, Clifford C. WIP, Philadelphia
 Burtis, Charles W. WPEN, Philadelphia
 Field, John WTEL, Philadelphia
 Kenney, T. C. KDKA, Pittsburgh
 Hunt, Robert F. KQV, Pittsburgh
 Schultz, James WCAE, Pittsburgh
 McCoy, Walter W. WJAS, Pittsburgh
 McFarland, James A. WPGH, Pittsburgh
 Berminger, John WPIT, Pittsburgh
 Kaiser, Henry R. WWSW, Pittsburgh
 Hatfield, George I. WPAM, Pottsville
 Thiel, Julius G. KPFA, Pottsville
 Schearer, Harold WEEU, Reading
 McCormack, Joseph E. WHUM, Reading
 Mathiot, J. E. WRAW, Reading
 Oschman, A. W. WARL, Scranton
 Cooke, K. R. WGBI, Scranton
 Heck, A. C. WPIC, Scranton
 MacMillan, Malcolm WSCR, Scranton
 Beman, Douglas I. WMAJ, State College
 Reinhart, George WHAB, Stroudsburg
 Keller, John W. WKOK, Sunbury
 Henzly, William J. WMBS, Uniontown
 Haines, Homer WNAE, Warren
 Cooper, Horace E. WJPA, Washington
 Stenger, John H., Jr. WBAX, Wilkes Barre
 Sakoski, Charles WBRF, Wilkes Barre
 French, Ted WILK, Wilkes Barre
 Sherman, Glen WRAK, Williamsport
 Mathiot, J. E. WORK, York
 Eberhart, Woodrow WWSA, York

Rhode Island

Johnston, Gilbert WFCI, Pawtucket
 Tilley, Harry WEAN, Providence
 Philbrook, Carroll WEHM, Providence
 Prior, Thomas C. J. WJAR, Providence
 Ferri, John V. WPRO, Providence
 Drake, James WRIB, Providence
 Travis, George W. WNON, Woonsocket

South Carolina

Azar, S. M. WAIM, Anderson
 Abbee, Wilbur R. WCSC, Charleston
 Modlin, Carlton WFAK, Charleston
 Birchfield, William WHAN, Charleston
 Bradham, Douglass M. WTHA, Charleston
 Lambert, R. D., Jr. WCOS, Columbia
 Eidson, Herbert, Jr. WIS, Columbia

Hampton, E. E. WKIX, Columbia
 Hanks, H. L. WLAT, Conway
 Jenne, Frank A. WJMX, Florence
 Pritchett, W. A. WOLS, Florence
 Sparks, Charles M. WCRS, Greenwood
 Elias, L. W. WESC, Greenville
 Garrison, William E. WFCB, Greenville
 Tate, George D. WMCR, Greenville
 Brienen, Donald A. WHSC, Hartsville
 Martin, George N. WDKD, Newberry
 Gunter, Billy WRNO, Orangeburg
 Beaty, J. S., Jr. WRHI, Rock Hill
 Burdette, Clyde J. WORD, Spartanburg
 Beckholt, Harold R. WSPA, Spartanburg
 Williams, James L. WFIG, Sumter

South Dakota

Hunt, Delbert T. KABR, Aberdeen
 Daniels, Eli KDSJ, Deadwood
 Volkman, Donald KIJV, Huron
 Dahl, Donald KMHK, Mitchell
 Hobbs, Charles KGFY, Pierre
 Griffiths, A. E. KOTA, Rapid City
 Froke, Lester C. KELO, Sioux Falls
 Staley, Maxwell F. KSOO, Sioux Falls
 Graf, Stephen J. KUSD, Vermillion
 Alwin, Francis KWAT, Watertown
 Todd, Clifton M. WNAX, Yankton

Tennessee

Magill, R. R. WLAR, Athens
 Smith, R. H. WCYB, Bristol
 Robinson, R. V. WOPI, Bristol
 Stokely, Charles WAGC, Chattanooga
 Baker, B. B. WAPO, Chattanooga
 Barnes, B. C. WDEF, Chattanooga
 Owens, Roy WDOD, Chattanooga
 Bailey, John H. WJZM, Clarksville
 Byerly, Jim WBAO, Cleveland
 Hobbs, Revis V. WKRK, Columbia
 Morrow, C. W. WBSG, Dyersburg
 Bowers, Condon WBEJ, Elizabethton
 Hampton, Laile WGRV, Greeneville
 Hargis, Kenneth WHBT, Harriman
 Gordon, Robert M. WTJS, Jackson
 Jones, E. B. WEBT, Johnson City
 Garland, O. K. WJHL, Johnson City
 Phillips, Thomas, Jr. WKPT, Kingsport
 Horton, J. Rex WBRN, Knoxville
 Bass, Claude WIGN, Knoxville
 Evans, Ray WNOX, Knoxville
 Andrews, Fred M. WROL, Knoxville
 Sowell, J. E. WJJM, Lewisburg
 Haston, Claude WMMT, McMinnville
 Lamarr, Curtis S. WGAP, Maryville
 Edwards, Frank T. WDIA, Memphis
 Roy, W. M. WHBQ, Memphis
 Marsh, William WHHM, Memphis
 Frase, E. C., Jr. WMC, Memphis
 Deaderick, J. G. WMPS, Memphis
 Wooten, S. D., Jr. WREC, Memphis
 Snoddy, Glenn WGNS, Murfreesboro
 Cooney, Marjorie WSM, Nashville
 Griffin, O. C., Jr. WKDA, Nashville
 Schuman, Fred Dr. WSIX, Nashville
 Reynolds, George WSM, Nashville, Tenn.
 Reynolds, George WSM, Nashville
 Binns, F. D. WLAC, Nashville
 Fleet, John WATO, Oak Ridge
 Steek, Carlos WTFR, Paris
 Chick, Elton WKSR, Pulaski-Lawrenceburg
 Thomas, James WENK, Union City

Texas

Casey, J. B. KRBC, Abilene
 Mayberry, John H. KBKI, Alice
 Child, Jack KVLV, Alpine
 Torrey, William H. KGNC, Amarillo
 Lewis, James E. KNEW, Austin
 Yeagley, Frank W. KTCB, Austin
 Yeagley, Frank KVET, Austin

Woods, Frank	KIOX, Bay City	Soule, Karen O.	KOCA, Kilgore
Murdock, R. H.	KPBX, Beaumont	Cornelius, Eugene R.	KPET, Lamesa
Nelin, Cecil	KNEL, Brady	Smith, K. Hulan	KPAB, Laredo
Kreiger, Herman	KHUZ, Borger	Zachary, J. D.	KVOW, Littlefield
Sanders, Lawrence	KFDM, Beaumont	Lee, Frank	KCBD, Lubbock
Easterwood, M. J., Jr.	KRIC, Beaumont	Bledsoe, W. S.	KPYO, Lubbock
Jones, Andrew	KBST, Big Spring	Hively, Roger V.	KSEL, Lubbock
Dutton, Leonard	KVAL, Brownsville	Maxim, Ambrose	KRBA, Lufkin
Stewart, A. W.	KBWD, Brownwood	Spencer, Sherman L.	KRIO, McAllen
Christensen, Hal S.	KCTX, Childress	Lindsay, William	KMTH, Marshall
Marti, George W.	KCLE, Cleburne	Sparks, Milton H.	KCRS, Midland
Sosolik, Frank J.	WTAW, College Station	Tipton, Forrest W.	KVFM, Monahan
Griffith, Harold	KEYS, Corpus Christi	Kennesson, Tom	KOSF, Nacogdoches
Gilliland, Ted	KRIS, Corpus Christi	Kimbrell, Jim	KECK, Odessa
Whitiker, Troy	KSIX, Corpus Christi	Simpson, James A.	KOSA, Odessa
Cuesta, Nestor	KWBI, Corpus Christi	Farmer, Paul E.	KRIG, Odessa
Hellums, E. R.	KAND, Corsicana	Wagner, Melvin	KNET, Palestine
Tripp, Bob	KIXL, Dallas	Smith, D. E.	KPDN, Pampa
Callison, Glenn	KLIF, Dallas	Harmon, Robert	KPLT, Paris
Flynn, Roy M.	KRLD, Dallas	Boehnemann, Harry	KIUM, Pecos
Ming, Morris M.	KSKY, Dallas	Cook, Carl	KVOP, Plainview
Collins, Raymond	WFAA, Dallas	Miller, Joe	KOLE, Port Arthur
Tucker, Raymond J.	WRR, Dallas	Boatright, Morris Glenn	KPAC, Port Arthur
Chase, Warren	KURV, Edinburg	Jones, Frank	KGKL, San Antonio
Neil, Jesse M., Jr.	KELP, El Paso	Haight, Joseph B.	KABC, San Antonio
Talbot, Edward P.	KROD, El Paso	Hyman, Kenneth R.	KCOR, San Antonio
Walton, Kenneth J.	KTSM, El Paso	Brady, Charles L.	KMAC, San Antonio
Kimzey, Pruett	KFJZ, Fort Worth	Ing, George W.	KONO, San Antonio
Parsons, Melvin	KWBC, Fort Worth	Ezerton, W. G.	KTSA, San Antonio
Crouse, John R.	KXOL, Fort Worth	Spelman, T. E.	KRRV, Sherman Denison
Stinson, R. C.	WBAP, Fort Worth	Loug, Johnny	KDWT, Stamford
Kidd, T. L.	KNAF, Fredericksburg	Allen, J. T.	KXOX, Sweetwater
Clyce, Tom E.	KGVL, Greenville	Cook, Homer H.	KTEM, Temple
Porter, W. O.	KGBS, Harlingen	Robertson, Harvey	KCMC, Texarkana
Webb, John O.	KATL, Houston	Fones, Henry N.	KTFS, Texarkana
Wheeler, Harvey	KPRC, Houston	Sheppard, John B.	KGKB, Tyler
Heiner, Tom	KTHH, Houston	Barker, Sam	KVOU, Uvalde
Jelly, Louis	KHTH, Houston	Ridgway, Herman	KVWC, Vernon
Mullan, Lester	KTRH, Houston	McCown, Bob	KVIC, Victoria
Chinski, Gerald R.	KXYZ, Houston	Burch, Leo	KWTX, Waco
Seathery, John W.	KSAM, Huntsville	Dove, Jesse H.	WACO, Waco
McCreary, William M., Jr.	KEBE, Jacksonville	Hartwig, O. L.	KRGV, Weslaco
		Wiley, Herbert T.	KWFT, Wichita Falls

GEORGE P. ADAIR

Radio Engineering Consultants

EXecutive 1230

EXecutive 5851

1833 M STREET, N. W.

SECOND FLOOR

WASHINGTON 6, D. C.

CHIEF ENGINEERS

Utah

Urie, Hirschell G. KSUB, Cedar City
 Secrist, Carrell KVNU, Logan
 Boothe, Wayne T. KLO, Ogden
 Sevy, Robert E. KOPP, Ogden
 Reid, Leo E. KOAL, Price
 Salisbury, Darwin KCSU, Provo
 Keyes, Henry KOVO, Provo
 Benson, Stanley KALL, Salt Lake City
 Baldwin, John M. KDYL, Salt Lake City
 May, Myron E. KNAK, Salt Lake City
 Evans, C. Richard KSL, Salt Lake City
 Bell, C. Wendell KUTA, Salt Lake City
 Boelter, Erwin W. KJAM, Vernal

Vermont

Quill, John C. WJOY, Burlington
 Boisvert, Theodore WWSR, St. Albans
 Grout, Harold M. WDEV, Waterbury

Virginia

Lindberg, Carl L. WPIK, Alexandria
 Merryman, Earl WARL, Arlington
 Washington, Richard WEAM, Arlington
 Hughlett, John WPHG, Bristol
 Gray, Walter W. WCHV, Charlottesville
 Kennedy, Lawrence L. WKEY, Covington
 Wilson, C. E. WSVS, Crewe
 Motley, Lyle WBTM, Danville
 Carr, Albert H. WDVA, Danville
 Candler, W. S. WFVA, Fredericksburg
 Duckett, Carl E. WBOB, Galax
 Braun, Warren L. WCVF, Harrisonburg
 Orth, John T. WLVA, Lynchburg
 Pinkerton, Forest WWOD, Lynchburg
 Muse, Dewey W. WMVA, Martinsville
 Runyan, Charles A. WGH, Newport News
 Gibbons, Orville K. WHYU, Newport News
 Siegel, Jack WL0W, Norfolk
 Peffer, John WTAR, Norfolk
 Tommerdahl, Gene WNVF, Norton
 Lemmo, Thomas WNLK, Norwalk
 Schwarz, Edward F. WSSV, Petersburg
 Clair, Frederic WSAP, Portsmouth
 McDaniel, Fitzgerald WPUV, Pulaski
 McGuigan, George W., Jr. WLEE, Richmond
 Wood, Wilfred H. WMBG, Richmond
 Wolstenholme, Vincent WRNL, Richmond
 Woods, D. C. WRVA, Richmond
 Newman, J. Edward WDBJ, Roanoke
 Hall, Frank WROV, Roanoke
 Briggs, J. P. WSLS, Roanoke
 Houser, Rex C. WTON, Staunton
 Rupp, V. W. WLPM, Suffolk
 Goodwin, Edward R. WAYB, Waynesboro
 Whitney, Philip B. WINC, Winchester

