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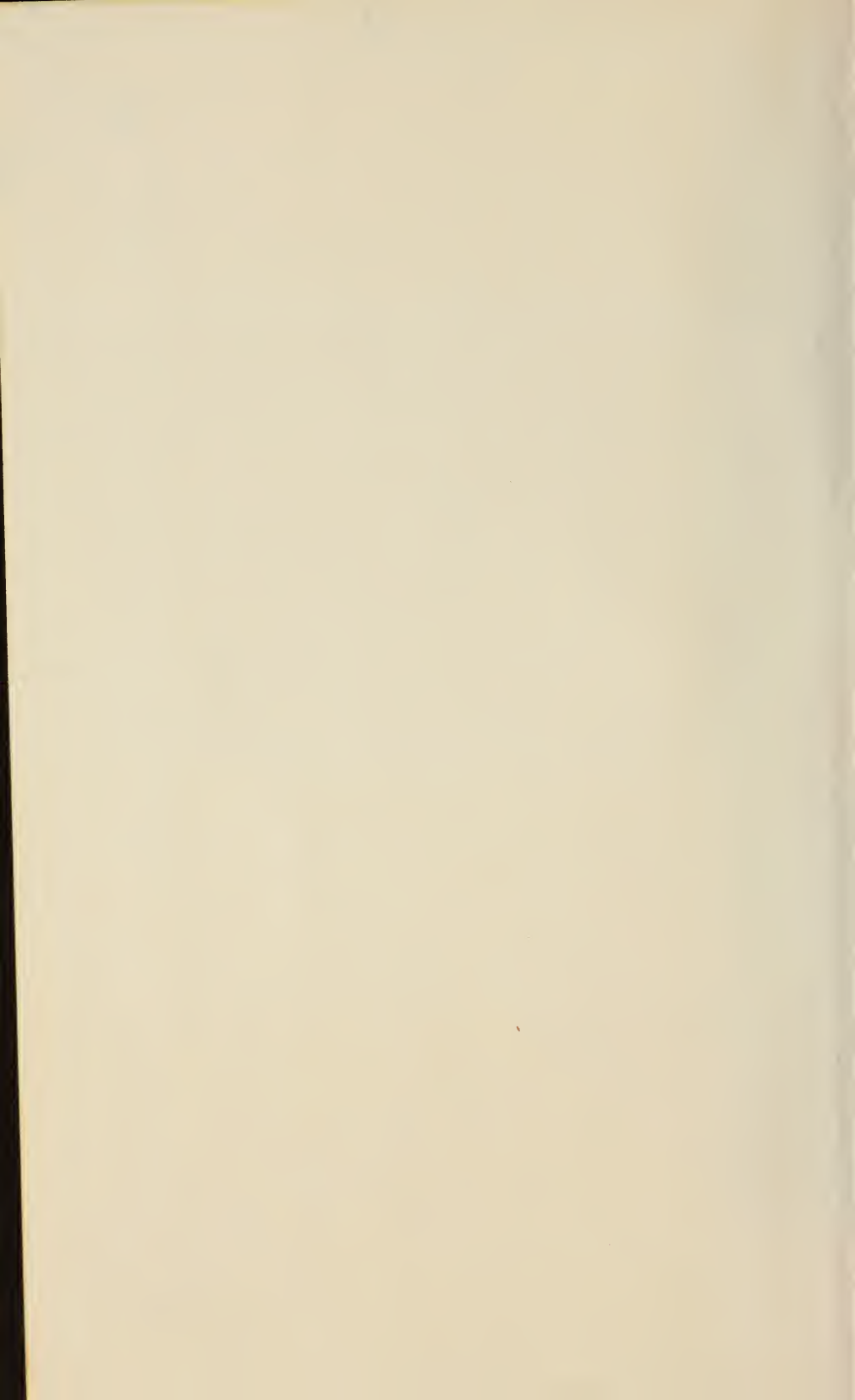
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ROY WILSON

444 MADISON AVENUE

NEW YORK CITY



103



Presents

THE 1940 RADIO ANNUAL



Jack Alicoate, Editor

**Compiled by the
Staff of Radio Daily**

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- KYW** 10,000 Watts—1020 kc. Philadelphia
- KDKA** 50,000 Watts—980 kc. . Pittsburgh
- KGO** 7,500 Watts—790 kc. San Francisco
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INTRODUCTION

By THE EDITOR

OBSERVATION

Once again RADIO DAILY presents RADIO ANNUAL to the World of Radio. Nothing so dramatically represents the scope and magnitude of the colorful Radio industry as the one thousand pages that follow. RADIO ANNUAL is a mirrored reflection of the progress and achievement of radio, playing its important part in the lives of all, marching ever forward as the finest and most wholesome force for enlightenment and entertainment the world has ever known.

1939

1939 is now history. Its radio highlights were many. Television became a reality. Frequency modulation made its bow. James L. Fly became chairman of the FCC. Networks passed the eighty million mark for an all time high in billings. Unprecedented radio coverage kept America up with war news twenty-four hours a day. Radio continues to stride firmly forward both technically and artistically.



1940

Never have the prospects for Radio been greater than at the dawn of 1940. Television has conquered both color and distance. Reception has been dynamically improved. Both the educational and entertainment value of programs has vastly progressed. Daily, almost, hourly, broadcasts from Europe, are now fact. Radio does indeed bring happiness and contentment into millions of homes.

APPRECIATION

The comprehensiveness and accuracy of the thousand pages that follow would be impossible without the complete and enthusiastic cooperation of every branch of radio. The editor takes this opportunity to express his sincere appreciation, on behalf of RADIO DAILY, to the many Governmental Departments in Washington and New York, to the Federal Communications Commission, to the National Association of Broadcasters, the Columbia Broadcasting System, the Mutual Broadcasting System, the National Broadcasting Company and the hundreds of others from far and wide, for their splendid cooperation.

Jack Alievate.



Pleasant and profitable relationships are built largely on mutual confidence.

We have found much satisfaction in the many expressions of goodwill that have made our work with advertising agencies so gratifying.

This good-will is our most precious asset—one that we intend to preserve above all else.

TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION

NEW YORK

CHICAGO

HOLLYWOOD

EDITORIAL

1940

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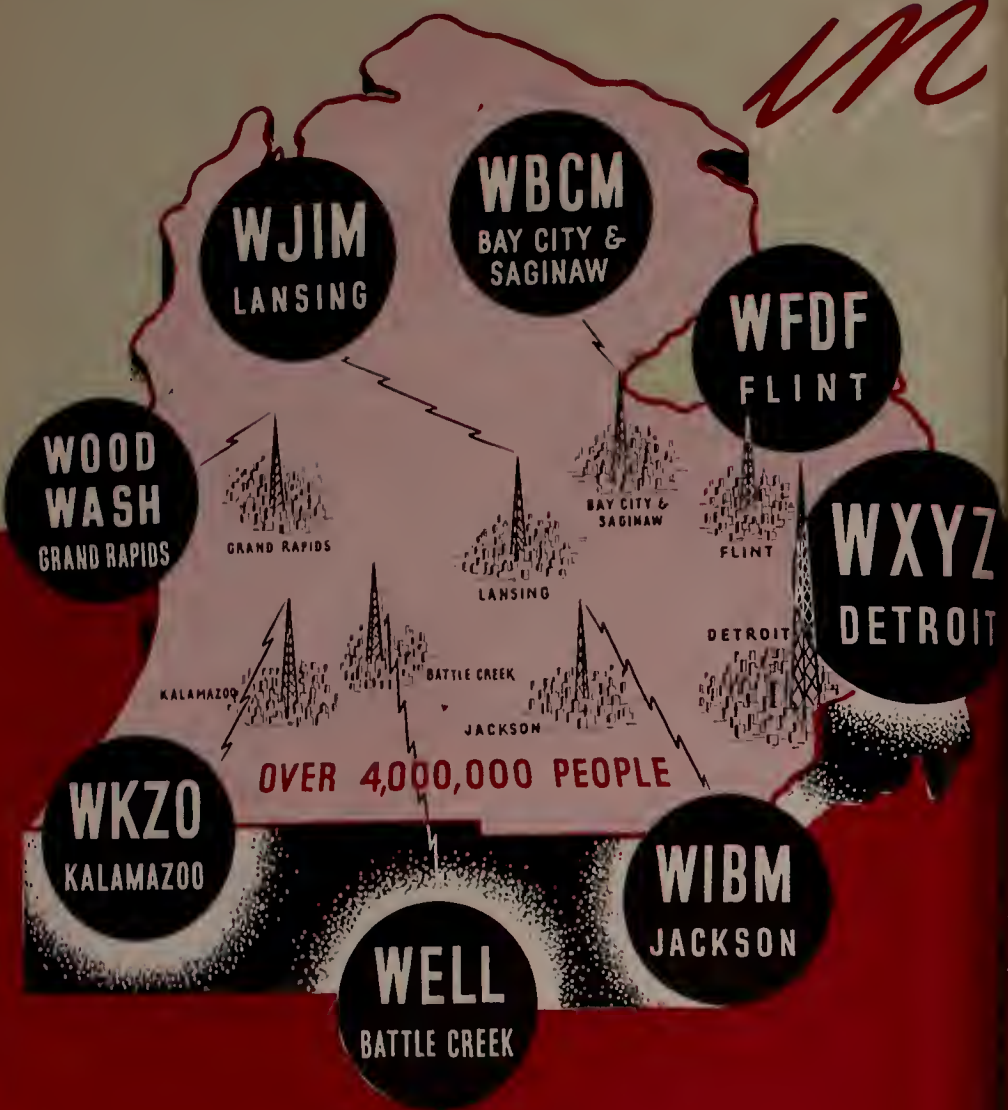
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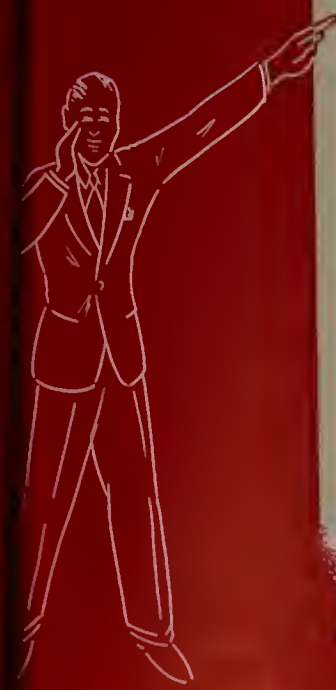
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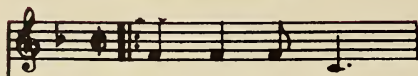
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Gilbert Gibbons
Owen Vinson
Arthur Berg

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360 N. MICHIGAN

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"Acclaimed in the radio business for accuracy, wariness and brevity, Transradio got wide kudos during the war-bulletin period for keeping its editorial head screwed on tight, broadcasting no scare heads."

- Time



THE FIRST LINE OF DEFENSE

. . . against the greatest enemy — MISINFORMATION

The combination of its own correspondents PLUS the best news services obtainable abroad has enabled Transradio, 1- to score many proved "beats" of the first magnitude, 2- to avoid foreign propoganda and other pitfalls accounting for the high per-

centage of error in many news services today. Concientious care to weigh and check conflicting reports from abroad has given Transradio clients the swiftest, most accurate and propoganda - free coverage of the war obtainable today.

TRANSRADIO PRESS SERVICE

342 MADISON AVENUE — NEW YORK, N. Y.

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• To the left, one of the new Heywood Streamline designs. This style, from the O. C. 625 series offers a smart, modern motif to harmonize with the interior of your radio theatre.

FOR THE *Radio Theatre*

HEYWOOD-WAKEFIELD Seating lends style, class, and comfort to the Radio Theatre. These modern chairs are available in attractive upholsteries that enhance acoustics, yet creating charming ensemble effects. May we tell you in detail why these modern chairs may prove the correct and economical answer for your radio theatre?

*Sales Offices
in all
principal
cities.*

HEYWOOD-WAKEFIELD
Established 1826

Public Seating Division
GARDNER, MASSACHUSETTS

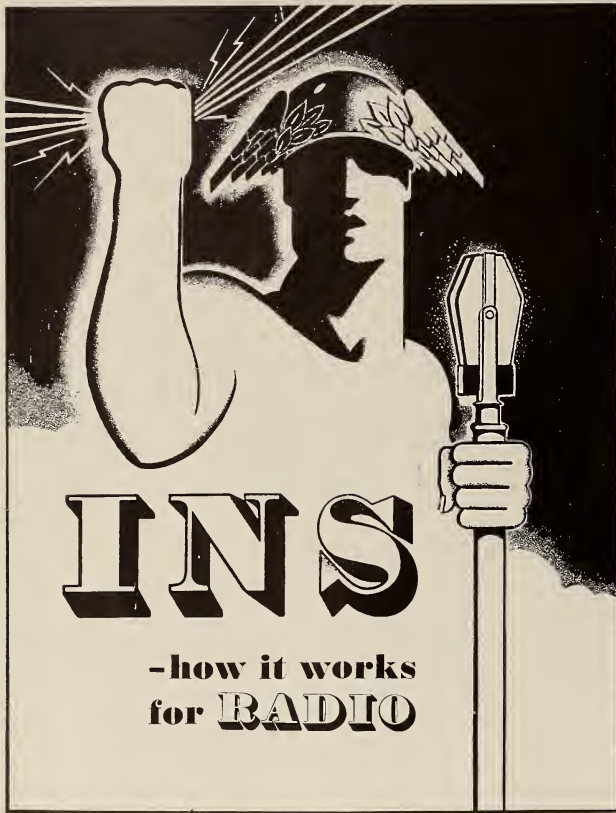


THIS IS THE THIRD
EDITION OF

RADIO
ANNUAL

1940

Designed to cover radio completely, for distribution shortly after the first of each year, and issued to Radio Daily subscribers as part of Radio Daily Service.



News broadcasts have become an integral part of American life. But to be worthy of a good broadcasting station the news source must be speedy, accurate, and complete. It must have world-wide connections, the very latest mechanical equipment, alert editors and the prestige of a great name. In all these requirements INS excels. A new brochure which will greatly help you in planning news broadcasts as a profitable investment will be sent on request.

INTERNATIONAL NEWS SERVICE

235 EAST 45th STREET, NEW YORK



RADIO - A GREAT SOCIAL FORCE

By

JAMES LAWRENCE FLY

Chairman, Federal Communications Commission

THE European war has brought increased responsibilities to radio. Unknown to the World War, radio broadcasting now defies national barriers and claims of isolation. Over there radio has opened a new avenue for propaganda. Over here radio must help preserve our neutrality and, at the same time, move forward in the public service.

The time has come to recognize radio as a great social force, as well as a great scientific achievement. It can affect the lives and the patterns of thought of the people for good or for evil. On the whole, this influence in America has been for the good, tending as it has, toward a better informed and more cultured society.

It is because of its important public role that radio must avoid subservience to any forces wholly selfish in nature. The Federal Communications Commission is under a mandate from Congress to insure that the limited frequencies available for public broadcast are used to accomplish the greatest good for the greatest number of people. Experience in seeking this end has demonstrated that the public and the private interests coincide.

Radio in constantly improved form will continue to render a genuine public service in America.

For Complete FCC Section Please Turn to Page 129

Polling Harlem

CERTAINLY no broadcasting station or advertising agency would attempt to judge program preferences by polling Harlem.

But in a sense that is exactly what many stations and advertisers are attempting to do when they limit their radio listening studies to telephone subscribers.

Every research man recognizes, as every business man should, that even a census of one part of a market cannot produce reliable results for the entire market.

You can turn almost at will in the 161-page report of the roster study we made of morning listening in New York for WOR, Columbia and N.B.C. and find results such as these:

On Thursday morning at 8:00 A.M. 84.6% of the WJZ listeners were telephone subscribers, while at 8:15 A.M. this proportion dropped to 66.7% and at 8:45 A.M. to

47.0%. The fluctuations are even greater than that. As stated above, the telephone subscriber portion of WJZ listeners was 84.6% at 8:00 A.M., but at 10:00 A.M. it was 34.1%!

We wonder how long the radio industry will continue to accept data on program listening based on the listening habits of only a small part of the total sets in use.

Hooper-Holmes can help you obtain a complete picture of your listening audience.

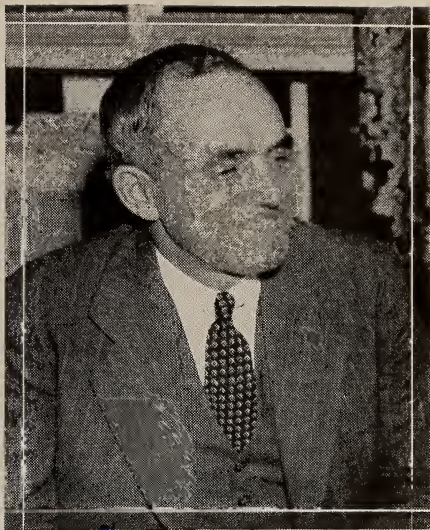
WHAT IS THE HOOPER-HOLMES BUREAU?

For 41 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 82 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK



Copyright Harris & Ewing

RADIO 1940

By

NEVILLE MILLER

President

National Association of Broadcasters

RADIO turned in its greatest record in 1939. It will turn in a greater record in 1940.

Never before did an industry have the opportunity to render vital public service as did American radio in the past year. Never before did an industry measure up to its responsibilities so magnificently. It has proven to all that it can handle a world war with common sense and restraint, yet without sacrifice of the dramatic swiftness which is its essence.

It has been alert to recognize its vast social obligations and these it has formulated in the new NAB code, one of the most forward-looking steps ever taken in the history of radio.

The industry is fortified to meet its economic problems as well. A record volume of business has substantially strengthened its economic base. The widespread acceptance of Broadcast Music, Inc. gives ample evidence that the industry will no longer permit itself to be the victims of but one source of music.

A kaleidoscopic series of events are ahead. A national political campaign is underway. A world war continues. Creative fires are still burning. New programs, new talent will find their way to the microphone. New technical developments will come from the laboratory. Merchandise will be moved, the avenues of trade kept open in this, the biggest of all markets—the 100,000,000 and more Americans who listen in every day and every night.

And again, I am confident broadcasters will measure up to the finest traditions of the American System of Broadcasting, pre-eminently the finest and the freest system of radio in the world.

For Complete NAB Section Please Turn to Page 141

PRESS-RADIO BUREAU, INC.



Distinctive News Programs



Daily and weekly
digests and analyses
of world affairs, edited
by experts.



CONSULTATIONS ON NEWS PROBLEMS AND PUBLIC RELATIONS



OFFICES:
551 - 5th Ave., New York
MUrray Hill 2-5670

JAMES W. BARRETT
President and
Editor-in-Chief

AS WE SEE IT

Radio Daily Watches Daily Radio Progress

By M. H. SHAPIRO

Editor, Radio Daily

ACKNOWLEDGED to be a depression-proof industry, the business of broadcasting during 1939 not only upheld this tradition but greatly exceeded all expectations in gross billings, both national, local sales and spot.

Increased overhead expenditures, however, were in evidence, including that resulting from AFRA contracts and other union pacts, while all webs and affiliates, plus independent outlets went overboard in their public service expenditures, bringing the nation's listeners full coverage of the European wars.

Progress was general on all fronts, with unusual efforts being made on behalf of supplying new educational features and utilizing those already on the air to better advantage of either the public, the class room or both. Networks in particular sought to establish and co-ordinate educational broadcasts on a national basis as compared to merely being satisfied to originate them and maintain one or two local educational staffs.

Television sprouted its wings and revealed itself as no longer a laboratory proposition but ready to move if the FCC gives the G. A. sans too many restrictions.

Frequency modulation came to the front, perhaps more strongly than anticipated and this type of broadcasting is

receiving a full measure of consideration apart from serious experimentation.

Long awaited, the ratification of the Havana Treaty further paved the way for power increases and desirable reallocations.

Radio following the tenets of its new NAB Code continued to be the world's cleanest advertising medium. Less than five per cent of the commercial copy submitted to the Federal Trade Commission by all branches of the industry was found to contain objectionable or misrepresented material.

While broadcasters look ahead to the ensuing year with an optimism hardly equalled in any branch of big business, three main problems are on tap. One of them, more or less perennial, is the unpredictable FCC. Two others, of contractual nature, are serious in their potentialities. The five-year pacts with Ascap run out on December 31. To be in a better bargaining position and eventually set up a catalogue of music of its own, radio organized and set in motion Broadcast Music, Inc. It is obvious, however, that negotiations with Ascap will be a major proposition.

Negotiations with the American Federation of Musicians is none the less important considering the huge increased demands upon affiliates and network key stations. This also remains to be worked out as well as possibility of fees for broadcasting certain recorded music.

And yet, despite these problems, the industry is keyed to reach a new all-time high in each of its objectives, making 1940 its banner year just as each successive year has been in the past.

WARNER BROS.

*The Ideal Organization for Building, Promotion
and Broadcasting of Radio Programs*

- ★ Largest studio facilities on the west coast—with seating capacities ranging from 450 to 3,000—coupled with staff of showmen whose experience has won national recognition! Available for complete merchandising campaigns!

- ★ KFWB's position on the dial 950—right in the center of greatest activity!

- ★ KFWB, year in and year out, carries more local business than any other station in the Greater Los Angeles area—the area that boasts one-third of the buying power of the eleven western states!



WARNER BROS.
K F W B
AT YOUR SERVICE

5,000 WATTS DAYS



NOW! 5,000 WATTS NIGHTS

- ★ LOS ANGELES, America's Dynamic Center of Industry and Pleasure . . . Cinema Capital . . . Leads America in Airplane Production . . .
- ★ Seconds Detroit in Motor Car Output . . . Richest Agricultural Spot . . . Second only to New York in Building Construction
- ★ . . . First Port of the Pacific and Second only to New York . . . Third in Furniture Manufacture . . .
- ★ THE FASTEST GROWING AREA IN AMERICA!

TEN OUTSTANDING RADIO NEWS EVENTS OF 1939

James Lawrence Fly appointed Chairman of the FCC to succeed Frank R. McNinch, and FCC adopts new procedures.

•

Television makes official debut April 30 via NBC-RCA at World's Fair with telecast of Pres. Roosevelt; FCC later adopts tele committee report permitting limited commercials.

•

Networks reached a new all-time high in billings during 1939 by passing the \$84,000,000 mark.

•

Complete coverage of the European war afforded by the networks and stations.

•

NAB formed Broadcast Music, Inc., as the first step in tax-free supply of music.

•

AFRA signs contracts with networks, 53 agencies and seven producers.

•

NAB adopts new Code.

•

FCC concludes chain probe.

•

Commercial short-wave broadcasts and frequency-modulation both became a reality.

•

Mexico ratifies Havana Treaty, making operative the pact governing power increases, and reallocations designed to clear up interference between stations in Cuba, Mexico, Haiti, U. S. and Canada.

•

OUTSTANDING NEW PROGRAM

Tums' "Pot Of Gold" with Horace Heidt.

MOST REMARKABLE BROADCAST

Chamberlain's Declaration That a State of War Existed, Sept. 5.

Thanks

To the radio editors of the
United States and Canada.

To my brothers, and the boys
in the band.

To our sponsors—Lady Esther.

To our exclusive agents and
friends, MCA.

And to the music publishing
industry.

Guy Lombardo

RADIO IN 1939

Radio's Greatest Year From Every Phase

By *DAVID SARNOFF*
President, RCA

Radio in 1939 has had its greatest year. More than 9,000,000 radio receivers were sold. More radio sets are in use in the United States than in all the rest of the world combined. With 45,000,000 receivers in American homes and automobiles, radio has become an integral part of our national life.

Tele Inaugural

The first public service of television programs, adding sight to sound, was introduced in the United States in 1939, by RCA's broadcasting service, NBC. It marked the triumph of many years of radio research and technological advance. It represents a pioneering effort of the first magnitude. Those who predicted that the introduction of television would retard radio progress have been poor prophets of the year's amazing results in sound receiver sales.

More than 750 broadcasters, operating either locally or in conjunction with national and regional networks, sold more time over their facilities to sponsors, than they did in any previous year since broadcasting began. This furnishes the economic base for our free American system of broadcasting.

War

The war, and its threat to the neutrality of the Western Hemisphere, put the American system of free and private enterprise in radio to the acid test. American broadcasting met that test. American radio told the truth to its listeners at home and throughout the world. Its short-wave broadcasts were almost the world's only free, factual, and uncensored sources of radio news. From day to day and from hour to hour, it told the history-making story of the year. Through the weeks of the neutrality debate in the

special session of Congress, radio brought the arguments at Washington to the homes of the United States. The decision to keep this nation out of war was the result of our democratic processes, furthered both by press and radio.

Employment has risen in the entire radio industry, and the industry is paying higher wages to workers, musicians, artists and performers. It is estimated that radio gives employment to 400,000 people in the United States, with an annual payroll in excess of \$500,000,000.

Expansion

An increase in the volume of business handled by NBC by which the nation's advertisers stimulated the distribution of products, enabled the company to carry on an expanded service in all fields of broadcasting. On October 14th, Maestro Arturo Toscanini took up his baton to inaugurate the third season of Saturday night broadcast concerts of the NBC Symphony Orchestra, which will continue throughout the winter and spring. On December 2nd the ninth consecutive season of Saturday matinee performances of grand opera was resumed from the stage of the Metropolitan Opera House in New York.

The International Division of NBC continued its development of short-wave program service to South America and Europe. Technical facilities were improved, and power was increased. An important step forward was the decision to make these international programs available to advertisers, to promote the international commerce of the United States. Short-wave programs from America now enjoy preference among South American listeners, because of their entertainment value and freedom from propaganda. NBC's short-wave international programs are transmitted in the English, Spanish, Portuguese, Italian, German and French languages.

Research

In translating the developments of the research laboratory into practical devices



LUCILLE MANNERS

Fourth Year as Featured Star of the
CITIES SERVICE PROGRAMS

NBC-Red Network—Fridays at 8:00 P.M.

Personal Management: NBC Artists Bureau

for existing and new radio services, the RCA Manufacturing Company has contributed materially to the 1939 progress of radio in all fields. Radio equipment for use in the home, in the school, by business, by government, by the motion picture industry, by aviation, by shipping, by communication and broadcasting companies, has been developed and sold under the RCA-Victor trade-mark. Rapid advances are being made in the development and use of radio devices in many industries in which speed and precision of manufacturing operations are vital factors. New and inexpensive types of radio receivers, Victrolas and record-players were introduced. The upward trend of public demand for recorded music was accelerated in 1939, the estimate of the year's total sales for the industry being 50,000,000 records. Radio invention has contributed vital improvements to records and record-players; radio programs have greatly stimulated their sale.

Tele Equipment

Improved television equipment, and tubes and transmitters for long, short-wave, and ultra-short-wave transmission and reception, have been developed for commercial use. Radio services depend on equipment, and RCA not only has invented, developed, and manufactured, but has also aided the American radio industry to put these new products into daily use.

The outbreak of war in Europe brought to RCA Communications, Inc., a substantial increase in traffic during the last four months of 1939. Daily word-of-mouth reports from the war zone by trained observers have been brought to America by this company, and then broadcast over national networks. Radio photographs from Europe and South America, received via RCA Communications, have appeared daily in our newspapers.

On the technical side, the quality of television images broadcast by NBC has shown striking improvement in brilliance and clarity. A new type of Iconoscope or pick-up tube—the "Orthicon"—has been developed by RCA Laboratories and tested with great success by NBC. This type of Iconoscope, far more sensitive than any heretofore employed, and requiring less brilliant light on the subjects televised, will be available to all television stations during the coming year. Similarly, the latest types of television transmitters developed by RCA are available to stations through the RCA Manufacturing Company. RCA has licensed other and competing manufacturers to make and sell such transmitters, as well as television receivers.

An important television demonstration took place October 17th, 1939 upon the occasion of RCA's twentieth anniversary. While flying above Washington, D. C. at an elevation of four miles, a United Airliner, equipped with a standard RCA television receiver, received clearly on NBC television program, broadcast from the Empire State Building in New York City, over a distance of approximately 200 miles.

Early in December, RCA demonstrated before the Federal Communications Commission in Washington new light-weight pick-up equipment developed by RCA Laboratories. This entire equipment can be easily transported in a station-wagon or light truck, and will facilitate the televising of numerous outdoor events.

Large Screen

Two other important television developments are scheduled for public demonstration during 1940. One will be the improved projection of large screen television images, of a size adequate for theater presentation. The other is that of television relay stations, using frequencies of 500 megacycles and upwards, an important step toward a television network.

Television progress in the United States exemplifies the American way of developing new industries and public services. Our method stands out today in sharp relief against the background of Europe, where public television development depended upon government subsidies, and has now been discontinued. In the United States it has depended upon private capital and initiative, and is going ahead. In Europe, industrial research in most lines has been a preparation for war. In the United States it has been a preparation for peace.

Conclusion

Looking ahead, I believe that 1940 will be a year of even greater importance than the year just ending. Two factors alone should insure a year of eager and unflagging public interest in broadcasting. One is the international situation. The other is the presidential nominations and election in the United States.

The birth-date of broadcasting in the United States is generally regarded as Election Day 1920, when the returns of the Harding-Cox election were broadcast to a few hundred owners of home-made receiving sets. Only twenty years later, more people will actually see and hear the presidential candidates in 1940 by television, than heard the 1920 election returns by sound broadcasting.

Thanks, Radio Editors

•

Jack Benny

JELL-O PROGRAM

My Cast:

MARY LIVINGSTONE

DON WILSON

PHIL HARRIS

DENNIS DAY

ANDY DEVINE

“ROCHESTER”

My Authors:

BILL MORROW

ED BELOIN

WAR NEWS

Europe Is Next Door Via Radio Coverage

By *ELMER DAVIS*
CBS News Analyst

I was in the city room of the New York "Times" on August 1, 1914, and in the press room of CBS on September 1, 1939. This war is likely to differ in many respects from the one that went before, but one difference has been apparent from the outset. It was the first time the peoples of the world could hear a war actually breaking out. We heard the voice of Hitler announcing his "counterattack" on Poland, the voice of Chamberlain admitting the collapse of "peace in our time." This is something so new that nobody yet realizes its possibilities. We at CBS have been working so close to it that all we can tell is just what happened.