Washington

Cunningham, Billy C. KXRO, Aberdeen
 Harper, Ernest KVOS, Bellingham
 Jordan, Andrew K. KBRO, Bremerton
 Lippincott, Ellwood W. KELE, Centralia
 Vaughn, Bob KXLE, Ellensburg
 Gerdon, Earl E. KRKO, Everett
 Johnston, Marvin KWLK, Longview
 Thatcher, John H. KSEM, Moses Lake
 Stewart, Walter KBBC, Mt. Vernon
 Roark, C. A. KGY, Olympia
 Patrick, Howard R. KONP, Port Angeles
 Myers, Ira KWSC, Pullman
 Broff, F. J. KOMO, Seattle
 Shultz, Arthur A. KING, Seattle
 Ray, Homer A., Jr. KIRO, Seattle
 Lind, Perry KOL, Seattle
 Bennett, S. D. KOMO, Seattle
 Ross, James S. KTW, Seattle
 DuBuque, John KXA, Seattle
 Freeman, George A. KRSC, Seattle
 Sparling, A. C. KGA, Spokane
 Walker, John KHQ, Spokane

Evans, C. W. KNEW, Spokane
 Langford, George KXLY, Spokane
 Bice, Max KMO, Tacoma
 Dillon, Harold KTBI, Tacoma
 MacDonald, D. M. KVI, Tacoma
 Means, Edgar KVAN, Vancouver
 MacLafferty, Milton KUJ, Walla Walla
 Kelley, John L. KWWB, Walla Walla
 Frose, George KPQ, Wenatchee
 Murphy, H. B. KIT, Yakima

West Virginia

Ginkel, A. J. WJLS, Beckley
 Bucy, James WWNR, Beckley
 Flanagan, P. T. WHIS, Bluefield
 Stone, William D. WCAW, Charleston
 Robinson, Odes E. WCHS, Charleston
 Whiteman, George WGVK, Charleston
 Marcum, Taylor WKNA, Charleston
 Wright, Joseph WBKL, Clarksburg
 Kovlan, Andrew WHAR, Clarksburg
 Hough, Robert D. WPDJ, Clarksburg
 Strelauski, Joseph WMMN, Fairmont
 Sturn, Harold F. WHFN, Huntington
 Hansher, William H. WPLH, Huntington
 Kilpatrick, Leroy WSAZ, Huntington
 Coale, James WEPM, Martinsburg
 Spence, Ray WAJR, Morgantown
 Craver, Campbell WMON, Montgomery
 Thomas, Robert R., Jr. WOAY, Oak Hill
 Barickman, Bedford P. WCOM, Parkersburg
 Brooks, Vilah WPAR, Parkersburg
 Jackson, S. Herbert WRON, Ronceverte
 King, Howard R. WBRW (Welch
 Baker, Fred A. WKNK, Wheeling
 Keim, Edwin L. WWVA, Wheeling
 Bullio, Robert W. WBTH, Williamson

Wisconsin

Merkel, George WHBY, Appleton
 Link, Otto WATW, Ashland
 Jorgenson, Thorwald O. WEAU, Eau Claire
 Meyers, Wendall KFIZ, Fond-Du-Lac
 Reed, Elmo W. WJPG, Green Bay
 Stangel, Wallace E. WTAQ, Green Bay
 Clay, Wayne WCLO, Janesville
 Thiel, Willard L. WLIP, Kenosha
 Leeman, Alvin WKBH, LaCrosse
 Rauscher, Albert I. WLXC, LaCrosse
 Hahn, Norman WBA, Madison
 Vanderheiden, V. A. WKOW, Madison
 Duben, W. F. WOMT, Manitowoc
 Stewart, A. L. WNAM, Marinette
 Boos, Gerald J. WDLB, Marshfield
 Bohmert, Raymond WIGM, Medford
 Paske, Roland WEMP, Milwaukee
 Weller, Donald A. WISN, Milwaukee
 Dodge, George A. WFOX, Milwaukee
 Host, R. H. WMAW, Milwaukee
 Mueller, Paul WMLO, Milwaukee
 Hebal, William WTMJ, Milwaukee
 Fliegel, E. W. WNAM, Neenah
 Wheeler, Glen WOSH, Oshkosh
 Sadler, L. Stanley WBU, Poyonette
 Dechant, Francis Lee WRJN, Racine
 Bresette, Charles WOBT, Rhinelander
 Kolsky, Robert WJMC, Rice Lake
 Mayer, Herbert J. WHBL, Sheboygan
 Lasky, Melvin WDSM, Superior
 Gabrielson, O. N. WBSR, Superior
 Kaetel, Charles WAUX, Waukesha
 Richardt, R. W. WSAU, Wausau
 Nickel, Victor W. WPHR, Wisconsin Rapids

Wyoming

Hathaway, Donald L. KDFN, Casper
 Schmehl, G. L. KVOC, Casper
 Roberts, Harold KFBC, Cheyenne
 Barnhart, Phillip H. KODI, Cody
 Springle, Clark KRAL, Rawlins
 Brant, Del KPOW, Powell

Buchanan, Archie W.KVRS, Rocky Springs
 Crossthwaite, RobertKWYO, Sheridan
 Ernst, Joseph P.KWOR, Worland

Readwin, DesCJGJ, Calgary
 Makepeace, F. G. A.CFRN, Edmonton
 Hollingworth, FrankCJCA, Edmonton
 Williams, R. H.FGP, Grande Prairie
 Reagh, Robert E.CJOC, Lethbridge
 Ellis, J. M.CHAT, Medicine Hat

Territories & Possessions

Alaska

Walden, Jack M.KENI, Anchorage
 Nichols, RobertKPQD, Anchorage
 Hiebert, August G.KPAR, Fairbanks
 Nichols, RobertKFRB, Fairbanks
 Thorgaard, O. A.KINY, Juneau
 Frazee, AlKTKN, Ketchikan
 Nichols, RobertKIBH, Seward

Hawaii

Rhodes, Charles LynnKHBC, Hilo
 Marques, H. L.KIPA, Hilo
 Lindemann, Ernest G.KGMU, Honolulu
 Mulrony, M. A.KGU, Honolulu
 Mercer, Ira G.KHON, Honolulu
 Bird, RobertKPOA, Honolulu
 Nose, KatashiKTOH, Kauai
 Jones, RobertKMVI, Wailuku, Maui

Puerto Rico

Aviles, Jesus M.WECW, Mayaguez
 Fishbach, HenryWKJB, Mayaguez
 Freyre, Luis E.WPRA, Mayaguez
 Zapater, Fernando, Jr.WPAB, Ponce
 Sanchez, AlfonsoWFAC, San Juan
 Fernandez, Jose A.WAPA, San Juan
 Girard, Paul A.WKAC, Santurce

Canada

Alberta

Connor, E. C.CFAC, Calgary
 Lamb, RobertCFCN, Calgary

British Columbia

Pilling, JackCHWK, Chilliwack
 Henderson, G.CFJC, Kamloops
 Weber, J. FredCKOV, Kelowna
 Walsh, TomKCLN, Nelson
 Tate, Ray J.CKPG, Prince George
 Hal'oway, HughCJAV, Port Alberni
 Fairweather, Gordon L.CJAT, Trail
 Ellis, A. B.CBR, Vancouver
 Whiteside, R.CKMO, Vancouver
 Gordon, JackCKWX, Vancouver
 Chandler, A. H.CJOR, Vancouver
 Sommers, J.CJVI, Victoria
 Collins, BillCKNW, New Westminster

Manitoba

Smider, ClaudeCKX, Brandon
 Woodward, GordonCFAR, Flin Flon
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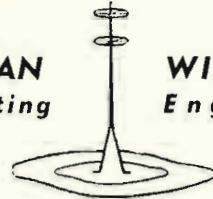
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Ass't Sec. & Ass't Treas.....R. F. Dooley

PRODUCTS: Receiving Sets, Radio-Phone Combinations, FM Receiving Sets, Record Players, Portables, Farm Sets, and Radio Parts, Table and Console television receivers, Refrigerators and Ranges.

Aerovox Corporation

740 Belleville Ave., New Bedford, Mass.
Phone: 6-8221

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Sales Manager—Distributor
Div.....Charles Golenpaul
Sales Manager—Manufacturers'

Div.....Frank Marshall
Chief Engineer.....Joseph L. Collins
Advertising Manager....Charles Golenpaul
Export Managers..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.

Air King Products Co., Inc.

170—53rd St., Brooklyn 19, N. Y.
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Chief Engr.....L. M. Kay
Purchasing Agent.....H. Rosenman
Credit & Personnel.....J. H. Seider

Prod. Manager.....R. Kalb
Comptroller.....J. Kaufman

PRODUCTS: Home receivers, wire recorders, 3 way & battery portables, radio & phonograph combinations.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wisc.
Phone: Mitchell 5151

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Chief Engineer.....J. J. Mellon
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Industrial Relations Mgr.....George Megow
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Service Mgr.....G. W. Vater

BRANCH OFFICES: All key cities.

PRODUCTS: A.C. Across the line starters, A.C. Reduced Voltage starters, A.C. Multi-speed starters, A.C. Combination starters, D.C. Across the line starters, D.C. Reduced voltage starters, Push Buttons, Limit Switches, Pressure Switches, Timing Relays, Float Switches, Relays, A.C. and D.C., Zero Speed and Plugging switches, Temperature controls, Solenoids, Compression type rheostats, Special A.C. and D.C. panels, Control centers, Fixed composition resistors, Adjustable composition resistors (volume controls, tone controls, rheostats, etc.).

American Coil & Engineering Co.

1271 North Hermitage Ave., Chicago 22, Ill.
Phone: Humboldt 3803

President.....D. Sackheim
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Chief Engineer.....S. M. Brainin
Credit Manager.....Z. L. Ross
Purchasing Agent.....W. J. Slater
New York, N. Y., Export

Managers.....L. Minthorne Co.
Works Manager.....A. Wetle

PRODUCTS: Audio and Radio Frequency Coils; Transformers and Chokes—Output and Power; Solenoid Assemblies; Hearing Aid Transformers; Ignition Transformers; Stat-ors; Field Coils; Layer Wound Solenoids; Clock Coils.

American Condenser Co.

4410 No. Ravenswood Ave., Chicago 40, Ill.
Phone: Longbeach 1386

Partner.....L. J. Menschik

Purchasing Agent.....W. Norder
Superintendent.....M. E. Hussey
Sales Manager.....W. J. Johnston
BRANCH OFFICES: All key cities.
PRODUCTS: Condensers.

American Microphone Co.

370 So. Fair Oaks Ave., Pasadena 2, Calif.
Phone RYan 1-7444

General Manager.....F. A. Yarbrough
PRODUCTS: Crystal & dynamic micro-
phones, crystal & dynamic phonograph pick-
ups, microphone stands.

American Television & Radio Co.

300 East Fourth St., St. Paul 1, Minn.
Phone: Cedar 3791

Pres. & Sales Mgr.....Albert A. Goffstein
Chief Engineer.....Albert A. Goffstein
Credit Manager.....A. Kuchenbaker
Purchasing Agent.....A. Kuchenbaker
Export Managers.....Lincoln Export Co.
Service Manager.....Aaron Kipp
PRODUCTS: Auto Radio Vibrators, Heavy
Duty Inverter Vibrators, DC-AC Inverters,
Vibrator Packs, Battery Eliminators, and Rec-
tifier Power Supplies.

American Transformer Co.

178 Emmet St., Newark 5, N. J.
Phone: Bigelow 3-4444

President.....Thomas M. Hunter
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Mgr., Electronic Sales.....F. K. Hawkinson
Mgr., Electronic Apparatus...John F. Harris
Purchasing Agent.....E. H. Bard
PRODUCTS: Amplifiers, ballast transform-
ers for fluorescent lighting, distribution
transformers, electronic components, indus-
trial-dry type-indoor or outdoor use indus-
trial transformers, air cooled industrial phase
changers, modulation reactors, modulation
transformers, net work transformers, oil or
abestol-immersed plate transformers, power
transformers, precipitation transformers, ra-
dio type "P" precision line, radio silcor line
audio components, rectifiers, regulators, test
sets, transtats, "W" type transmitter, wave
filters, welding and soldering transformers.

Amperex Electronic Corp.

25 Washington St., Brooklyn 1, N. Y.
Phone Main 5-2050

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Exec. Vice-Pres.-Sales
Manager.....Samuel Norris
PRODUCTS: Electronic tubes for com-
munication, industrial, television, electro-
medical and special purposes.

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, Television
and FM Antennas. Electronic Developments.