On August 23rd, Paul White, Public Affairs head at CBS, called me in Connecticut and asked me to come in and pinch-hit for H. V. Kaltenborn who was in Europe. For nine days after that I never got off the single block on East 52nd Street between my hotel and the office. For eight nights the network was open all night. Though none of us were on the air continuously for any great length of time, we were constantly on call, waiting for an important bulletin, ready to jump in if static interfered with broadcasts from Europe.

The tempo was naturally greatest in the few days when the guns actually started rolling. On August 31, Columbia put on 33 news broadcasts, on September 1st, 66, and on September 3rd, 83—almost eight full hours. On that day King George VI, Prime Minister Chamberlain, President Roosevelt, Edouard Daladier and Canadian Premier Mackenzie King all spoke to the world.

Radio had been preparing, just as the warring nations had. Just a few days earlier, the paint had dried on CBS' streamlined blue and silver news studio, with its glass walls allowing operations to be coordinated with the press room, Paul White's office, the control booth.

For several days this control booth served as a sub master-control room. All network programs were routed through it, so that at any moment all programs could be cut into for a news flash.

Columbia's technical contribution—the four-way hookups between London, Paris, New York and Washington—had been worked out months before. Kaltenborn or I in New York talked with Ed Morrow in London, Tom Grandin in Paris and Albert Warner in Washington, just as if the four of us were seated around the same dinner table. The way it works is this: the conversations take place on only two transatlantic point-to-point short-wave channels, one eastbound to Europe, the other westbound to America. Land-lines carry the voices between New York and Washington, and between London and Paris. Thus each of the four cities is connected by a continuous loop of telephonic short-wave and land-line facilities. Each city is on a complete conversational basis.

Still, the war made even clearer what had been amply demonstrated during the Czech crisis—that radio, because it is all page one, needs news analysts to clarify for listeners the significance of what they are hearing. Columbia has issued instructions to its news staff and its analysts, keeping their role clear. News analysts are to appraise the meaning of fact in the light of the record, but to keep mere opinion to themselves. "Their function is to help the listener to understand, to weigh and to judge, but not to do the judging for him." And Columbia maintains its policy of "having no editorial views of its own and not seeking to maintain or advance the views of others."

1939 has been an important year for news broadcasting. The microphone has invaded a number of new places—the Vatican, the Maginot Line, GHQ of the French troops and the Royal Air Force, and, finally, just before the year's end, the floor of the New York Stock Exchange, to catch the clatter of the nation's finances in action. The only place still unexplored is the floor of the Senate, and even there, Congress has winked its eye encouragingly at radio by giving it its own press section in the gallery.

Fred Allen

α

RADIO COMEDIAN



The People Who Make

FRED ALLEN

possible

THE CAST

Portland Hoffa
Minerva Pious
John Brown
Charles Cantor

THE WRITERS

Arnold Auerbach
Herman Wouk
Don Johnson
Fred Allen

THE DIRECTOR

William Schorr

THE ANNOUNCER

Harry Von Zell

THE ORCHESTRA

Peter Van Steeden

THE PRODUCTS

Ipana & Sal Hepatica

THE SPONSOR

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THE MANAGER

Walter Batchelor



EDUCATION

Progress of Stations and Civic Groups

By WILLIAM DOW BOUTWELL
Chief, Division of Radio, Publications, and
Exhibits, U. S. Office of Education
Federal Security Agency

Congress envisioned for our nation a strongly decentralized radio system in the United States. This is the sense of the law of 1927 setting up the rules by which the publicly owned wave lengths may be used by licensed operators. Thus most of our 750 radio stations are expected to render a service as local as a local newspaper.

Sources

I believe that I am correct in saying that no local station is adequately staffed to create a battery of high grade local community service programs. For this reason, the local station manager must rely more and more on local institutions for his local program resources. He turns to the schools, to local civic organizations, to community theater and other civic groups.

From all over the nation the Office of Education has received a wide variety of reports of methods and patterns of cooperation between stations and local civic and educational organizations. These new developments are reported in the Federal Radio Education Committee Service Bulletin from month to month.

Advances

The advances begin to fall into a radio parade of progress. A city adds a school radio director one year—two years later gives him two helpers. A station appoints an education director—then establishes a local school of the air. Following is listed the steps which are being taken to establish local public service radio programs, or series of programs. The steps are arranged roughly in an order ranging from easy steps to more difficult steps.

Planned Campaign

1. Establish radio committees in local civic groups. Many P.T.A. groups have such committees. School boards often begin at this point.

2. Equip schools for radio reception. One station collected radios donated by local dealers and put them in local schools.

3. Establish education directors on local radio station staffs.

4. Encourage talented teachers to take college radio courses in order to prepare themselves for organizing and managing school radio producing units.

5. Secure the cooperation of the radio department of local colleges for creating community service programs.

6. Publish a weekly radio log to guide teachers and civic leaders in selection of radio programs on the air.

7. Develop plans for allowing students credit for listening to certain programs, commensurate with credit received for reading selected books.

8. Set up radio workshops in schools to practice and eventually produce local programs.

9. Establish a radio director in the school system.

10. Establish a radio staff for the school system with part-time and full-time assistants to the school radio director.

11. Set up recording equipment in the schools—build libraries of important recorded programs and special events for use by teachers.

12. Develop radio production units in local community theater groups.

13. Develop instruction for teachers in classroom utilization of radio.

14. Establish a local school of the air.

15. Develop local forums of the air for the discussion of civic problems.

16. Undertake careful planning of educational and civic programs far in advance of schedule for presentation.

17. Set up "machinery" for checking on the effectiveness of community programs.

18. Develop plans for coordinating city-wide promotion of community service programs.

19. Establish studios in schools and colleges with lines to stations.

20. Develop close cooperation with newspapers. Work out plans for regular publicity and for printed listener aids.

21. Establish a community council to plan and advise on the development of local radio service.

22. Establish a short wave station under the management of the school board for programs especially designed for the classroom.

HOPE



1938-9-40

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

THE WOMEN

Progress in Women's Programs in 1939

By MARGARET CUTHBERT

Director Women's Activities Department
the National Broadcasting Company

During 1939 there has been more coordination between women listeners throughout the country and women on the inside in radio than ever before.

Coordination

For four years, since its beginning, the Women's Activities Department of the National Broadcasting Company has been working to achieve this goal. Through direct mail response and with the aid of women's organizations, the thoughts and desires of women listeners have gradually become clearer and more constructive, so that this year we have been able concretely to round out the picture of radio programs for women to meet the needs and desires of each representative type and group.

Cooperation

The dramatized series, "Gallant American Women," is a case in point. This program, which tells the story of women pioneers in every field of endeavor and shows how their work is being carried on today, has done much to foster the spirit of cooperation with women's organizations. June Hynd's "Guest Book" and Alma Kitchell's "Brief Case" are two series which have brought a wealth of response from individual listeners of all walks of life throughout the country.

Three new series for women just inaugurated by NBC are "Echoes of History," a dramatized program, the "Quilting Bee," a spontaneous discussion among typical American women about interests close to their hearts, and "Streamline Journal," a woman's magazine of the air. These programs are indicative of a

small part of our planned pattern. They have been inspired by the cooperation which women listeners have given us.

Children's Programs

Children's programs are being developed along the same lines. Here the problem is to coordinate the desires of both adults and the children in their charge.

Mrs. Saidie Orr Dunbar, president of the General Federation of Women's Clubs, representing mothers and teachers, says, "Of paramount interest to women is the safety, well-being, comfort, happiness and education of our children."

Dr. Alice Keliher, eminent psychologist, states, "We know from the Wickman studies and others that parents and teachers don't like noisy things and that children do. Children are living in a world that is narrowing down, that is more mechanical and less creative. Their emotions get jammed up. I am not at all sure a good war whoop doesn't keep children from kicking their mother's shins."

Keeping both the adult and child attitudes in mind, we have succeeded this year in rounding out the numbers of programs of high calibre which answer both demands—and this is only the beginning.

Excellent Shows

We are proud of such children's programs as Dorothy Gordon's "Yesterday's Children," dramatized stories of favorite juvenile books of famous people now alive, Vernon Crane's "Story Book," modern American fairy tales, Irene Wicker's musical stories, the "Bright Idea Club," in which children participate, and a number of others. Through the response the women of the country are giving us, we find these programs are entertaining to children as well as educational and profitable for a variety of age levels and interests.

This close cooperation and contact with our women listeners is gratifying to women on the inside in radio. We are not only building on it, we are banking on it.



MILTON BERLE

"Stop Me If You've Heard This One"

Quaker Puffed Wheat — Quaker Puffed Rice

NBC-Red

FOREIGN

Looking at Radio Abroad During 1939

By JOHN H. PAYNE

Chief, Electrical Division

Bureau of Foreign and Domestic Commerce

Editor's Note: The American radio industry's progress during 1939 in the foreign market has been paced by the splendid and comprehensive service rendered by the Radio Section of the Electrical Division of the Bureau of Foreign and Domestic Commerce of the Department of Commerce.

Scope

It is the Radio Section of the Electrical Division of the U. S. Department of Commerce, one of the major trunk lines leading to the Federal central switchboard of American business, which keeps the industry abreast of the changes abroad and which correlates the unending flow of statistics upon which the successful pursuit of foreign markets is predicated.

The scope of the Section is comprehensive, embracing as it does the sales promotion of all communication apparatus such as receiving and transmitting equipment, tubes, parts, and accessories, as well as including the publicizing of domestic short wave programs as beamed on other countries. Obviously, much of the data thus placed at the disposal of the American industry cannot otherwise be obtained.

Demands

To a marked degree, radio entails peculiar demands. It is essential that the Federal Government, through its accredited agents abroad, note the widely varying conditions and interpret them in terms of world demands, prospective markets and required adaptations. Differing characteristics, tastes and customs are vital factors in the correct marketing approach.

Political Aspect

The changing political complexion of Europe and elsewhere serve to further emphasize the value of the Bureau's various other divisions to the radio industry. The sphere of the Commercial Intelligence Division is that of listing and rating possible foreign agents and buyers. The Commercial Laws Division, among other valuable services, provides assistance in foreign industrial property problems—trade marks, copyrights, patents, unfair competition, etc.

Tariff Reports

From the Bureau's Tariff Division, the American radio industry receives reports of all changes in customs tariffs, trade regulations and commercial policy, as well as the latest information on foreign customs decrees.

Probably one of the most valuable contributions of the Bureau is the statistical service which shows the amount and value of a given commodity—sets, tubes, parts, etc.—exported from the U.S.A. to each country throughout the world.

Finance

The Finance Division covers an essential service in reporting on the rate and basis of exchange available in each country. Sales are unimportant unless exact information regarding payment is available. The Trade Agreements Unit is the Bureau's point of contact with the negotiations involving our Reciprocal Trade Agreements with other countries.

Service

The Radio Section of the Electrical Division will be glad to be used by the Radio Industry as its contact with the Bureau of Foreign and Domestic Commerce.

EDGAR BERGEN



CHARLIE Mc CARTHY



MORTIMER SNERD

CHASE & SANBORN PROGRAM

N. B. C.

RADIO DRAMA

Progress of Drama in Broadcasting

By ORSON WELLES

Although radio has been with us for twenty years it must not be forgotten that in its function as a medium for projection of drama it is still in a highly experimental stage. It is only the gratifying success of a few dramatic programs that gives us any assurance that we are finding valid methods for offering drama on the air. Radio, of course, is ideally suited for the transmission of news, the broadcasting of music and of comedy because by the mere act of reciting news into a microphone, of playing music or by telling jokes, the best form automatically is accomplished. Drama is another thing.

Drama

The less a radio drama resembles a play the better it is likely to be. This is not to indicate for one moment that radio drama is a lesser thing. It must be, however, drastically different. This is because the nature of the radio demands a form impossible to the stage. The images called up by a broadcast must be imagined, not seen. And so we find that radio drama is more akin to the form of the novel, to story telling, than to anything else of which it is convenient to think.

Certainly, radio drama is the first new method of projecting entertainment which has come along since the invention of talkies and the animated cartoon. We are still in the midst of discovering valid techniques for its operation. I think the first step in that direction has been successfully made with the revival from desuetude of Chorus, the fellow who used to come out between the acts

and explain what was going to happen next and why. Radio's particular amendment is the personalizing of Chorus, of making him a character in the play instead of an outside character looking in. The first person singular method of having the teller of the story also a character in it is now widely used by all first-class radio dramatists. To hear a voice saying "I am Hamlet" is dramatically more interesting than to hear a commentator say, "You are now going to hear from Hamlet."

Progress

Radio drama has done another thing. It has continued the process of bringing the actor near the audience, a development which has been detectable for about a hundred years. The actor's problem of projection has ceased to be troublesome and the test of a good performance has come to be its honesty and integrity. The close-up, invented by the silent movies, was an enormous step forward and had a profound effect upon stage acting. The penetrating effect of radio performing, the last word in bringing the actor and audience face to face, has also had its effect on the stage. The further development of radio drama will continue this process.

Future

Looking ahead, I see radio as a great field for the presentation of literary and poetic images; as the coming great field for fantasy. The most important and interesting recent experiments in radio have been in these departments. Radio can do things which the realistic theater cannot and which, because of the multiplicity of images, would be impractical in the films. A few words can conjure up a scene beyond the furthest extension of the powers of the boldest and most resourceful technicians.

This is radio's strongest challenge to the existing mediums of entertainment. Is it commercial? Can you argue, in these days of "Snow White" and "Pinnocchio" that radio fantasy cannot be as good box office as romance?



EDWARD G. ROBINSON

Third Year

"BIG TOWN" PROGRAM

OVER CBS



LEVER BROTHERS CO.
(Sponsor)

RUTHRAUFF & RYAN, INC.
(Advertising Agency)

MOTION PICTURES; WARNER BROS.

AUDIENCE

Social Stratification of Radio Listeners

Classical and semi-classical music, news broadcasts and certain types of drama hold the interest of radio listeners in \$5,000-and-up-a-year families, while comedy and daily serials are preferred dial fare of listeners in the \$2,000 income bracket, according to an analysis of radio audiences by H. M. Beville, Jr., Research Manager of the National Broadcasting Company. This comprehensive study of the social stratification of the radio audience was made at the suggestion of the Office of Radio Research in the School of Public and International Affairs at Princeton University, directed by P. F. Lazarfeld. The digest is divided into four sections, each illustrated with examples and charts. The Cooperative Analysis of Broadcasting and the C. E. Hooper reports served as a background for the studies.

First Section

The first section of the report is devoted to general listening habits, including economic and geographic differences. With the audience divided into four income groups, ranging from families with an annual income of more than \$5,000 a year to those with less than \$2,000, it was found that radio is most popular with the \$2,000 to \$3,000 group.

Reasons for these differences may be that in the higher brackets a bigger income affords many other social interests and entertainments and, possibly, the fact that the average radio program is directed to the middle class listener.

Geographic Differences

An analysis of geographic differences in radio popularity shows that the Pacific Coast has, on the average, a higher set use than any other section of the country. This may be explained, the report points out, by the selection of programs available because of time difference. Most of the better eastern programs are broadcast on the West Coast in addition to many additional Pacific network features.

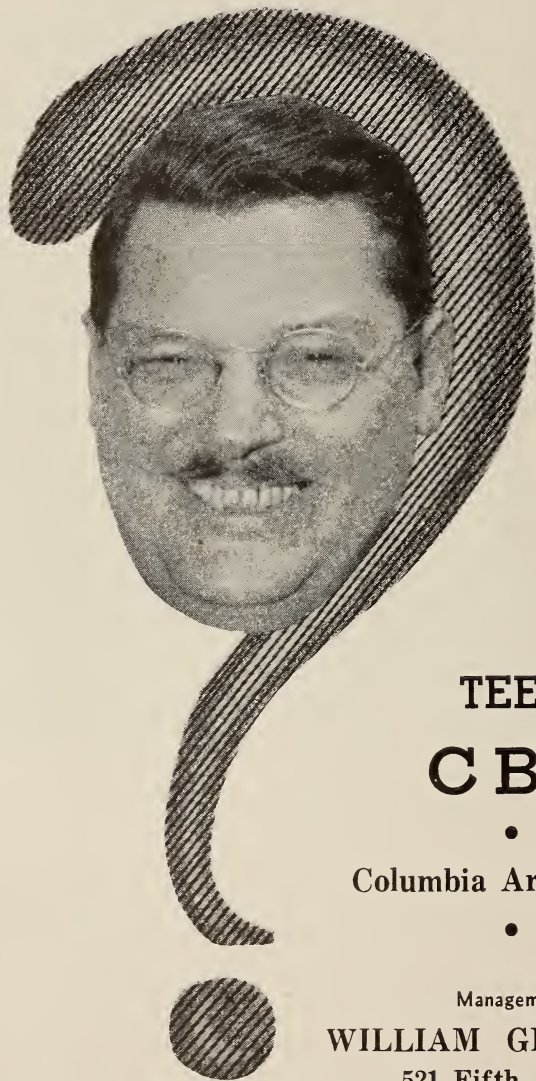
South

The South listens to radio the least. A smaller number of stations and reduced competition among programs—particularly network programs—is suggested as a reason for this. In the East interest is slightly below average except between 8 p.m. and Midnight. Smaller family units and a larger number of apartment dwellers probably result in a lower radio family availability during the day. In addition, however, most of the larger network programs are broadcast on a New York time basis, which puts them on the air during the 8 p.m. to Midnight period during both Standard and Daylight time schedules.

Midwest

Midwest section listens to more of the daytime programs before 5 p.m., and is about average during the later hours. This may be because, for one thing, the daytime dramatic serial type of program developed principally in Chicago and is apparently extremely popular in the Midwest. Too, this section has a larger percentage of so-called "average families" at which most daytime programs are directed.

PROFESSOR QUIZ



TEEL

CBS

•

Columbia Artists, Inc.

•

Management

WILLIAM GERNANNT

521 Fifth Avenue

New York

Audiences

Another section of the survey is devoted to actual program audiences analyzed by income groups. For this study the programs were roughly segregated into the following five classifications:

1. General Entertainment—including all variety, comedy and light musical programs.
2. Classical and semi-classical music—the symphonies and the somewhat lighter and higher quality musical programs.
3. News—the commentator, the dramatic presentation and the Broadway and Hollywood reporter.
4. Educational—talk, and questions and answers programs which by reason of presentation would be considered educational by listeners.
5. Dramatic—various types of dramatic programs with the exceptions of comedy drama (Amos 'n' Andy and Easy Aces), musical drama (Beauty Box Theater, Showboat) and news drama (March of Time).

Again the listening audience was divided into four groups. A, with incomes of \$5,000 and over; B, \$3,000 to \$5,000; C, \$2,000 to \$3,000 and D, under \$2,000.

Results

A tabulation of results showed, roughly, that in the evening groups "A" and "B" listened to the variety type of general programs. "A" tuned in on the classical music, "B" to the semi-classical. Both "A" and "B" listened to the news broadcasts and both groups, with a few exceptions, favored these programs over the dramatic and educational features.

Groups "C" and "D" tuned in on comedy and drama. "C" listened to the educational features. Both groups favored these programs over the classical and semi-classical music and the news broadcasts. Few programs had a uniform appeal to all groups.

About the same conclusions are drawn from a tabulation of daytime listeners.

Section Three

Section three of Beville's report is devoted to the effect of competition on

program audiences. In it is discussed five principal types of changes or breaking points in program competition which it is possible to study by the use of existent telephone survey data. These five types are as follows:

1. Change of talent in competitive program.
2. New competitive program coming on.
3. Old competitive program going off.
4. Change of competition during a given program.
5. Change of competition by moving program to different period.

Examples

As an example of the findings under the first type a famous columnist and news commentator was replaced by a relatively unknown commentator with a loss of more than 50 per cent of the program's audience. While this second commentator was on the air a symphony orchestra showed a substantial rise, going from 16 per cent to 26.5 per cent. When the first commentator returned to the program, the 50 per cent loss was immediately regained and orchestra dropped back to about its former place.

Another charting shows clearly the effect of new competition. A popular light orchestra and a commentator with a folksy, back-woods style held most of the listening audience until, on a third network, a famous comedian made his appearance. Both of the other shows lost heavily in audience appeal, while the third show started off well and gained rapidly. This case would seem to indicate that the first two programs were short in audience-building and holding qualities while the third show probably had extensive advance merchandising and publicity.

Under the third listing Beville shows that even an old, well-established favorite on the air can gain from loss of a competitive program. In this case listings were charted on an established program of comedy and music and a fast-talking news commentator. Though the first program held the greater part of the listening audience there was a decided leap to a new level when the second program went off the air.



and Now—

Westinghouse
MUSICAL AMERICANA

PRODUCED BY KENNETH L. WATT



NBC BLUE • COAST-TO-COAST • 97 STATIONS
AND AROUND THE WORLD BY SHORT WAVE
8:00 P.M. E.S.T. • 7:00 P.M. C.S.T. • 9:30 P.M. M.S.T. • 8:30 P.M. P.S.T.

Competition Changes

In illustrating what is liable to happen when a change of competition occurs during a given program, Beville selected one particular Sunday. Between 8:00 and 8:30 p.m. that day 42.9 per cent of all radio families were using their sets, with 15.5 per cent listening to a well-known singer and 14.2 per cent to a program which featured audience participation. In the following half-hour the total audience increased to 48.1 per cent and a popular comedian, following the singer, gained an audience nearly twice the size of his predecessor's. The result of this was to seriously reduce the number listening to the audience participation program. Computed in terms of the total audience listening for each half-hour period, this program dropped from one-third to little better than one-sixth of the total.

Several examples of change in competition which result in moving a program to a different period are shown in Beville's survey. For instance, one program ranking a poor third in audience appeal, due to the competition of two popular network features, was shifted from its Friday night spot to Saturday night where it met no serious competition. The program immediately doubled its audience and made constant gains for several months.

Final Section

In the fourth and last section of his survey, the author has combined the findings of section two and three so that the income group variations are studied in the terms of competition. These analyses emphasize the fact that program popularity, even by income groups, is largely relative.

For the purpose of this phase of the study a number of examples of directly competing programs were selected. These examples were for programs of the same length and approximate size of network, and included only programs broadcast opposite each other for a sufficient length of time to yield adequate competitive income group data. Only the actual ratings (per cent of all sets) were used.

The examples divided themselves into three types:

1. Clear-cut difference in income group appeal.
2. Similarities in income group appeal.
3. Changes in income group ratings resulting from changing competition.

Conclusions

Conclusions drawn from the many charts in this part of the report are:

1. Just as the total audience or popularity of an individual program must be considered in relation to its competing program, so must the income group breakdowns be studied from the standpoint of competition.
2. To obtain truly accurate data on relative appeal by income groups it is necessary to spot individual programs opposite other programs of various types.

Here are two findings on programs of different appeal:

Program Comparisons

Two examples of findings on programs of different appeal are as follows: "Voice of Firestone," by income groups: A, 8.0; B, 7.5; C, 6.9; D, 5.4; total, 6.9. "Pick and Pat": A, 4.6; B, 8.0; C, 9.5; D, 9.9; total, 8.8. Contented program: A, 7.6; B, 6.5; C, 5.7; D, 4.3; total, 5.8. "Lady Esther Serenade": A, 5.8; B, 8.4; C, 10.3; D, 7.2; total, 8.8.

Findings on programs of uniform appeal: "Cavalcade of America": A, 5.0; B, 7.6; C, 8.3; D, 5.4; total, 7.3. "One Man's Family": A, 10.6; B, 13.6; C, 16.8; D, 13.6; total, 14.8. (As between these two programs, other than the normal listening trend, there appears to be little variation by income groups except that the former is slightly lower in group D.)

Findings on programs under two different competitive conditions: Eddie Cantor: A, 9.6; B, 14.4; C, 17.3; D, 14.6; total, 15.2. Jack Benny: A, 18.1; B, 26.5; C, 29.1; D, 21.8; total, 21.8.

A year later the program of Eddie Cantor faced different competition with results as follows: Eddie Cantor: A, 19.9; B, 24.8; C, 28.3; D, 18.8; total, 24.9. "So You Want To Be An Actor": A, 6.3; B, 11.5; C, 14.6; D, 12.6; total, 12.7 (this comparison illustrates clearly the tremendous effect competitive programs have, not only on total audience, but on the income groups).



**CONNIE
BOSWELL**

SHORT WAVE

International Programs Making Rapid Strides

By GUY C. HICKOK

Program Director

NBC International Division

Greatly increased acceptance of the National Broadcasting Company's international short wave programs throughout Latin America in particular and the rest of the world in general was noted during 1939. This was due principally to three factors: Unbiased and extensive coverage of war news, considerable augmentation of program service to countries below the Equator, and installation of a steerable antenna which vastly increases signal strength to either Buenos Aires or Rio de Janeiro merely by throwing a switch. A resultant highpoint of the year was the establishment of the first commercial shortwave broadcasting service.

Popularity

Proof of the growing popularity of NBC's short wave programs was provided by the number of foreign stations which started rebroadcasting them during the year and by a tremendous increase in mail response from abroad. Programs were rebroadcast in 1939 by at least 20 stations and networks abroad, while regular pickups are now being carried throughout Uruguay, Paraguay, Colombia, Mexico, Guatemala, Cuba, Puerto Rico and Argentina. As for mail response, this has grown from only 157 pieces of mail in May, 1938, to approximately 40,000 letters and cards received this year.

War News

Probably the greatest single factor in building good-will for NBC international

programs during the year has been the broadcasting of war news over its stations WRCA and WNBI. Such news has been delivered, every hour on the hour, in six languages, during eleven of the sixteen hours during which the stations are on the air each day. Uncensored, impartial and comprehensive, it has won a tremendous following from persons who dislike the propagandizing of foreign government-owned or controlled stations.

Latin America

The augmentation of program service to Latin America this year was accomplished by using WRCA to beam southward three and a half hours of programs which previously had been sent exclusively to Europe over WNBI. These broadcasts, in English, Italian, German and French, have been received with great enthusiasm by colonies of Europeans located below the equator.

New Antenna

The new steerable antenna has proven directly responsible for gaining a much wider audience because, although WRCA and WNBI operate with 25,000 watts of power, the antenna delivers an effective signal of more than 600,000 watts and concentrates this upon centers of population along the east and west coasts of South America.

Sponsorship

Lastly, the opening of short wave broadcasting to commercial programs has made possible the further building of good will between the Americas. Such service was authorized by the Federal Communications Commission in May, when it was decided that WRCA and WNBI had outgrown their experimental stages and was inaugurated on December 1 when the United Fruit Company assumed sponsorship of a daily news program for the purpose of purely institutional advertising.

WARD'S "TIP-TOP" BREAD

Presents

Joe Penner

NBC BLUE NETWORK — EVERY THURSDAY

8:30 EST—7:30 CST.



SCREEN—Under Exclusive Engagement
To R. K. O. Radio Pictures Inc.

THE NEWS

Radio Paramount in Covering Special Events

By A. A. SCHECTER
NBC Director of News
and Special Events

was sinking, may go down in radio history as one of the all-time highs in listener interest.

Flint Coverage

The year 1939 has probably been the most successful and sensational in the history of news and special events coverage by radio in America. In this year radio had its first baptism of world war coverage. Today, because of its success in spanning oceans and continents, people in the backwoods know just as well what is happening as people in key cities.

The first interview with the captain of the City of Flint after his strange Odyssey through the North Atlantic was another big radio story of the year. Air raid warnings heard in Paris while an American commentator was talking to the United States made another sensational broadcast while first hand reports of the conquests of Poland, Czecho-slovakia, Albania and Memel were not far behind in excitement. To all networks must go credit for some striking angle of this war coverage.

U. S. System

And the American system of competitive broadcasting probably has made it possible for citizens of this country to know more about the war in Europe than the Europeans themselves. American newsmen and radio men are the finest reporters in the world. It is their training in competitive methods that has made radio so successful in the transmission of news from the war fronts.

Public interest in news broadcasts increased considerably during the year and the average volume of such broadcasts since the war began has jumped from about 10½ hours to almost 16 hours per week.

1939 Highlights

Nineteen-thirty-nine brought many other remarkable broadcasts. For the first time radio reported the death of a Pope and the election and coronation of his successor. Additional amazing news stories in which it participated included the bitter fight for American neutrality and the special session of Congress; President Roosevelt's appeal for peace, Hitler's answer and the peace plea of the Duke of Windsor from Verdun, and the visit of the King and Queen of England to the North American continent.

Radio War

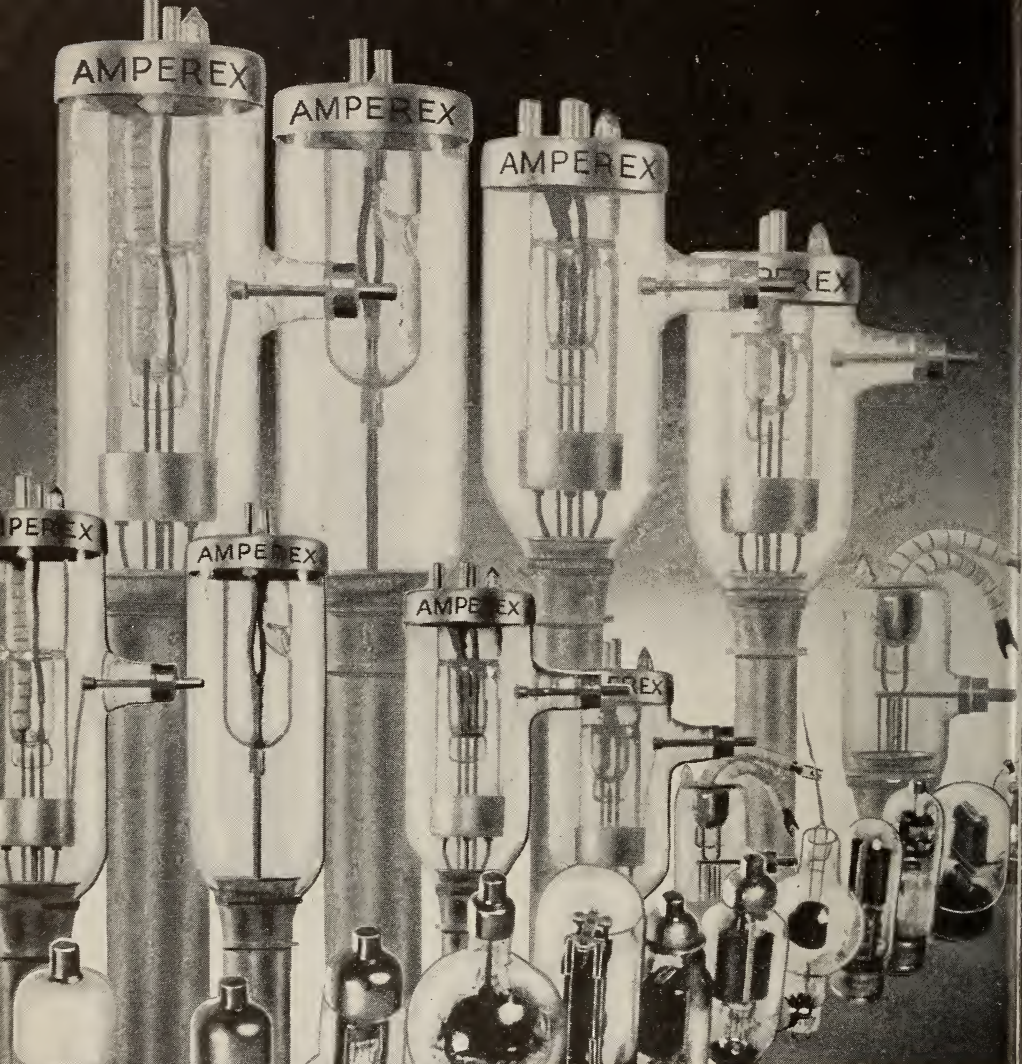
This has, in fact, been somewhat of a radio war. Chamberlain's declaration of war was made on the air. Hitler's answer was broadcast as was Daladier's war declaration for France. Subsequent reports on developments given by statesmen of Europe to their own people also were heard throughout the world.