Andrea Radio Corp.

27-01 Bridge Plaza North, L. I. C. 1, N. Y.
Phone: STillwell 4-5411

President.....F. A. D. Andrea
Chief Engineer.....H. J. Heindel
PRODUCTS: Radio and Television Re-
ceivers and Phono. combinations.

Andrew Corporation (Formerly Andrew Co.)

363 East 75th St., Chicago 19, Ill.
Phone: Triangle 4400

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Purchasing Agent.....W. B. Humphreys
Advertising Manager.....C. Russell Cox
Industrial Relations Mgr.....Dora Smith
Export Manager.....James F. White
PRODUCTS: Coaxial Transmission Lines,
Phasing and Tuning Equipment.

Ansley Radio Corp.

41 St. Joes Ave., Trenton 9, N. J.
Phone: 4-1175

President-Chief Engr.....Arthur C. Ansley
Sales Mgr.....J. Cameron Gordon
Credit Mgr.....Anne J. Dawson
Purchasing Agent.....Karl Brunner
PRODUCTS: Radio-phonograph combina-
tions (Ansley Dynaphone), Electronic piano
(Ansley Dynatone), Built-in-wall radio (Ans-
ley Paneltone).

The Astatic Corp.

Harbor & Jackson Sts., Conneaut, Ohio
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BRANCH OFFICES: All key cities.
PRODUCTS: Microphones, phonograph
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and accessories.

Audak Company, Inc.

500 Fifth Ave., New York 18, N. Y.
Phone LA 4-3723

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BRANCH OFFICES: All key cities.
PRODUCTS: Cutting Heads, Electronic
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Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973

President.....Wm. C. Speed
Vice-President-Sec.....Bryce Haynes
Research Engineer.....E. W. Franck
BRANCH OFFICE: Allan H. Bodge, West Coast Mgr., 844 Seward St., Hollywood, Calif.
PRODUCTS: Recording Discs (Audio-discs), Recording and Playback Points (Audiopoints), Audio Tape.

Automatic Manufacturing Corp.

65 Gouverneur St., Newark, N. J.
Phone: Humboldt 5-2100

President.....Martin H. Benedek
Vice-Pres., Charge of Sales....Bert E. Smith
Chief Engineer.....Joseph R. Mazzola
Comptroller.....M. E. Silver
Plant Mgr.....J. A. Heimbruch
PRODUCTS: Mica trimmer condensers, intermediate frequency transformers, radio frequency coils, R. F. choke coils, adjustable padder condensers, permeability tuners.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
Phone 4762

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BRANCH OFFICES: 1614 Mercantile Bank Bldg., Dallas, Texas, Phone, Riverside 3228, Roy D. Sprague; 20 N. Wacker Drive, Chicago, Ill., Phone, State 1846, Andrew B. Lytle.
PRODUCTS: Steel erectors (radio towers).

Bendix Radio (Division of Bendix Aviation Corp.)

East Joppa Rd., Baltimore 4, Md.
Phone: Tuxedo 4020

Gen'l Mgr.....W. P. Hilliard
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Chief Engr. Radio & Tele.....P. C. Hierath
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Dir. of Engineering & Research...W. L. Webb
Dir. of Industrial Relations.....R. Smith
Advertising Manager—Radio and Television.....Earl L. Hadley
Sales Manager—

Communications Radio...J. W. Hammond
PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic broadcast receivers and radio-phonograph combinations, television receivers, head-phones, microphones.

Bliley Electric Company

Union Station Building, Erie, Pa.
Phone: Erie 26-857

President.....F. D. Bliley
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V.P. & Chief Engineer.....J. M. Wolfskill
Treas. & Credit Mgr.....D. F. Stout
Purchasing Agent.....S. E. Riley
Industrial Relations Mgr.....R. R. Johnson
PRODUCTS: Quartz Crystals, Crystal Controlled Oscillators and Crystal Ovens.

William Brand & Co.

276 Fourth Ave., New York 10, N. Y.
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BRANCH OFFICE: 325 W. Huron St., Chicago, Ill., Phone, Superior 9-733, Manager, Earl W. Brinson.
PRODUCTS: Insulation, electrical, Tubing, Varnished Cotton, Glass, Tubing, Varnished, Plastic, Extruded Tubing Cambric, Varnished, Mica block, films, splits and splittings, Mica-Plate, segments, Wire, Thermoplastic insulated.

Brooks Electronics, Inc.

34 DeHart Place, Elizabeth 2, N. J.
Phone: Elizabeth 2-7600

President.....Lincoln Walsh
Sales Manager.....J. Ray Edinger
Chief Engineer.....J. Ray Edinger
Credit Manager.....Helen Anthony
Purchasing Agent.....Helen Anthony
PRODUCTS: High Quality Audio Amplifiers.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: 2121

President.....G. H. Browning
V. P.....R. L. Purrington
Chief Engineer.....F. A. Spindell
Prod. Mgr.....S. C. Sullivan
Head Test Tube Dept.....H. L. Smith
SALES REPRESENTATIVES: All key cities.
PRODUCTS: Frequency Meters, Cathode Ray Oscilloscopes, 60-cycle Calibrators, Regulated Power Supplies and Square Wave Generators, Super-high Frequency Signal Generators, Frequency Calibrators, Capacitance Relays, Electronic Capacitance Alarm Systems, FM-AM Tuners, FM Tuners.

The Brush Development Company

3405 Perkins Ave., Cleveland 14, Ohio
Phone: Endicott 3315

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General Sales Manager..... Blair Foulds
PRODUCTS: Magnetic Recording, Acoustic Products, Instruments, Crystals.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.
Phone Talbot 4943

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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, Consulting Radio Engineers.

Chicago Telephone Supply Co.

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Phone: 1205

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Sales Manager..... W. A. Nicely
Chief Engineer..... W. H. Budd
PRODUCTS: Volume controls, tone controls, associated switches.

Clarostat Mfg. Co., Inc.

130 Clinton St., Brooklyn, N. Y.
Phone: Main 4-1190

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Sales Mgr. Distributors
Div. Fran Chamberlain
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V.P. Chg. Sales..... I. J. Youngblood
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.

855-35th St., N.E., Cedar Rapids, Iowa
Phone: 3-0281

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PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receiver, exciters and variable frequency oscillators. Mechanical and electronic industrial control devices.

Colonial Radio Corp.

254 Rano St., Buffalo 7, N. Y.
Phone: Riverside 2450

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Mgr.-Industrial Relations..... Howard Hagen
Sales Mgr.—Automotive

Division..... C. H. Symington
Service Manager..... R. K. Pew
BRANCH OFFICES: Bloomington, Ill., Phone, 7631; Riverside, Calif., 601 Fisher Bldg., Detroit, Mich., Phone, Madison 7251; 1280 Main St., Buffalo 9, N. Y.

PRODUCTS: AM and FM radio receivers, automobile receivers, battery operated radio receivers, radio-phonograph recorder combinations, television receivers.

Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.
Phone: Bridgeport 6-0181

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Director of Advertising..... John Birge
Director of Personnel..... Elmer P. Eldridge
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PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions.

Communication Equipment & Engineering Co.

5646 W. Race St., Chicago 44, Ill.
Phone: EStebrook 3109-10

President-Sales Mgr..... Robert A. Clark, Jr.
Credit Mgr.-Purchasing Agent..... 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..... G. F. Benkelman
Vice-President..... J. W. Jira
Purchasing Agent..... W. M. Wood
Factory Mgr..... D. Fairchild
PRODUCTS: Fixed composition resistors, Nobleloy Precision Resistors, Auto Radio Suppressors, Capacitors, Filternoys.

Continental Electric Co.

715 Hamilton St., Geneva, Ill.

Phone: Geneva 4140

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 Chief Engr... Serge Pakswor
 Asst. Sect.-Asst. Treas... Jane E. DeVleshower
 Purchasing Agent... L. R. Boynton
 Adv. Mgr... MacDonald Goodwin

PRODUCTS: Electronic tubes, phototubes, rectifier tubes, grid control tubes, fluorescent lamps, ultra violet and stationary lamps. Special tubes of all kinds.

Continental Electronics Mfg. Co.

1728 Wood St., Dallas 1, Texas

Phone: Riverside 3611

President... James O. Weldon
 Vice-President... Lester H. Carr
 Secretary... Dorothy F. Weldon

PRODUCTS: Antenna Phasing Equipment, Radio Frequency Components for Standard Broadcast Stations, Custom Building of Radio Transmitting Equipment.

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... Chas. H. Caine
 Vice-President... Paul McK. Deelev
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 Vice-President... Max Bleich
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 Asst. Secretary... M. F. Keating
 Comptroller... J. A. Bertolacci

PRODUCT: Capacitors.

Corning Glass Works

Corning, New York

Phone: Corning 372

President... W. C. Decker
 Mgr. Electrical Prod. Div... John L. Ward
 Mgr. Technical

Prod. Div... Russell Brittingham
 BRANCH OFFICES: Key cities.

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, metalized glassware, including timmer capacitors, resistors, etc.

Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.

Phone CO 7-2525

President... John Cook

Vice President... W. F. Osler, Jr.
 Treasurer... J. C. Stagg
 Secretary... J. E. Hoffman
 Sales Manager... W. F. Jessup

PRODUCTS: Radio wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords, and cord sets.

Crosley Division

(Avco Manufacturing Corp.)

1329 Arlington St., Cincinnati 25, Ohio

Phone: KIrby 6600

President... I. B. Babcock
 General Manager... R. C. Cosgrove
 Dir. of Research & Engr... L. M. Clement
 Adv. Mgr... S. D. Mahan
 Purchasing Agent... Frank Warner
 Gen. Sales Mgr... Norman C. MacDonald
 Mgr. Radio Sec... Stanley Glaser
 Credit Mgr... John J. Hope
 Export Mgr... Tye M. Lett, Jr.

PRODUCTS: Radio—AM, FM, Television.

De Mornay-Budd, Inc.

475 Grand Concourse, New York 51, N. Y.

Phone: Melrose 5-1900

President... Richard DeMornay
 Vice President... Edward F. Meyers
 Asst. to Pres... Walter Read
 Plant Manager... Lou Della Penna
 General Sales Mgr.

Electronic Div... Jack Hartigan
 General Sales Mgr.

Photographic Div... Bernard B. Deitchman
 Executive Engineer... Robert Clarke
 Sales Engineer... Samuel Freedman
 Purchasing Agent... Robert Heffernan
 Chief Electrical Engineer... Leonard Sherbin
 Chief Physicist... G. Fonda Bondari

PRODUCTS: Microwave RF Complements, Test Equipment, Microwave Receivers, Microwave Transmitters, Modulators, Microwave Antennas, Airborne Radar Systems, Marine Radar Systems, Point to Point Relay Systems, Radar Beacons.

Doolittle Radio, Inc.

7421-23 S. Loomis Blvd., Chicago 36, Ill.

Phone: Radcliffe 4100

President... E. M. Doolittle
 Sales Manager... H. V. Carlson
 BRANCH OFFICES: Manufacturers representatives throughout the United States.

PRODUCTS: Radio Communications Equipment, Frequency Monitors.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.

Phone Passaic 3-1616

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 Vice-President... Leonard F. Cramer

Secretary.....**Bernard Goodwin**
Treasurer.....**Paul Raibourn**
 Mgr. DuMont Tele
 Network.....**Lawrence Phillips**
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 Mgr. Purchasing Div.....**Lawrence Fuller**
 Gen. Mgr. Mfg. Div.....**C. Edwin Williams**
 Dir. of Research.....**Thos. T. Goldsmith, Jr.**
 Controller.....**B. L. Graham**
 Gen. Mgr. Tele Sales.....**Ernest A. Marx**
 Plant Supt.....**Bruce T. DuMont**
 Personnel Director.....**H. Houston**
BRANCH OFFICE: 515 Madison Ave., New York, N. Y., Phone, PLaza 3-9800.

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillosgraphs.

Dumont Electric Corp.

34 Hubert St., New York 13, N. Y.
 Phone: CAnal 6-7980

President & Chief Engr......**Jacob Katzman**
Sales Manager.....**Philip Dubilier**
PRODUCTS: Paper, electrolytic and mica condensers.

DX Radio Products Co., Inc.

2300-10 W. Armitage Ave., Chicago 47, Ill.
 Phone: Armitage 3740

Sales Manager.....**George H. Timmings**
Secty.-Treas......**Louis J. Patla**
Chief Engr......**Maurice P. McLean**
Credit Manager.....**Corliss Bangart**
Purchasing Agent.....**Chester Lindblade**
PRODUCTS: Transformers.

Hugh H. Eby, Inc.

18 W. Chelton Ave., Philadelphia 44, Pa.
 Phone: TENnessee 9-1800

President.....**James L. Hawley**
V. P......**Frank Holmstrom**
Credit Mgr......**William T. Lodwig**
Chief Engineer.....**L. Wanner**
Purchasing Agent.....**Robert E. Weber**

PRODUCTS: Binding posts and terminals, cable connectors and couplings, custom moldings, electric eyes, headphones, knobs, metal stampings, lugs, microphones, photoelectric relays, photocells, phototubes, plugs, screw-machine parts, speaker connectors, terminal plugs, terminal strips and blocks, tube shields (miniature), tube sockets, electrical assemblies of all types for radar, telephones, headsets, microphones; jacks.

Eckstein Radio and Television Co.

Le Roy, Minn.
 Phone: 191

President.....**E. A. Eckstein**
Secty.-Treas......**E. R. Bostrom**
Sales Manager.....**R. J. Benjamin**
Prod. Mgr......**D. F. Boulett**

BRANCH OFFICE: All key cities.
PRODUCTS: Communication type car receivers (Karadio), Multi Band & Fixed Fre-

quency, Farm Radios (L'Tatro), Home radios & special purpose (Eckco), Wiring harnesses for refrigerators & furnaces.

Electronic Engineering Co., Inc.

3223 West Armitage Ave., Chicago 47, Ill.
 Phone: Capitol 3130

Pres. & Sales Mgr......**E. J. Rehfeldt**
Vice President.....**J. S. Cislak**
Vice Pres.-Secretary and Chief Engineer.....**Harry Holubow**
Treasurer.....**K. C. Housh**
Credit Manager.....**T. J. Thorkelson**
Purchasing Agent.....**S. Matz**
Export Manager.....**E. J. Rehfeldt**
PRODUCTS: Receiving and Transmitting Transformers and Chokes, all types; Wave Filters; Voltage Regulators; Rectifiers; Saturable Reactors.

Electronic Laboratories, Inc.

24 W. 24th St., Indianapolis 2, Indiana
 Phone: Talbot 2442

Actg. President-Ch. of Bd......**N. R. Kevers**
Vice-President-Sales.....**W. E. Peek**
Chief Engr......**W. C. Otto**
Credit Mgr......**R. W. Helton**
Adv. Mgr......**W. E. Peek**
Industrial Rel. Mgr......**Paul W. Briney**
Service Mgr......**F. Theodore Hegeman**
Purchasing Agent.....**George Duke**

PRODUCTS: Vibrators, regulated vibrator power supplies, inverters, converters, rectifier packs, Electrical toys, railroad, marine and bus fluorescent lighting, radios, radio permeability tuners.

Electronic Sound Engineering Co.

4344 West Armitage Ave., Chicago 39, Ill.
 Phone: Dic 0444

General Manager.....**Bernard J. Sullivan**
Chief Engineer.....**Harry W. Becker**

PRODUCTS: Polyphonic Sound amplifiers for wire recorders and all applications where high fidelity is a requirement. Manufacturing license is also available for this amplifier. Electronic carrier frequency systems for one-wire simultaneous transmission of multiple programs or signals for hotels, schools, hospitals, and institutions.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 26, Calif.
 Phone: Normandy 2-2168

General Manager.....**D. A. Marcus**
Chief Engineer.....**S. K. Babock**
Sales Mgr.—Inverter Div......**W. H. Burgess**

PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphone, the transmeter, the electronic inverter.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
 Phone: Chestnut Hill 7-6800

Pres......**Edward D. Gray**

V.P.-Chief Engineer.....Henry S. Bamford
 SecretaryM. N. Robins
 TreasurerEdward D. Gray
 Purchasing Agent.....Paul A. Keller

PRODUCTS: Standard, Multi-gun, Special purpose Cathode-Ray Tubes, Multi-channel oscilloscopes, Electronic Engineering and development.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
 Phone: CHelsea 2-1800

President.....Benjamin Abrams
 Treasurer & Export Mgr.....Max Abrams
 V. P.-Engineering & Production

Dorman D. Israel

Adv. Mgr.....P. G. Gillig
 V.P. Chg. Purchasing.....Harvey Tullo
 Service & Parts Mgr.....G. P. Light
 Ind. Rel. Manager.....Peter R. Certo
 Sales Mgr.....Charles O'N. Weisser
 ComptrollerVictor Stevens

BRANCH OFFICE: 666 Lake Shore Drive, Chicago, Ill., Phone, Superior 4100.

PRODUCTS: Home radio receivers—AM and FM radios: table models—AC and AC-DC, compact models—AC-DC, personal models—self powered, portable models—self powered—AC-DC, console models—AC and AC-DC, record players—table models and portables, phonoradios—table models and consoles and portables, portable recorder and playback, television receivers, hearing aid radios, public address system, industrial television, components: speakers, radio vacuum tubes, phonograph needles. Electronic Equipment: radar sets, radio transmitting and receiving sets, electronic navigation equipment, electronic traffic control equipment, marine communication equipment.

Espey Manufacturing Co., Inc.

528 E. 72nd St., New York 21, N. Y.
 Phone: BUtterfield 8-2300

President-Sales Manager.....Nathan Pinsley
 V.P. Chg. Mfg.....Sol Pinsley
 V.P. Chg. Engr.....John Benedikt
 Export Mgr.....J. E. Chorlian
 Service Mgr.....John Biesiadecki
 Pur. Agent.....Gordon Poole
 Credit Mgr.....Max Goldberg
 Ind. Rel. Mgr.....Julius Treuman

PRODUCTS—Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets, television kits.

Fada Radio & Electric Co., Inc.

525 Main St., Belleville 9, N. J.
 Phone: BE 2-5680

President.....J. M. Marks
 Secretary-Treasurer.....D. I. Marks

Chief Engr.....D. Brandt, Sr.
 Vice Pres.....S. N. Marks
 Asst. Secty.....I. N. Marks
 Sales Manager.....A. Wellington
 Advertising Manager.....H. N. Lubet
 Export Manager.....H. N. Laubet
 Supt.J. Lewandowski

PRODUCTS: Table Model Radios, Console Radios, Table Model FM Receivers, Farm Radios, Combinations, Home Recorders, Phonographs, Television Sets, Export Models, Portable Radios.

Fairchild Camera and Instrument Corporation

88-06 Van Wyck Blvd., Jamaica 1, N. Y.
 Phone Jamaica 6-3800

President.....J. S. Ogsbury
 Exec. Vice-Pres.....E. Robinson
 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.....O. Leutz
 Dir. of Publicity.....R. H. Bailey
 Advertising Manager.....H. K. Yulke

PRODUCTS: Sound recorders (console and portable), unitized amplifier system, transcription turntables, dynamic pick-ups, magnetic cutterheads, precision potentiometers, fractional horsepower synchronous motors.

Farnsworth Television & Radio Corp.

3702 E. Pontiac St., Fort Wayne 1, Indiana
 Phone: Anthony 5301

President.....E. A. Nicholas
 Vice-President-Secretary.....E. M. Martin
 Vice-President—Sales.....D. M. Allgood
 Vice-President—
 Engineering.....B. Ray Cummings
 Vice-President—

ManufacturingWilliam Clausen
 Treas.....Paul H. Hartmann
 Assistant Secretary-Assistant

TreasurerC. H. Wiggin
 AuditorW. F. Hoepfner
 Manager of Research.....Madison Cawein
 Chief Engineer, Electronic Apparatus

Division.....J. C. Ferguson
 Chief Engineer, Radio-Television
 DepartmentW. H. Myers
 Director of Public

Relations.....E. E. Ferrey
 Manager of Broadcast
 DivisionPierre Boucheron
 Manager of Advertising and Sales
 Promotion.....John S. Garceau

Manager of Mobile Communications
 Division.....John A. Curtis
 Sales Manager—Farnsworth
 Division.....J. H. Kelly
 Sales Manager—Capehart
 Division.....I. C. Hunter
 Managing Director—International
 Division.....E. M. Roberts
 Director of Purchases.....E. S. Needler
 Credit Manager.....W. H. Bryant

BRANCH OFFICES: 3301 S. Adams St.,
 Marion, Ind., Phone, 4600, Glenn Kelso;
 205 Lucretia St., Huntington, Ind., Phone,
 1331, Russell H. Hamman; 805 W. Walnut St.,
 Bluffton, Ind., Phone, 911, W. H. Rupley.

PRODUCTS: AM-FM radios and phono-
 graph-radios, Capehart and Panamuse by
 Capehart; automobile radios, television re-
 ceivers, television transmitting equipment,
 television studio equipment, television-tele-
 metering equipment, FM transmitters, rail-
 road radio communications equipment, mo-
 bile communications equipment automatic
 record changers, television tubes, television
 antennas.

Federal Telephone and Radio Corp.

100 Kingsland Rd., Clifton, N. J.
 Phone: Nutley 2-3600

President.....Sosthenes Behn
 Dir. Radio Div.....L. B. Blaylock
 Chief Engineer—Radio

Div.Francis X. Rettenmeyer

BRANCH OFFICES: 343 N. Michigan
 Ave., Chicago 11, Ill., Phone, Central 6900,
 Harold KaDell; 8 DuPont Circle, Washing-
 ton, D. C., Phone, Michigan 0622, E. J.
 Girard.

PRODUCTS: Complete broadcast systems
 —AM, FM, TV; FM square-loop antenna;
 AM-FM-TV transmitting and rectifying tubes;
 mobile communications; coaxial cable; FM
 and lead-in wire; selenium rectifiers; home
 radio receivers.

Finch Telecommunications, Inc.

4th & Virginia Sts., Passaic, N. J.
 Phone: Passaic 2-3440

President.....W. G. H. Finch
 V.P. Dir. Sales.....A. J. Eaves
 Dir. Research.....Dr. LaVerne Philpott
 Purchasing Agent.....William O'Brien
 Adv. Mgr.....A. J. Eaves
 Chief Engineer.....Richard E. Mathes

BRANCH OFFICE: 10 E. 40th St., New
 York 16, N. Y. Phone, MU 5-7976.

PRODUCTS: Facsimile, recording paper,
 Finch rocket antennas.

A. W. Franklin Mfgr. Corp.

43-20 34th St., Long Island City 1, N. Y.
 Phone: STillwell 4-1160

President.....Albert W. Franklin
 V.P.—Engineering Prod. Joseph M. Vananzi
 Vice-President—Sales.....N. H. Lawton

Credit Manager.....Fred Weller
 Purchasing Agent.....S. Yurman
 Ind. Rel. Manager.....William Telmoss

PRODUCTS: Sockets, plugs, switches,
 terminal strips, plastic and metal fabrica-
 tions and assemblies, locking rings, metal
 stampings, plastic molded products, air-loops.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
 Phone: Walker 5-8765

President.....Max Adelberg
 Vice-President-General Mgr...Arthur Freed
 Purchasing Agent.....Melvin Zalkin
 Chief Engr.....Murray Weinstein

PRODUCTS: Manufacturer of Freed-Eise-
 mann high-fidelity radio-phonograph com-
 binations, all incorporating frequency modu-
 lation band.

Garod Radio Corporation

70 Washington Street, Brooklyn 1, N. Y.
 Phone: MAin 4-6044

President.....Leonard Ashbach
 Asst. to President.....Maurice Raphael
 Vice-President.....Louis Silver
 Chief Engineer.....Barnet S. Trott
 Credit Manager.....Benjamin Orlin
 Purchasing Agent.....Sol Predeger
 Advertising Manager.....Joseph G. DeVico
 Industrial Relations Mgr...Bernard Marks
 Export Manager.....Ernest Nigaglioni
 Service Manager.....Carl Volpe

PRODUCTS: Receivers: Battery—Console,
 Table, Personal, Portable; Electric — AM
 Midget, AM Table, AM Console, AM Portable
 AC-DC, AM Console with Phonograph, AM
 Console with Phonograph and Recorder;
 AM-FM Table, AM-FM Console with Phono-
 graph; AM-FM Console with Phonograph
 and Recorder; Television—Table, with FM,
 with AM, with FM-AM; Console, with FM,
 with AM, with FM-AM and Phonograph.
 Record Players.

Gates Radio Company

123 Hampshire Street, Quincy, Illinois
 Phone: Quincy 522

President.....P. S. Gates
 Sales Manager.....F. J. Pippenger
 Chief Engineer.....F. O. Grimwood
 Credit Manager.....L. I. McEwen
 Purchasing Agent.....J. P. Bowers
 Advertising Manager.....F. J. Pippenger
 Industrial Relations Mgr.....L. I. McEwen
 Export Manager.....F. J. Pippenger
 Service Manager.....F. W. Wentura

PRODUCTS — Transmitters: Standard
 Broadcast, FM Broadcast, VHF Broadcast,
 Short Wave Broadcast, Relay, Fixed Station,
 Marine, Emergency Services, Broadcast
 Speech Input; Remote Amplifying; Pro-
 fessional Transcription Equipment; Pro-
 fessional Recording Equipment; Special Am-
 plifying Equipment (fatigue amplifiers, etc.);
 Broadcast Monitoring Equipment.