Incidents in the hostilities themselves also have been broadcast in spectacular fashion. The Athenia sinking was first known to the world by air while rescue of most of its passengers was made possible because of the ship's SOS signals. And the destruction of the Graf Spee in Montevideo Harbor, a description of which was flashed to America while she

The submarine "Squalus" disaster at Portsmouth, N. H., was another of the great stories of radio. Microphones were on the scene as the rescues took place. And the "Cavalier" disaster, in which a plane from Bermuda "sat down" on the Atlantic Ocean, was equally striking. In fact, it was the radio on the ship that first summoned help and secured the rescue of nearly every passenger and crew member, while broadcasters were on the scene to cover this rescue.

Sports

Although pushed out of the spotlight by national and international events, the Louis-Galento fight, the coverage of football games and other events which never fail to grip the listener should not be overlooked as highlights of 1939.



Modern Engineering

Amperex tubes are not fashioned along design and engineering principles of a previous decade.

Independent research and experiment has resulted in the application of new engineering principles and an advanced concept of vacuum tube mathematics, to the design of the exclusive Amperex types, and to the redesigning of the older models.

The unquestioned leadership of Amperex in the design and production of U.H.F. tubes such as the HF 100, 200, 300, 849H, the popularity of the redesigned older models and the wide acceptance of the newly designed water-cooled line, containing structural and design improvements and refinements which enhance their efficiency and increase their longevity, are mainly due to this modern engineering.

AMPEREX ELECTRONIC PRODUCTS, INC.
WASHINGTON STREET
BROOKLYN, NEW YORK

WORLD'S FAIR

Radio Plans Already Completed for 1940

By DR. JOHN S. YOUNG
Director of Radio and Television

The 1939 World's Fair in New York brought to network audiences the "Salute of Nations" featuring leaders of the entire world, plus the finest radio fare, augmented by television, ever presented in conjunction with an event of such magnitude. A high standard was set up for the 1940 Fair to shoot at, and before the doors were again thrown open to a waiting nation, the radio, television and facsimile plans had been completed.

Heading the array is a series of programs arranged between the United States and Latin-American countries, soon to get underway, featuring presidents of the Latin-American countries broadcasting a series of goodwill talks directly to the New York World's Fair, and all residents of the United States.

Sound broadcasting will play the major part in the 1940 Fair coverage. The three major networks, CBS, MBS and NBC, have all made arrangements for a thorough coverage of the Fair exceeding their efforts of 1939. In addition, located on the grounds will be facilities of WMCA and the Inter-City network; WINS and the New York State network; WLW, Cincinnati; WHN, WNEW, WNYC, WQXR, WEVD, WWRL, WHOM, and virtually every station in the area of the Fair.

All the stations have agreed to broadcast on an expanded basis this year, and are even now completing plans for the elaborate coverage they have promised to give their listeners.

Television

The greatest number of television transmitters and receivers ever assembled at any one time or place in the United States will be on exhibit at the Fair in '40. Television's "eyes" will be brighter, keener, more observing than ever, and at the great exposition you will see them at work. Television history was made on April 30, 1939 when President Roosevelt opened the huge extravaganza; brilliant chapters will be added in 1940.

At this time plans are not available regarding the developments in television

by NBC, CBS, RCA, and Westinghouse, but we understand that the General Electric Exhibit at the World's Fair, with its man-made lightning, "House of Magic" and television demonstrations, will bring back in 1940 substantially the show which was one of the hits of the Fair in '39.

Newest developments of the General Electric research laboratories will be added to the science show in the "House of Magic," and Dr. K. B. McEachron, director of the high voltage laboratory, is working out new ways of demonstrating the tremendous power of the 10,000,000-volt artificial lightning generator in Steinmetz Hall.

A new feature of the "House of Magic" theater will be a sound control device by which the effect of an invisible band marching around the theater may be achieved.

A projection receiver will be added to the General Electric television demonstrations. The same television studio in which visitors were televised during 1939 will be retained, and the space devoted to the television receivers will be doubled.

Facsimile

In the realm of facsimile, the onward march of this means of communication will be a spectacular feature of the Fair in '40. Detailed plans are not available at this early date, but it is expected that the RCA building will be the scene of latest developments, and Crosley, it is anticipated, will have large-scale demonstrations in its building . . . showing the work of the Crosley Reado, a printer designed by the Finch Telecommunication Laboratories, Inc.

Plans are being discussed with John V. L. Hogan, President of WQXR, whereby the New York World's Fair 1940 may participate in experimental broadcasts featuring the new frequency modulation (static-less) system and high speed radio facsimile by utilizing W2XQR and W2XR. This is one of radio's most recent advances and will be followed with keen interest by the scientific world.

On Saturday, May 11, the 1940 edition of the New York World's Fair will get underway. In addition to the gala celebration planned by the Fair officials, television and radio broadcasts on that day will play a major role in presenting to the people of the nation a preview of this greatest of Fairs.

MARION AND JIM JORDAN

as

"FIBBER McGEE AND MOLLY"

DON QUINN

WRITER

BILL THOMPSON

"OLD TIMER"

"NICK DEPOPOLOUS"

"HORATIO K. BLOOMER"

HAROLD PEARY

"GILDERSLEEVE"

ISABEL RANDOLPH

"MRS. UPPINGTON"

HARLOW WILCOX

ANNOUNCER

"THE KING'S MEN"

BILLY MILLS

AND HIS ORCHESTRA

FIFTH YEAR FOR THE MAKERS OF JOHNSON'S WAX

CO-OP SHOWS

Their Importance to the Advertiser

By FRED WEBER
General Manager, MBS

Since Mutual's very beginning, way back in 1934, this network has made new ideas work. I need not tell you about the flexibility it affords the advertiser—the full rates that it gathers for affiliated stations—and its fundamental cooperative policy as the network created “by the stations for the stations.” These pioneering steps have been responsible for its rapid, yet careful growth from a hookup of four strong stations to a nationwide chain of some 118 affiliates. Built securely to service the listener and the affiliated station, Mutual has ever been on the lookout for contributions to enhance this service. The cooperative radio program falls prominently into this category.

Costs

How many times have you met the advertiser who could afford a radio program on a local station, but who was still far removed from the big-time prestige and talent of network sponsorship? If he bought at all, it was a “participating” sponsorship, a mediocre live show, or a transcribed program.

But all that was before the arrival of the cooperative program. This radio phenomenon helped not only the advertiser, but the station and the network. It gave the advertiser a chance to buy a network program for the price of a good local show. It meant a new type of lucrative selling job for the station, and more revenue for the network. And it also had its by-product—the producer of the cooperative campaign.

Definition

The cooperative show is a network program sponsored by a different advertiser in each market, with not more than one sponsor to a city. Each cooperative sponsor is identified with the network show in his locality by the use of “cut-in announcements,” which are made at the local station. At the moment there is a break in the program for the commercial

announcement, the local announcer in Denver, for example, reads the advertising message of the Wadge Coal Company, the cooperative in that city. The local commercial is superimposed against theme music broadcast from the network to insure a smooth effect. Simultaneously, announcements are being cut in from other cities for local advertisers. Each sponsor has his own commercial adapted to his particular product or market.

Initial Attempts

The sponsors of a cooperative program need not be makers of the same type of product. The cooperative set-up has spread out in various directions. The Lone Ranger had been enormously successful for one sponsor in certain outlets. But this client's distribution did not reach many other markets. The client agreed to the sale of the program on a cooperative basis in these other markets. Three bakers, two on the west coast, and one in upstate New York, were the first purchasers. Then it spread rapidly.

Today the Lone Ranger is sponsored in many cities by the General Baking Company, has 40 or more other clients on a cooperative basis all over the country.

Agency Recognition

The cooperative program idea has attracted advertising agencies. The Redfield-Johnstone agency in New York led the field with “Thirty Minutes in Hollywood” which they syndicated over Mutual to 40 local advertisers in 1937. George Jessel was the star.

Since each local advertiser paid for the time and talent costs according to the size of his sales area, the cost of this program ranged from \$50 to \$1,000 per advertiser.

Redfield-Johnstone followed their first coop campaign with one called “Headlines” and “The Show of the Week.” The latter program is still going strong over Mutual at 6:30 p.m. on Sundays.

The net result of the cooperative movement to date is a record of satisfying experiences on the part of advertisers who have bought time and talent on a syndicated basis, sufficient to stamp the cooperative idea as a definite trend in 1940 network broadcasting.



K E N M U R R A Y



TEXACO STAR THEATRE

FACSIMILE

New Radio Service Passes First Milestone

Facsimile broadcasting on an experimental basis under the rules and regulations of the Federal Communications Commission was conducted by approximately 25 broadcast station licensees during the year 1939. This period represents the first full year of facsimile operation for a majority of the licensees, most of whom undertook to deliver a regularly scheduled daily program of several hours duration, in order to determine the performance characteristics of the terminal equipment which they had purchased and to check public reaction to facsimile broadcasting as a new type of radio service.

Availability

Although many of the present licensees have reported in detail on their operations and have made a conscientious effort to determine public reaction to facsimile, the fact that only a small number of receiving or recorder units were available to the public through normal trade channels has made it difficult, if not impossible, to secure any extensive appraisal of facsimile from any large number of "ultimate consumers," which group will in the next analysis pass on the utility, character and extent of any future recorded broadcast service.

Units

To many observers it is a disquieting fact that complete figures are not readily available on the number of facsimile recorders actually in operation during the year. Estimates made, however, have placed the number of facsimile recorders supplied by manufacturers at a figure

more than 1,000 and not in excess of 2,000 units. The major portion of the facsimile equipment used by the broadcast licensees was supplied by Finch Telecommunications, Inc., and the R.C.A. Manufacturing Company. The two types of recording units which have had the widest distribution and use are different in design and operation and require different standards of transmission to be used, which has made it impossible to receive any given broadcast as delivered on a single frequency with either type of recorder. In the opinion of many competent and unbiased observers, this lack of standardization has operated as a severe handicap in the introduction of facsimile broadcasting and in the efforts made to obtain a true picture of the extent of public interest in the programs that have been broadcast for record reception in the home.

Introduction

A substantial beginning has been made, however, to acquaint the general public with facsimile and from the broadcasting as conducted by licensees and the demonstrations of facsimile apparatus by manufacturers at the New York World's Fair and elsewhere. Certain trends have been observed which may likely influence future developments in this field. Foremost is the fact that during the past year the FCC put into effect a reallocation of frequencies, one result of which was to discontinue the use of three medium frequencies for facsimile broadcast development, and the substitution in place thereof of groups of ultra high frequencies in the 25, 43 and 116 megacycle bands. Approximately two-thirds of the present facsimile licensees have already elected to conduct their experimental operations on the newly assigned frequencies. There has



CHARLES BOYER

Woodbury Hollywood Playhouse

NBC
(Wednesdays)

been no recent additional request from broadcasters for permission to use a standard broadcast frequency during the experimental or morning hours extending from midnight to 6 a. m., during which period special authorization for facsimile broadcasting had been previously granted to a limited number of applicants.

Operation

A second point that has been freely commented on by both broadcasters and users is the desirability of increased speed of operation and there seems to be fairly unanimous opinion on the advantages to be gained by increasing the amount of received copy from the present standard to at least 15 square inches per minute, which is the equivalent of a letterhead sheet of copy being produced in approximately 5 minutes. The doubling of the present speed of transmission will increase the number of words that can be transmitted in a minute to 150 to 300 words, depending on the type size selected. The use of the ultra high frequencies on which programs may be transmitted during the daytime, as well as at night, and transmission of copy at speeds now indicated as feasible, should permit the rendering of a more comprehensive facsimile service than has been attempted to date.

Set Prices

In addition to the problem of available and satisfactory frequencies and the performance characteristics of facsimile equipment offered to home users, much speculation and some fact finding has been devoted to the problem of determining what price a user would be willing to pay for facsimile equipment and the expense to be incurred by its operation. From the limited facts available, there is every indication that a figure in excess of \$100.00 for a complete home facsimile installation will meet with a high sales resistance. The economic aspect of facsimile is therefore, in a degree, comparable with that of television. In both fields wide distribution cannot be expected without the lower cost resulting from mass or large scale production.

The relative simplicity of facsimile equipment, which would normally result in a low, initial, first-cost is offset at the present time by the absence of any accepted common standard of transmission to permit all facsimile recorders in operation to receive any broadcast program within a given service area. Radio manufacturers as a group have therefore shown little interest in working out the economics of supplying facsimile recorders.

Commercial Aspect

As contrasted with the experimental facsimile broadcasting activities during 1939, very considerable progress has been made in commercial applications of facsimile. Among these may be noted the use by R.C.A. Communications in two of its commercial circuits of a method of sub-carrier frequency modulation which is reported to considerably reduce distortion and to permit greatly increased speed of transmission. The Western Union Telegraph Company, a pioneer in facsimile developments, demonstrated during the year their improved terminal facsimile apparatus and publicly introduced a new automatic telegraph, which permits the filing of a telegram by facsimile in much the same manner that one mails a letter. In Canada where the use of radio frequencies for facsimile has been withheld from private companies, facsimile apparatus developed by John V. L. Hogan was used by a leading Toronto newspaper in a study of the feasibility of rendering a wire news bulletin service by facsimile.

Conclusion

The impetus given to facsimile by the improvements in the commercial radio and wire services may well be reflected in an increased activity in facsimile broadcasting during 1940. The possibility of further extended use of frequency modulation in local broadcast services at ultra-high-frequencies appears to offer to broadcasters and manufacturers alike a real opportunity to determine whether facsimile does in fact meet the requirements of "public interest, necessity and convenience."

**For Further Information Regarding Facsimile, Please
Turn to Pages 631-637.**

B E N N Y



G O O D M A N

Greetings

Exclusive Management
MUSIC CORPORATION OF AMERICA

TELEVISION

A Review of 1939 and a Forecast for 1940

By **NORMAN S. WEISER**
Associate Editor, Radio Daily

The long awaited debut of television finally took place April 30 when President Franklin D. Roosevelt's speech opening the World's Fair was telecast by NBC. Since that time, only a few months have elapsed, and the record, which far surpasses that of radio in its initial year, shows not only the rudimentary pattern of television's future greatness, but also definite proof of the amazing progress brought about by the pioneer work in this newest of industries.

Progress

Progressing so swiftly that much of the historical value will inevitably go unrecorded marks television's story to date. In eight months of 1939 television created its first audience among the public; made gigantic steps forward in program production; rebuilt and improved its physical framework, and began the solution of the unavoidable problem of making a living for itself.

During 1939 a total of 600 telecasts were chalked up, with the schedule increased from two hours weekly to about 15 hours over the same span, on a five day a week. Of the total, 30 per cent were remote telecasts, 30 per cent were film, and 40 per cent were live talent telecasts from the NBC studios in Radio City.

Moving towards a solution of tele's most difficult problem—the business of becoming self-supporting—NBC cooperated with advertisers and their agencies in presenting more than 30 semi-commercial telecasts of various types. In these programs, sponsor paid all, or part of, the talent costs, with NBC meeting the expenses of production and overhead.

Too, more than 100 commercial films were telecast during 1939.

Network

The biggest job facing telecasters during the coming year is the establishment of network facilities, for only through this means can a profitable basis of operation be accomplished. RCA has already readied a new type booster station, to be constructed at a very low figure, which will be tested late in the spring, and which may be the answer to the problem.

Another new avenue recently opened up to the commercial angle is the use of television by large national advertisers at sales conventions, where mass demonstrations can be held with ease. Pioneered by Bulova, the movement has gained momentum steadily, and appears to be the first major trend developed in '40.

Programming

Added emphasis on live talent presentations will be in order during the current year, with a gradual trend away from the old films. Use of commercial films, however, appears to play a prominent part in the new industry, and will undoubtedly be increased during the succeeding months.

A definite television technique in the presentation of live shows will be developed, combining the major points of all audio-visual entertainment, and even now experiments are going forward full blast at NBC.

CBS

With the adoption of a "pattern transmission," CBS, towards the end of the year finally came to life, and to all intents and appearances, will begin an active schedule before the end of the current year. Continued experimentation is in order, according to President Paley, and programming and preliminary preparations will be emphasized.

For complete information regarding Television, please turn to page 613 where a 23-page section will be found.



FRED WARING

and his

PENNSYLVANIANS



Chesterfield Pleasure Time



Management, John O'Connor
1697 Broadway
New York City

GROWTH OF RADIO STATIONS IN THE U. S. FROM 1937-1939

(As of December 1, 1939)

As of:	Licensed Stations	Construction Permits	Special Broad- cast Stations	Total
January 1937.....	642	39	4	685
February 1937	646	41†	4	691
March 1937	650	42‡	4	696
April 1937	650	44‡	4	698
May 1937	657	38‡	4	699
June 1937	659	37‡	4	700
July 1937	662	38‡	4	704
August 1937	666	44‡	4	714
September 1937	671†	40§	4	715
October 1937	673†	40§	4	717
November 1937	676†	37§	4	717
December 1937	679†	36‡	4	719
January 1938	685†	32‡	4	721
February 1938	688†	31‡	4	723
March 1938	689†	34‡	4	727
April 1938	693†	35‡	4	732
May 1938	693†	40*	4	737
June 1938	696†	41*	4	741
July 1938	697†	46*	4	747x
August 1938	700†	46*	4	750
September 1938	705†	45*	4	754
October 1938	711†	44*	4	759
November 1938	711	46†	4	761
December 1938	718*	41†	4	763
January 1939	718*	42†	4	764
February 1939	723*	39*	4	766
March 1939	725*	37*	4	766
April 1939	728*	37*	4	769
May 1939	730*	38*	4	772
June 1939	731*	38*	4	773
July 1939	731*	43*	4	778
August 1939	734*	56*	4	794
September 1939	735*	59*	4	798
October 1939	739*	57z	4	800
November 1939	747*	58z	4	809
December 1939	751	57z	4	812

*Including one stay order.

†Including two stay orders.

‡Including three stay orders.

§Including four stay orders.

xAnnual report shows 748, additional station being in Court of Appeals.

zIncluding one construction permit for a special broadcast station.



THE ANDREWS SISTERS

Maxene ★ Patty ★ La Verne

Year	Decca Recordings Sold	Theatre Weeks	Radio Programs
1937	30,000	1	0
1938	500,000	21	Wrigley Show 28 weeks
1939	1,300,000	13	Dole Pineapple Show 39 weeks
1940 (to Feb. 15th)	550,000	2	Chesterfield Show 13 weeks

Personal Management LOU LEVY

GENERAL AMUSEMENT CORPORATION

THOMAS G. ROCKWELL, PRESIDENT

NEW YORK • CHICAGO • HOLLYWOOD • LONDON

RADIO DAILY

Third Annual Poll of the Radio Editors and Critics for 1939-40

(Released January 19, 1940)

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Entertainers

JACK BENNY	416
Edgar Bergen (Charlie McCarthy)	389
Fred Allen	312
Bing Crosby	276
Bob Hope	238
Kay Kyser	160
Fibber McGee & Molly	121
Orson Welles	92
Alec Templeton	90
Kate Smith	79

Dance Orchestras

GUY LOMBARDO	331
Kay Kyser	293
Glenn Miller	215
Paul Whiteman	179
Benny Goodman	168
Wayne King	166
Horace Heidt	163
Tommy Dorsey	130
Fred Waring	113
Bob Crosby	105

Commentators

H. V. KALTENBORN	413
Lowell Thomas	271
Elmer Davis	259
Raymond Gram Swing	206
Paul Sullivan	194
Walter Winchell	121
Ed. C. Hill	73
H. R. Baukage	59
Bob Trout	58
John Gunther	54

Irene Rich



Seventh Consecutive Year for Welch Grape Juice Company



SUNDAYS

9:30-9:45 P. M. E.S.T.

NBC Blue Network

8:15-8:30 P. M. P.S.T.

NBC Red Network

RESULTS OF RADIO DAILY 1939 CRITICS POLL

FAVORITE COMEDIAN

JACK BENNY	488
Fred Allen	376
Edgar Bergen	331
Bob Hope	321
Fibber McGee & Molly	161
Burns & Allen	74
Bob Burns	61
Bob Benchley	52
Al Pierce	36
Fanny Brice	33

SERIALS

ONE MAN'S FAMILY	253
I Love a Mystery	85
Aldrich Family	74
Big Town	62
Vic & Sade	56
Sherlock Holmes	55
Second Husband	39
District Attorney	29
Amos 'n' Andy	28
Easy Aces	28

SYMPHONIC PROGRAMS

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AMERICA'S TOWN MEETING OF THE AIR	214
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FEMALE VOCALIST CLASSICAL

MARGARET SPEAKS	199
Gladys Swarthout	184
Marion Anderson	174
Lily Pons	168
Lucille Manners	142

CHILDREN'S SHOW

LET'S PRETEND	197
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QUIZ PROGRAMS

INFORMATION PLEASE	542
Kay Kyser	219
Dr. I. Q.	189
I Love a Mystery	83
Battle of Sexes	75
Name Three	73
Ask-It-Basket	55
What's My Name	53
Quick Silver	49
Gag Busters	33

MALE VOCALIST POPULAR

BING CROSBY	499
Kenny Baker	372
Lanny Ross	160
Frank Parker	142
Dennis Day	103
Barry Wood	103

FEMALE VOCALIST POPULAR

CONNIE BOSWELL	292
Kate Smith	233
Frances Langford	225
Virginia Simms	186
Judy Garland	73

MALE VOCALIST CLASSICAL

NELSON EDDY	428
Lawrence Tibbett	424
Richard Crooks	364
Donald Dickson	250
John Charles Thomas	238

SPORTS COMMENTATOR

BILL STERN	464
Ted Husing	394
Red Barber	168
Clem McCarthy	112
Ed Thorgeresen	80



HAL KEMP

And His
ORCHESTRA

With
THE SMOOTHIES • BOB ALLEN • JANET BLAIR



SKINNAY ENNIS

And His
ORCHESTRA

SECOND SEASON
ON

THE BOB HOPE PROGRAM

NBC-RED, TUESDAY, 10 P. M., E.S.T.

Personal Management
ALEX HOLDEN

Direction
MUSIC CORPORATION OF AMERICA



DATA ON PROGRAM WINNERS IN RADIO DAILY'S THIRD ANNUAL POLL of RADIO CRITICS

Jell-O

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



Chase & Sanborn

Sponsored by Standard Brands, Inc., for Chase & Sanborn coffee; Sundays, 8-8:30 p.m. on NBC Red network. *Agency:* J. Walter Thompson Co. *Cast:* Edgar Bergen and Charley McCarthy, Rudy Vallee and a different guest star each week. *Orchestra:* Robert Armbruster.



Kraft Music Hall

Sponsored by Kraft Cheese Corp.; Thursday, 10-11 p.m. on NBC Red network. *Agency:* J. Walter Thompson Co. *Cast:* Bing Crosby, Bob Burns and guest talent weekly. *Orchestra:* John Trotter.



Information Please

Sponsored by Canada Dry Ginger Ale, Inc.; Tuesdays, 8:30-9 p.m. on NBC Red network. *Agency:* J. M. Mathes, Inc. *Cast:* Clifton Fadiman, Franklin P. Adams, John Kiernan, Oscar Levant, Milton Cross and guests.



Fred Allen Show

Sponsored by Bristol-Myers Co. for Ipana and Sal Hepatica; Wednesdays, 9-10 p.m. on NBC Red network. *Agency:* Young & Rubicam, Inc. *Cast:* Fred Allen, Portland Hoffa, Harry Von Zell and guest talent. *Orchestra:* Peter Van Steeden.



Bob Hope Program

Sponsored by Pepsodent Co.; Tuesdays, 10-10:30 p.m. on NBC Red network. *Agency:* Lord & Thomas, Inc. *Cast:* Bob Hope, Judy Garland, Jerry Colonna and guest stars. *Orchestra:* Skinnay Ennis.



Lux Radio Theater

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



Ford Sunday Evening Hour

Sponsored by Ford Motor Co.; Sundays, 9-10 p.m. on CBS network. *Agency:* N. W. Ayer & Son. *Cast:* Ford Symphony Orchestra and Chorus, guest soloists, instrumentalists and conductors.



Kay Kyser's College

Sponsored by American Tobacco Co. for Lucky Strike cigarettes; Wednesdays, 10-11 p.m. on NBC Red network with repeat broadcast Thursdays over MBS network. *Agency:* Lord & Thomas, Inc. *Cast:* Kay Kyser, emcee, Virginia Simms, Harry Babbitt, Sully Mason, and members of the audience participating in quiz. *Orchestra:* Kay Kyser.



Good News of 1940

Sponsored by General Foods Corp. for Maxwell House coffee; Thursdays, 9-10 p.m. on NBC Red network. *Agency:* Benton & Bowles. *Cast:* Edward Arnold, emcee, Fanny Brice, Connie Boswell and guest stars. *Orchestra:* Meredith Willson.

Telephone LOngacre 3-6110

License No. 253

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48 West 48th St.

Suite 704

Office Hours 9 to . .

Name Mr. Talent Buyer Age _____

Address _____

R_v

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and/or

THE FOUR INK SPOTS

Sig: Take regularly on any network as a sedative to avoid nervous prostration due to excess worry about your radio program.

Have this
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48 West 48th Street

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HAVANA



Pan-American Treaty Becomes a Reality

Adopted in Havana on December 17, 1937, the treaty became a reality with the ratification by Mexico on December 28, 1939, thus paving the way for important reallocations of broadcasting facilities in the United States, Canada, Cuba, Mexico, Haiti and the Dominican Republic.

Changes

Nearly 700 stations in the United States will in some way be affected by the treaty since all outlets on channels above 710 kc. will be moved around anywhere from 10 to 40 kc. higher from their present frequency. Stations on 1500 kc. may be moved down to 1490 kc. Number of United States clear channels are to be increased.

Some of the benefits to be derived from the treaty have been more or less anticipated by the FCC in giving many outlets power boosts, although the procedure by the FCC at the turn of the year was to set an effective date for the reallocations; new frequencies will become operative in December 1940.

Interference

It is understood by all signators to the treaty that local frequency shifts and power boosts will not take precedence over the treaty and that superpower Mexican stations will not crowd the border so as to cause interference with either

United States or Canadian outlets. Also, the interference growing out of Cuban frequencies will be eliminated.

Countries covered by the North American treaty distribute 105 broadcast bands and while some broadcasters may be adversely affected by the move, hearings by the FCC will seek to iron out such matters. However, certain stipulations agreed to in the treaty must take precedence in each country, otherwise the original plan will fail due to the respective concessions asked by all concerned.

FCC Action

As mentioned above, the FCC has anticipated ratification and numerous licensees concerned have already been notified of proposed changes which affect them.

One of the net results will bring the clear-channel 50,000-watt stations in the United States up to 63; Mexico will have 15 of these Class I outlets, Canada 14, Cuba 5, and Newfoundland, Santo Domingo and Haiti, one each. Engineers have worked out the adjustments so that none of the stations now in operation in the United States will have to discontinue or be materially curtailed.

Conclusion

Unless unforeseen developments arise, the Havana Treaty will clear up a somewhat chaotic condition in North America prevalent for a decade, due mostly to outside conditions.

For Complete Information Regarding Broadcast Stations in Mexico, Cuba and South America, Please Turn to Page 961.

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DISTINGUISHED
ARTISTS

•

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SCREEN
TELEVISION

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Cal. Bank Bldg.

London

Connies, Ltd.

•

FREQUENCY MODULATION

By **ROBERT A. LITZBERG**
Associate Editor, **RADIO ANNUAL**

In its meteoric history of the past twenty years commercial broadcasting's progress has been cumulative. This has been true all the way down the line; receiving sets have graduated from crystal type of instruments to the modern push-button multiple-tubed console models; transmitters have been transformed from one-room studio-control combinations to modern plants like Radio City in New York as the need for larger facilities demanded. During 1939, attention has been directed to a new system of broadcasting known as frequency modulation which completely reverses the present method of radio transmission and threatens to obsolete the now-used amplitude modulation equipment as well as the 40,000,000 radio receiving sets in this country.

Staticless Radio

This basic invention, which has received an unusual amount of publicity in recent months, was patented in 1933 by Major Edwin Armstrong. According to the inventor, his purpose, when he first started his experiments, was to eliminate noise and interference and produce a staticless reception. The result, according to observers, is not only staticless radio but a high fidelity reception which borders on perfect sound reproduction.

Among the claims made for it as a superior method of broadcast transmission is that it possesses characteristics whereby it is possible to eliminate all kinds of disturbances including atmospheric static, electrical noises and background signal interference.

Without going into technical detail, the basic difference between frequency and amplitude modulation is in the method of transmitting sound on sound wave. In the latter system each station is allotted a narrow wave on which to operate. To get its signals over this

band, the station has to use considerable power, with varying strength determined by the type of sound desired to be transmitted. AM signal is not constant and, because the power behind it is not at one level, varies and fades. In the frequency modulation system of transmission high frequencies are used because of the need for a wider band for the individual station. In this manner the signal is allowed a wider band on which it travels from side to side. Sound is imposed on the carrier wave by "wobbling" its frequency over a wave band instead of varying the power. Frequency modulation starts with a wave that maintains its amplitude at all times but a wave that is always changing its frequency in accordance with changes in the sounds affecting the microphone. Power is constant, thus eliminating fading.

Present FM Activity

In 1935 Major Armstrong demonstrated his FM system before the Institute of Radio Engineers. Since then FM transmission has graduated from the laboratory stage into the practical experimental period of its development. Several broadcasters have evidenced an interest in this work. Pioneers in the development of FM transmission are John Shepard III, whose Yankee Network has invested over \$250,000 in a transmitter at Paxton, Mass., to carry on further experiments in this new field; Franklin Doolittle of WDRC, Hartford, whose experimental transmitter has a regular schedule of programs; and John V. L. Hogan of WQXR, New York. Interest among commercial broadcasters has reached a point where an organization of stations experimenting and other interested parties has been organized. At the first meeting 49 organizations interested in frequency modulation attended.

Of the twenty odd stations authorized to operate using frequency modulation at the end of 1939 at least nine were broadcasting on a definite experimental schedule. It is estimated that before Spring there will be an additional twenty. Receiving set manufacturers are keeping up with the trend and four companies have announced the introduction of new lines of FM sets, with more to follow.

IMPORTANT RADIO Telephone Numbers in NEW YORK



Radio Stations

WAAT (N. Y. Office)	Circle	5-5780
WABC	Wickersham	2-2000
WARD	TRiangle	5-3300
WBBC	TRiangle	5-6690
WBRR	MMain	4-9735
WBNX	MELrose	5-0333
WSAU (N. Y. Office)	Wickersham	2-2000
WCNW	MURray Hill	4-9690
WEAF	Circle	7-8300
WEVD	BRyant	8-2360
WFAS	Wlconsin	7-2299
WGN (N. Y. Office)	MURray Hill	2-3033
WHBI (N. Y. Office)	VAnderbilt	6-0785
WHN	BRyant	9-7841
WHOM	PLaza	3-4204
WINS	ELdorado	5-6100
WJZ	Circle	7-8300
WLTH	ORchard	4-1203
WMCA	Circle	6-2200
WNB (N. Y. Office)	MURray Hill	2-5767
WNEW	PLaza	3-3300
WNYC	WOrth	2-5600
WOR	PENnsylvania	6-8383
WOV-WBIL	BRyant	9-6080
WQXR	COLumbus	5-6366
WYFW	TRiangle	5-0313
WWRL	NEwtown	9-3300

Badger & Browning & Hersey	Circle	7-3720
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Wickersham	2-0400
Birmingham, Castleman & Pierce, Inc.	LEXington	2-7550
The Biow Co., Inc.	Circle	6-9300
Blackett-Sample-Hummert, Inc.	Wickersham	2-2700
Brooke, Smith, French & Dorrance, Inc.	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7661
Buchanan & Co.	MEdallion	3-3380
Campbell-Ewald Co. of N. Y.	Circle	7-6383
The Caples Co.	MURray Hill	6-6500
Cecil-Presbrey, Inc.	Wickersham	2-8200
Compton Advertising Inc.	Circle	6-2800
D'Arcy Advertising Co.	ELdorado	5-3765
Donahue & Coe, Inc.	COLumbus	5-4252
Doremus & Co.	REctor	2-1600
Sherman & Ellis Co.	LACKawanna	4-3570
Erwin, Wasey & Co.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6400
Albert Frank-Guenther Law, Inc.	CORTland	7-5050
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLumbus	5-2000
J. Stirling Getchell, Inc.	MURray Hill	6-4800
Geyer, Cornell & Newell, Inc.	Wickersham	2-5400
Lawrence C. Gumbinner Co.	MURray Hill	2-5680
Hellwig-Miller Co.	LEXington	2-3030
Charles W. Hoyt Co., Inc.	MURray Hill	2-0805
H. W. Kastor & Sons Advertising Co.	COLumbus	5-6135
Joseph Katz Co.	Wickersham	2-2740
Kenyon & Eckhardt, Inc.	Wickersham	2-3920
H. M. Kiewewetter Advertising Agency, Inc.	LEXington	2-0025
Knox Reeves, Advertising, Inc.	MURray Hill	4-3982
Arthur Kudner, Inc.	Circle	6-3200
Lambert & Feasley, Inc.	COLumbus	5-3721
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Lord & Thomas	Wickersham	2-6600
Marschalk & Pratt, Inc.	VAnderbilt	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Circle	5-7000
McKee & Albright	COLumbus	5-2058
Neff-Rogow, Inc.	Circle	7-4231
Newell-Emmett Co., Inc.	ASHland	4-4900
Paris & Peart	CAledonia	5-9840
Peck Advertising Agency	PLaza	3-0900
Pedlar & Ryan, Inc.	ELdorado	5-7700
Redfield-Johnstone, Inc.	PLaza	3-6121
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
Stack-Goble Advertising Co.	PLaza	3-7444
J. D. Tarcher & Co.	Circle	6-2626
J. Walter Thompson Co.	MOhawk	4-7700
Tracy-Locke-Dawson	ASHland	4-1690
Warwick & Legler	MURray Hill	6-8585
Norman Weill, Inc.	PLaza	5-3213
Wessel Company	MURray Hill	6-1566
Ward Wheelock Co.	LEXington	2-4926
Young & Rubicam, Inc.	ASHland	4-8400

National Networks

Columbia Broadcasting System	Wickersham	2-2000
Mutual Broadcasting System	PENnsylvania	6-8300
National Broadcasting Co.	Circle	7-8300

Station Representatives

John Blair & Co.	MURray Hill	9-6084
The Branham Co.	MURray Hill	6-1860
British Broadcasting Corp.	Circle	7-0630
Bryant-Griffith & Brunson, Inc.	MURray Hill	2-2174
Burn-Smith Co.	MURray Hill	2-7462
Capper Publications, Inc.	MOhawk	4-3280
Cox & Tanz	MURray Hill	2-8284
Forjoe & Co.	VAnderbilt	6-3816
Free & Peters, Inc.	PLaza	5-4131
Ferguson & Walker, Inc.	MURray Hill	2-3734
Gellatly, Inc.	Circle	7-6120
Arthur H. Hagg & Associates	VAnderbilt	3-1265
Headley-Reed Co.	MURray Hill	3-5470
Hearst Radio, Inc.	PLaza	8-2600
George P. Hollingsberry Co.	MURray Hill	3-8078
International Radio Sales	PLaza	8-2600
The Katz Agency	LONGacre	5-4595
Joseph Hershey McGillvra	MURray Hill	2-8755
J. P. McKinney	Circle	7-1178
National Broadcasting Co.	Circle	7-8300
John H. Perry Associates	BRyant	9-3357
Edward Petry & Co.	MURray Hill	2-4401
Radio Advertising Corp.	MURray Hill	4-0212
Radio Sales	Wickersham	2-2000
William G. Rambeau Co.	CAledonia	5-4940
Paul H. Raymer Co.	MURray Hill	2-8690
Reynolds-Fitzgerald, Inc.	ELdorado	5-7020
Sears & Ayer	PLaza	8-1312
Texas State Network	PLaza	5-9800
Weed & Co.	VAnderbilt	6-4542
Howard A. Wilson Co.	MURray Hill	6-1230

Advertising Agencies

Austin & Spector	ELdorado	5-1270
N. W. Ayer & Son, Inc.	Circle	6-0200

Publications

Advertising Age	BRyant	9-6432
Advertising & Selling	CAledonia	5-9770
Broadcasting and Broadcasting Advertising	PLaza	5-8355

Metronome	Circle	7-4500
Printers' Ink	ASHland	4-6500
Radio Advertising (Rates and Data)	MOhawk	4-1220
Radio Craft	WAlker	5-0700
RADIO DAILY	Wisconsin	7-6336
Radio Guide	MUrray Hill	2-4690
Radio & Electric Appliance Journal	Circle	7-5842
Radio Markets	Plaza	3-7222
Radio Retailing	MEdallion	3-0700
Radio Today	Plaza	3-1340
Radio Weekly	WAlker	5-2576
Standard Advertising Register	MEdallion	3-5850
Tide	ASHland	4-3390
Variety	BRyant	9-8153

News Agencies and Associations

Associated Press	Circle	6-4111
International News Service	MUrray Hill	2-0131
News Features, Inc.	Circle	6-1738
Press-Radio Bureau	MUrray Hill	2-5670
Radio News Association	MUrray Hill	2-4054
Transradio Press Service, Inc.	MUrray Hill	2-4054
United Press	MUrray Hill	2-0400

Talent Agencies

James Appell	Circle	7-5278
Artists Management Bureau Inc.	MUrray Hill	2-1888
Authors & Artists, Inc.	Columbus	5-1811
Ayers-Prescott	Columbus	5-1811
Batchelor Enterprises, Inc.	Circle	6-4224
Herman Bernie	Vanderbilt	6-3980
Columbia Artists, Inc.	Wickersham	2-2000
Columbia Concerts Corp.	Circle	7-6900
Consolidated Radio Artists, Inc.	Columbus	5-3580
Evans & Salter	Circle	7-6900
Fanchon & Marco	Circle	7-5630
Moe Gale	LONGacre	3-6111
General Amusement Corp.	Circle	7-7550
William Germant	Vanderbilt	6-1750
Hesse & McCaffrey	ELdorado	5-1076
International Attractions, Inc.	MEdallion	3-1232
Leading Attractions, Inc.	Plaza	3-8093
M. B. Lipset, Inc.	CHickering	4-2466
A. & S. Lyons, Inc.	Plaza	3-5181
Mill Artists, Inc.	Circle	7-7162
William Morris Agency, Inc.	Circle	7-2160
Leo Morrison, Inc.	Circle	7-6413
Music Corporation of America	Wickersham	2-8900
NBC Artists Service	Circle	7-8300
Harry Norwood	Circle	5-8242
Rockwell-O'Keefe, Inc.	Circle	7-7550
Myron Selznick Co. of N. Y.	Circle	7-6201
Roger White	Circle	7-4943
Roy Wilson (Wilson, Powell & Hayward)	Plaza	5-5480
Ed Wolf & Associates	Columbus	5-1621
WOR Artists Bureau	PENnsylvania	6-8383

Program Producers and Transcription and Recording Companies

A. A. Recording Studios	EDgecombe	4-7600
Advertisers Recording Service	Circle	6-0141
Aerogram Corp.	MUrray Hill	4-4717
Air Features, Inc.	Wickersham	2-0077
Authors & Artists, Inc.	Columbus	5-1811
Associated Music Publishers, Inc.	BRyant	9-0847
Ayers-Prescott	Columbus	5-1811
Ted Collins	Circle	7-0094
Columbia Recording Corp.	Circle	7-7301
Commercial Recording Studios	Vanderbilt	6-3008
Decca Records, Inc.	Columbus	5-5662
Empire Broadcasting Corp.	Plaza	8-3360
Federal Transcribed Programs, Inc.	CAledonia	5-7530
Gellatly, Inc.	Circle	7-6120
H. S. Goodman	Wickersham	2-3338
Jean V. Grombach, Inc.	Circle	6-6540
Hansen Associates	LEXington	2-5457
Heffelfinger Radio Features	Vanderbilt	6-2450
Intercontinental Audio Video Corp.	Circle	7-4560
Walter Patrick Kelly	Circle	5-5780
Langlois & Wentworth	ELdorado	5-1620
Phillips H. Lord, Inc.	Wickersham	2-2213
Charles Michelson	MUrray Hill	2-3376

Miller Broadcasting System, Inc.	Circle	6-0141
Musicraft Records, Inc.	BRyant	9-6565
NBC Thesaurus	Circle	7-8300
Lilian Okun, Inc.	COLUMbus	5-0600
Peterson Radio Productions	Wisconsin	7-0069
Radio Attractions	Circle	7-4483
Radio Events Syndicate	MUrray Hill	6-3487
Radioscript Productions Co.	Circle	7-2849
RCA Manufacturing Co.	BOgarden	4-6200
Reeves Sound Studios	Circle	6-6686
Rocke Productions, Inc.	Circle	7-7630
Henry Souvaine, Inc.	Circle	7-5566
Speak-O-Phone Recording & Equipment Co.	COLUMbus	5-1350
Star Radio Programs	Plaza	3-4991
Douglas F. Storer	Circle	7-1150
Edwin Strong, Inc.	BRyant	9-5758
Time Abroad, Inc.	Plaza	3-3015
Transamerican Broadcasting & Television Corp.	Plaza	5-9300
Transcribed Radio Shows, Inc.	LONGacre	5-3440
United States Record Corp.	Circle	5-7190
Universal Recording Co.	Circle	5-4395
Victor Recording Laboratory	BOgarden	4-6200
Roger White	Circle	7-4943
WHN Transcription Service	BRyant	9-7800
Wilson, Powell & Hayward, Inc.	Plaza	5-5480
Wolf Associates	COLUMbus	5-1621
WOR Electrical & Recording Service	PENnsylvania	6-8383
World Broadcasting System	Wickersham	2-2100

Organizations, Unions and Government Agencies

Actors' Equity	BRyant	9-3550
Advertising Club	CAledonia	5-1810
Advertising Federation of America	BRyant	9-0430
American Association of Advertising Agencies	MOhawk	4-7982
American Communications Association	BOWling Green	9-3006
American Federation of Musicians	PENnsylvania	6-2545
American Federation of Radio Artists	Vanderbilt	6-1810
ASCAP	COLUMbus	5-7464
Institute of Radio Engineers	MEdallion	3-5661
National Association of Performing Artists	Circle	7-8194
National Labor Relations Board	HANover	2-4174
New York World's Fair 1940, Inc., World's Fair Radio Club of America	LONGacre	5-6622
SESAC	BRyant	9-3223
Society of Jewish Composers, Publishers and Song Writers	LONGacre	5-9124
Songwriters' Protective Association	COLUMbus	5-3758

Railroad Terminals

Grand Central	MUrray Hill	6-9100
Pennsylvania	PENnsylvania	6-5600

Hotels

Algonquin	MUrray Hill	2-0101
Ambassador	Wickersham	2-1000
Astor	Circle	6-6000
Biltmore	MUrray Hill	2-7920
Commodore	MUrray Hill	6-6000
Edison	Circle	6-5000
Lincoln	Circle	6-4500
Lombardy	Plaza	3-8600
New Yorker	MEdallion	3-1000
New Weston	Plaza	3-4800
Park Central	Circle	7-8000
Pennsylvania	PENnsylvania	6-5000
Plaza	Plaza	3-1740
Ritz Carlton	Plaza	3-4600
Ritz Tower	Wickersham	2-5000
Roosevelt	MUrray Hill	6-9200
St. Moritz	Wickersham	2-5800
St. Regis	Plaza	3-4500
Savoy Plaza	VOLunteer	5-2600
Sherry Netherland	VOLunteer	5-2800
Vanderbilt	ASHland	4-4000
Waldorf-Astoria	ELdorado	5-3000
Warwick	Circle	7-2700

IMPORTANT RADIO Telephone Numbers in LOS ANGELES



Radio Stations

KECA	FAirfax	2121
KFAC	Flitzroy	1231
KFI	Richmond	6111
KFOX	MUtual	2510
KFYD	DRexel	2391
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFJ	PRospect	2434
KHJ	VAAndyke	7111
KIEV	CHapman	5-2388
KMPC	BRadshaw	2-1166
KMTR	Hillside	1161
KNX	HOLLYwood	1212
KRKD	TUcker	7111
XEMO-XERB (L. A. Office)	PRospect	9136

Networks

Columbia Broadcasting System	HOLLYwood	1212
Between 10 P.M. and 8:30 A.M.	HOLLYwood	7052
Don Lee Broadcasting System	VAAndyke	7111
Mutual Broadcasting System	VAAndyke	7111
National Broadcasting Co.	HOLLYwood	6161

Station Representatives

Walter Biddick Co.	Richmond	6184
R. J. Bidwell Co.	PRospect	3746
John Blair & Co.	PRospect	3584
The Branham Co.	MIchigan	1269
Free & Peters, Inc.	VAAndyke	0569
McClatchy Broadcasting Co.	TUcker	8350
Joseph Hershey McGillvra	PRospect	1975
National Broadcasting Co.	HOLLYwood	3631
Edward Petry & Co.	MIchigan	8729
Radio Sales	HOLLYwood	1212
Paul H. Raymer Co.	VAAndyke	1901
Reynolds-Fitzgerald, Inc.	TUcker	2474

Advertising Agencies

Alber R. H. Company	PRospect	3331
Barnes Chase Co.	PRospect	4118
Batten, Barton, Durstine & Osborn	HOLLYwood	7337
Benton & Bowles Inc.	Hillside	9151
Botsford, Constantine & Gardner	PRospect	0206
Brisacher, Emil & Staff	PRospect	9368
Buchanan & Company, Inc.	MIchigan	2156
Campbell-Ewald Company	PRospect	1275
The Caples Co.	PRospect	4143
Erwin, Wasey & Company	PRospect	5317

Glasser Advertising Agency	Flitzroy	2141
Hillman-Shane Advertising Agency Inc.	VAAndyke	5111
Hixson-O'Donnell Advertising	MUtual	8331
Lenner & Mitchell	CRestview	1-5206
Lockwood-Shackelford Advertising Agency	TRinity	9801
Lord & Thomas	HOLLYwood	6265
McCann-Erickson Inc.	MIchigan	4049
Miner, Dan B.	Richmond	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Needham, Louis & Brorby	GRanite	8803
Neisser-Meyerhoff, Inc.	MAdison	1151
Ruthrauff & Ryan Inc.	Hillside	7593
Scholts Advertising Service	MIchigan	2396
Barton A. Stebbins Advertising Agency	TRinity	8821
Thompson, J. Walter Co.	Hillside	7241
Ward Wheelock Co.	Hillside	1091
Weinberg, Milton, Advertising Co.	TUcker	4111
Young & Rubicam Inc.	HOLLYwood	2734

Program Producers and Transcription and Recording Companies

Aerogram, Inc.	Hillside	7211
Associated Transcriptions of Hollywood	Hillside	4229
Walter Biddick Co.	Richmond	6184
Columbia Recording Corp.	GRanite	4134
Paul Cruger	HOLLYwood	9352
Davis & Schwegler	TRinity	2006
Eccles Disc Recordings	Hillside	5257
Electro-Vox Recording Studios	GLadstone	2189
Fields Bros. Radio Corp.	HOLLYwood	7305
Irving Fogel & Associates	HOLLYwood	5107
Hollywood Recording Co.	GLadstone	2191
Lippe & Lazarus Productions	WALnut	2445
C. P. MacGregor	Flitzroy	4191
R. U. McIntosh & Associates	SUNset	2-9275
Mertens & Price	DRexel	1118
Raymond R. Morgan Co.	HEmpstead	4194
Music Corporation of America	BRadshaw	2-3211
NBC Radio-Recording Division	HOLLYwood	6161
Radioads, Inc.	HOLLYwood	5107
Radio Producers of Hollywood	HOLLYwood	6288
Radio Recorders, Inc.	HOLLYwood	3917
Radio Transcriptions Co. of America	HOLLYwood	3545
RCA Manufacturing Co.	Hillside	5171
Rec-Art Studios	PRospect	9232
Edward Sloman Productions	CRestview	1-2242
Speed-Q Sound Effects	PRospect	2035
Standard Radio, Inc.	Hillside	0188
Twentieth Century International Radio Newsreel	Hillside	1161
Wolf Associates, Inc.	GLadstone	6676
World Broadcasting System	HOLLYwood	6321

Radio Artists Agencies

Batchelor Agency, Walter	CRestview 1-8181
Columbia Artists Bureau	HOLlywood 6365
Columbia Management of Calif.	HOLlywood 6365
Consolidated Radio Artists	Hillside 7124
Everett N. Crosby, Ltd.	BRadshaw 2-2771
Dolan & Doane	CRestview 1-9185
Fanchon & Marco	HOLlywood 5341
Irwin, Lou	OXford 1005
KMTR Artists Bureau	HOLlywood 0777
Lee Artists Service, Thomas	VAndike 7171
Lyons, A. & S.	BRadshaw 2-2893
Morris Agency, William	CRestview 1-6161
Morrison, Leo	CRestview 1-9191
Music Corporation of America	BRadshaw 2-3211
NBC Artists Service	HOLlywood 6161
Rockwell-O'Keefe, Inc.	CRestview 1-8101
Selznick, Myron	CRestview 1-9171
Swanson, H. N.	CRestview 1-5115

Publications

The Broadcaster	GLadstone 7353
Broadcasting & Broadcast Advertising	GLadstone 7353
Daily Variety	HOLlywood 1141
Printers' Ink	Mlchigan 7701
Music Advertising (Rates and Data)	TUcker 9706
RADIO DAILY	GRanite 6607
Radio Guide	OXford 2061
Variety	HOLlywood 1141
Western Advertising	VAndyke 6320

Air Lines

American Airlines	Mlchigan 8822
Grand Central Air Terminal	CHapman 5-1222
Los Angeles Municipal Airport	THornwald 1126
Pan American Airways	Mlchigan 2121
TWA	Mlchigan 8881
Union Air Terminal	CHarleston 6-2161
United Air Lines	TRinity 4771

Sport Arenas

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

Railway Terminals

Santa Fe	MUtual 0111
Southern Pacific	Mlchigan 6161
Union Pacific	TRinity 9211

Hotels

Ambassador Hotel	DRexel 7011
Biltmore Hotel	Mlchigan 1011
Christie Hotel	HOLlywood 2241
Clark Hotel	Mlchigan 4121
Del Monte Hotel (L. A. Offices)	EXposition 9767
Ensenada Hotel Playa	MUtual 5544
Garden of Allah Hotel	HOLlywood 3581
Hollywood Hotel	HEmpstead 4181
Hollywood Knickerbocker	GLadstone 3171
Hollywood Plaza Hotel	CLadstone 1131
Roosevelt Hotel	HOLlywood 2442
The Town House	EXposition 1234

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

Federal Departments and Agencies

White House	NAtional 1414
State Department	District 4510
Treasury Department	NAtional 6400
War Department	NAtional 2520
Justice Department	NAtional 0185
Post Office Department	District 5360
Navy Department	District 2900
Interior Department	

(Office of Education)	REpublic 1820
Agriculture Department	REpublic 4142
Commerce Department	District 2200
Labor Department	NAtional 8472
Federal Trade Commission	NAtional 8206

FEDERAL COMMUNICATIONS

COMMISSION	District 1654
Securities Exchange Commission	District 3633
National Labor Relations Board	NAtional 9716
Wage & Hour Administration	NAtional 8472
Social Security Board	District 2812
Supreme Court of the U. S.	NAtional 5321
D. C. Court of Appeals	NAtional 4624
U. S. District Court (for D. C.)	District 2854
Capitol (Senate and House)	NAtional 3120

Non-Governmental

National Association of Broadcasters	NAtional 2080
Radio Manufacturers' Association	NAtional 4901
National Press Club	METropolitan 0345

Radio Stations

WJSV	METropolitan 3200
WMAL-WRC	REpublic 4000
WOL	METropolitan 0012

Hotels

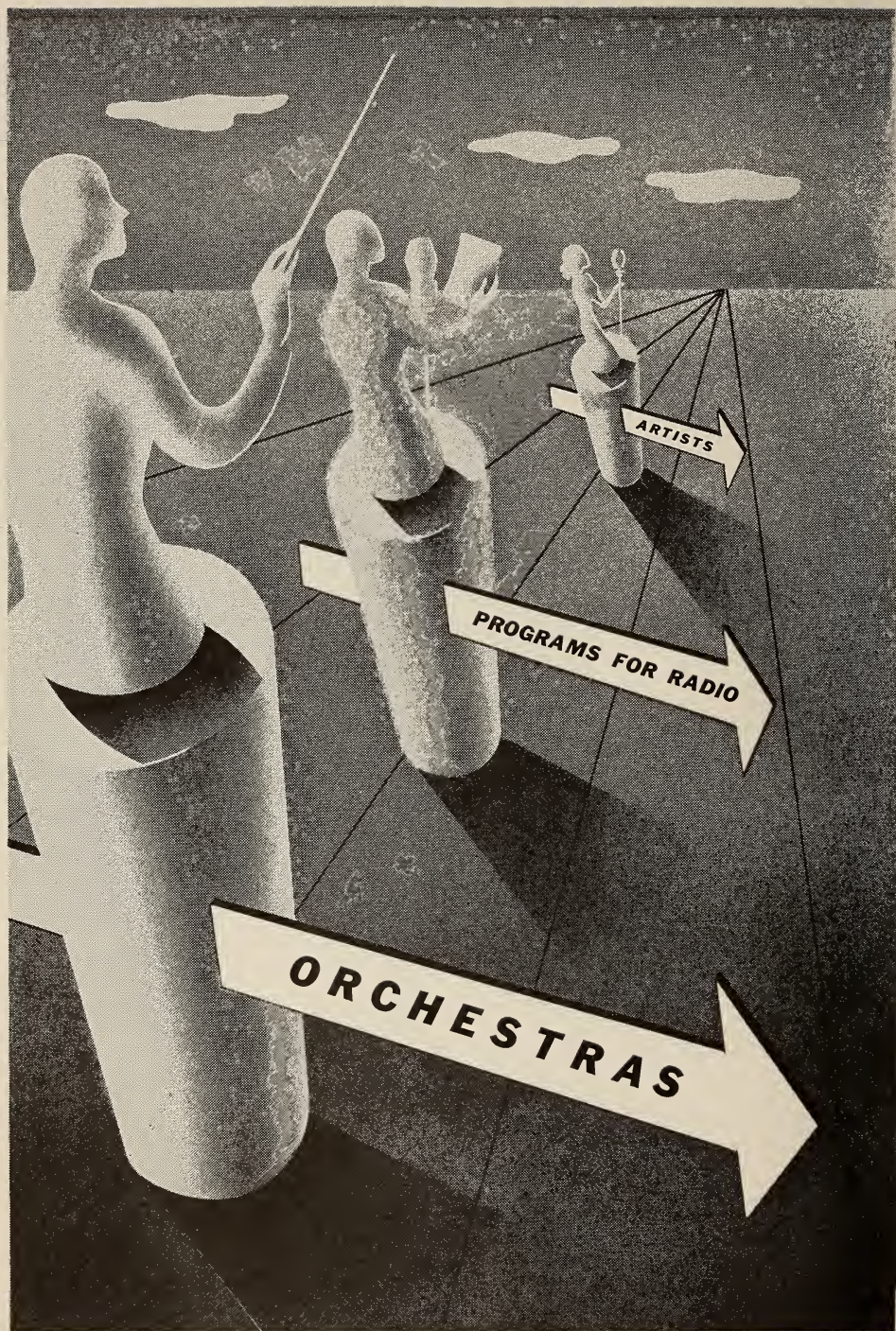
Carleton Hotel	METropolitan 2626
Mayflower Hotel	District 3000
Raleigh Hotel	NAtional 3810
Willard Hotel	NAtional 4420

News Services

Associated Press	District 1500
International News Service	NAtional 1733
Transradio Press	NAtional 1178
United Press	NAtional 9052

Railway Terminals

Baltimore & Ohio R. R.	District 3300
Pennsylvania R. R.	District 1424
Union Station	NAtional 2760



GENERAL AMUSEMENT CORPORATION

Thomas G. Rockwell, president

NEW YORK • CHICAGO • HOLLYWOOD • LONDON

IMPORTANT RADIO Telephone Numbers in CHICAGO



Radio Stations

CKLW (Chicago office).....	WHItellah	4262
KSTP (Chicago office).....	SUPerior	8660
WAAF.....	RANdolph	1932
WBBM.....	WHItellah	6000
WCAU (Chicago office).....	STAtE	0366
WCBD.....	SEELy	8066
WCFL.....	SUPerior	5300
WCRW.....	DIVERsey	4440
WEDC.....	CRAWford	2436
WENR.....	SUPerior	8300
WGES.....	SEELy	8066
WGN.....	SUPerior	0100
WHFC.....	LAWndale	8228
WHIP.....	SUPerior	5200
WHN (Chicago office).....	RANdolph	5254
WIND (Chicago office).....	STAtE	4176
WJJD.....	STAtE	5466
WLS.....	HAYmarket	7500
WLW (Chicago office).....	STAtE	0366
WMAQ.....	SUPerior	8300
WMBI.....	DIVERsey	1570
WMCA (Chicago office).....	STAtE	9493
WOR (Chicago office).....	SUPerior	5110
WSBC.....	SEELy	8066
WSAI (Chicago office).....	STAtE	0366
WWAE (Chicago office).....	PLAZa	4300

National Networks

Columbia Broadcasting System.....	WHItellah	6000
Mutual Broadcasting System.....	SUPerior	0100
National Broadcasting Co.....	SUPerior	8300

Station Representatives

Allied Representation Co.....	CENtral	2079
John Blair & Co.....	SUPerior	8660
The Branham Co.....	CENtral	5726
Bryant, Griffith & Brunson, Inc.....	ANDover	1040
Burn-Smith Co.....	CENtral	4270
Cox & Tanz.....	FRANklin	2095
Forjoe & Co.....	ANDover	1685
Free & Peters.....	FRANklin	6373
Furguson & Walker, Inc.....	STAtE	5262
Arthur Hagg & Associates.....	CENtral	7553
Headley-Reed Co.....	FRANklin	4687
George P. Hollingbery.....	STAtE	2898
International Radio Sales.....	CENtral	4547
The Katz Agency.....	CENtral	4238
Joseph Hershey McGillvra.....	SUPerior	3444
J. R. McKinney & Son.....	SUPerior	9866
National Broadcasting Co.....	SUPerior	8300
John H. Perry Associates.....	HARrison	8085
Edward Petry & Co.....	DELaware	8600
Radio Sales.....	WHItellah	6000
Radio Advertising Corp.....	WHItellah	4262
William G. Rambeau Co.....	ANDover	5566
Paul H. Raymer Co.....	SUPerior	4473
Reynolds-Fitzgerald, Inc.....	STAtE	4294
Sears & Ayer.....	SUPerior	8177
Texas State Network.....	WHItellah	6747
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
Beaumont & Hohman, Inc.....	CENtral	4231
Batten, Barton, Durstine & Osborn, Inc.....	SUPerior	9201
Beaumont & Hohman, Inc.....	CENtral	4231
Blackett-Sample-Hummert, Inc.....	DEARborn	0900

William Blair Baggaley, Inc.....	STAtE	2154
Buchanan & Co.....	SUPerior	3047
Leo Burnett Co.....	CENtral	5959
Campbell-Ewald Co.....	CENtral	1946
Caples Co.....	SUPerior	6016
Cecil-Presbrey.....	CENtral	5255
Compton Advertising.....	STAtE	8747
Critchfield & Co.....	SUPerior	3061
Doremus & Co.....	CENtral	9132
John H. Dunham Co.....	STAtE	0511
Sherman K. Ellis & Co.....	HARrison	8612
Erwin, Wasey & Co., Ltd.....	RANdolph	4952
Albert Frank-Guenther Law, Inc.....	DEARborn	8910
J. Stirling Getchell.....	HARrison	2606
Henri, Hurst & McDonald, Inc.....	SUPerior	3000
H. W. Kastor Advertising Co., Inc.....	CENtral	5331
Lord & Thomas.....	SUPerior	4800
Maxon, Inc.....	DELaware	3536
Hays, MacFarland & Co.....	RANdolph	9360
McCann-Erickson, Inc.....	WEBster	3701
McJunkin Advertising Co.....	STAtE	5060
Needham, Louis, & Brorby, Inc.....	STAtE	5152
Neisser-Meyerhoff, Inc.....	DELaware	7860
Roche, Williams & Cunningham.....	HARrison	8490
Rogers & Smith.....	DEARborn	0021
Ruthrauff & Ryan, Inc.....	RANdolph	2625
Sherman & Marquette, Inc.....	DELaware	8000
Stack-Goble Advertising Agency.....	RANdolph	0160
J. Walter Thompson Co.....	SUPerior	0303
Wade Advertising Agency.....	STAtE	7369
Wessel Co.....	VICTory	1300
Young & Rubicam, Inc.....	CENtral	3144

Program Producers and Transcription and Recording Companies

Chicago Recording Studios.....	WEBster	7288
Decca Records, Inc.....	DELaware	8800
Jones & Hawley.....	STAtE	5096
Estelle Lutz Artists Bureau.....	HARrison	6061
Harry Martin Enterprises.....	RANdolph	3842
Music Corporation of America.....	DELaware	1100
Donna Parker Productions.....	WEBster	2277
Press Radio Features.....	RANdolph	9333
RCA Manufacturing Co.....	DELaware	4774
Radio Recording Studios.....	EDGewater	6461
Norman Ross.....	SUPerior	2168
Selviair Broadcasting System.....	RANdolph	8877
Standard Radio, Inc.....	STAtE	3153
Transamerican Broadcasting & Television Corp.....	STAtE	0366
L. A. Weinratt & Associates.....	STAtE	4207
Carl Wester & Co.....	RANdolph	6922
World Broadcasting System.....	SUPerior	9114

News Agencies and Associations

Associated Press.....	STAtE	7700
International News Service.....	ANDover	1234
Transradio Press Service.....	STAtE	8091
United Press.....	RANdolph	3666

Organizations and Unions

Actor's Equity.....	WELLington	6377
American Federation of Musicians.....	STAtE	0063
American Federation of Radio Artists.....	SUPerior	6317
Ascap.....	RANdolph	1805
University Broadcasting Council.....	CENtral	2015

ESTABLISHED 1898



“The Agency of Show Business”

offers to advertising agencies an imposing array of name talent—star singers, actors, comedians, writers—scripts and serial ideas, popular dance orchestras and musical conductors with established reputations.