**General Electric
Electronics Department**

Thompson Road, Syracuse 1, N. Y.
Phone: 6-4411
President of Company.....C. E. Wilson
Vice-Pres.-Gen. Mgr. Electronics Dept.
Dr. W. R. G. Baker
Genl. Sales Mgr.....A. A. Brandt
BRANCH OFFICES: All principal cities.
PRODUCTS: Receivers, Transmitters,
Tubes, Components.

General Electronics Inc.

101 Hazel St., Paterson 3, N. J.
Phone: Sherwood 2-5271
President.....D. E. Replogle
Sales Manager.....C. G. Hampson
PRODUCTS: Electron power and transmitting tubes, fluorescent starters.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio
Phone: 2235
President.....A. W. Fritzsche
Treasurer.....C. F. Russert
Vice-Pres., Sales Mgr. of Mechanical Div.
H. E. Moon
Vice-Pres., Sales Mgr. of Plastics Div.
Steve Hiltibrant
Chief Engr.-Mechanical Div.
Howard Shumaker
Chief Engr.-Plastics Div.....Russell Smith
Purchasing Agent.....Cleto Heinrich
PRODUCTS: Molded plastics — electric spring phonograph motors, record changers; recorders — combination record changer; heater and defroster motors.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400
Chairman of the Board.....Samuel Cohen
President.....A. Blumenkrantz
Executive Vice-President....Richard E. Laux
Vice-President—Sales.....Don J. Phelps
Sales Manager.....George P. Marron
Chief Engineer.....Berne N. Fisher
Comptroller.....A. Konecny
Director of Purchases.....C. B. L. Townley
Purchasing Agent.....C. F. Richardson
Industrial Relations Mgr.....V. J. McMann
BRANCH OFFICES: 737 No. Michigan Ave., Chicago, Ill., Phone, Delaware 1048, L. G. Bacher; Room 23, 4th Floor, White Memorial Bldg., Syracuse, N. Y., Phone Syracuse 6-0510, R. D. Griffiths.
PRODUCTS: Variable condensers, push button devices, record changers, loud speakers.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
Phone: Victory 0707
President.....Morris Perlman
Chief Engineer.....Lester Lindgren
Purchasing Agent.....Ernest Neustadter
Sales Mgr.....L. Tenenberg
PRODUCTS: Coil Forms, Sockets, Fabricators of Laminated Phenolic Materials.

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 Mfg.....C. C. Carey
Secretary-Treasurer.....F. L. Tucker
Export Mgr.....C. E. Hills, Jr
Chief Engineer.....M. Eastham
BRANCH OFFICES: Key cities
PRODUCTS: Precision radio and electronic laboratory and testing instruments.

The Hallicrafters Co.

4401 W. 5th Ave., Chicago 24, Ill.
Phone: Van Buren 6300
President.....W. J. Halligan
Exec. Vice-President.....R. W. Durst
Secretary-Treasurer.....J. J. Frendreis
Sales Manager.....R. J. Sherwood
Asst. Sec.-Purch. Agent.....E. J. Corcoran
Assistant Treasurer.....M. P. Heinz
Sales Mgr.....R. J. Sherwood
Asst. Sales Mgr.....C. A. Wiot
Sales Prom. Mgr.....C. Shapiro
Adm. Asst.....R. L. Russell
Vice-President.....L. L. Kelsey
Works Supt.....G. H. Hartley
PRODUCTS: Mfrs. of Radio & Electronic Equipment.

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
Secretary-Comptroller.....E. A. Wittmer
Chief Engr.....E. A. Leach
PRODUCTS: Manufacturers of precision communications equipment.

Hartenstine Zane Co., Inc.

225 Broadway, New York 7, N. Y.
Phone: BA 7-8390-1
Gen.-Mgr.Chas. J. Hartenstine
BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. Phone, Orange 4-6054. M. A. Hartenstine.
PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and

painting radio towers; installing ground system for AM Broadcasting and all types of antennae and accessories for FM Stations; Maintenance of radio towers, obstruction lighting equipment and FM antennae.

Harvey Radio Laboratories, Inc.

447 Concord Avenue, Cambridge 38, Mass.
Phone: Trowbridge 2800

President.....Frank Lyman, Jr.
Asst. to Pres.....David T. Ferrier
Clerk of Corp.....Ronald W. Martin
Chief Engineer.....Bernard J. Cosman
Purchasing Agent.....Frank Waterhouse
Comptroller.....Gordon C. Genthner
Prod. Mgr.....George Tompkins
Personnel Dept.....Mary Rizzitano

PRODUCTS: Signal Generators, Power Supplies, Galvascopes, Two-way Radio Communication equipment, FM Studio Broadcast Receivers, FM Station Transmitters, Transmitters for Experimental and Commercial Use.

Hazeltine Electronics Corp.

1775 Broadway, New York 19, N. Y.
Phone: COlumbus 5-0791

President.....W. A. MacDonald
Exec. Vice Pres.....W. H. Grinditch
Vice Pres.....Laurence B. Dodds
Vice Pres.....Jack Binns
Vice Pres.....Fielding Robinson
Vice Pres.....Comm. Jennings B. Dow
Treasurer.....John D. Grayson
Secretary.....Paul Armitage
Dir. of Eng.....Arthur V. Loughren

BRANCH OFFICE: 58-25 Little Neck Parkway, Little Neck, N. Y., Phone, Flushing 7-0300, W. A. MacDonald.

PRODUCTS: Radar, Communication and Navigation electronic equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, New Jersey
Phone: Plainfield 6-0878

President.....George K. Haydu
Chief Engineer.....Zoltan Haydu
Sales Mgr.....Al Fleischmann

PRODUCTS: Precision stampings and wire forms for radio, radar and television tubes; burner equipment for glass forming machinery.

Hoffman Radio Corp.

3761 S. Hill St., Los Angeles 7, Calif.
Phone: Prospect 3446

President.....H. L. Hoffman
Vice President.....W. D. Douglas
Secretary-Treasurer.....R. A. Yarcho
Sales Manager.....R. J. McNeely
Comptroller.....C. E. Underwood
Works Manager.....E. F. Gertsch
Purchasing Agent.....S. L. Spraggin
Surplus Manager.....B. L. Fuller

BRANCH OFFICE: Merchandise Mart, 1355 Market St., San Francisco, Calif., Walter J. Epstein.

PRODUCTS: Radios, Radio-Phonographs, Home recording (Musicord), Wire recording (Wirecord).

Howard Radio Co.

1731-35 Belmont Ave., Chicago 13, Ill.
Phone: Diversey 2000

President.....Joseph F. Riley
Sales & Export Mgr.....J. M. Muniz
Sales Mgr.....Howard C. Briggs
Chief Engineer.....W. James

PRODUCTS: AM-FM radios and phonograph combinations, television receivers and other electronic products.

Hytron Radio & Electronics Corp.

76 Lafayette St., Salem, Mass.
Phone: Salem 2260

President.....Bruce A. Coffin
Vice-Pres.....Edgar M. Batchelder
Chairman of Board-Treas.....Lloyd H. Coffin
Sales Manager.....John Q. Adams
Chief Engineer.....C. F. Stromeyer
Credit Manager.....M. S. Jones
Purchasing Agent.....Edward R. Carroll
Industrial Relations Mgr.....A. S. Nelson
Export Mgr.....W. L. Urquhart
Advertising Manager.....Harry G. Burnett

BRANCH OFFICES: 432 Fourth Ave., New York 16, N. Y., Phone, MUrray Hill 4-4178, Everett B. Boise, Commercial Engr.; 4000 West North Ave., Chicago 39, Ill., Phone, Capitol 6500, Donald G. Haines, Commercial Engr.; 11 West 42nd St., New York, N. Y., Phone, PEnnsylvania 6-2980, W. L. Urquhart.

PRODUCTS: Receiving and electronic tubes; special purpose tubes, ultra violet sun lamps, ballast, voltage regulators.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago 2, Ill.
Phone: FRanklin 1114

President.....A. D. Plamondon, Jr.
Vice-Pres.....G. P. Smith
Sales Mgr.....R. F. Smith
Gen. Mgr. Mfg.....D. D. Cleghorn

BRANCH OFFICES: Key cities.

PRODUCTS: Permanent Magnets: Alnico, Cunico, Cunife, Indalloy, Vectolite, Silmanal, Cobalt, Chrome and Tungsten; Magnetic Recording Tape: Hyflux.

Insuline Corp. of America

36-02 35th Ave., Long Island City 1, N. Y.
Phone AStoria 8-3738

President.....S. I. Spector
Sales Manager.....Bernard L. Cahn
Secretary.....A. S. Spector
Adv. Manager.....A. S. Chambers
Supt.....F. Henneke
Purchasing Agent.....H. Weston

Design Engineer.....V. Harkavy
 Personnel Dir.....C. Horwitz
 Chief Engineer.....John Donato
BRANCH OFFICES: 600 S. Michigan Ave.,
 Chicago 5, Ill., Leroy Beier; 942 Maple Ave.,
 Los Angeles 15, Calif., E. Colman; 154 Nas-
 sau St., New York, N. Y., I. C. A. Export.

PRODUCTS: Radio Receiving-Transmit-
 ting Parts and Accessories, Stamping Metal
 Goods, Radio Chassis, Metal Cabinets, Plugs,
 Jacks, Sockets, Screw Machine Parts, Test
 Tools, Test Leads, Auto Antennas, Auto
 Radio Noise Suppressors.

International Electronic Corp.

1422 Circle Tower Bldg., Indianapolis, Ind.
 Phone: FRanklin 6866

President.....William W. Garstang
 Vice-President.....Donald L. Hings
 Secretary.....George Woodling

BRANCH OFFICE: 281 N. Howard Ave.,
 Vancouver, B. C., Donald L. Hings, Vice-
 Pres.

PRODUCTS: Static Free Radio Receivers,
 Fixed Frequency Receivers, Engineering
 Services.

International Detrola Corporation

Beard Avenue at Chatfield, Detroit 9, Mich.
 Phone: Vinewood 1-8100

V.P. & Gen. Mgr.....G. A. Bodem
 Sales Mgr. Home Radios...Harley R. Wall
 Dir. of Purchases.....G. H. Funk
 Dir. of Engineering.....R. M. Daugherty
 Asst. Secty-Asst. Treas.....R. P. Schmelzer
 Service Manager.....K. L. Granger

PRODUCTS: Receivers: Electric—Com-
 pact, table, portable, console; Battery—Auto-
 mobile, portable, portable AC-DC, table,
 console; Combinations—Radio-Phonograph,
 radio — phonograph — recorder; Frequency
 Modulation—Table, console, FM-AM table,
 FM-AM console; record players and auto-
 matic record changers.

International Detrola Corporation

Caswell-Runyan Division

Huntington, Indiana

General Manager.....Adolph H. Schenkel
 Sales Mgr.....Fred Tower

PRODUCTS: Radio cabinets.

International Resistance Co.

401 N Broad St., Phila. 8, Pa.
 Phone: Walnut 2-2166

President.....Ernest Searing
 Vice-Pres., Sales.....Harry Ehle
 Vice-Pres. Research.....Jesse Marsten
 Chief Eng.....William H. Knowles, Jr.

PRODUCTS: Fixed and variable resistors.

J. F. D. Manufacturing Co., Inc.

4107 Fort Hamilton Parkway,
 Brooklyn 19, N. Y.
 Phone: GEdney 8-3100

President.....Julius Finkel
 Vice-President.....Albert Finkel
 Secty.....Edward Finkel
 Advertising Mgr.....Bernard Bonder
 Development Engr.....Albert Friedman
 Production Engineer.....M. Director
 Factory Foreman.....O. Maltzman

PRODUCTS: Key hex wrenches, Bristo
 spline wrenches, plugs, male; female; AC-DC
 —Continental and Domestic Test Leads, Test
 Prod, Phono Needles, Grille Cloth, Dial
 Pointers, Steel Rule and Wire Gauge, Line
 Cords—Resistance Cords; AC Service Cords,
 "Sockette" Radio Tube Adapters, Exact Dup-
 licate Ballast Tubes, Phosphor Bronze Dial
 Cable, Battery Adapter Harnesses, Adjustable
 Ballast Tubes, Resistance Cord Adapters,
 Phono Adapter Switches, Microphone Con-
 nectors, Midget Jacks & Plugs, Toggle Switch-
 es, Auto Condensers, Speaker Cement, Ant-
 ennae Loop, Auto Antennas, Battery Plug,
 Tube Shields, Radio Wire, Suppressors, Dial
 Belts, Dial Cord.

**The Jackson Electrical
 Instrument Co.**

16-18 S. Patterson Blvd., Dayton 1, O.
 Phone: Hemlock 4076

President-Sales Manager...Paul F. Jackson
 Chief Engineer.....Robert Apple
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-President.....J. M. Bennis
 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. Laramie Ave., Chicago 38, Ill.
 Phone: Portsmouth 7600

President.....Thomas A. White
 Vice-Pres.-Chief Engr....Hugh S. Knowles
 Purchasing Agent.....George H. Turner
 Credit Mgr.....H. E. Venner
 Ind. Rel. Mgr.....L. J. Emerson
 Advertising Manager.....Bayard H. Clark
PRODUCTS: Loudspeakers, reproducers.