“The Agency of Show Business” offers to performers and writers assurance of a service that, since its inauguration in 1898, has developed more talent from novice to established star than any other agency in show business, a service reaching into every field of the entertainment world.

**WILLIAM MORRIS AGENCY
INC.**

RADIO CITY, NEW YORK

LONDON

CHICAGO

HOLLYWOOD

AIR SCHOOL

200,000 Classrooms Listen to CBS Air School

By *STERLING FISHER*
CBS Director of Talks
and Education

1939 has been a significant year for radio education. Today, Columbia's American School of the Air can be called the largest educational institution in the world. Its daily classes have seven and a half million pupils in 200,000 classrooms throughout the country. Nine states have officially adopted the School of the Air as part of their education curriculum. Hundreds of cities have done the same. The five programs of the School of the Air are now being produced and promoted in cooperation with the National Education Association, representing 983,000 school-teachers.

Growth

This year's startling growth in classroom education by radio is partly due to new organizational methods set up by Columbia. A few Columbia stations in the past had local education directors. Last August a drive was started to make this network-wide. Now there are 110 education directors of Columbia stations. In addition, five regional directors have been appointed: Lloyd del Castillo for the New England area; Michael R. Hanna for the east central states; William C. Winter for the south; Mrs. L. S.

Schwartz for the midwest; and Mrs. Frances Farmer Wilder for the west.

The American School of the Air started as a nationwide series of educational programs. It is now becoming a nationwide educational organization. The programs are intended for local use, to enter the local classrooms. But CBS, with its educational headquarters in New York, had never before been able to cope properly with the multitude of local problems. Letters had poured in—from Yankton, South Dakota to Portland, Maine—asking all sorts of questions. How can our schools get radios? How can we break down local prejudices against radio education? How can the hourly schedules of the pupils be fitted in with the broadcast time? These problems are now being handled locally—as they should be. Local education directors—with both radio and education experience—consult with school principals, with parent-teacher associations. Many of them teach courses in local teachers' colleges on how to use radio to best educational advantage. They attend local and regional education conventions and demonstrate the workings of the School of the Air.

Participation

One of our School of the Air programs this fall has been designed particularly for local participation—the Friday "This Living World" series. Last spring New York City high schools agreed on an experimental basis to allow broadcasting

of this program from the auditorium of a different high school each week before audiences averaging 2,000 pupils. They permitted their students to go on the air for ten minutes of the program to discuss informally the national problems presented to them in dramatic form. Students and teachers alike were enthusiastic about it. It was continued this fall. Now the plan is being adopted all over the country. In scores of cities, students are gathering in their high school auditoriums to listen to the first half of the program originating in New York. Then they go on the air themselves in a local broadcast of their own views. A typical reaction comes from Milwaukee: ". . . training American youth to appreciate its greatest heritage, freedom of speech."

Consultants

Another organizational change is now making the American School of the Air and other educational series not only Columbia's projects, but products of the ideas of educators all across the country. A new board of educational consultants is being appointed by CBS, 550 members representing educators in all parts of the country. The National Education Association has been asked to appoint a six-member steering committee, which can meet in New York or Washington for any quick decisions. In addition, the education director of each CBS station will appoint a five or six-member board of consultants, including the local superintendent of schools and a representative of the local parent-teacher association. Their job will be mainly to advise on proper utilization of educational programs and questions of curriculum. Thus the School of the Air and other programs will become more vitally the product of the educational needs of the country.

Programming

In the field of programming, Columbia has been specializing during the past year in the development of programs emphasizing the democratic process. Three forum programs, "This Living World," "Bull Session" and "The People's Platform" bring high school and college students, and adults—just plain John Citizens—to the air to discuss informally current problems. "Bull Session," incidentally, was a local program, developed in Chicago, which attained such wide popularity that it was brought to the network. Local education directors are being encouraged to develop their own series along these lines.

Other programs in the same sphere are "Democracy in Action," produced in cooperation with the U. S. Office of Education, which tells of the processes of democratic government; "What Price America?," produced with the department of the Interior, about the conservation of our natural resources; "Frontiers of Democracy," exploring the opportunities for youth under our system; "Americans at Work," now in its second year of bringing working America before the microphone.

New Experiment

One of Columbia's notable experiments this year was the broadcasting in cooperation with the University of Chicago of "The Human Adventure," an experimental series of eight full-hour programs, dramatizing the cultural and intellectual contributions of universities. Next February, the series will return to the air.

Reaction to Columbia's educational programs can be best expressed by one anecdote. Children at the Honomu school in Hawaii had no radio and wanted to listen to Columbia's American School of the Air. They didn't wait for a donation; they organized a school party, charged every child admission and bought a radio with the proceeds.



Spreading the Good Word

** One reason for the Red Network's ability
to produce extra sales results ...*



***Its Extra Audience
is One Reason Why the RED is
America's No. 1 Network!**

*There are other reasons, too... reasons that
prove why year after year NBC Red Network
is the country's No. 1 advertising medium!*

Take Audience... No other network offers advertisers a regular listening audience as large as the Red's. In addition, more families "listen most" to the Red than to any other network. *A CAB rating on the Red means a greater nationwide audience for a program than the same rating on any other network!*

Take Facilities... Not only does the Red Network offer you *more* power, *more* stations on the desirable frequencies—*more* clear channel stations than any other network, but *better* stations as well! The kind of stations that build an audience with clean-cut, easy reception of popular programs.

Take Programs... Ever since network broadcasting began seventeen years ago, the Red has set the program pace. And ever since the CAB began checking program appeal

in 1930, this network has broadcast the majority of the most popular day and night-time shows. In addition, the Red—year in and year out, walks off with the overwhelming majority of honors in program popularity polls.

Take Selling Power... The volume of business placed with the Red Network by the country's leading advertisers is eloquent testimony to this network's selling power. Every year since the beginning of network broadcasting more advertisers have used the Red than any other network. In 1939 national advertisers invested \$34,982,163 in the Red—*more money than was spent in any other single advertising medium in the world.*

The Red will bring you extra sales results!

NATIONAL BROADCASTING CO.
A Radio Corporation of America Service

NBC *Red* NETWORK

The network *most* people listen to *most*



★ RADIO ★
HISTORY
MAKERS
★ OF 1939 ★



*Brief reviews of leaders in
the industry whose activi-
ties in 1939 made possible
radio's greatest year.*



BEN BERNIE

The Ol' Maestro

AND ALL THE LADS



Heard over CBS, Sundays at
5:30 P. M. EST. for Good Old
Half and Half Smoking
Tobacco . . . Yowsah!

RADIO HISTORY MAKERS OF 1939

JAMES L. FLY



Assuming office as Chairman of the FCC on Sept. 5, the successor to Frank R. McNinch lost no time in making an exhaustive study of the duties that confronted him in a somewhat turbulent organization. Although it appeared that Fly had picked up a

"hot one", he applied himself thoroughly, even to the extent of coming out flatly in favor of the NAB Code.

DAVID SARNOFF



The past year saw a dream come true for the RCA prexy when RCA-NBC television became a reality and made its debut to the public at the World's Fair. A firm believer in the audio-visual art, Sarnoff continues to be the No. 1 man guiding its destinies and the coming year is fully expected to further develop the art, what with limited commercial tele being permitted.

LENOX R. LOHR



Re-organization of the executive set-up of NBC, the advent of tele, commercial short-wave and personal tour of NBC outlets throughout the U. S. kept the NBC chief on the go during the entire year. One tribute is the fact that NBC again broke the all-time

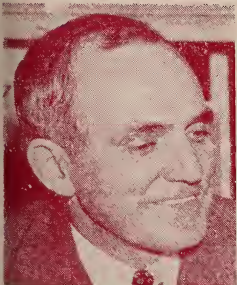
high cumulative billing record during 1939.

WILLIAM S. PALEY



Acquisition of Columbia Recording Corp., active work being started on additional property acquired to house the expanded, fast-moving network, and thorough coverage of the European situation were only a few of the important matters that concerned CBS's president during 1939. Other activity is reflected in a banner business year.

NEVILLE MILLER



Serving his initial first term as the paid president of the NAB, Miller has been working day and night during the past year on Ascap, AFM, and Code problems which confront the NAB. Instrumental in forming Broadcast Music, Inc., Miller spent virtually all

of his time during late 1939 and early days of 1940 on BMI activity.

ALFRED J. McCOSKER



Aiding in broadcasting the World Series on an exclusive basis for Gillette, and guiding MBS to a new all-time high in billings kept McCosker on the go during '39. In addition, he took time out to address many organizations on radio, and lead a most successful drive for his favorite charity, a cardiac foundation.

★

WE THANK OUR LUCKY STARS!

★
Eddie Cantor

Al Jolson
★

★
Joe Penner

★
Jimmy Durante

Bob Burns
★

★
Ed Wynn

★
Jack Haley

Jack Pearl
★

The Mad Russian
★

★
Parkyakarkas

★
W. C. Fields

★
Milton Berle

Lou Holtz

★
Jack Oakie

★
Ben Blue

Willie & Eugene Howard
★

Three Stooges
★

CURRENTLY WRITING THE JOE PENNER WARD'S TIP TOP SHOW

Pictures: Radio City Revels
Shows: George White's Scandals (1940)
For Fall Production: Riding High (Musical)

Management:
LOUIS SHURR
New York and Hollywood

Matt Brooks
and
Eddie Davis

RADIO HISTORY MAKERS OF 1939

NILES TRAMMELL



Highlighting a colorful career in mid west radio, Niles Trammell was appointed executive vice-president in New York of NBC, second in command to Major Lohr. In his new job, Trammell took an active part in all AFM, Ascaph and NAB activities as the

representative of NBC, and was a frequent visitor at NBC stations from coast-to-coast.

EDWARD KLAUBER



As CBS's executive v.-p., Klauber has been an active supporter of NAB's Broadcast Music, Inc. to make available a source of tax-free music. Although keeping in the background, he contributed greatly to the smooth operations that figured in one of CBS's banner years.

LEWIS ALLEN WEISS



As general manager of Don Lee, Lewis Allen Weiss was active in promoting television on the west coast, with Don Lee leading telecasters in that area. High caliber of programs aired by Don Lee and smooth cooperation with MBS were several of

the matters handled ably by Weiss.

WILLIAM S. HEDGES



NBC's vice-president in charge of station relations completed his second year in office with an illustrious record. Traveling around the country all year, Hedges played host at the KDKA party, appointed Vince Callahan assistant manager of WBZ, and garnered an assistant,

John H. Norton, to share some of the load.

MARK ETHRIDGE



One of the busiest men in the industry, Mark Ethridge gave time and energy to radio activities, including Ascaph, AFM, IRNA and disk problems. Besides these activities, Ethridge also served as unofficial advisor to industry organization members as

well as continuing his work as an executive of the "Louisville Times."

ELLIOTT ROOSEVELT



Apart from operating his Texas State Network, Roosevelt during the year came to the fore as a commentator of note, took the opposite viewpoint on the NAB Code, and then resigned his membership. Worked on organization of Transcontinental Broadcasting System but resigned his presidency to return to Texas to reorganize his regional web there.

FOR COMPLETE
RADIO RECORDING
SERVICE...

Call
NBC



Call NBC

FOR LOCAL STATION PROGRAMS

NBC THESAURUS—"A Treasure House of Recorded Programs"—supplies a wide variety of fine musical material recorded by established "name" artists and ensembles, with weekly continuity for eighteen sparkling program series (total, 65 programs per week).

NBC Syndicated Programs include skilfully produced dramatic and musical shows such as "The Lone Ranger," "Secret Agent K-7 Returns," "Carson Robison and His Buckaroos," "Heart Throbs of the Hills," "Five Minute Mysteries," and others.

Call NBC

FOR "SPOT" PROGRAMS

NBC plans and produces complete "custom" recorded programs. This service covers writing, casting and production of the show, plus recording, processing, manufacturing and distribution of duplicate pressings.

For agencies having their own production facilities, recording—NBC ORTHACOUSTIC—

together with processing and manufacturing of pressings is available.

"Spot" and local advertisers have discovered a gold mine in NBC THESAURUS programs available for sponsorship at economical cost on over 200 stations. NBC Syndicated Programs are also available to "spot" advertisers in one or more markets.

Call NBC

FOR PLANNING AID

NBC Radio-Recording Division is eager to assist advertising agencies in planning recorded programs. It offers the outstanding facilities of the "Program Center of Radio"—studios and the finest technical service with or without casting help and other production aids. . . . And your recorded program is the nearest thing to a live studio broadcast when reproduced—it's NBC ORTHACOUSTIC.

Call NBC

FOR AIR-CHECKS

If you are a radio artist, call NBC for your "off-the-line" or "off-the-air" recording requirements.



NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood

• **JAMES D. SHOUSE** •



Acclaimed one of the outstanding men in radio at a recent dinner in his honor, James Shouse, v.-p. in charge of broadcasting for Crosley Corp., had a busy year in 1939. Besides materially adding to the station personnel, guiding station to maximum commercial business, and keeping a weather eye on WLW and WSAI, he managed to make many business trips during the year.

commercial business, and keeping a weather eye on WLW and WSAI, he managed to make many business trips during the year.

• **JOHN SHEPARD III** •



Despite the many duties involved in running two large regional webs, Shepard found time to act as one of the leaders in NAB and labor activities during 1939. Involved in the Code controversial provisions, due to prior pacts, Shepard solved the problem, meanwhile continuing his active experiments in frequency modulation.

problem, meanwhile continuing his active experiments in frequency modulation.

• **ROY C. WITMER** •



NBC's banner year insofar as billings are concerned can in no small measure be credited to Roy Witmer, vice president in charge of sales. With the network surpassing the \$43,000,000 mark, and setting new highs each month during 1939, Witmer's

office was a beehive of activity during the entire year.

• **LAWRENCE W. LOWMAN** •



Complex union negotiations in addition to regular network duties gave CBS's v.-p. in charge of operations, Lawrence W. Lowman, one of his busiest years. Lowman aided in effecting a peaceful settlement with AFRA, preventing what might have developed into a serious strike.

• **DONALD THORNBURGH** •



Handling the affairs of CBS on the west coast kept Donald Thornburgh on the jump. Further expansion of CBS facilities was completed, and an educational conference that was designed to set up 1940 standards of broadcasting was headed by Thorn-

burgh.

• **SAMUEL R. ROSENBAUM** •



Landing in the headlines with regularity was a habit formed by Samuel Rosenbaum during 1939. Highlighting the activity was the AFM-IRNA tangle that resulted from contractual problems. A spearhead for the affiliates, Rosenbaum was active in that organization while also handling duties as prexy of WFIL.

WHY IS WORLD



THE BIGGEST SINGLE FACTOR IN SPOT RADIO?

Because

WORLD ALONE offers an exclusive and complete radio transcription service. World operates studios and recording facilities in New York, Chicago, and Hollywood, and its own fully-equipped processing, pressing and shipping facilities in New York.

WORLD ALONE among all transcription companies provides true Wide Range quality because only World records on Western Electric equipment, by the Western Electric Wide Range method.

WORLD ALONE in its field offers advertisers a completely flexible group of tested stations—the Gold Group—with one headquarters for production, responsibility and control, just like network operation.

In 1939 over 100 leading national advertisers and hundreds of regional and local advertisers specified World transcriptions for their spot radio campaigns. This business involved more than 30,000 station hours—\$10,000,000 in time alone—testifying to World quality and World service.

TRANSCRIPTION HEADQUARTERS IS SPOT BROADCASTING HEADQUARTERS

WORLD BROADCASTING SYSTEM

NEW YORK • CHICAGO • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

RADIO HISTORY MAKERS OF 1939

JOHN F. ROYAL



Continuing NBC's high program standards, John Royal, v.-p. in charge of programs, aided in keeping the web running smoothly during the many crises experienced this year. His study of Latin American programs and listening habits was fol-

lowed by an extended program service to the Latin American nations.

FRED WEBER



Banner year in the short history of MBS is the major achievement of Fred Weber in 1939. Not only did he garner an exclusive on the World Series, but the web expanded in the south and midwest to swell total affiliates to over 118 and billings were the largest since the network's inaugural in 1934.

network's inaugural in 1934.

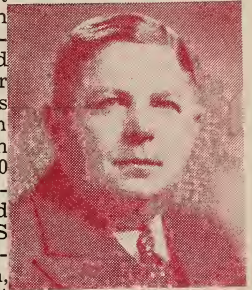
GEORGE HENRY PAYNE



Active FCC Commissioner again figured prominently in the radio news during 1939, what with the new chairman taking office, and the ruling on the question of intervention in FCC cases which caused considerable comment early in October among at-

torneys in radio.

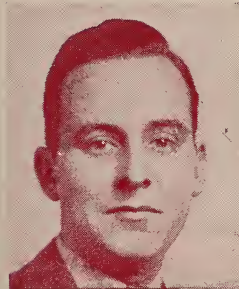
L. B. WILSON



One of the most progressive men in radio, L. B. Wilson, president and general manager of WCKY, this year put through an increase in power to 50,000 watts for his station, and switched from NBC to CBS early last fall. Duties at the station, however, did not interfere with his other activities which were many.

other activities which were many.

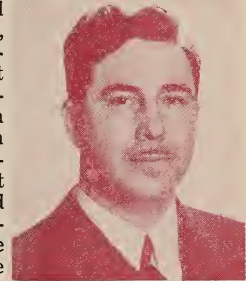
JOHN PATT



His suggestion for greater variety on daytime schedules through additional non-serial productions caused widespread interest in the industry. Another stand taken by the WGAR-WJR and KMPC executive which aroused many discussions was his opposition

to sections of the NAB Code which he believes imposed censorship of programs.

STERLING FISHER

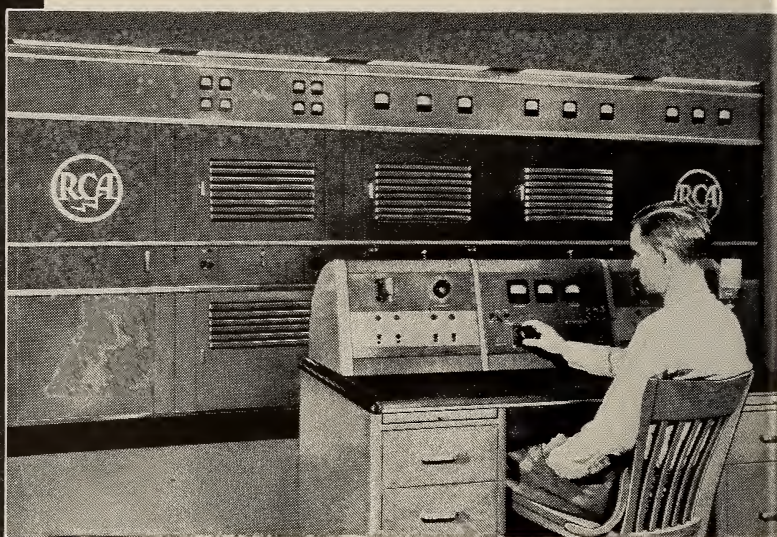


As Director of Education and Talks at CBS, Fisher in 1939 carried out the most comprehensive educational program ever attempted in the industry. Directing the Adult Education Board and the "American School of the Air" took up the majority of his time, but Fisher managed to appear in person at all major conferences.

person at all major conferences.



Offers a complete line of RCA Transmitters from 100 watts to 50,000 watts



To meet the needs of the nation's radio stations, RCA makes two lines of transmitters...a de luxe line and an economy line. Both are backed by capable engineering, extensive production facilities, a thorough test system, and an organization recognized among broadcasters for its ability to produce functional apparatus at reasonable prices.

RCA de luxe transmitters offer you high fidelity, reliable performance at low operating cost. They are designed for flexibility that permits you to increase power

by adding standard amplifier units to the original equipment. They feature modern, attractively styled cabinets, full metering, circuit breaker protection, and heavy, oversize components.

The RCA economy line of transmitters combine excellent performance with low initial cost and low operating cost. They are thoroughly dependable and are built to the highest standards.

The many stations it is the privilege of RCA to serve are active examples of how it pays to go "RCA All the Way."

Use RCA Tubes in Your Station—for reliable performance



Broadcast Equipment

RCA MANUFACTURING CO., INC. CAMDEN, N. J. - A Service of the Radio Corporation of America

• **JOHN S. YOUNG** •



As radio director of the World's Fair, Young was responsible for the initial tele show, a series of programs from every major point in Europe, and a successful promotion campaign by radio for the Fair. Taking a South American jaunt, Young completed

arrangements for a series of Pan-American airings for early 1940.

• **FRANK MASON** •

Following European activities closely to insure complete coverage, Frank Mason, NBC v.-p. in charge of the press division, also helped guide the network's expanded short wave activities. He also spent considerable time in Washington and in the field, keeping in close touch with the industry and public pulse.



• **DR. JAMES R. ANGELL** •

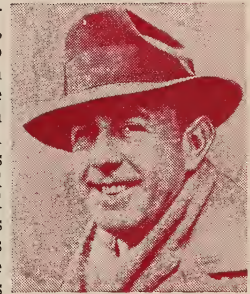


With education entering radio on a major scale in 1939, Dr. Angell kept well abreast of the situation organizing the educational set-up of NBC on a coast-to-coast basis. Although a comparative newcomer to radio, Dr. Angell has proven to be a

most important cog in the network picture in the past year.

• **POWEL CROSLY, JR.** •

Continuous up-swung of WLW, was a tribute to Powel Crosley in the past year. The radio fare from the Crosley booth at the World's Fair, improved rural service and increased billings also kept the boss busy. He made sports headlines when the Cincinnati Reds won the N. L. pennant.



• **KEITH KIGGINS** •

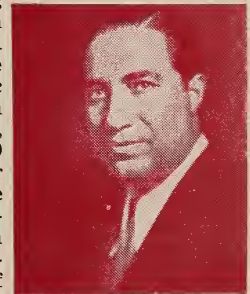


Appointed Director of the Blue Network in July, 1939. Kiggins has been largely responsible for the accelerated growth of the Blue Network as a national advertising medium. Not tied down to any single function in connection with building up

the Blue Network, Kiggins supplied a central personality around which the increasingly energetic Blue Network activities have revolved. At year's end, the Blue reported a healthy increase.

• **DONALD FLAMM** •

Concentrating his efforts on building WMCA into one of the foremost public service stations in the country, Flamm in 1939 headed the air campaign for the cause of Democracy. Institution of policies governing that phase of broadcasting, further strengthening the Inter-City network, and acquiring a considerable number of national accounts highlighted his business year.





EQUIPMENT

for Complete Television Service...



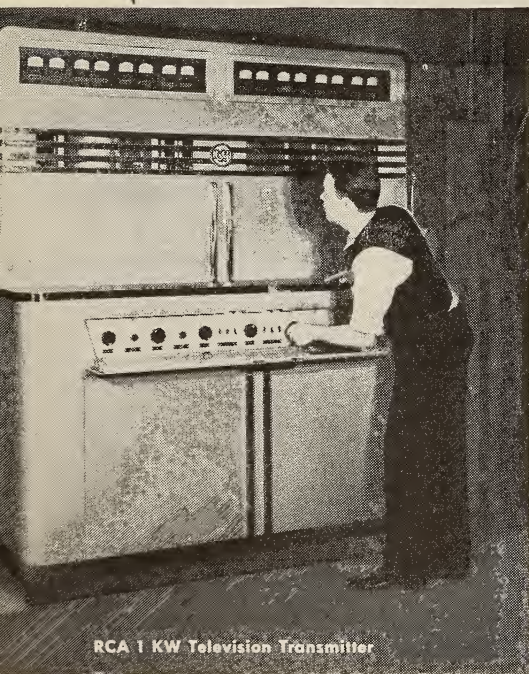
RCA television camera



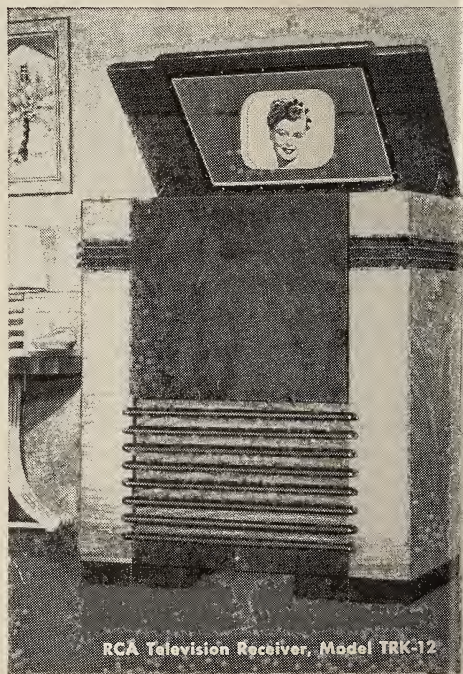
RCA Television Equipment has already earned the right by performance to take its place with RCA Broadcast Equipment.

The technical excellence achieved by RCA picture apparatus is another example of the value of the intensive research and pre-testing of equipment which precedes the marketing of any type of RCA Broadcast Equipment.

RCA Television Equipment is integrated just as is RCA Broadcasting Equipment. It includes receivers of several different types, video amplifier and terminal equipment, transmitters, vacuum tubes, measurement apparatus and television field pick-up units. We are prepared to equip stations with apparatus for complete television broadcasting service.



RCA 1 KW Television Transmitter



RCA Television Receiver, Model TRK-12



Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America
New York, 1270 Sixth Avenue • Chicago, 589 E. Illinois Street • Atlanta, 530 Citizens & Southern Bank Building

RADIO HISTORY MAKERS OF 1939

JOHN V. L. HOGAN



In addition to duties as prexy of WQXR, John Hogan, one of the most important engineers in radio, was extremely active in experimentation with the new frequency-modulation system of broadcasting developed by Major Armstrong. Hogan was one of

the first to experiment, and was also associated with the first f.m. no-wire network experiments.

FRANK E. MULLEN



Long and colorful career, culminated on May 1, with Mullen being elected vice-president in charge of advertising and publicity of RCA. One of the most active executives of the organization, he was especially interested in the inauguration and development of television by NBC and RCA during the past year.

ARTHUR H. HAYES



Closing 1939 with almost all local time sold out, Arthur Hull Hayes, sales manager of CBS's key station, WABC, continues intent on selling every available minute of local time. Hayes and George Allen, program director, continue the formula of de-

veloping shows with punch—and selling 'em.

HERBERT L. PETTEY



Assuming full charge of WHN during 1939, Herb Pettey has been responsible for the amazing growth of the station during 1939. Setting a new all-time high in billings and steadily improving standards of the New York station, Pettey still found time to visit

Washington frequently during the year.

MILTON BIOW



Concentrating on his own advertising agency during the past year, Milton Biow was responsible for the continued success of the Philip Morris Co. account via radio, and also planned the radio drive that introduced Dunhill cigarettes into the American market.

Agency was among the top ten in expenditures on MBS in 1938.

O. B. HANSON



With 1939 marking the kick-off of television, O. B. Hanson was kept on the jump most of the year overseeing NBC's telecasts, and improving the technique constantly. However, the new audio-visual art did not take all his time, as he conducted technical field tests, and studied technical advances of NBC outlets from coast-to-coast.

S GOOD AS HEY LOOK

Blaw-Knox Vertical Radiators
clean cut in appearance and
performance. They are in keep-
with the high standards set
the broadcasting industry
other equipment.

Stations take pride in Blaw-
Knox Radiators which are asso-
ciated by the public with the
best in broadcasting.

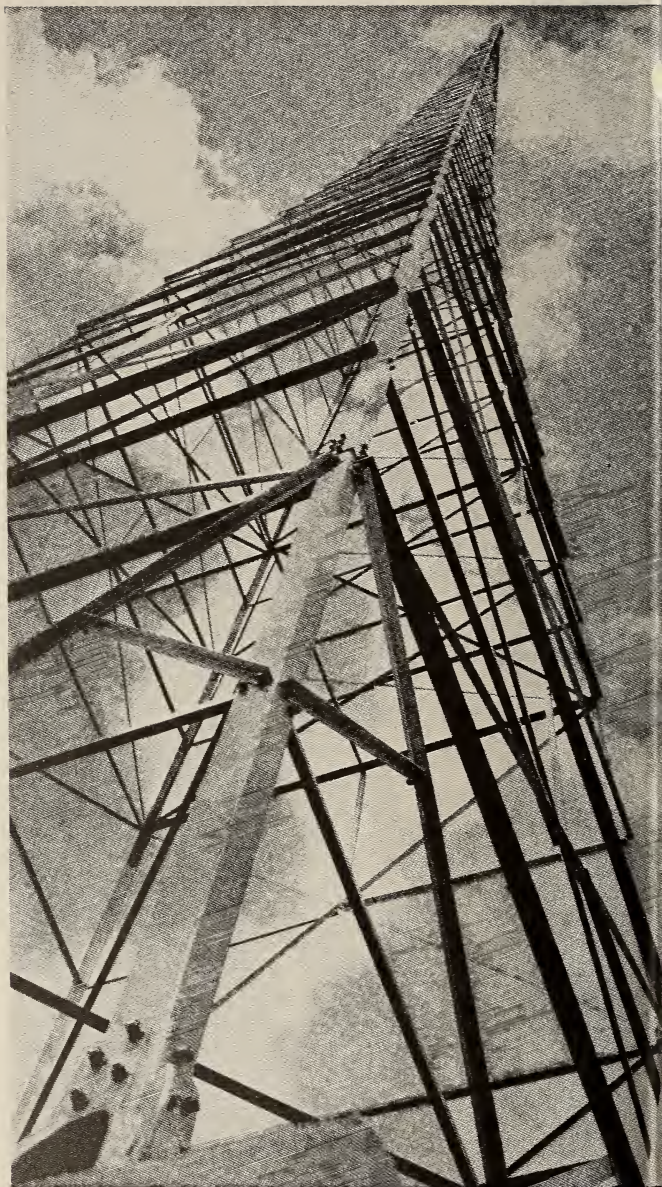
The self supporting type of
Blaw-Knox Radiator has uni-
form taper and is recommended
by radio engineers for either
constant or series excitation.

They give greater coverage
with long life and low main-
tenance cost.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY

3 Farmers Bank Bldg. • PITTSBURGH, PA.

*... Blaw-Knox Directional Radio
Beacons are used exclusively to
guide all air transport service in
the United States and Canada.
What greater proof of efficiency
in the broadest use of the term,
can be desired?*



BLAW-KNOX
VERTICAL
RADIATORS

VICTOR RATNER



Appointment of several new sales promotion managers at CBS M. & O. stations, augmenting the CBS sales promotion staff, and coordinating the entire headquarter staff were only a few of matters handled by the CBS director of sales promotion during the

past year. One of the younger execs in radio, Ratner is regarded as one of the most efficient.

CLAY MORGAN



Climaxing his third 12th month as a director of public relations for NBC, Clay Morgan during the year was appointed assistant to the president as well. In his new position, Morgan acted as host to NBC visitors from all over the world during 1939, and was instrumental in building good-will for the network.

ALFRED H. MORTON



Completing his first year as an NBC vice-president, A. H. Morton doubled in brass so to speak when he was appointed to handle television activities in addition to his M. & O. station duties. Busy at all times "Doc" Morton has worked quietly, building

and developing new tele technique.

A. D. WILLARD, JR.



Pushing through a grant for 50,000 watts for WJSV, where he is general manager, was only one of the jobs accomplished by Willard in 1939. As Washington outlet for CBS, Willard was kept busy maintaining a thorough war coverage from that point, and also managed to keep the station practically 100 per cent commercial.

LINCOLN DELLAR



Completing his first year as head of WBT, Dellar saw increased billings, a new rural market created and recognition on a national basis for WBT as fruits of his labors. Last month Dellar tendered his resignation to WBT in order to accept the managership of

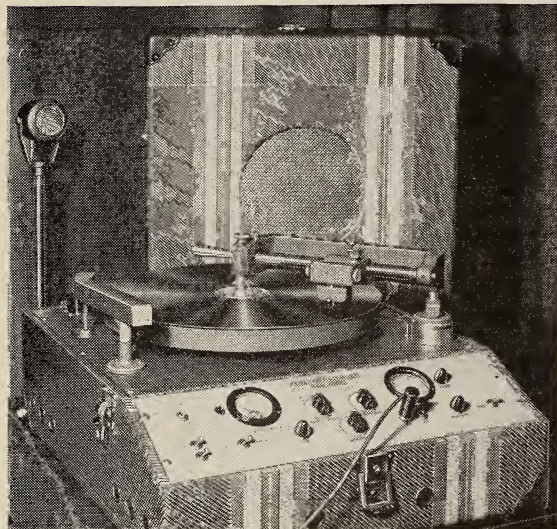
KSFO, San Francisco station.

ROGER W. CLIPP

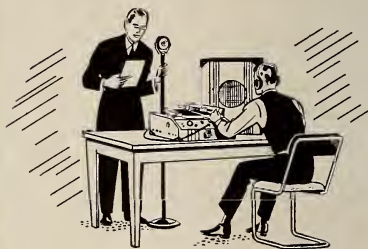


Completing his first year as general manager of WFIL, Roger Clipp, decided to devote his entire interest to the Philly outlet, and completed sale of his 50 per cent of WTBO to Arnold Nigron and Edward Pamphilon. Clipp also supervised the 17-station Quaker Network which he formed in 1938.

The Federal Recorder (16" SYMPHONIC MODEL)



is particularly well adapted for use in Broadcasting Studios



MANY NOW IN SUCCESSFUL USE IN WELL KNOWN STATIONS

• Easy to operate, portable and handy to use, with faithful recordings made economically,—these advantages of the Federal Recorder, "Symphonic" 16 inch Model, make it particularly well adapted for use in broadcasting studios. Many are now in successful use in well known stations throughout the country.

This new professional model includes many new and exclusive improvements, in addition to features generally found only in very expensive commercial recorders, yet it is priced in the easy range of the most modest station.

Specifications

• **AMPLIFIER**—Of a radically new design with a frequency response and power output superior to any other recording amplifier of comparable cost. Completely shielded, eliminating all possibility of hum due to external pickup by microphone grids.

• **FEED MECHANISM**—Overhead feed mechanism of an entirely original design, with precision ground lead screw. Cuts outside-in 120 lines per inch.

• **CUTTING HEAD**—A permanent magnet cutting head is used, matched to the amplifier.

• **PICKUP**—Specially designed pickup arm, giving absolutely accurate tracking. The car-

tridge is of a crystal type, with a frequency response matched to the cutter. Completely sealed to prevent any damage due to careless handling. Operates at low pressure.

• **TURNTABLE**—Heavy duty, 27-pound steel alloy turntable, assures freedom from "wows" and reduces possibility of slippage. Friction drive with oversized idlers between motor and turntable. Simple adjustment changes speed from 78 to 33 $\frac{1}{3}$ R.P.M.

• **LOUD SPEAKER**—Heavy duty, permanent magnet speaker, mounted in cover of case.

• **MICROPHONE**—Dynamic microphone, adjustable for operation either uni-directional or bi-directional. Complete with floor stand.

Highest Professional Quality

The Federal is the only recorder checked for tone quality, and speed fluctuations by the Conn Chromatic Stroboscope, which accurately measures sound to 1/100th of a semitone. The unmatched advantages of this Federal Recorder for the highest type recording make it the finest all-purpose recorder ever produced. Write for fully descriptive and illustrated literature. Price, in airplane luggage case, complete with Dynamic microphone and floor stand.....\$399.00

318

FEDERAL RECORDER CO., INC.

Dept. 3754

30 W. 57th St., New York City

DR. LEON LEVY



As president of WCAU, Levy found time to devote much energy and attention to the direction and operation of short wave and television activities, including the installation of directive antennae to Europe and South America at WCAB. Late in

October he filed application for a tele permit.

TED C. STREIBERT



Some of the best news in radio came from Ted Streibert, WOR-MBS executive, during 1939 when he announced a return to good health. Watching the continued development of MBS, and being a key figure in WOR kept Streibert busy during

the entire year, but he found time to follow the NAB activities with keen interest.

DON E. GILMAN



NBC's v.-p. in charge of west coast operations put in a full year in 1939, supervising further expansion of the NBC plant, advocating the further use of transcriptions on the west coast, and keeping in constant touch with developments in his

domain. All-time high in coast billings were traced directly to Gilman's energy during the year.

H. LESLIE ATLASS



One of the famous Atlass Brothers who just about run radio in the windy city, Leslie Atlass, in addition to handling the CBS plant in that city, was one of the spearheads in the drive to fill late evening periods with listenable radio fare. He

also actually found time to move his family to the country, and become a commuter.

DR. LYMAN BRYSON



The end of his third year as CBS chairman of the Advisory Board found Dr. Bryson busy working on the expanded educational set-up being formulated by that network. Much of Bryson's energy was directed towards the further development of the

"American School of the Air," and overseeing the educational programs which were so important at CBS in '39.

JOHN BENSON



Serving his eleventh term as prexy of the AAAA, John Benson started off the year with a bang by successfully concluding the AFRA negotiations, and thus averting the threatened strike on commercial radio programs. Benson, the first

paid president of the AAAA, was again elected to that office when the annual convention was held last summer.

INTERNATIONAL ATTRACTIONS, INC.



REPRESENTING

THE FINEST IN TALENT

for

RADIO

STAGE

SCREEN

THEATRES

NIGHT CLUBS



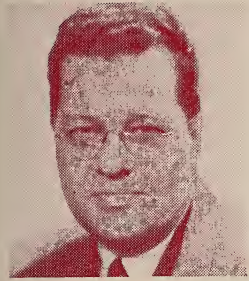
JOHN N. GREENHUT, President

ME 3 { 1232
1233
1234

701 Seventh Ave., New York City

H. ALLEN CAMPBELL

Guiding the growth of the Michigan Network and WXYZ did not hinder Campbell from following up his success with the "Lone Ranger" with a new series, "The Green Hornet." Responsible for making Detroit one of the key cities in the



broadcasting industry during the past year, Campbell saw two other MN shows go network during 1938.

PAUL MORENCY

In addition to handling the affairs of WTIC, 50,000 watter in Hartford, Paul Morency was extremely active in the NAB during the past year. One of the founders of that organization, Morency was also instrumental in furthering the cause of Broadcast Music, Inc., and acted as a director of the NAB from his district.



LINUS TRAVERS

Further building up the Yankee Network as a top-flight regional kept Linus Travers, v-p. in charge of sales and operations, on the go most of the past year. Working in a quiet, efficient manner Travers divided his attentions between the



web and WAAB and WNAC in Boston, breaking billing records throughout the entire year.

W. B. LEWIS

As CBS vice president in charge of programs, Bill Lewis had his hands full maintaining the schedules of the web during crisis and war times. Dropping his executive cloak, Lewis was on duty day and night with staff members to cover the European situation. He also took time off to act as CBS host at various social functions.



HARRY C. WILDER

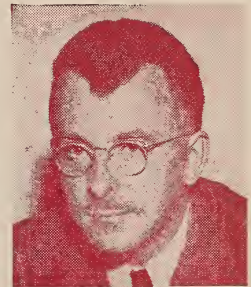
Celebrating the first anniversary of his newest station, WTRY, Harry C. Wilder, as president of the Central New York Broadcasting Corp., was busy dividing his time between WSYR, WJTN, WNBX and the Troy outlet. Wilder also served as



one of the NAB directors, representing the Second District, which in itself kept him traveling often.

HARRISON HOLLIWAY

A veteran of radio since 1911, the general manager of KFI-KECA in 1939 supervised construction of new studios and pushing through an FCC okay for a new frequency, with a total expenditure of \$450,000. One of the most progressive broadcasters on the west coast, Holliday continued to put through new ideas in programming during '39.



NED WAYBURN

STAGE, SCREEN, RADIO, AND TELEVISION
PRODUCTION AND INSTRUCTION STUDIOS

*What about YOUR child—and
how about yourself?*

What are you doing to make it possible for the body to keep pace with the mind? After years of experience a system of training for voice and body has been evolved that has produced miraculous results. Thousands who have benefited by this world famous method are evidence. The man who has devoted a lifetime to developing these amazing and thoroughly tested courses is

NED WAYBURN

Well Known Broadway Theatrical Producer who staged and helped create the Ziegfeld Follies, and over 600 other successful revues, musical comedies, light operas, motion picture presentations, headline vaudeville productions, dance units, pageants, fashion displays, Junior League shows, and private entertainment for individuals and social and business organizations and who coached, directed and helped up the ladder of fame such glamorous stars as:

George M. Cohan	Jeanette MacDonald
Fred Astaire	Fannie Brice
Eddie Cantor	Mae West
Al Jolson	Grace Moore

*and such new luminaries on the amusement
horizon of stage, screen, and radio, as*

Claire Luce	George Murphy
Gertrude Niessen	Hal Leroy
Paulette Goddard	Georgie Tapps
Patricia Ellis	Olsen & Johnson

And Hundreds of Others

FREE AUDITIONS—and consultations . . . careers and courses cheerfully planned without obligation or charge.

Call, Write or Phone for Information

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New Address—5 W. 46th St. (near 5th Ave.) New York City
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ENROLL NOW AT LOWEST RATES EVER!

*Announcing Rounded Class
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Courses*

CHILDREN

Ages from 3 to 16

Regular Saturday Classes

or

ONCE-WEEKLY AFTER
SCHOOL

ADULTS

Ages from 17 to 77

MORNING, AFTERNOON
AND EVENING SESSIONS
MONDAYS THRU FRIDAYS
AND
SATURDAY AFTERNOONS

- BALL ROOM DANCE LESSONS
- Every type of stage dancing Tap, Classical, Acrobatic, Exhibition.
- Singing and rhythmic breathing.
- Speech work. Voice building.
- All phases of dramatic art, including facial make-up.
- Body culture—figure styling. Ladies classes once, twice, five times weekly.
- Home study course in stage dancing.
- Published dance routines.
- Recording service. Practice records.
- Staging for professional and amateur shows.
- Costumes, settings, properties, electrical equipment on rental basis.

E. H. GAMMONS



WCCO's general manager rounded out a full year with completion of the station's new 50,000 watt transmitter late in 1939. Early in May Gammons was re-elected head of the 11th District of the NAB; opened new studios in Minneapolis for the station,

was instrumental in the formation of a new rate structure, and started work on a new antenna.

ARTHUR PRYOR, JR.



Key man in Batten, Barton, Durstine & Osborn radio, Arthur Pryor holds the position of v.-p. in charge of radio at the agency, and as such is in charge of the heavy air campaigns put on by clients. His latest is "Cavalcade of America" which

returned to the networks early in Jan. He attended NAB confabs and filled speaking engagements.

WM. A. SCHUDT, JR.



CBS' ace trouble shooter, Bill Schudt completed his first year as general manager of CBS-owned WKRC in Cincinnati by placing the station in the ranks of the top outlets of the country. When CBS sold WKRC, Schudt was recalled to New

York, and after a short Miami vacation, returned to take over management of Columbia Records, Inc., newest CBS subsidiary.

MARK WOODS



Duties as vice president and treasurer of NBC kept Mark Woods moving fast during 1939. With the web celebrating its greatest year from a financial viewpoint, Woods still found time to actively participate in the AFM negotiations, AFRA contractual confabs, and towards the end of 1939, join in the tele jurisdictional talks among the unions.

KEN R. DYKE



NBC's Director of National Sales Promotion, in charge of Network Advertising, Promotion and Research. His long experience on the buyer's side of the fence plus two years as Eastern Sales Manager of NBC have given him an unusually keen insight into what advertisers want. Under his direction, for the first time in NBC history, two distinctly complete advertising campaigns, for the Red and Blue networks respectively, were produced in 1939.

HAROLD E. FELLOWS



Keeping WEEI among the leaders in Boston was the major job accomplished by Harold Fellows, manager of the station, during 1939. A firm believer in progressive tactics, Fellows started off the year by opening a special training school for his employees, and then followed through with many new and revolutionary program ideas which gained wide acclaim.

WHEN *TIME* IS THE MEDIUM



● You have decided to buy *TIME* to put your advertising message on the air! How about rates, power, station equipment, hours available and scores of other points of information you *must* have—just at the moment you are making your selection of stations?

You would naturally have many questions to ask about certain stations . . . you find the answers in *RADIO ADVERTISING*

RATES & DATA! It lists the rates, chain affiliations, mechanical facilities, broadcasting hours, closing times, etc., etc., of *every* commercial broadcasting station in the United States and Canada. All the information you need, **IN ONE CONVENIENT, COMPACT SERVICE!**

Revised and issued every month . . . supplementary bulletin service every week.

SUBSCRIPTION \$15 A YEAR

Published by

STANDARD RATE & DATA SERVICE, INC.

CHICAGO

333 N. Michigan Avenue

NEW YORK

420 Lexington Avenue

RADIO HISTORY MAKERS OF 1939

JOHN A. KENNEDY



Head of WCHS and the West Virginia broadcasting chain, Kennedy was extremely active in the important matters that faced the NAB since he is on the Executive Committee, Chairman of the Legislative group, as well as head of the 4th District.

He was especially active in BMI proceedings. Billings at WCHS went to a new all-time high during '39.

HORTON HEATH



With television coming to the fore, and radio in general marking up a banner year, Horton Heath was kept on the jump handling the RCA tele from the New York's World Fair, actual launching of the visual-sound art, and the forthcoming developments of the new medium following its official introduction.

ISAAC D. LEVY



Most fiery of the Philadelphia Levys, Ike, as he is known to everyone in the industry, continued his stormy methods in effecting a more solidified NAB, watched WCAU climb to the top in the Philadelphia scene, and especially went to bat

for Broadcast Music, Inc.

LEO FITZPATRICK



Early in '39 Fitzpatrick hit the headlines when he was appointed executive vice-president of the three Richards stations. In addition to his new duties, Fitzpatrick led WJR to a new all-time high in billings, was instrumental in maintaining the CBS affiliation for

WJR.

LESLIE W. JOY



Appointment of Griff Thompson as his assistant, participating in NLRB hearings, and guiding KYW, Philadelphia, to a new all-time high in billings, with an increase of 55 per cent in the total gross noted, were a few of the things accomplished by KYW's

general manager during the past year.

J. L. GRIMES



Proving that a new program idea can be carried through to a successful conclusion, J. L. Grimes, general advertising manager, supervised the steady growth of the Wheeling Steel broadcasts through 1939. Highspot of the all-company programs was a record-breaking appearance at the New York World's Fair last summer.



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

1501 BROADWAY, NEW YORK CITY—Tel. Wisconsin 7-6336

JOHN W. ALICOATE

Publisher

Don M. Mersereau

General Manager

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*Los Angeles
Representative*

M. H. Shapiro

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Associate Editor

Harold Winter

Special Representative

Benn Hall

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Ted Lloyd

*Columnist
Special Writer*

Robert A. Litzberg

Statistician

Frances Egger

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E. Townsend Swalm

Editorial

Advertising

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HELEN K. MORRISON

Sid Weiss

Advertising

Circulation

M. B. ALTSCHULER
JOHN ANDRUS
GLADYS ZASORIN

HOLLYWOOD

Ralph Wilk

6425 HOLLYWOOD BLVD.

TELEPHONE GRANITE 6607

PUBLISHERS OF

THE RADIO DAILY



THE RADIO ANNUAL

RADIO HISTORY MAKERS OF 1939

HAROLD W. SMITH



The past year was a full one for the president of WOKO - WABY, what with an affiliation with WHAZ effected, the opening of Albany's new Radio City late in the spring, and the continued climb in time billings. A pioneer of radio, Smith late in the

fall applied to the FCC for a facsimile permit for further experimentation.

EDWIN W. CRAIG



Despite the complex duties besetting Craig as vice president of a major insurance concern, he again proved a leader in NAB activities during 1939. Figuring prominently in the new Code, IRNA activities, copyright matters and AFM negotiations, Craig was a constant figure in the radio news of '39.

BERENICE JUDIS



One of the few women executives in the industry, Berenice Judis again piloted WNEW to a record year in billings, which makes it a habit. Always on the job, her progressive ideas in the programming of the station have kept WNEW at the top

as one of the favored local New York outlets, both from a client and listener viewpoint.

LLOYD YODER



Handling the affairs of NBC managed and owned KPO-KGO in San Francisco, kept Lloyd Yoder occupied until late in the year, when he was shifted to KOA as general manager of that outlet. The success of the San Francisco outlets

under Yoder's able management can be seen from the 1939 high billings.

ARTHUR SIMON



Completing his first year as general manager of WPEN, Simon, one of the newer executives in the radio field, almost single-handed built the commercial billings up to a new all-time high. Through no fault of Simon's, WPEN proved a powder keg in regard to the AFM situation, yet it was

handled as tactfully as possible.

EUGENE O'FALLON



One of the most popular executives in the radio picture, O'Fallon, as director of the NAB, and head of the 14th District, was busy in IRNA matters, the organization of Broadcast Music, Inc., and Code problems during the past year. As KFEL prexy, he established a new all-time high in billings, following FCC okay for full time and more power.



ATTENTION!!
Advertising Agencies
enjoying a foreign clientele
can now be serviced with
scripts and transcriptions
in both English and Foreign.

2,565,000 Italo-Americans Located
in New York, New England and
Pennsylvania are waiting to be
entertained in their mother tongue.
We reach this market.

DRAMA

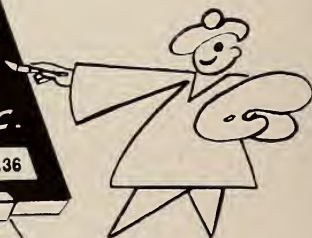
MUSIC

COMEDY

SCRIPT WRITING

Under the Direction of

Mr. Syd Leipzig



RADIO HISTORY MAKERS OF 1939

VINCENT F. CALLAHAN

One of radio's most colorful figures, Callahan figured in radio news from the south and north last year. As general manager of WWL, he placed that station in the Black in an industrious sales drive, then resigned to become assistant manager

of WBZ-WBZA where he immediately set one of the largest local sales on record.



HAROLD V. HOUGH

Despite the complex problems facing Hough in his position as manager of WBAP and KGKO, he was more than active in the NAB where he is a member of the executive committee, and a director-at-large. In September he was responsible for the formation of the Lone Star Chain, which is rapidly growing into a strong regional.



WILLIAM F. MALO

In his capacity as commercial manager of WDRC, Hartford, Bill Malo was kept on the go during the major portion of the past year. Commuting between Hartford and New York became a weekly feature of his overflowing schedule. Malo

was also busy with the inauguration of frequency modulation transmission at WDRC.



E. P. H. JAMES

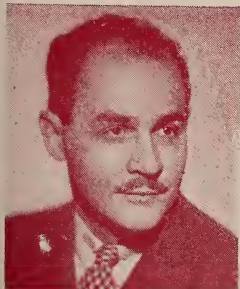
Now in his 13th year as NBC Advertising Manager, E. P. H. James also did some work in television during 1939. In the early spring, he was responsible for the publication of the first booklet on the use of television for advertising purposes, following this up in May by making the first public announcement (at the New York Sales Executives Club) of NBC's willingness to cooperate with advertisers in the experimental development of sponsored television programs.



EDWARD SMITH

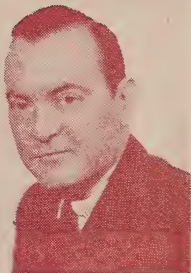
As radio director of one of the heaviest air advertisers, Ed Smith personally supervised General Mills' radio ventures during the past year, and added several new programs to the nine network shows heard the previous year on the networks. His

background as producer, announcer and director has been invaluable.



GRIFF B. THOMPSON

Appointed sales manager of KYW, Philadelphia, last July, Thompson closed the year with the highest billings in the history of the station, and started off the New Year with a 100 per cent hike in billings. Late in the year he was promoted to assistant general manager of the station, and in addition, continued as sales head.





HAP HADLEY

**STUDIO
OF COMMERCIAL ART**

•

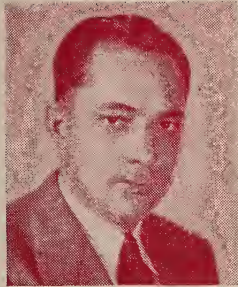
1560 Broadway, N. Y. C. Phone: BRyant 9-4153-4

•

*Catering to the Artistic Needs
of Radio Advertising*

• • • **RADIO HISTORY MAKERS OF 1939** • • •

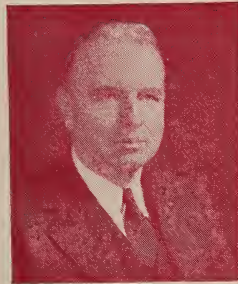
• **D. H. LONG** •



Working in a quite, systematic manner, Dewey Long, WSAI general manager, more than doubled that station's billings during the past year, jumped the station definitely into the Cincinnati limelight. He put through personnel and policy

changes, kept on the move traveling around the country and pushed through a grant for 5,000 watts night power.

• **FRANKLIN M. DOOLITTLE** •



Aside from his duties as general manager of WDRG in Hartford, Franklin Doolittle was one of the pioneers in the frequency modulation field, and just a few months ago participated in the first network broadcast with F-M. He is one of the direc-

tors of Frequency Modulation Broadcasters, Inc. At WDRG his efforts were rewarded by a continued influx of business. He is regarded as one of New England's most progressive executives.

• **ED KIRBY** •



One of the busiest men in the industry, Kirby, in connection with the NAB, served as secretary of the Code committee, started the first industry-promotion campaign, arranged initial joint NAB-ANPA confab, sold radio and Code to eight million organized

women, improved relations with educational leaders, made about fifty speeches, and started Bureau of Radio Advertising.

• **A. E. JOSCELYN** •



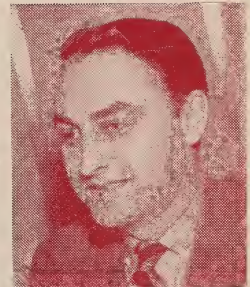
As head of CBS Radio Sales at the New York headquarters, Joscelyn proved to be a dynamic worker who never rested until a job was completed. After setting a record number of sales during 1939, Joscelyn was rewarded by CBS when he was named manager of WBT, Charlotte, to succeed Linc Dellar, who shifted to KSFO.

• **HYLA KICZALES** •



Bringing to a close a year of most successful management of three stations (WOV-WBIL, New York and WPEN, Philadelphia) Hyla Kiczales started off 1940 with WOV being granted full time and 5,000 watts. However, due to this added responsibility, Miss Kiczales relinquished her duties as general manager of WPEN. During 1939 she was honored by many prominent organizations for her outstanding work in Americanization.

• **JOHN GILLIN, JR.** •



As general manager of WOV, Omaha, John Gillin was responsible for the progressive radio fare that emanated from that station during 1939, and which saw billings climb steadily. Gillin was active fighting Ascaph in the state legislature and appeared as chief radio witness in the Nebraska anti-Ascaph trial during December.

Our “call” letters!

P E 6 4 7 4 0

This is the ...

BARNES PRINTING CO., INC.

Broadcasting on a wavelength of

229 W. 28th Kilocycles (St.)

through the courtesy of

Gutenberg

*Serving the public 24 hours a day
for the past 21 years*

“Commercial”—Printers of Radio Annual for the past 3 years.

RADIO HISTORY MAKERS OF 1939

W. G. H. FINCH

One of the nation's most active facsimile leaders, W. G. H. Finch licensed some thirty broadcasters during 1939, as well as licensing foreign governments and commercial wire companies. Predicting a big year ahead for facsimile, Finch is



readying his Passaic, N. J. plant for added production of facsimile units.

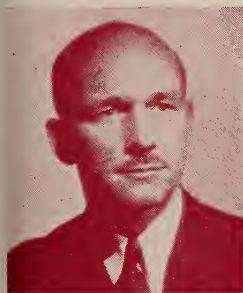
GEORGE W. TRENDLE

Maintaining a position as one of the top regionals kept George Trendle on the hop during 1939. As head of the King-Trendle hook-up, he was one of the executives who placed Detroit on the map as a radio center, built the "Lone Ranger" and "Green Hornet" programs into major entertainment medias, and set two other coast-to-coast dramatic shows.



PAUL PETER

Assembling the most complete factual history of Ascap was only one of the jobs accomplished by Paul Peter, NAB Research Director, during 1939. Study was broken down as to power and class of station and market covered. He is joint head of the Bureau of Radio Advertising, and is also



working on new methods of market studies.

BENEDICT GIMBEL, JR.

In addition to his duties as prexy of WIP, Philadelphia, Ben Gimbel managed to devote a great deal of time and energy to local and national problems as well during 1939. Proof of the job done at WIP is evidenced by the fact that business at WIP was at a new all-time



high during the last year.

GUNNAR WIIG

Relieved of his duties as NAB committeeman, Gunnar Wiig devoted most of his energies towards building WHEC into one of the major New York State outlets, with the station enjoying its greatest year in 1939. Wiig has been associated with the station



in various capacities since 1927 and is one of the veterans of the industry.

RALPH ATLASS

The name Atlass, synonymous with radio in the midwest, appeared frequently in the 1939 headlines as Ralph Atlass brought WJJD and WIND into the picture as leading outlets. Brother of Leslie Atlass, CBS boss in the windy city, Ralph was responsible for plenty of action in Chicago during the entire 12 months of '39.