Johns-Manville

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

Phone LExington 2-7600

Chairman of the Board.....Lewis H. Brown
President.....R. W. Lea
V.P. & Asst. to Ch. of the

Board.....J. P. Syme
V.P. (Relationships).....L. C. Hart
V.P. (Finance).....Alvin Brown
V.P. (Production).....A. R. Fisher
V.P. (Sales).....L. M. Cassidy
V.P. (Research).....C. R. Rassweiler
Treasurer.....Roger Hackney
Secretary.....Vandiver Brown

BRANCH OFFICES: All key cities

PRODUCTS: Acoustical Materials.

Kenyon Transformer Co., Inc.

840 Barry St., Bronx 59, N. Y.

Phone DAYton 9-0100

President.....Franklin P. Kenyon
Vice-President.....Richard B. Shimer

PRODUCTS: Electrical transformers, Reactors, Wave filters.

Kerrigan Lewis, Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.

Phone: Spaulding 7208

President.....Vincent M. Kerrigan
Vice-Pres.-Treasurer.....Charles F. Lewis

PRODUCTS: Magnet and Litzendraht Wire.

Kimble Glass

Division of Owen-Illinois Glass Co.

Ohio Bldg., P. O. Box 1035, Toledo 1, Ohio

Phone: Main 7131

Vice President and General
Manager.....H. K. Kimble
Vice President and General
Sales Manager.....S. J. McGiveran
Mgr., Industrial and Electronics
Division.....R. W. Rogers
Mgr., Sales Promotion
Division.....Harlan Hobbs

PRODUCTS: Cathode Ray Bulbs, hand blown hard and soft glass bulbs, and lime glass tubing.

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.

Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
Treas.W. R. MacLeod
Secy.Barbara H. King

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barex getters.

Kings Electronics Co., Inc.

372 Classon Avenue, Brooklyn 5, New York.
Main 2-2086

President.....M. R. Weissman
Vice Pres. & Sales Mgr.....J. H. Robinson

Chief Engineer.....Lou Hoffer
Credit Manager.....M. R. Weissman
Purchasing Agent.....M. Glick
Advertising Manager.....J. H. Robinson
Industrial Relations Mgr.....Lou Hoffer
Export Manager.....J. H. Robinson
Service Manager.....Lou Hoffer

PRODUCTS: FM, Television and Ham Antennas, Variable Condensers, Microphone Plugs and Jacks, Co-axial Connectors, Wave Guides, Wave Traps, Radar Assemblies, Special Electronic Equipment, Television Antenna and Installation Service for Television Manufacturers in Metropolitan New York and Long Island.

Kludge Electronics Co.

1913 Montrose St., Los Angeles 26, Calif.

Phone: Fairfax 4587

President-Chief Engineer Myron E. Kludge
Vice-President.....George R. Maury
Sect.-Treas.....Edward C. Bickhart, Jr.

PRODUCTS: Radio Broadcast Equipment, FM Receivers and Converters, Electronic Photoflash Equipment.

Langevin Manufacturing Corp.

460 West 34 St., New York 1, N. Y.

Phone: LO 3-2500

President.....Carl C. Langevin
Sales Manager.....J. Martinec
Sales Promotion Manager.....H. Harkavy

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
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.....R. M. Mock
Vice President.....E. R. Crane
Secretary & Treasurer.....L. R. Raemer
Sales Manager, Radio & Recorder

Division.....A. W. Korb
Merchandising Manager, Home Radio & Wire Recorders.....Nate Hast
Sales & Field Service Manager,
Aircraft Radio.....H. J. Hamm
Chief Engineer, Research &

Development.....R. G. Leitner
Aircraft Radio Division.....Earl Evans
New York, Export Manager.....L. Gelin

BRANCH OFFICES: 1860 Broadway, New York, N. Y., Phone, Circle 6-5665, Executive-

in-Charge, C. W. Willis; 11916 W. Pico Blvd., Los Angeles 34, Calif., Phone, Arizona 9-7765, Executive-in-Charge, B. Adams; 666 N. Lake Shore Drive, Chicago, Ill., Phone, Whitehall 6290.

PRODUCTS: Receivers: Battery-table, Portable, Portable AC-DC; Electric—AM Table, AM Portable, AM Console, AM-FM Console; Combinations—Radio-Phonographs; Record Players; Aircraft Receivers and Transmitters, Automatic Radio Compass; Antenna Reels; Magnetic Wire and Tape Recording; Variable Condensers; Record Changers.

Lehigh Structural Steel Co.

17 Battery Place, New York 4, 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.

John E. Lingo and Son, Inc.

2814 Buren Ave., Camden, N. J.
Phone Camden 0487

President.....J. E. Lingo
Asst. to President.....Joseph J. Taylor
Chief Engineer.....Wesley Thompson
Production Superintendent..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.

1063 Hope Street, Stamford, Conn.
Phone: 4-5781

President.....R. R. Machlett
Vice-President.....W. E. Stevenson
Treasurer.....J. A. Lambert
Vice President.....H. J. Hoffman
Vice President.....J. W. Skehan
Mgr. Engineer.....T. H. Rogers
Adv. Mgr.....R. N. Kellogg, Jr.
Export Mgr.....A. Foster

PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

The Magnavox Company

2131 Bueter Rd., Fort Wayne 4, Indiana
Phone: Anthony 5474

President & Treasurer..Richard A. O'Connor
Executive Vice-President....Frank Freimann
Factory Manager.....L. E. Quinell
Chief Electrical Engineer, Radio-

Phonograph Division...R. H. Dreisbach
Sales Manager—Components Div.

Stanley S. Sondles

PRODUCTS: Receivers: Combinations radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, television-console, speakers, capacitors, solenoids, sound slide film equipment.

John Meck Industries, Inc.

Liberty at Pennsylvania Sts., Plymouth, Ind
Phone: 33

President.....John S. Meck
Secty. & Controller.....Russell G. Eggo
Treasurer.....G. F. Meck
Prod. Mgr.....R. C. Freytag
Factory Mgr.....Chas. E. Palmer
Purchasing Agt.....J. L. Jones

BRANCH OFFICE: 35 E. Wacker Dr., Chicago, Ill., Phone, And. 3550.

PRODUCTS: Radios, radio-phonograph combinations, phonographs, transmitters, amplifiers, FM converters, etc.

**Meissner Mfg. Division
Maguire Industries, Inc.**

Bellmont & Seventh Sts., Mt. Carmel, Illinois
President.....Russell Maguire
Phone: 733

Sales Manager.....W. M. Atkins
Prod. Manager.....Fred Lester
Chief Engineer.....W. J. Harrison
Credit Mgr.....C. B. Rafferty
Purchasing Agent.....J. C. Hershman

PRODUCTS: AM & FM radio receivers, radio-phonograph combinations, radio amateur equipment, radio coils for replacement, radio coils for equipment, radio servicemen's test equipment.

Majestic Radio & Television Corp.

900 No. State St., Elgin, Ill.
Phones:

(Chicago Exchange) EST. 6900
(Elgin Exchange) 8300

President.....E. A. Tracey
Vice-President.....Parker H. Ericksen
Chief Engineer.....E. B. Passow
Sales Manager.....A. J. Lindholm

PRODUCTS: Home receivers; table model radios; table model radio-phonographs; radio-phonograph consoles, AM and FM.

Measurements Corp.

116 Monroe St., Boonton, N. J.
Phone: Boonton 8-2131

President-Gen. Mgr.....H. W. Houck
Chief Engineer.....Jerry B. Minter
Chief Research Engineer...John van Beuren
Sales Mgr.....Nelson C. Doland, Jr.

Credit Mgr.....Robert Meyer
Advertising Mgr.....Edgar M. Weed
BRANCH OFFICES: Key cities.

PRODUCTS: Standard Signal Generators, Pulse Generators, Square Wave Generators, UHF Radio Noise & Field Strength Meters, Vacuum Tube Voltmeters, Peak Voltmeters, Megohm Meters, Megacycle Meters, R.F. Attenuators, Inductance Bridges, Capacitance Bridges, Phase Sequence Indicators, Moisture Meters, Television Transmission and Receiving Test Equipment, Special Test Equipment, Fixed Capacitors and Resistors, Variable Condensers.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone GRamercy 5-9466

President.....Dr. R. Byrne
Sec.-Gen. Mgr.....J. M. Kuhlik, Sc.D.
Chief Engr.....I. W. Kuhlik
Purchasing Agent.....J. V. Conniff
Treasurer.....H. B. Kuhlik
Advertising Mgr.....B. Burns

PRODUCTS: Filmgraph Sound-on-Film Recorders & Reproducers, Continuous Recorders & Reproducers, Tape Recorders & Reproducers, Automatic Recorders and Reproducers, Permanent Recorders and Reproducers, Reference Recorders, Conference Recorders, Telephone Recorders, Interview Recorders, Telemike — Induction Units for listening to or recording two-way Telephone Conversations.

James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Massachusetts.
Phone Malden 4108-09

Advertising Manager.....James Millen
Sales & Engr. Mgr.....E. E. Williams
Credit Manager.....Frances Bearse
Purchasing Agent.....George H. Pike
President.....James Millen
Export Manager.....Carl Lohman Janik

PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

Miller Manufacturing Company

Glen Cove, New York.
Phone Glen Cove 2796

Proprietor.....Thomas F. Miller
Sales Manager.....Henry J. Smith
Chief Engineer.....Joseph Picarelli
Credit Manager.....Henry W. Anderson
Purchasing Agent.....Harold Large

PRODUCTS: Broad Band Antennas, Receiving and Transmitting.

Mirror Record Corp.

1133 Broadway, New York 10, N. Y.
Phone CH 3-2222

Pres. & Treas.....Paul K. Trautwein
Chief Engr.....R. V. Hough
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Motorola, Inc.

4545 Augusta Boulevard, Chicago 51 Illinois.
Phone Spaulding 6500

President.....Paul V. Galvin
Vice Pres. in Charge of Automotive Division.....Elmer H. Wavering
Vice Pres. in Charge of Home Products Division.....Walter H. Steller
Vice Pres. in Charge of Communications & Electronics Division.....D. E. Noble
Sales Manager.....Wm. H. Kelley
Chief Engineer.....Donald H. Mitchell
Treasurer.....George R. MacDonald
Vice Pres. in Charge of Purchasing

Frank J. O'Brien
Credit Manager.....Henry Kleinhans
Purchasing Agent.....Carl Zehnle
Advertising Manager.....Victor A. Irvine
Personnel Manager.....George Lambert
Export Manager.....Carl M. Wynne
Service Manager.....A. T. Alexander

PRODUCTS: Receivers: Battery — Automotive, Table, Personal; Electric — AM Table, AM Console, AM Portable AC-DC, AM Console with Phonograph; FM Table, FM Console, FM Console with Phonograph; AM-FM Console, AM-FM Console with Phonograph; Television—Table, with AM; Console, with AM; Amateur, Aviation, Marine, Police, Emergency Service, Taxicabs, Trucks and Busses, Walkie-Talkie; Record Players. Transmitter: FM Broadcast, VHF Broadcast, Fixed Station, Marine, Aviation, Police, Emergency Services.

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
Phone: Wabash 8800

President-Treasurer.....Leslie F. Muter
V.P.-Credit Manager.....A. A. Dailey
Sales Mgr.-Vice-President....Paul J. Pfohl
Sales Mgr.-Vice-Pres.....K. E. Folfelson
Purchasing Agent.....A. R. Campbell

PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spira shields, antenna loops, I. F. and R. F. transformers.

National Carbon Co., Inc.

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8000

President.....A. V. Wilke
Vice-Pres. & Gen. Mgr.....J. M. Spangler
Vice-Presidents.....C. O. Kleinsmith,
H. M. Warren
General Sales Mgr.....R. P. Bergan
Mgr. Battery Eng. Dept.....W. H. Fritz

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Air Cell" batteries for 2-volt and 1.4 volt receivers.

National Union Radio Corp.

350 Scotland Rd., Orange, N. J.
Phone: Orange 3-9420

President K. C. Meinken
Vice President G. A. Bodem
Treasurer W. H. Carey
Secretary J. V. Deevy
Credit Manager H. A. Pope
Advertising Manager E. J. Maginot

PRODUCTS: Electron Tubes; Receiving; Transmitting; Cathode Ray; Special Purpose; Phototubes; Research & Development. Capacitors, Batteries, Dry, Ballasts, Panel Lamps, Volume Controls, Auto Vibrators.

New York Transformer Co., Inc.

Third Avenue, Alpha, New Jersey
Phone Phillipsburg 5-1188

President Z. Burzyeki
Sales Manager T. B. Armstrong
Chief Engineer E. D. Belanger
Credit Manager Miss R. Seligson
Purchasing Agent C. Sefer
Plant Manager J. B. Schaefer

PRODUCTS: Transformers and Reactors for Radios, Transmitters, and Receivers; Audio Frequency Coils; Electronic Control Devices, etc.