FACTS OF 1939

FROM THE RADIO DAILY

More than 9,000,000 receiving sets were sold in the past year.

400,000 persons are employed in the radio industry with an annual payroll totaling more than 500 million dollars.

Television transmission was officially launched, and seven new tele stations were authorized, three deleted, raising the total number of stations to 23 at the close of the FCC's fiscal year, June 30, 1939.

Number of network affiliated stations as of Jan. 1, 1940, were: NBC 181 (Red and Blue), CBS 118, and MBS 118.

7,500 applications were received by the FCC during 1939. Of that number, 1,650 requested increased power and facilities, 2,300 for renewals. 8 licenses were cancelled.

More than 375 bills related to the broadcasting industry were introduced in Federal and State legislatures.

Less than 5 per cent of all commercial copy submitted to the FTC by broadcasters in 1939 was found to contain misleading or objectionable material.

Net time sales in 1939 amounted to more than \$131,000,000 it was estimated, with the percentage increase close to 12 per cent.

269 broadcasting stations in the United States and its possessions and 26 in Canada had newspaper interests included in their ownership as of Jan. 1, 1940.

Three major networks, for the first time in the history of broadcasting, reported combined gross billings exceeding \$84,000,000.

A nationwide study showed that radio entertainment as a whole, was the most popular with persons in the income bracket of \$2,000-\$3,000 annually.


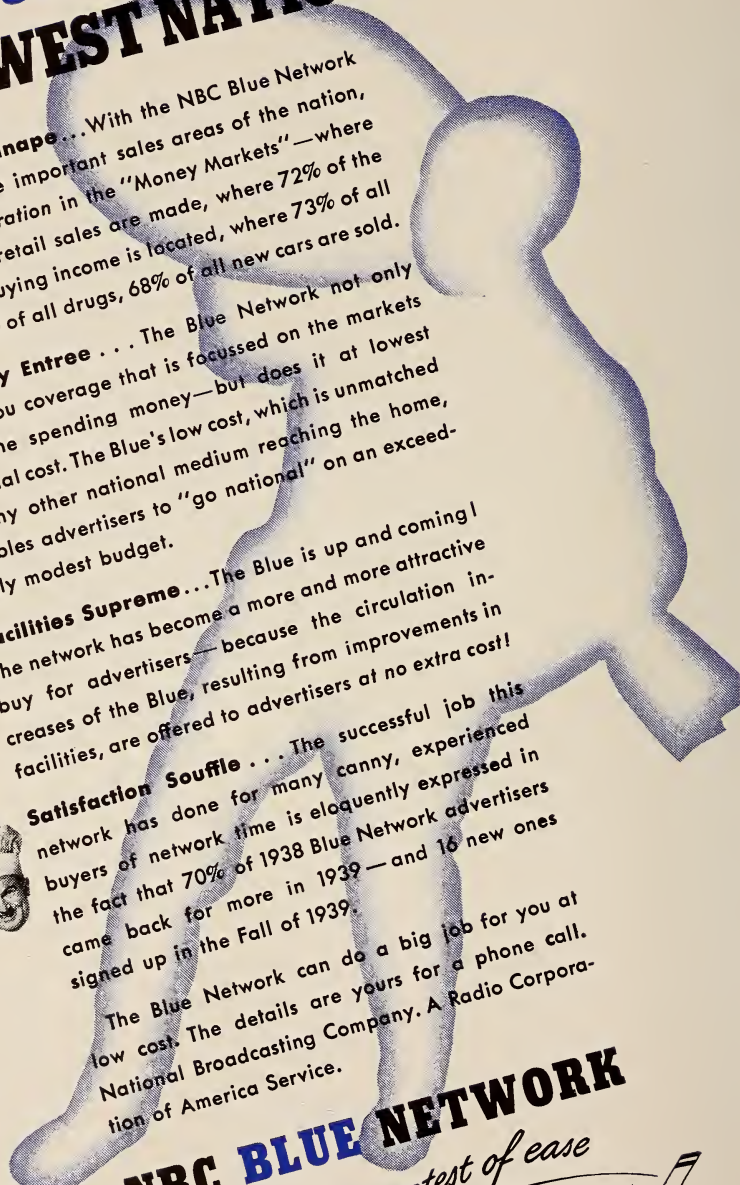
COMING UP

A FOUR COURSE FEAST OF SALES




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THE BLUE SERVES UP SALES AT LOWEST NATIONAL COST!




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FCC REVIEW OF PROGRESS IN RADIO FROM 1930-1940

By E. K. JETT,
Chief Engineer

Federal Communications Commission

During the past ten years the broadcasting services have undergone rapid changes, and with each change has come some added improvement in quality of service to the public. It is not possible in the limited space here available to describe all of the important technical changes which have occurred in the field of broadcasting during the past decade; however, it may be of interest to compare some of the important standards, practices and rules which were in effect in 1930 with those which now obtain.

Standard Broadcasting

In 1930 the standard broadcast band comprised all frequencies between 550 and 1500 kilocycles. At that time, the band was divided into 96 channels, of which 6 were given over for exclusive use by Canada, and 11 for shared use between Canada and the United States. Since there was no formal international agreement regarding the use of frequencies with Cuba and Mexico, the old Radio Commission considered that the remaining 79 channels were available for exclusive use in the United States. The channels were classified as "clear," "regional," and "local." Clear channels were available for stations using power not in excess of 50,000 watts; regional channels for stations up to 1000 watts; and local channels for stations up to 100 watts.

As the year 1940 ushers in a new decade, we find a different situation. The band now includes all frequencies between 550 and 1600 kilocycles, which are divided into 106 channels. Ninety-two of these channels are available for use in the United States by 4 classes of broadcast stations. The three classes of channels generally remain as first projected, i.e., local, regional, and clear channels. There are 6 local channels, 42 regional channels, and 44 clear channels available for use by stations in the United States.

Local channels are assigned to Class IV stations which operate with a maximum power of 250 watts. These stations are designed to render a purely local

service and a great many stations (50 to 100) may be assigned to each channel. Regional channels are assigned to Class III stations which operate with power from 500 watts to 5 kilowatts. This class of station is designed to serve centers of population and the immediate surrounding regions. The territory may extend from 40 to 100 miles in the daytime, but the service areas of the stations are generally much more restricted at night, due to mutual interference. Class III channels are divided into two classes: Class III-A and Class III-B. The Class III-A stations may be authorized to operate with power ranging from 1 to 5 kilowatts and are given greater protection from interference than Class III-B channels, on which the power is limited to 500 watts or 1 kilowatt night, and 5 kilowatts day.

Class I stations are assigned to clear channels and may be authorized to use power from 10 to 50 kilowatts. The purpose of these stations is to serve large centers of population and the large rural areas of the United States. The clear channels are divided into two groups so as to permit, (1) the exclusive operation of Class I stations at night, and (2) simultaneous operation of two or more Class I and also Class II stations. Class II stations are the secondary stations on clear channels which are subjected to such interference as the Class I or dominant stations on the channel may give to them. Their purpose is to make full use of clear channels and permit of more urban service when engineering circumstances permit.

There were no official standards of good engineering practice governing standard broadcast stations in 1930. Today, however, the industry is provided with such standards. They include standards of allocation; field intensities; data required with applications involving directional antenna systems; locations of transmitters; minimum antenna heights; requirements for measurements of power; power rating of vacuum tubes; operating power tolerance; construction, general operation and safety requirements; requirements with respect to indicating instruments; approval of broadcast transmitters, automatic frequency control; frequency monitoring apparatus; and many other important standards which all serve to improve constantly the quality of broadcast service to the public.

International Broadcasting

The first successful rebroadcasts in the United States of European programs received by short wave took place approximately ten years ago. Since that time international broadcasting has been constantly improved. Programs are now regularly received from all parts of the world and rebroadcasts are being made daily over the networks in the United States.

On May 23, 1939, the Commission approved new rules and regulations governing international broadcast stations which changed their status from experimental to commercial. These stations are licensed for the transmission of broadcast programs for international public reception and are assigned frequencies between 6000 and 26600 kilocycles in accordance with the provisions of the General Radio Regulations, Cairo, 1938. International broadcast stations may transmit sponsored programs, provided the program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction which is being advertised. There are further rules regarding the commercial aspect of international service which are now generally known and will not be repeated herein.

Television

Ten years ago, the Commission, in its annual report to Congress, stated that "important preliminary information had been obtained" regarding television, and made special reference to "the relative definition of 24-48, and 60-line scanning under various conditions." At that time, all television transmission was carried out on five channels, each 100 kilocycles wide, in the frequency band 2000-3000 kilocycles.

Television is still licensed on an experimental basis; however, this service has been steadily improved and is now receiving the careful consideration of the Commission, with a view to providing rules and standards which may permit the inauguration of a scheduled service to the public.

There are 19 television channels which are divided into two groups, viz.: Group A, including 7 channels, each 6 megacycles wide, between 44 and 108 megacycles; and Group B, including 12 channels between 156 and 294 megacycles.

The Radio Manufacturers Association has recommended certain standards for television operation which are now generally recognized as being suitable for experimental program service to the public. These standards provide for tele-

vision channel width, television and sound carrier spacing, polarity of transmission, frame frequency of 30 per second and a field frequency of 60 per second, interlaced; 441 lines per frame; and other standards including aspect ratio, synchronization, and modulation capability.

In its latest report, the Television Committee, consisting of Commissioner T. A. M. Craven, Committee Chairman, and Commissioners Norman S. Case and Thad H. Brown, reported on the progress which had been made in television since the submission of its first report in May 1939, and stated that a "crucial" stage has been reached. The Committee pointed out that "to date only 7 of the 19 channels available for television have been developed to the point of initial readiness for technical service of any character." Accordingly, the Committee made specific recommendations which embraced the following:

- "1. Greater public participation in experimental operation.
- "2. Construction of more stations by properly qualified applicants.
- "3. Elimination of any regulation which interferes with proper business economic processes.
- "4. Adoption of a license policy for television broadcasters.
- "5. Allocation of the seven lower frequency channels as follows: 3 channels to metropolitan districts in excess of 1,000,000 population; 2 channels to areas of between 500,000 and 1,000,000, and 1 channel for districts of less than 500,000.
- "6. Stimulation of technical development on additional channels now reserved for television.
- "7. Development of program service in conjunction with research and experimentation.
- "8. Establishment of minimum requirements for television transmitters.
- "9. Protection of the public, as far as possible, against loss through obsolescence in receivers.
- "10. Modification of prohibition against commercialism to permit sponsorship on experimental programs, under certain conditions."

Facsimile Broadcasting

Facsimile broadcasting was only mentioned as a possible service in 1930. Since that time, apparatus has been developed and stations licensed on an experimental basis to provide for the transmission of images of still objects for record reception by the general public.

The rules and regulations of the Commission provide 25 frequencies for facsimile operation. Ten of these frequencies are in the 25 megacycle band, 11 in

the 43 megacycle band, and 4 in the 116 megacycle band. In addition, other broadcast of experimental frequencies may be assigned on an experimental basis, provided a need is given and no interference will be caused to the established services.

Licenses to facsimile broadcasting stations are granted only after a satisfactory showing has been made regarding the program of research and experimentation. The program must include the distribution and operation of a sufficient number of facsimile recorders to obtain information regarding the performance of the service and must also be placed in charge of qualified engineers. As in the case of television, under existing rules, a licensee of a facsimile broadcast station may not make any charge, either directly or indirectly, for the transmission of programs.

High Frequency Broadcasting Stations

In 1930 the Federal Radio Commission reported to Congress that "above 23,000 kilocycles there exists a wide band of very high frequencies whose characteristics and usefulness are not definitely known and which offers a fruitful field of experimentation." Since that time many thousands of stations have been experimenting in this range of frequencies and specific bands are now allocated to every class of service recognized under the rules and regulations of the Commission.

High frequency broadcast stations are authorized for the experimental transmission of aural programs for reception by the general public. They may be authorized to use frequencies in the following bands: 25.3-27 megacycles; 42-43.5 megacycles; 116.5-118 megacycles and any frequencies above 300 megacycles excluding the amateur band from 400 to 401 megacycles. The specific channels which may be licensed are given in Section 44.04 of the Commission's regulations. It will be noted that two general groups of channels are provided, depending upon the system of modulation used —i.e., amplitude and frequency modulation.

The greatest interest is now being directed toward the service possibilities of frequency modulated broadcast stations. This system of modulation is known to possess characteristics whereby it is possible to reduce the effects of all kinds of disturbances including atmospheric static, electrical noise and background signal interference.

There are, of course, many problems to be considered before frequency or amplitude modulation can be accepted on a regular basis for broadcasting in the ultra high frequency bands. Aside from

the problem of deciding upon which of these systems should be accepted as standard, there is the important problem of allocating sufficient frequencies to accommodate all of the frequency modulated or amplitude modulated stations, as the case may be, which may be necessary to provide a satisfactory program service. In considering this problem, studies should be made with respect to the frequency needs of other services utilizing frequency modulation as well as amplitude modulation. In addition to broadcasting, the other services include television, government, aviation, police, common carrier and amateur.

High Frequency Broadcast Stations (As of Nov. 27, 1939)

	<i>Frequency Modulation</i>	<i>Amplitude Modulation</i>
Outstanding authorizations	20	34
Applications pending (new stations)	15	1

Summary

In general, it may be stated that broadcasting, which each year has become a more integrated part of the daily life of the nation largely because of its intimate character as an invited guest in each of the millions of homes for a regular period of time each day, has assumed a greater responsibility in its appreciation of public service with its growth in stature. In 1930 there were 15,000,000 receiving sets in American homes; today, a conservative estimate is 40,000,000 receiving sets.

By way of statistics, the following may be of interest:

	1930	1940
Number of standard broadcast stations.....	604	813
Number of international broadcast stations.....	27 ¹	13
Number of television broadcast stations.....	2	21
Number of facsimile broadcast stations.....	2	16
Frequency tolerance:		
Standard broadcast ³	500 cycles	20 cycles
International broadcast ⁴	0.05%	0.005%
No. of directional antennas	None	98

¹ In 1930, this class of station was known as "experimental relay broadcast." Since that time, the procedure for licensing international broadcast stations has been changed. All of the frequencies now authorized to be used with one call signal are counted as one station; therefore, the 13 stations now licensed utilize 37 frequencies between 6,000 and 26,600 kc.

² In 1930, television and facsimile stations were classed as "experimental visual broadcast stations." There were 30 such stations authorized.

³ Transmitters installed prior to January 1, 1940 are authorized to be operated within 50 cycles of the assigned frequency until January 1, 1942. After that date, all standard broadcast stations shall be maintained within 20 cycles of the assigned frequency.

⁴ 0.01% is allowed until January 1, 1941 for the operation of equipment installed prior to January 1, 1940.

FCC PROCEDURE IN REGULATING RADIO

A summary of broadcasting procedure as followed by the Federal Communications Commission in the regulation of commercial radio in the United States and its possessions.

Problems of neutrality and the role radio would play in a national emergency have recently been added to the chores of the Federal Communications Commission. In the World War there was no broadcast as we know it today; only wireless. Today, in addition to ordinary regulation, the ether waves are necessarily subject to a degree of policing for the preservation of neutrality and in the interest of the national defense.

Broadcasting has grown to the extent that there are now more than 40,000,000 receiving sets in this country, not to mention 800 broadcast stations, and more than 50,000 amateur stations and 5,000 commercial stations. The business of regulating this vast service in the public interest requires a major part of the time of the Commission.

Early Radio

Before creation of the Commission in 1934, supervision of communications was shared by the Post Office Department, the Interstate Commerce Commission, and the Federal Radio Commission. The latter was set up in 1927 to handle this post-war "baby." The Communications Act of 1934 coordinated administration under a single agency—the Federal Communications Commission — and, at the same time, laid the framework for a national communications policy.

Since that time the Commission has pursued the mandate of Congress as set forth in the Act, as amended:

"For the purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all the people of the United States a rapid, efficient, nation-wide, and world-wide

wire and radio communication service with adequate facilities at reasonable charges, for the purpose of the national defense, for the purpose of promoting safety of life and property through the use of wire and radio communication . . . additional authority with respect to interstate and foreign commerce in wire and radio communication."

Services

An outstanding contribution to the broadcast industry during the year was revision of the Commission's rules and regulations covering all types of radio services. Chief among these were the rules pertaining to standard broadcast stations, which became effective August 1, 1939. More than 2,500 pages of testimony and more than 200 exhibits were considered as a result of hearings. Incorporated in the general revision were standards of good engineering practice, adoption of which was preceded by a conference with 45 representatives of broadcast equipment manufacturers.

During the year 7,500 applications were received for various types of broadcast stations. Of that number, 1,650 were for new or increased facilities, and 2,300 were renewals. In that same time the Commission heard oral argument in more than 100 broadcast matters, and adopted formal decisions in more than 200 such cases. Inspection was made of 265 broadcast stations, and licenses of eight stations were canceled or otherwise vacated.

Public Service

Public service is the basic consideration in licensing broadcast stations. "Just as it may be a powerful instrumentality for public good," said the Commission in a recent case, "so a broadcast station has potentialities of causing great public harm, and it is accordingly imperative

that the limited broadcast channels belonging to the public should be entrusted to those who have a sense of public responsibility."

Continued growth in the broadcast field was reflected in the number of new stations and increased facilities authorized by the Commission during the year. Twenty-nine new stations were licensed and 76 applications were denied.

Also of interest was action of the Commission in increasing the license period for standard broadcast stations from six months to one year starting August 1, 1939.

Commercial Aspect

The commercial aspect of broadcasting was attested by reports received by the Commission during the fiscal year which showed that 660 stations, with an investment of \$73,000,000 reported revenues of \$111,000,000 compared with expenses of \$92,500,000, or a net broadcast income of \$19,000,000. These stations employed more than 23,000 persons with an annual payroll of more than \$45,000,000.

During the year a committee of Commissioners sat for 73 days, listened to 100 witnesses, and examined some 700 exhibits and 9,000 pages of testimony with respect to "chain" broadcasting. It was in 1938 that the Commission launched its inquiry into network practices, such as contractual relationship in programs and advertising, competitive practices, and chain policies in general.

International

The Commission's first attempt to define the nature of services to be rendered by international broadcast resulted in the issuance, on May 23, 1939, of certain fundamental rules governing international service. In doing so it adopted a new policy in opening these channels to commercial programs.

The Commission is also charged with carrying out certain provisions of treaties and international agreements to which the United States is a party which relate to communications. It cooperates with other Federal agencies in assisting other American Republics work out mutual radio problems.

Field Staff

The Commission's field staff is particularly valuable in administering and en-

forcing laws, regulations, and international agreements pertaining to radio. This is done through 26 district offices located throughout the United States and its possessions, supplemented by seven monitoring stations, the latter at Atlanta, Baltimore, Boston, Grand Island, Nebraska; Great Lakes, Illinois; San Pedro, California; and Portland, Oregon.

During the year the Commission's administrative procedure was completely revised to eliminate much out-moded red tape. This has meant economy and expediency both for the Commission and for those doing business with it.

FCC Unit

In its early years the Commission functioned with three divisions—Broadcast, Telephone, and Telegraph. Today it operates as a single unit. The Examining Department was abolished in November, 1938. Hearings are now conducted by Commissioners or suitably qualified employees. Effective in November, 1939, an Administrative Board was created to handle routine matters. However, matters of policy are reserved for the Commission as a whole.

The routine of the past year indicates that about four days out of every Commissioner's work-week is spent in personal attendance at formal meetings, informal conference, and hearings.

Personnel

The present Commissioners are: James Lawrence Fly, chairman; Paul A. Walker, Norman S. Case, T. A. M. Craven, George Henry Payne, Frederick I. Thompson, and Thad H. Brown. On April 8 Commissioner Thompson succeeded Eugene O. Sykes, resigned, and, on September 1, Chairman Fly replaced Frank R. McNinch, also resigned.

The Commission is now assisted by a technical and administrative staff operating through four divisions:

Secretary's Office, which has charge of matters of internal administration, plus other routine duties.

Law Department, whose functions include the legal phases of broadcast licensing and regulation, and litigation before the courts.

Engineering Department, whose work embraces the engineering phases of broadcast, supervision of the field staff, and technical and research matters.

Accounting, Statistical and Tariff Department, which handles accounting regulations, compilation and analysis of statistics, and tariff analysis and regulation.

The Commission has slightly more than 400 employees in Washington and less than 200 in the field.

Authorizations

The Communications Act authorizes radio grants without hearing if the Commission is satisfied that such authorization would serve public interest, convenience and necessity. Formerly broadcast grants were subject to the right of interested parties to file protests within a 30-day period. The previous policy had been to hold hearings in virtually all these cases. This often involved needless expense to the parties without disclosing new pertinent information. Under the new practice, if the Commission is satisfied from the evidence before it that a grant is warranted, it proceeds to issue the license, which is final rather than conditional. The new rules fully protect the interests of persons other than the applicant by providing for filing of petitions for reconsideration within a 20-day period.

The Commission formerly required affirmative proof of all items enumerated in applications for hearings. As a result, the paperwork for hearings was extremely burdensome and hearings were unnecessarily prolonged by the applicant's tedious proof of many facts not in controversy. The Commission now limits the issues on which the result of the hearing must turn.

Channels

Under former rules, three classes of standard broadcast channels were defined—clear, regional, and local. The new rules clarify the purpose of each class of channel and, in general, insure the protection of stations operating in these channels. Four general classes of stations are now established, namely:

Class 1—Dominant stations operating

on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances.

Class 2—Secondary stations which operate on a clear channel and designed to operate over a primary service area which is limited by and subject to such interference as may be received from Class 1 stations.

Class 3—Stations which operate on regional channels and designed to render service primarily to a metropolitan district and the contiguous rural area. Class 3 stations are subdivided into two divisions: (a) Stations operating on a regional channel with power of not less than 1 kw. nor more than 5 kw.; (b) Stations operating on a regional channel with power of not less than 0.5 kw. nor more than 1 kw. at night and 5 kw. daytime.

Class 4—Stations operating on a local channel and designed to render service primarily to a city or town and adjacent suburban and rural areas.

Conclusion

Although the broadcast band is extended to 1600 kc., no allocation of stations is proposed in the band 1500 to 1600 kc. except on the frequencies 1530 and 1550 kc. to which special broadcast stations are at present assigned. These stations are now called Class 3 broadcast stations instead of special broadcast stations.

The rules have been made as flexible as possible, as the Commission feels that by this means the fullest usage can be made of the broadcast facilities at the present time as well as providing for the future. Also, the rules have been made general insofar as possible, and all specific requirements, particularly of a technical nature, have been made applicable to change as further broadcast progress is made.

The flexibility of these regulations affords the Commission not only the means to bring about better equalization and distribution of facilities to states and communities, but also an opportunity to permit the exercising of judgment in licensing stations for service in accordance with the needs of a particular region or community.

65,000 Active Call Letters ————— ————— Have Been Assigned By FCC

Study

A study recently completed by the FCC shows that there are now about 65,000 active radio call letter assignments outstanding, exclusive of government stations. Broken down into round figures, this includes some 800 standard broadcast call letters; 600 broadcast other than standard; 400 experimental; 3,800 ship radio; 1,800 aviation radio; 1,100 police radio, etc.

Included in the study is a definite explanation of the dissemination of call letters, i.e., call letters starting with K are, generally, reserved for stations west of the Mississippi, while W precedes call letters of stations east of the dividing line. In instances such as KDKA, Pittsburgh, where the geographical location differs from the ruling, station was licensed prior to the inauguration of the rule.

Construction

In the granting of call letters for experimental stations, including television and facsimile, the construction is as follows: initial letter is K for outside stations, and W for those within the continental limits of the U. S., followed by number designating the radio district, followed by X which designates experimental, followed by a group of not more than two letters.

Licensing of stations and operators, it is pointed out in the report, now follows a more definite plan. There are still many requests from stations for call letters with significance such as WGN, standing for the World's Greatest Newspaper, and WIOD, for the Wonderful Isle of Dreams.

The assignment of call letters in the United States is governed by international agreement. Under international agreement the first letter or the first two letters of radio call signals indicate the nationality of the station. According to Section 1, Article 14, of the International Radio Conference at Cairo in 1938,

as annexed to the International Telecommunications Convention at Madrid in 1932:

International

"All stations open to the international service of public correspondence and all aircraft stations not open to the international service of public correspondence, as well as amateur stations, private experimental stations and private radio stations, must have call signals from the international series assigned to each country . . ."

The Cairo convention further provides that when a fixed station in the international service uses more than one frequency, each frequency is designated by a separate call signal used for that country only.

As a general rule, land stations use three letters, ship stations four letters, and aircraft stations five letters. One or two letters and a single figure followed by a group of not more than three letters identify amateur stations and private stations.

Rulings

The 26 letters of the alphabet, as well as figures (with use of "0" and "1" limited to amateurs) may be used to form call signals. Chief exceptions are combinations beginning with A or B, these two letters being reserved for the International Code of Signals, and combinations which might be confused with distress and other emergency signals, and combinations reserved for certain approved abbreviations.

Says the international agreement further:

"Each country shall choose call signals for its stations from the international series which is allocated to it and shall notify the Bureau of the Union of the call signals which it has assigned to its stations. This notification does not concern the call signals allocated to amateur stations, to private experimental stations, and to private radio stations."

Allocation of Call Letters As Set In Cairo

<i>Call Signals</i>	<i>Country</i>	<i>Call Signals</i>	<i>Country</i>
CAA-CEZ . . .	Chile	ONA-OTZ . . .	Belgium & Colonies
CFA-CKZ . . .	Canada	OUA-OZZ . . .	Denmark
CLA-CMZ . . .	Cuba	PAA-PIZ . . .	Netherlands
CNA-CNZ . . .	Morocco	PJA-PJZ . . .	Curacao
COA-COZ . . .	Cuba	PKA-POZ . . .	Netherlands Indies
CPA-CPZ . . .	Bolivia	PPA-PYZ . . .	Brazil
CQA-CRZ . . .	Portuguese Colonies	PZA-PZZ . . .	Surinam
CSA-CUZ . . .	Portugal	Q	(Abbreviations)
CVA-CXZ . . .	Uruguay	R	U.S.S.R.
CYA-CZZ . . .	Canada	SAA-SMZ . . .	Sweden
D	Germany	SMA-SRZ . . .	Poland
EAA-EHZ . . .	Spain	SSA-SUZ . . .	Egypt
EIA-EJZ . . .	Ireland	SVA-SZZ . . .	Greece
EKA-EKZ . . .	Japan	TAA-TCZ . . .	Turkey
ELA-ELZ . . .	Liberia	TDA-TDZ . . .	Guatemala
EPA-EQZ . . .	Iran	TEA-TEZ . . .	Costa Rica
ERA-ERZ . . .	Japan	TFA-TFZ . . .	Iceland
ESA-ESZ . . .	Estonia	TGA-TGZ . . .	Guatemala
ETA-ETZ . . .	Ethiopia	THA-THZ . . .	France and Colonies
EUA-EYZ . . .	Japan	TIA-TIZ . . .	Costa Rica
EZA-EZZ . . .	Germany	TJA-TZZ . . .	France and Colonies
F	France and Colonies	U	U.S.S.R.
G	Great Britain	VAA-VGZ . . .	Canada
HAA-HAZ . . .	Hungary	VHA-VNZ . . .	Australia
HBA-HBZ . . .	Switzerland	VOA-VOZ . . .	Newfoundland
HCA-HDZ . . .	Ecuador	VPA-VSZ . . .	British Colonies
HEA-HEZ . . .	Switzerland	VTA-VWZ . . .	British India
HFA-HFZ . . .	Poland	VXA-VYZ . . .	Canada
HGA-HGZ . . .	Japan	VZA-VZZ . . .	Australia
HHA-HHZ . . .	Haiti	W	United States
HIA-HIZ . . .	Dominican Republic	XAA-XFZ . . .	Mexico
HJA-HKZ . . .	Colombia	XGA-XUZ . . .	China
HLA-HMZ . . .	Japan	XVA-XWZ . . .	France and Colonies
HNA-HNZ . . .	Iraq	XXA-XXX . . .	Portuguese Colonies
HOA-HPZ . . .	Panama	XYA-XZZ . . .	Burma
HQA-HRZ . . .	Honduras	YAA-YAZ . . .	Afghanistan
HSA-HSZ . . .	Siam	YBA-YHZ . . .	Netherlands Indies
HTA-HTZ . . .	Nicaragua	YIA-YIZ . . .	Iraq
HUA-HUZ . . .	El Salvador	YJA-YJZ . . .	New Hebrides
HVA-HVZ . . .	Vatican City	YKA-YKZ . . .	U.S.S.R.
HWA-HYZ . . .	France and Colonies	YLA-YLZ . . .	Latvia
HZA-HZZ . . .	Saudi, Arabia	YMA-YMZ . . .	Danzig
I	Italy and Colonies	YNA-YNZ . . .	Nicaragua
J	Japan	YOA-YRZ . . .	Rumania
K	United States	YSA-YSZ . . .	El Salvador
LAA-LNZ . . .	Norway	YTA-YUZ . . .	Yugoslavia
LOA-LWZ . . .	Argentina	YVA-YWZ . . .	Venezuela
LXA-LXZ . . .	Luxemburg	YXA-YZZ . . .	U.S.S.R.
LYA-LYZ . . .	Lithuania	ZAA-ZAZ . . .	Albania
LZA-LZZ . . .	Bulgaria	ZBA-ZJZ . . .	British Colonies
M	Great Britain	ZKA-ZMZ . . .	New Zealand
N	United States	ZNA-ZOZ . . .	British Colonies
OAA-OCZ . . .	Peru	ZPA-ZPZ . . .	Paraguay
ODA-ODZ . . .	Syria and Lebanon	ZQA-ZQZ . . .	British Colonies
OEA-OEZ . . .	Austria	ZRA-ZUZ . . .	Union of So. Africa
OFA-OJZ . . .	Finland	ZVA-ZZZ . . .	Brazil
OMA-OMZ . . .	Czechoslovakia		