Olimpic Radio & Television Inc.

3401 38th Ave., Long Island City, N. Y.
Phone: Stillwell 4-6961

President A. A. Juviler
Exec. Vice-President P. L. Schoenen
Vice-Pres.-Treasurer M. Sobin
Director of Sales Al Friedman
Purchasing Engineer W. Hegyi
Office Manager L. Haber

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATLantic 6161

President John A. Proctor
Credit Manager David E. Davis
Service Manager Myrl J. Knapp
Chief Engineer Fred Nette

PRODUCTS: Radio speakers, output and line transformers.

Packard-Bell Co.

3443 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Fairfax 2141

President Herbert A. Bell
Ex. V.P. & Gen. Mgr. H. D. Thomas, Jr.
V.P. Chg. Eastern Sales J. M. Spain
V.P. Chg. Western Sales ... W. Lowell Wood
Sales Manager F. E. Ware
Purchasing Agent A. T. Baxter
Plant Manager C. E. Davies
Personnel Director A. S. White, Jr.
Sec.-Treas.-Comptroller L. R. Day
Chief Engr. R. H. Freck

PRODUCTS: Radios, phonographs, home recording instruments, FM and Television equipment.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEBaska 4-5100

Chairman of the Board Larry E. Gubb
President John Ballantyne
Exec. V.P. Wm. Balderston
V.P., Charge of Merchandising James H. Carmine
V.P., Charge of Radio Production Joseph H. Gillies
V.P., Charge of Home Radio Division Larry F. Hardy
V.P., Charge of Service Division Robert F. Herr
V.P., Charge of Sales ... Thomas A. Kennally
V.P., Charge of Research & Engr. David B. Smith
Treasurer William R. Wilson

BRANCH OFFICES: Key cities.

PRODUCTS: Radios, Radio-Phonographs, Refrigerators, Television Receivers, Home Air Conditioners, Freezers, Automobile Radios, Accessories.

Philharmonic Radio Corp.

119 West 57 St., New York 19, N. Y.
Phone: Circle 7-0449

President B. Lippin
Vice-President B. Bernardi

PRODUCTS: FM-AM radio-phonographs, FM-AM receiving sets, television sets, airborne radar equipment, radio transmitters, test equipment, synchrosopes, square-wave generators, underwater sound equipment, two-hand high sensitivity portable receivers, cathode ray equipment, monitor and control equipment.

PRODUCTS: FM-AM radio-phonographs, FM-AM receiving sets, television sets, airborne radar equipment, radio transmitters, test equipment, synchrosopes, 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

President Philip Schwartz
Chief Engineer Reginald Burke
Credit Manager C. Mildred
Export Manager M. Greenker
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-Treasurer I. W. Wyckoff
General Works J. Benjamin
Sales Manager Sidney Surin
Purchasing Agent Eliot Schwartzman
Export Sales Manager E. L. Hall

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers and television receivers, non-breakable pilotone vinylite records.

Press Wireless Mfg. Corp.

Cantiague Rd., Hicksville, L. I., N. Y.

Phone: Hicksville 988

President A. Warren Norton
Gen. Mgr. Carl W. Sundberg
Treasurer James Humphry, Jr.
Factory Manager M. G. Himmel
Sales Manager J. Harvey McCoy

PRODUCTS: Transmitters any power rendering A-1, A-2, A-3 service, Frequency Shift Keyer for transmission, Frequency Shift Monitors for transmission, Frequency Shift Converters—Teletype transmission and reception, Anti-Fade—Exalted carrier in diversity receiving equipment, Ink Tape Recorders and pullers, Diversity Receivers, Line Amplifiers, Power Supplies, Compression Amplifiers.

Presto Recording Corp.

242 W. 55th St., New York 19, N. Y.

Phone: Circle 5-7760

President George J. Saliba
Secretary Morris M. Gruber
Treasurer A. Benjamin
Comptroller Ruth B. Sholes
Sales Manager Thomas B. Aldrich

BRANCH OFFICES: Key cities.

PRODUCTS: Stationary and portable sound recorders, Stationary and portable transcription equipment, associated amplifier equipment, master discs, instantaneous recording discs, recording and reproducing styli, Gear driven turntables and recorders.

Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.

Phone: Camden 4-7300

President Stanley S. Cramer
Vice-President Russell E. Cramer
Vice-President Russell E. Cramer, Jr.
Sales Manager William J. May
Factory Managers Charles F. Molzen,
F. A. Cowgill

Treasurer William W. Paul
Chief Engr. J. S. Robb
Dir. Labor Rel. J. B. Thompson

PRODUCTS: Variable air condensers; Variable Air Capacitors for special radio apparatus of all description, "Rotonoid," (a power device for various applications).

RCA Victor Division Radio Corp. of America

Front & Cooper Streets

Camden, New Jersey

Phone: Camden 4-8000

Executive Vice President... Frank M. Folsom
Vice President and General
Manager J. G. Wilson
Vice President in Charge Law
and Finance J. H. McConnell
Vice President in Charge
Operations F. D. Wilson
Director of Public Relations J. K. West
Vice President and Director of
Engineering Dept. D. F. Schmit
General Manager, Consumer Custom
Products Dept. H. H. Higginson
President, RCA Service Co.,
Inc. E. C. Cahill
General Manager, Educational
Sales Department W. H. Knowles
Director of Distribution
Department H. M. Winters
President, RCA Victor Distributing
Corporation W. M. Norton
Director, Materials Dept. ... V. deP. Goubeau
Vice President in Charge Home
Instruments Dept. J. B. Elliott
Chief, Engineer, Home Instrument
Department D. D. Cole
General Sales Manager, Home
Instrument Department H. G. Baker
Vice President in Charge Record
Department J. W. Murray
General Sales Manager, Record
Department D. J. Finn
Chief Engineer, Record Dept. ... H. I. Reiskind
Vice Pres. and Acting Gen. Sales Mgr.
in Chg. Tube Dept. L. W. Teegarden
Chief Engineer, Tube Dept. Dr. G. R. Shaw
Vice President in Charge Engineering
Products Department W. W. Watts
General Sales Manager, Engineering
Products Department T. A. Smith

Chief Engineer, Engineering Products
 Department M. C. Batsel

DIVISION PLANTS: Main Offices: Camden, N. J.; Harrison, N. J.; Lancaster, Pa.; Indianapolis, Ind.; Bloomington, Ind.; Monticello, Ind.; Pulaski, Va.; Canonsburg, Pa.; Detroit, Mich.; Hollywood, Calif.

PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenkert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chimes, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Service Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens, Service & Maintenance for Electronic Equipment, 16mm Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government, Television Receivers, Transmitters, and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-Phonographs, Wire Recorders.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City 1, N. Y.
 Phone: Astoria 8-1010

President C. R. Runyon, Jr.
 Vice-Pres. Frank A. Gunther
 Secretary Joseph Behr
 Chief Engineer Malbon H. Jennings
 Mgr. Engrs.-Plant Manager . . . James R. Day
 Director of Purchases Joseph Behr
 Mgr. of Sales C. R. Runyon, III
 Service Mgr. Joseph Toman

BRANCH OFFICES: Key cities.

PRODUCTS: Broadcast transmitters, FM and AM, 250 watts to 50 kw; Antennas—FM, speech input equipment, Frequency Modulation monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment.

Raytheon Manufacturing Co.

Waltham 54, Mass.

President Laurence K. Marshall
 Exec. V.P. Charles F. Adams, Jr.
 Comm. Products Div. Sales
 Mgr. William A. Gray
 Product Mgr., B'cast. Equip. . . . R. K. Dixon
 Adv. Mgr. John S. Spargo
 Vice-Pres.-Treas. David T. Schultz
 Vice-President Ray C. Ellis

BROADCAST EQUIPMENT REPRESENTATIVES: Key cities.

PRODUCTS: AM, FM and television transmitters, transmitter accessories, tubes, FM antennas, speech input equipment, transmission line accessories, antenna phasing and coupling equipment, amplifier equipment, engineering services, custom-built transmitting and studio equipment.

Rek-O-Kut Company

38-01 Queens Boulevard, Long Island City 1,
 New York.

Phone: Stillwell 4-7853

Partner George Silber
 Sales Manager George Silber
 General Manager S. Simonson
 Credit Manager A. Friedman
 Advertising Manager Alex Rothschild
 Export Agents Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Pick-ups, Meters, Transformers.

Scott Radio Laboratories, Inc.

4541 N. Ravenswood Ave., Chicago 40, Ill.
 Phone: Longbeach 5172

President H. S. Darr
 Exec. Vice Pres. F. D. Beiser
 Vice Pres., Sales Manager and Advertising
 Manager J. C. Elliff
 Chief Engineer W. F. Cotter
 Comptroller P. B. Schuecking
 Purchasing Agent and Production Manager
 R. E. Strand
 Export Manager M. A. Lachenmann
 Service Manager J. R. Sensyk

PRODUCTS: Receivers: Electric—AM Console, AM-FM Console with Phonograph; Television—Console.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Illinois
 Phone: University 2400

President E. Alschular
 Vice-President M. D. Block
 Production Manager I. J. Jacobsen
 Chief Engineer W. J. Schnell
 Purchasing Agent P. O. Krumm

SecretaryC. S. Willard
Sales Manager.....E. G. May
Export Manager.....H. A. Sillcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Company (Div. of Sherron Metallic Corp.)

1201 Flushing Ave., Brooklyn 6, New York.
Phone: Evergreen 7-2820

President.....P. H. Sherron
Director of Purchases.....M. C. Turner
Chief Engineer.....M. V. Barasch
Sales Engineer.....E. P. Alisch
Director of Television.....P. J. Gollhofer

PRODUCTS: Transmitters: Standard Broadcast, FM Broadcast, VHF Broadcast, Television, Relay, Fixed Station, Facsimile. Complete Electronic Engineering Service—Electronic Laboratory for Development, Design and Research of Electronic Problems. Studio Control Equipment; Test Equipment for Television; Vacuum Tubes and Electronic Components; Laboratory and Production Instruments; Special Custom-Built Electronic Devices for Industrial Application; Electronic Heating; Experimental Television Station W2XDK.

Sonora Radio & Television Corp.

77 W. Washington St., Chicago 2, Ill.
Phone: Cen. 3614

PresidentJoseph Gerl
V. P.—Charge Sales.....Edward Harris
Credit Manager.....Ray Shadley
Ind. Rel. Manager.....Ben Freund
Chief Engineer.....Don Fetterman
Advertising Mgr.....Herbert S. Hall
Recording Director.....Marie Ruebens

PRODUCTS: Radios, radio-phonographs, portables, AM-FM combinations, television receivers, phonograph records, Sterling cedar chests.

Sound, Inc.

221 E. Cullerton Street, Chicago 16, Ill.
Phone: Victory 7234

PresidentAllen Shoup
Vice Pres. & Sales Mgr....K. M. R. Gaarder
Ass't Sales Mgr.....Geo. K. McMillen
Chief Engineer.....Rudolph A. Bierwirth
Credit Manager.....Henry E. Watkins
Purchasing Agent.....Ernest Teasley
Advertising Managers....K. M. R. Gaarder,
George K. McMillen
Industrial Relations Mgr....P. R. Willmarth
Export Managers.....K. M. R. Gaarder,
George K. McMillen

Service Managers.....K. M. R. Gaarder,
George K. McMillen

PRODUCTS: Electronic and Sound Equipment. Specialty Amplifiers of all types.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago 14, Ill.
Phone: Lakeview 6000

President.....J. S. Knowlson
Exec. Vice-President.....F. A. Hiter
Sales Mgr. Radio Dept.....F. D. Masters
Service Manager.....N. J. Cooper
Chief Engineer.....S. C. Kolanowski
Supt. Radio Prod.....H. Gillig

PRODUCTS: Radios: AM-FM, Console, Table, Console Combinations, Table Combinations, Portable. Television: AM-FM, Console.

Stromberg-Carlson Co.

100 Carlson Road, Rochester 3, N. Y.
Phone: Culver 0260

President.....Ray H. Manson
Vice-President-General Mgr...Lee McCanne
Vice-President Chg. Sales..Lloyd L. Spencer
Vice-President—Engineering
and Research.....Frederic C. Young
Sales Mgr. Radio-Tele.....C. J. Hunt
Mgr. Sound Equip Div.....A. G. Schifino
Credit Manager.....Charles W. Pritchard
TreasurerWilbur W. Hetzel

BRANCH OFFICES: Key cities.

PRODUCTS: Communications equipment, including radio, television, telephone, sound equipment and wire recording equipment.

Sylvania Electric Products, Inc.

500 Fifth Ave., New York 18, N. Y.
Phone: Wisconsin 7-9500

Ch. of Bd.....W. E. Poor
Executive Vice-President,
Sales.....D. G. Mitchell
Vice-PresidentM. F. Balcom
Vice-PresidentR. H. Bishop
Vice-President.....C. P. Boggs
Vice-President.....H. Ward Zimmer
Secretary.....J. S. Learoyd
General Sales Mgr., Radio Div...C. W. Shaw
Advertising Mgr. Radio
Division.....T. P. Cunningham

BRANCH OFFICES: Key cities.

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

Teletone Radio Co.

609 W. 51st St., New York 19, N. Y.
Phone: Circle 6-4325

President.....S. W. Gross
V. P., Dir. Sales & Adv.....John S. Mills
Chief Engineer.....B. Singer

PRODUCTS: Table model radios, table model radio-phono combinations.

Television Associates, Inc.

190 N. State St., Chicago 1, Ill.
Phone: State 9222

President.....C. Collette
Vice-President.....W. Woolridge
Secretary-Treasurer.....E. C. Upton
National Sales.....Keith Kiggins
Chicago Sales.....Ann Drobeno
Michigan City Sales.....Felice Kerrigan
BRANCH OFFICES: 527 Lexington Ave.,
New York City, Phone, EL 5-2455, Keith Kig-
gins; Michigan Street, Michigan City, Ind.,
Phone, 3655, Felice Kerrigan.

PRODUCTS: Tele-Lites, Kaleidopters,
Television Studio Lighting Equipment, Tele-
vision Relay Equipment, Gadgets for special
effect television studio work, Titles for tele-
vision, production, scripts, etc. for television,
Dealers in RCA, G.E., DuMont, Crosley,
UST television receivers.

Telicon Corp.

851 Madison Ave., New York 21, N. Y.
Phone: Butterfield 8-1900

President.....Solomon Sagall
Sales Manager.....W. R. Rich
Chief Engineer.....S. Shottenfeld
Credit Manager.....M. Barish
Purchasing Agent.....I. Hecht

PRODUCTS: AM & FM broadcast receivers,
television receivers, intra-video systems,
television receiving antenna, quartz crystals.

Templetone Radio Mfg. Corp.

100 Garfield Ave., New London, Conn.
Phone: New London 5346

President.....Oscar Dane
Exec. Vice-President.....Eli Dane
Chief Engineer.....Edward Jahns
Credit Manager.....Samuel Fleder
Works Manager.....Louis Friedman
Purchasing Agent.....M. A. Gardner

PRODUCTS: Radios and electronic test
equipment, receivers, television receivers,
record players, combinations.

**Transmitter Equipment
Mfg. Co., Inc.**

345 Hudson Street, New York 14, New York.
Phone: Worth 4-7305

President.....Morton B. Kahn
Sales Manager.....George F. Coleman, Jr.
Vice Pres. in Charge of Eng....Ben Adler
Chief Engineer.....Jules Cardon
Credit Manager.....Edna J. Nagler
Purchasing Agent.....Frank C. Botscheller
Advertising Manager...Leonard Newsteder
Industrial Relations Mgr....E. E. Horrocks
Export Manager.....Arthur Rocke
Service Manager.....Joseph Malin

PRODUCTS: Receivers: Facsimile, Marine,
Police, Emergency Service, Taxicabs Trucks

and Busses, Walkie-Talkie. Transmitters:
Standard Broadcast, VHF Broadcast, Short
Wave Broadcast, Relay, Fixed Station, Ma-
rine, Aviation, Police, Emergency Services,
Fecsimile, Amateur.

United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.
Phone: Circle 6-4255

President.....Hamilton Hoge
Vice-President & Treas.....John Hoge
Vice Pres. in Charge of

Sales.....F. H. Hoge, Jr.
Chief Engineer.....Antony Wright
Comptroller.....I. T. Kitzmiller
Sales Manager.....Wm. Higgins
Production Mgr.....Frank Day
Purchasing Agent.....Percy Saunderson
Service Manager.....Thomas Jefferson

BRANCH OFFICES: 2609 24th, N.W.,
Washington, D. C., Shelby York: 80 W. Jer-
sey, Elizabeth, N. J., L. R. Fisher; 7755 Bever-
ly Blvd., Los Angeles, Calif., Richard
Olsen; 351 E. Ohio St., Chicago, Ill., H. Jess
Rodnick.

PRODUCTS: 30 x 22½ & 25 x 19 Projec-
tion Tel. Rec., 10" & 15" Direct View Re-
ceiver, Sweep Generators.

Universal Microphone Co.

424 Warren Lane, Inglewood, Calif.
Phone: ORegon 82148

General Manager.....James L. Fouch
Purchasing Agent.....William C. Koenig
Plant Engineer.....Robert L. Griffin

BRANCH OFFICES: Stanley Wallace,
Lutz (Tampa), Fla.; E. C. Edwards Sales
Agency, 504 Erie Bldg., Cleveland, O.; L. G.
Cushing Company, 664 No. Michigan Ave.,
Chicago 11, Ill.; Don R. Lewis, Box 512,
Salt Lake City, Utah; Jas. J. Backer, 2321
Second Ave., Seattle, Wash.; R. W. Farris
Company, 406 W. 34th St., Kansas City, Mo.;
Mil Klicpera, Box 3113, Houston, Tex.; Rob-
ert Milsk, 642 Beaubien Ave., Kerr Bldg.,
Detroit, Mich.; Al Leban, 5716 Nassau Road,
Philadelphia, Pa.; Bursell & Chermak, 2233
University Ave., St. Paul, Minn.; S. H. Cohn
Sales Co., 282 W. Santa Barbara, Los Angeles,
Calif.; Jack Weber Associates, 210 East 40th
St., New York 16, N. Y.; Irving I. Kahn,
Kahn & Company, 3324 Main St., Hartford,
Conn.

Foreign Division: 301 Clay St., San Fran-
cisco 11, Calif.

Canadian Division: 560 King St., W.,
Toronto 1, Canada.

Utah Radio Products

Division of Int'l. Detrola Corp.

1123 E. Franklin, Huntington, Ind.
Phone: 3100

General Mgr.....P. H. Heckendorn
Controller.....E. V. Norfleet

Sales Manager, Mfg. Division... Fred Tower
 Sales Manager, Jobber
 Division Hugo Sundberg
 Credit Mgr. O. C. Will
 Purchasing Agent..... Raymond Schutz
 Production Supt..... Carl John
 PRODUCTS: Radio Loud Speakers.

Western Electric Co., Inc.

(Radio Division)

120 Broadway, New York 5, N. Y.
 Phone COrtland 7-7700

Vice-Pres..... F. R. Lack
 Manager—Distributor Sales... S. P. Taylor
 Manager, Broadcast Sales... J. H. Ganzenhuber
 Manager, Sound Systems &
 Communications..... E. M. Hall
 Manager, Electronic Products

Sales..... H. D. Wilson

PRODUCTS: FM and AM transmitters, antennas and antenna accessories, phase monitors and antenna phasing equipment, speech input equipment for FM and AM, speech input amplifiers and accessories, sound distribution systems and components, microphones and accessories, transcription turntables and pickups, loudspeakers, power supplies, electron tubes, relays, keys, jacks, and mountings, sound and vibration measuring equipment, aviation, marine, police radio transmitters and receivers, vehicular equipment, single sideband and point-to-point radiotelephone equipment, carrier telephone and train dispatching equipment, telephone apparatus, cable and wire, thermistors, varistors and carbon resistors, germanium and silicon, vacuum relays, crystals, fastax cameras, field engineering services.

Westinghouse Electric Corp.

Industrial Electronics Division

3601 Washington Blvd., Baltimore 3, Md.

Phone: Edmondson 2300

Home Radio Division

Front Street and Susquehanna Ave.,
 Sunbury, Pa.

Phone: Sunbury 2520

Lamp Division

MacArthur Ave., Bloomfield, N. J.

Phone: Bloomfield 2-2200

President..... Gwilym A. Price
 Vice-President Walter Evans
 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..... L. W. Willey
 Manager, Home Radio Div..... F. M. Sloan
 Asst. Mgr., Home Radio Div... H. W. Schaefer
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Radio Div..... W. M. Anderson
 Vice-President, Lamp Div.... R. C. Stuart
 Sales Mgr., Electronic Tubes.... A. Frankel

Engr. Mgr., Electronic Tubes... D. D. Knowles
 Purchasing Agent,

Lamp Div..... Frederick C. Esser

DISTRICT OFFICES: Atlanta, Ga.; Boston, Mass.; Chicago, Ill.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; St. Louis, Mo.; San Francisco, Calif.; Washington, D. C.

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.

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.

Phone: Bigelow 3-4700

President..... Earl R. Mellen
 General Sales Manager... Oleesen
 Vice Pres. & Chief Engr.... John H. Miller
 Credit Manager..... B. E. Arthur
 Purchasing Agent..... George T. Deaney
 Advertising Manager..... Phil Barnes
 Industrial Relations Mgr.... James J. Hagan
 Export Manager..... John H. Purcell
 Service Manager..... Charles W. Biswanger

PRODUCTS: Electrical Indicating Instruments Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Temperature Gauges and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

259-09 Northern Blvd., Great Neck, N. Y.

Phone: Imperial 645

President..... Harold A. Wheeler
 Secretary E. Leonhardt

PRODUCTS: Inductance Measuring Equipment, Capacitance Measuring Equipment, Microwave Components, Special Electronic Equipment on order, Consulting Services.

Zenith Radio Corp.

6001 Dickens Ave., Chicago 39, Ill.

Phone: Berkshire 7500

President..... E. F. McDonald, Jr.
 Exec. Vice Pres..... Hugh Robertson
 V. P. Chg. Engineering..... G. E. Gustafson
 V. P. Dir. of Sales..... H. C. Bonfig
 Credit Manager..... Sam Kaplan
 Purchasing Agent..... J. E. Anderson
 Sales Promotion Manager.... D. H. Grigsby
 Personnel Manager..... George Ergang
 Service Manager..... Frank Smolek
 Advertising Manager..... W. E. Mache
 Sales Manager Export..... E. E. Loucks

BRANCH OFFICES: All principal cities.
 PRODUCTS: Household radio receivers; radio-phonograph combinations; FM radio receivers; radionic hearing aids; automobile radio receivers.

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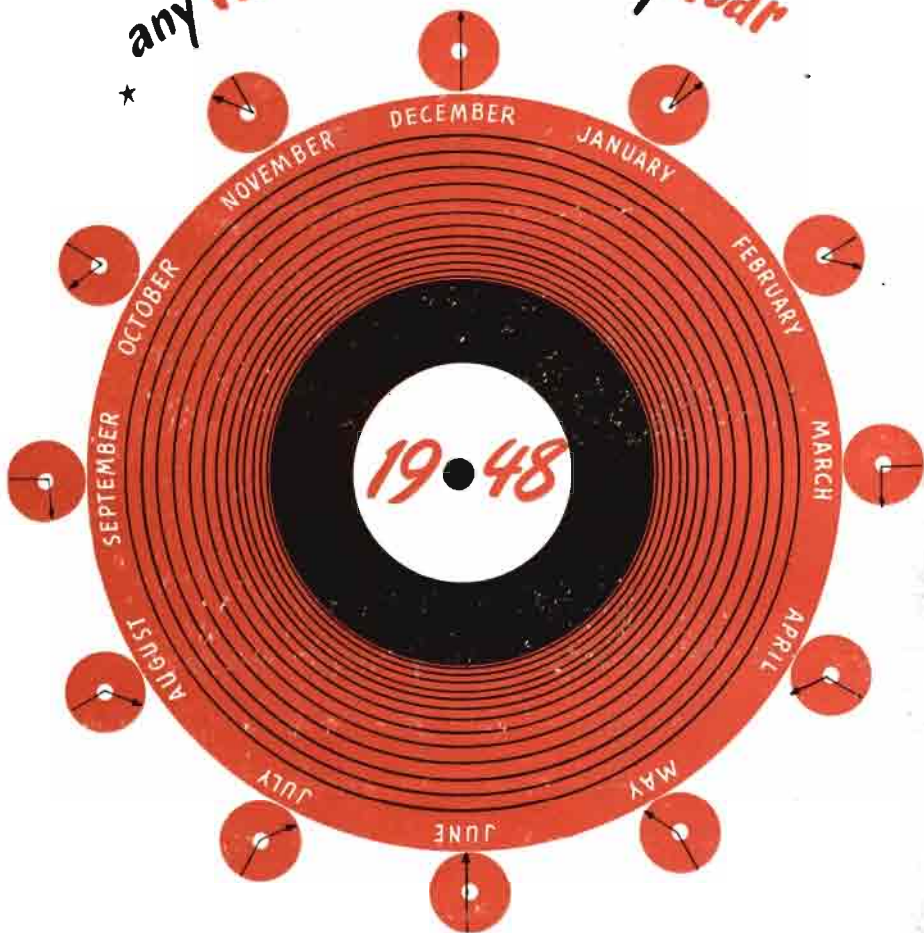
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Radio Corporation of America
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