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 WGAL—Lancaster, Pa.
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 WOW—Omaha, Nebr.
 WPAR—Parkersburg, W. Va.
 WPAX—Thomasville, Ga.
 WPRO—Providence, R. I.
 WPTF—Raleigh, N. C.
 WQAM—Miami, Fla.
 WQDM—St. Albans, Vt.
 WQXR—New York, N. Y.
 WRAK—Williamsport, Pa.
 WRAL—Raleigh, N. C.
 WRBL—Columbus, Ga.
 WRC—Washington, D. C.
 WRDW—Augusta, Ga.
 WREC—Memphis, Tenn.
 WRGA—Rome, Ga.
 WRJN—Racine, Wisc.
 WRNL—Richmond, Va.
 WROK—Rockford, Ill.
 WRTD—Richmond, Va.
 WRUF—Gainesville, Fla.
 WRVA—Richmond, Va.
 WSAI—Cincinnati, Ohio
 WSAL—Salisbury, Md.
 WSAR—Fall River, Mass.
 WSAZ—Huntington, W. Va.
 WSB—Atlanta, Ga.
 WSFA—Montgomery, Ala.
 WSGN—Birmingham, Ala.
 WSIX—Nashville, Tenn.
 WSJS—Winston-Salem, N. C.
 WSM—Nashville, Tenn.
 WSMB—New Orleans, La.
 WSOC—Charlotte, N. C.
 WSPD—Toledo, Ohio
 WSPR—Springfield, Mass.
 WSTP—Salisbury, N. C.
- WSUN—St. Petersburg, Fla.
 WSYB—Rutland, Vt.
 WSYR—Syracuse, N. Y.
 WTAD—Quincy, Ill.
 WTCN—Minneapolis, Minn.
 WTAG—Worcester, Mass.
 WTAM—Cleveland, Ohio
 WTRR—Norfolk, Va.
 WTBO—Cumberland, Md.
 WTEL—Philadelphia, Pa.
 WTHT—Hartford, Conn.
 WTIC—Hartford, Conn.
 WTMJ—Milwaukee, Wisc.
 WTMV—East St. Louis, Ill.
 WTOG—Savannah, Ga.
 WTRC—Elkhart, Ind.
 WVFW—Brooklyn, N. Y.
 WWJ—Detroit, Mich.
 WWL—New Orleans, La.
 WWNC—Asheville, N. C.
 WWRL—Woodside, N. Y.
 WWVA—Wheeling, W. Va.
- KABR—Aberdeen, S. D.
 KALB—Alexandria, La.
 KALE—Portland, Ore.
 KANS—Wichita, Kans.
 KARM—Fresno, Calif.
 KAST—Astoria, Ore.
 KATE—Albert Lea, Minn.
 KBTM—Jonesboro, Ark.
 KCKN—Kansas City, Kans.
 KCMO—Kansas City, Mo.
 KDFN—Capes, Wyo.
 KDKA—Pittsburgh, Pa.
 KDLR—Devil's Lake, N.D.
 KDON—Monterey, Calif.
 KDYL—Salt Lake City, Utah
 KECA—Los Angeles, Cal.
 KELO—Sioux Falls, S. D.
 KERN—Bakersfield, Calif.
 KREX—Portland, Ore.
 KFAB—Lincoln, Nebr.
 KFBB—Great Falls, Mont.
 KFBI—Abilene, Kansas
 KFBX—Sacramento, Calif.
 KFDM—Beaumont, Texas
 KFEL—Denver, Colo.
 KFH—Wichita, Kans.
 KFI—Los Angeles, Calif.
 KFIZ—Fond du Lac, Wisc.
 KFJB—Marshalltown, Iowa
 KFJI—Klamath Falls, Ore.
 KFNF—Shenandoah, Iowa
 KFPY—Spokane, Wash.
 KFRO—Longview, Texas
 KFRU—Columbia, Mo.
 KFSD—San Diego, Calif.
- KFVS—Cape Girardeau, Mo.
 KFXD—Nampa, Idaho
 KFXJ—Grand Junction, Colo.
 KFXM—San Bernardino, Calif.
 KFYO—Lubbock, Texas
 KFYZ—Bismarck, N. D.
 KGBX—Springfield, Mo.
 KGCU—Mandan, N. D.
 KGCX—Wolf Point, Mont.
 KGEZ—Kalispell, Mont.
 KGGF—Coffeyville, Kans.
 KGHL—Billings, Mont.
 KGIR—Butte, Mont.
 KGKB—Tyler, Texas
 KGKO—Fort Worth, Tex.
 KGKY—Scottsbluff, Nebr.
 KGLO—Mason City, Iowa
 KGMB—Honolulu, Hawaii
 KGNC—Amarillo, Tex.
 KGNF—North Platte, Nebr.
 KGNO—Dodge City, Kans.
 KGO—San Francisco
 KGOV—Missoula, Mont.
 KHJ—Los Angeles, Calif.
 KIEM—Eureka, Calif.
 KIEV—Glendale, Calif.
 KIRO—Seattle, Wash.
 KJBS—San Francisco, Calif.
 KJR—Seattle, Wash.
 KLRA—Little Rock, Ark.
 KLS—Oakland, Calif.
 KLLX—Oakland, Calif.
 KMA—Shenandoah, Iowa
 KMBC—Kansas City, Mo.
 KMED—Medford, Ore.
 KMJ—Fresno, Calif.
 KMMJ—Grand Island, Nebr.
 KMO—Tacoma, Wash.
 KMOX—St. Louis, Mo.
 KMPC—Beverly Hills, Calif.
 KNX—Los Angeles, Calif.
 KOA—Denver, Colo.
 KOAM—Pittsburg, Kans.
 KOCY—Oklahoma City, Okla.
 KOH—Reno, Nev.
 KOIL—Omaha, Nebr.
 KOIN—Portland, Ore.
 KOMA—Oklahoma City, Okla.
 KOMO—Seattle, Wash.
 KONO—San Antonio, Tex.
 KOOS—Marshfield, Ore.
 KOY—Phoenix, Ariz.
 KPAB—Laredo, Texas
 KPDN—Pampa, Texas
 KPFA—Helena, Mont.
 KPNC—Bakersfield, Calif.

KPO—San Francisco, Cal.	KSL—Salt Lake City, Utah	KUTA—Salt Lake City, Utah
KPOF—Denver, Colo.	KSLM—Salem, Ore.	KVI—Tacoma, Wash.
KPRC—Houston, Texas	KSO—Des Moines, Iowa	KVOD—Denver, Colo.
KQW—San Jose, Calif.	KSOO—Sioux Falls, S. D.	KVOO—Tulsa, Okla.
KRE—Berkeley, Calif.	KSRO—Santa Rosa, Calif.	KVOS—Bellingham, Wash.
KRGV—Weslaco, Texas	KSTP—St. Paul, Minn.	KWBG—Hutchinson, Kans.
KRIS—Corpus Christi, Texas	KTAR—Phoenix, Ariz.	KWK—St. Louis, Mo.
KRMD—Shreveport, La.	KTFI—Twin Falls, Idaho	KWKH—Shreveport, La.
KRNR—Roseburg, Ore.	KTKC—Visalia, Calif.	WKNO—Winona, Minn.
KRNT—Des Moines, Iowa	KTMS—Santa Barbara, Calif.	KWOC—Poplar Bluff, Mo.
KROC—Rochester, Minn.	KTOK—Oklahoma City, Okla.	KWYO—Sheridan, Wyo.
KROY—Sacramento, Calif.	KTRH—Houston, Texas	KXA—Seattle, Wash.
KRSC—Seattle, Wash.	KTSA—San Antonio, Tex.	KXL—Portland, Ore.
KSAL—Salina, Kans.	KTSM—El Paso, Texas	KXOK—St. Louis, Mo.
KSAN—San Francisco, Calif.	KTUC—Tucson, Ariz.	KXRO—Aberdeen, Wash.
KSEI—Pocatello, Idaho	KUOA—Siloam Springs, Ark.	KXYZ—Houston, Texas
KSFO—San Francisco, Calif.		KYSM—Mankato, Minn.

New Applications to Be Approved by Board of Directors

WALR—Zanesville, Ohio	WTJS—Jackson, Tenn.
WAYX—Waycross, Ga.	WJLS—Beckley, W. Va.
WBRE—Wilkes-Barre, Pa.	KBND—Bend, Ore.
WCMI—Ashland, Ky.	KFAC—Los Angeles, Cal.
WCOV—Montgomery, Ala.	KFAM—St. Cloud, Minn.
WFMJ—Youngstown, Ohio	KGY—Olympia, Wash.
WGRC—New Albany, Ind.	KOWH—Omaha, Nebr.
WIBC—Indianapolis, Ind.	KQV—Pittsburgh, Pa.
WILM—Wilmington, Del.	KSUN—Lowell, Ariz.
WKAQ—New York, N. Y.	KVAN—Vancouver, Wash.
WLOR—Lima, Ohio	KVNU—Logan, Utah
WLTH—New York, N. Y.	KVOA—Tucson, Ariz.
WPAY—Portsmouth, Ohio	KWFT—Wichita Falls, Texas
WWSW—Pittsburgh, Pa.	KYOS—Merced, Calif.
WBAB—Atlantic City, N. J.	KFDA—Amarillo, Texas
WGBR—Goldsboro, N. C.	KGER—Long Beach, Calif.
WJHL—Johnson City, Tenn.	KFPW—Ft. Smith, Ark.
WMBG—Richmond, Va.	KOVO—Provo, Utah
WAPI—Birmingham, Ala.	KVGB—Great Bend, Kans.
WJRD—Tuscaloosa, Tenn.	KDRO—Sedalia, Mo.
WCHV—Charlottesville, Va.	KGFL—Roswell, N. M.
	KOBH—Rapid City, S. D.
	KVFD—Ft. Dodge, Iowa
	KTSW—Emporia, Kans.

Departments and Activities of National Ass'n of Broadcasters

The National Association of Broadcasters is an organization whose membership is made up of representatives of radio stations licensed to operate broadcasting stations in the United States and its possessions.

Any duly licensed radio broadcasting station is eligible for membership. In February, 1938, the NAB—as it is known in abbreviated form—was reorganized. Seventeen geographical sections of the United States were laid out, and from each of these seventeen districts a director to represent the district was chosen by the broadcasters residing therein, to become a member of the Board of Directors of the NAB. The reorganization further provided that six additional directors be elected at large, by the annual convention. The Board, in turn, selected a permanent president and a full-time staff to administer the industry's affairs nationally. Delegated power and policy remain, however, in the hands of the individual broadcasters assembled in national convention, whose combined individual votes determined the industry's major policies and NAB activities.

Before every department, every commission, every committee of Congress, the NAB acts as spokesman for American radio. More than this, it acts as interpreter of Federal activities, issues digests and reports so that broadcasters may be kept abreast of developments on the Washington scene, carefully evaluates new legislation and new regulations. The NAB likewise represents the interests of American broadcasting stations at such international radio conferences as the North American Conference in Mexico City and World Radio Conferences at Lisbon and Budapest.

Labor Relations

The NAB set up its Labor Relations Department in May, 1938, to foster friendship between the broadcasting industry and organized labor. Joseph L. Miller, for many years labor editor of the Associated Press, was appointed director.

The department deals with all problems involving broadcasting stations and labor—both personnel problems and problems concerning labor programs on the air. The department advises all member stations on the application of labor laws to their employees; furnishes information and advice with regard to collective bargaining; and keeps the membership informed of all labor developments affecting the industry.

The director's principal work, however, has been to mediate in countless minor disputes between labor unions and broadcasting stations. In this field the director has been singularly successful. During the first year of the department's existence, there was not a single strike in the industry or a single complaint carried by a labor union to the FCC.

Research Department

Recognition that research can materially contribute to the success of broadcasting caused the Board of Directors to establish the office of Research Director as a vital part of the Association. The director maintains contact and relations with organizations engaged in radio research and cooperates with the government departments concerned with radio and business information.

The work of this department dovetails into all NAB activities in that its collection, analysis and dissemination of facts supplies the raw materials for the other departments.

Information gathered by the NAB Research Department is instantly available in usable form to members. This is essential to an industry accustomed to move at incredible speed.

An important function of the department is to develop the values of research as a management tool. Proper research methods are being developed so that NAB member stations will be able to gather pertinent facts with which to gauge the success of station operation in all its departments. Naturally, in

this work, the Research Department is readily available to the membership for research counsel.

Constant effort is made to expand and improve the existing store of information on radio set ownership, listening habits of the radio audience and other fundamental data on the broadcasting industry. In this work contact is maintained with the research heads of advertiser organizations and advertising agencies.

Promotion Department

As one of the concluding steps of its reorganization plan as specified by its board of directors, NAB established an industry wide promotion department.

It deals with the Radio Manufacturers Association, co-sponsors of the NAB-RMA campaign, radio service groups, radio distributors, utilities, broadcasting stations and other organizations. Some phases of the work are closely allied to NAB's department of public relations.

During the year three nation wide promotions were launched. "Open House," the spring promotion, brought hundreds of thousands of visitors to radio stations. Millions of other radio listeners heard the story of the American system of broadcasting and the facts of our dictatorless radio over independent stations and networks.

The theme, "Listen While You Play," came along in the early summer. New portable sets increased summer time listening by millions. Sharply increased purchases of auto radios also contributed.

Coincident with the launching of the 1940 radio season by set manufacturers was the "Curtain Raiser" campaign which was conducted during the last week of September and early October, 1939. It covered the entire country, Maine to Honolulu.

The year's final promotion was "Radio Christmas," an effort which materially assisted in increasing the number of receiving sets in the United States to between forty-four and forty-six millions.

In a number of cities NAB members, in cooperation with local chapters of the Radio Servicemen of America and radio distributors, solicited older radios from listeners, repaired them and then gave the sets as Christmas gifts to the less fortunate.

The Bureau of Radio Advertising

The NAB has long recognized the importance of radio's commercial side

through the existence of the NAB Sales Managers' Division. This recognition has now been given new emphasis with the establishment of the Bureau of Radio Advertising.

The Bureau is designed to promote radio as an advertising medium. Its work takes two major forms: 1. To provide the industry with facts and figures of a promotional nature and in other ways to assist stations to sell more time in the national and local fields. 2. To cooperate with broadcasters and others in increasing the effectiveness of radio advertising.

Special efforts are made to develop certain untapped fields of business for stations, and to combat the claims and challenges of competing media. The Bureau is also charged with protecting members from the so-called "time chisellers"—and from advertisers who seek to place business on a percentage or "cost-per-inquiry" basis. It acts as a buffer against exorbitant publicity and merchandising requests by sponsors.

In cooperation with the NAB Sales Managers' Committee, of which William R. Cline, commercial manager, WLS, Chicago, is chairman, the Bureau formulates its plans and policies for furthering the commercial aspects of the industry.

Broadcast Music, Inc.

Broadcast Music, Inc., has been incorporated for the purpose of developing a music pool. It is sponsored by the NAB, but will be managed by an independent board of directors, representing the entire industry, and will be staffed by an executive and assistants experienced in the music business.

All radio stations, whether members of NAB or not, were invited to become stockholders of the corporation at a cost equal to 50 percent of the station's total payments to ASCAP in 1937. This amount has been apportioned one fifth to stock and four fifths for license, and is payable in pre-arranged and equitable installments. In registering its stock issue before the Securities and Exchange Commission in November, Broadcast Music, Inc. stated that it would license performing rights in musical and literary material to the broadcasters. A deadline of Feb. 1st, 1940, was set for broadcasters to subscribe to the issue and at a meeting of the board of directors held Feb. 8, BMI was voted operative as of this day.

Annual Report of Neville Miller, President, National Association of Broadcasters

As Presented to the 1939 NAB Convention.

In a recent radio talk, President Roosevelt quoted a portion of George Washington's Farewell Address which reads as follows:

"Promote then as an object of primary importance, institutions for general diffusion of knowledge. * * * In proportion as the structure of a government gives force to public opinion, it is essential that public opinion be enlightened."

In speaking of radio, President Roosevelt then added, "It is hard for me to conceive of any method of diffusing knowledge that would more exactly meet the purpose our first President had in mind, although radio had not been dreamed of in his time."

Realizing the important part radio plays today in the public life and as a means of diffusion of knowledge, you can readily understand that I considered it a high honor and a privilege to accept the presidency of this Association and to join with you, the broadcasters of America, in fulfilling the responsibility which we necessarily assume as guardians of a force of such potential power in our daily life. It is my privilege today to render an accounting of the trust which you confided to my care approximately one year ago.

Many have been the problems which I have analyzed during the past twelve months. It has been my purpose to approach each problem with an understanding and tolerant attitude, and without prejudice or bias, to give equal attention and regard for the position of every person or group within our membership. Believing that the president of this Association must know and enjoy the confidence of the entire membership, I have travelled 35,000 miles attending district meetings, committee meetings and upon other business of the Association. After much travel and study, I am convinced that our problems cannot be explained by the presence of villains nor solved by heroes, but that there lies within our membership the ability and the cooperative spirit to solve all of our problems, provided—and this is of the greatest importance—we are willing to present a united front and to repose confidence in those whom you may select as your representatives so that their negotiations may enjoy a certain secrecy of movement, and it will not be required that every step

which they propose to take, every move they propose to make, be exposed to unfriendly eyes and exploited during the early stages of the negotiations. Those with whom I have talked, at recent meetings which we have held, convince me that today, more than ever before, radio is united by bonds of common interest and during this convention and afterwards may we guard that solidarity as a precious jewel.

A Brilliant Radio Record

American broadcasting has completed another year of brilliant accomplishment and of striking public service. No other broadcasting service in the world even approached its record. We know this is because of those social and economic differences which distinguish the American system from that of all others. Through the American system we have been able to lavish millions of dollars on entertainment and talent for the enjoyment of the American people. We have contributed substantially to their educational, religious and cultural enrichment. And at not one cent of program cost to the listener. And more than this, we have been free to keep our countrymen informed as to what was going on, in this country, and in other countries. The contributions made by American broadcasters during this war-torn year, especially during the Munich crisis, demonstrated the blessings of our radio democracy and give promise that through such a system of radio as the American system, the peoples of the world may some day be encircled by the bonds of brotherhood, and not forever enslaved in the shackles of hate.

There is more to the record: Again American radio lent its great voice in the saving of human life and in the alleviation of human suffering. Especially was this true during the New England disaster when our New England stations dropped schedules and threw commercial considerations overboard to save lives, to rescue women and children from the ravages of a cruel disaster. Let it be said that our American stations were "not called upon to serve"; they were already there, ready to serve, before any one needed to "call" them. This is in the American radio tradition.

During the year you have been kept advised of headquarters activities through the NAB Reports, and detailed informa-

tion is available in the annual reports of the members of the staff and of the committees, which have just been published for submission to you.

Our staff has worked diligently, and with good results. This being our first year, considerable time has been spent in organization and in foundation work. I think we have laid a solid foundation and one that will stand to serve us throughout the years ahead. Without in the least disparaging this year's work, I am confident that future years' work will produce even better results.

The members of the Executive Committee, of the Board of Directors, and of the various committees, have given unsparingly of their time and have accomplished much. I wish at this time to publicly express my appreciation to all of them for their work and for the cheerful spirit of cooperation which they have exhibited at all times.

Legislation

Legislation, both Federal and local, has occupied much of our time. Radio being a young industry and one in which all are interested, it is natural that many laws would be proposed. In studying each law, in appearing before committees and in discussing the subjects with various interested groups, we have asked only that radio's story be heard, that opportunity be given us to present pertinent facts and figures, and that as a new, growing industry, no laws be enacted which would place radio in a straight-jacket and prevent our natural development. Due to the loyal support of the industry as a whole, and to the consideration shown us by the lawmakers and the public, we can report that during the year no adverse legislation of any major importance affecting radio was enacted. Our NAB Legislative Committee deserves the thanks of every member for its steadfast work. The most serious threat is embodied in the proposed International Copyright Treaty now on the Senate Executive Calendar. Copyright experts tell us that if the United States becomes an adherent to the International Copyright Union before we obtain an amendment to our domestic law, we may expect chaos in the broadcasting industry. This is a subject which deserves the serious consideration of every broadcaster and one of the most important Headquarters is handling.

Copyright

Soon after I assumed office in July, I quickly found that the question of mu-

sical copyright was our most vital internal industry problem. Certainly the subject of copyright is one discussed whenever two broadcasters are together, and it is one to which we have directed our energies during the past year. The first definite assignment given me upon my assumption of office was in connection with the Bureau of Copyrights. After many consultations with many interested parties, we worked out an agreement with Lang-Worth by which the industry is given an opportunity to develop a library of tax-free music. Although we all realize that this plan does not offer a complete solution to our copyright problem, we do believe that this plan and the Davis and Schwegler plan are steps in the right direction; and I recommend them to your sympathetic consideration.

Believing that it is of the utmost importance that our negotiations with ASCAP be concluded long in advance of the expiration of our present contracts, a committee representative of the entire industry was appointed last March. This committee has given serious and careful deliberation to the copyright question and will report to this convention Wednesday afternoon. May I urge you to be present at that meeting and to give this committee's report your thoughtful consideration.

Self-Regulation and the Code

Much has been said during the past year about self-regulation. Believing it is a subject which deserves the most careful consideration by this industry, a committee was appointed to thoroughly explore the subject and this afternoon that committee will present to this convention the results of its work in the form of a proposed code. Failure on our part to set in motion self-regulation in the industry will strengthen the demand of those favoring governmental regulation of programs and will stimulate the confidence of those within the industry who believe they can operate their stations without concern for the best interests of the industry as a whole. Every violation of program ethics by the few brings condemnation down upon the heads of the majority. This is a condition we wish to remedy through voluntary self-regulation. If we believe in self-regulation, then let us try it while the opportunity to do so still is ours.

Labor Relations

The labor record of the broadcasting industry is truly a remarkable record. A survey by the Federal Communications

Commission shows that the average weekly payroll envelope of 18,359 full-time employees with or without union contracts contained \$45.20, the highest pay-check of any industry in the country.

One of the most progressive steps this industry took was in the establishment of a Department of Labor Relations last year. The work of this department has been outstanding. Under the capable and seasoned direction of its director, Joseph L. Miller, our relations with the organized ten million in American labor continue on excellent terms. Our labor director acts as labor's spokesman in the industry, and as broadcasting's spokesman in the labor movement.

Only two complaints have been filed with the National Labor Relations Board against member stations. Both of these were settled amicably, eliminating the necessity of the Board's decision. There has not been a single strike or lock-out in the industry during the past year. Again I say this is a remarkable record. Few other industries have as clean a slate on compliance with the Wagner Act. And despite certain injustices, the industry has complied strictly with the Federal Wage and Hour Act.

Labor programs on the air have been a source of some irritation, but not a single complaint against a member station has been filed with the FCC by a labor union during the past year. Such complaints as arose were handled to the satisfaction of all by your Labor Relations Director. Our thanks then to Joe Miller for a job well done.

Legal

It has been the purpose of the Legal Department to assist members and their lawyers in all legal problems covering the entire field of radio where the questions did not involve matters between broadcasting stations themselves. Questions presented by members during the past year ranged from the common garden variety type to intricate problems of law: Pure Food and Drug Act, Social Security, Communications Act, interpretations of contracts such as the ASCAP license, questions of copyright, fair trade practices, lottery, postal regulations, taxes, broadcasting of phonograph records. All in all involving over 750 detailed discussions of legal problems, including more than 150 legal opinions.

The Legal Department, too, has kept up with the 344 bills introduced in Federal and State legislatures since January, 1939, which directly or indirectly

affected broadcasting. This work has been under the direction of Andrew W. Bennett, counsel. I know that all broadcasters here join me in extending our thanks to Andy for his painstaking and thorough work during the past year.

Litigation

During the year, there have been a number of instances when the result of pending litigation would establish precedents of far-reaching effect to the entire industry. In each instance your Association has appeared by special counsel to present the industry viewpoint, and to emphasize the importance of the decision.

The right to broadcast phonograph records is of great importance to many stations and therefore this Association, through Stuart Sprague as special counsel, filed a brief as *amicus curiae* in the suits brought by Paul Whiteman and RCA Manufacturing Company against Station WNEW. No decision has been rendered in that suit as yet. (*Ed. Note: Since Mr. Miller's report the case was decided against the station in the lower courts and has been taken on appeal to higher court.*)

The liability of a radio station for alleged slanderous remarks made during a program by one not an employee of the station was raised in the case in Pennsylvania of Summit Hotel Company vs. National Broadcasting Company. We believed this question of such importance that we retained William A. Schnader as special counsel to intervene on behalf of the industry. We entertain high hopes for a favorable decision in this case.

Philip G. Loucks appeared as special counsel for the NAB at the hearings before the Commission on the proposed rules governing broadcast station operation and the standards of good engineering practice.

At the present time, Swagar Sherley is appearing as special NAB counsel at the hearing on the international short-wave broadcast rules which is scheduled to take place July 14, immediately following this convention. We take the position that the rules involved limit the right of free speech and constitute censorship of program material, in violation of Section 326 of the Communications Act. This strikes at the foundation of American radio, and the National Association of Broadcasters would be remiss in its duty to both itself and the public if we permitted it to go unchallenged and uncorrected.

Public Relations

In years gone by, broadcasters suffered seriously from the lack of a comprehensive public relations policy based upon an over-all industry viewpoint.

The results of the work of our Public Relations department is already visible in a wider diffusion and appreciation of radio's story among all classes of listeners. At 3,500 key points upon which public opinion revolves, it has established direct and friendly contact with editors and publishers; church people and ministers; teachers and pupils; leaders of the cultural, civic and political life of our nation. It has turned out needed printed material and found interested readers for it in the tens of thousands. And it succeeded in devising a formula to start the long-awaited promotion of radio through the medium of radio itself.

Our relations with educators, with religious bodies, with women's groups and others have improved to a point of cordiality. Our relations with the press, long in need of improvement through neglect and perhaps oversight, have been developed into a new understanding and relationship. This culminated last April in the first joint conference between representatives of the NAB and the president and representatives of the American Newspaper Publishers Association. Our relations with industry and advertisers and advertising agencies have been cultivated. We are happy to report a deeper appreciation on their part of some of your problems, outside the realm of advertising, which the broadcaster must bear. This was especially apparent in the friendly two-way discussions we had with them recently, concerning the proposed code.

We are pleased to report, too, a new service in this field: the establishment of the new Bureau of Radio Advertising, whose frequent market and trade studies, and presentations of broadcasting will give American radio the national promotional drive it needs to insure and develop the economic stability of our industry.

This work has been under the energetic direction of Ed Kirby. In a nutshell, his job has been to make friends and to promote radio. I think he has done it and done it well.

Research Activities

In setting up a Research Department last year, the Association fulfilled a determination to meet industry problems

with facts. We had for too long, I believe, been operating without adequate information both about ourselves and about others. Without information and figures, we had no way in which to make comparisons; we had no yardstick to measure our position and to guide our future actions whether it be negotiating contracts, answering charges of self-seeking pressure groups, measuring our trade position as an advertising media, meeting competing statements from competing media, and so on through the roster of our industry's activities.

Our Research Director has worked most diligently this year to equip us with such facts. As a key to all studies made, he has grouped all stations by channel and operating classification, and city-size classification. From this he is able to intelligently survey the industry on almost any subject, and give us detailed classification break-downs upon which fair and accurate comparisons may be based.

This technique has been especially valuable in uncovering extremely valuable information which is of vital importance in negotiations with ASCAP, SESAC and AMP.

The Director of Research has been conscious of the burden placed upon stations in answering the great many questionnaires and inquiries coming from the Commission and other government bodies, and from numerous other outside individuals and organizations. However, let me point out the need for full cooperation with all surveys sent out from Headquarters. The surveys which have been sent out, covering ASCAP, copyright, the volume of hard liquor and beer advertising, the amount of time being given away for outside exploitation, and others, have enabled Headquarters and your various committees to more successfully protect your interests.

The Research Department has already uncovered a gold-mine of information for us; and to Paul Peter, its able director, I convey your thanks and mine for the year's work.

Engineering Problems

Radio itself presents many engineering problems. Add to these problems raised by television and facsimile, and it can be easily understood that our Engineering Committee has been very busy during the past year.

The hearings on the Proposed Rules and Standards of Good Engineering Prac-

tice were held June 6, 1938. Mr. John V. L. Hogan, the chairman of our committee, presented the case for the NAB. On the basis of this hearing, the Commission wrote a voluminous report which we have had analyzed. Certain exceptions were found to be necessary and these specific points were presented by Mr. Philip Loucks, as special counsel, last June 1 (1939).

In an industry founded upon scientific law, latest and up-to-the-minute information is absolutely necessary. This the NAB Engineering Department undertakes to give you.

An analysis of the effect of the proposed new FCC standards of allocation has been made and will be published shortly. The NAB Engineering Handbook is in the process of revision.

Several meetings with other organizations have been found necessary; such as the meeting with the Council of Physical Therapy of the American Medical Association. An attempt is being made through informal conference with the Civil Aeronautics Authority and the FCC, to develop some method by which a broadcaster would have an opportunity of presenting his case and of analyzing the reasons for having his antennae system refused because of possible danger to aircraft.

To Mr. Hogan and the members of the NAB Engineering Committee, and to Mr. R. M. Wilmotte, who has acted as our Engineering Director, we extend our thanks for a fine year of unselfish work.

So much for the past. May I have your indulgence first to take an accounting, and then to look briefly into the future.

This Association is seventeen years old and that brief span covers the development of commercial radio. This morning you will have a report of the financial standing and membership of the Association, to be given you by our Secretary-Treasurer, Mr. Edwin M. Spence. Mr. Spence has had a busy year keeping up with the expanding activities of your Association. He is well known to all of you, and I know you join me in expressing our thanks for the thorough job he has done in the past year.

I will not duplicate what Mr. Spence is going to tell you, but I think it is very significant to point out that at the present time the membership of the NAB numbers 422 active members and 3 non-active members, or a total of 425. These in turn are made up of 250 network affiliated stations and 159 independent radio stations.

During at least one-half of that time American business has been experiencing

the effects of a business depression, and yet the American people have invested the fabulous sum of four and one-half billions of dollars in radio receivers. Each year more and more people have purchased radio sets because they wanted to listen more and more, until today there are in the United States 40,800,000 radio receiving sets owned and used by 28,000,000 American families. American listeners own more than one-half of all the radio sets in the world. Radio, today a welcome visitor in the homes of 84 per cent of American families, has become a tremendous force in our life.

As a direct contribution to the industrial life of America, radio broadcasting has an annual payroll of over \$45,000,000, furnishing employment to more than 23,000 people.

Consider what your program service has done in creating the demand for more and better radio sets, giving employment to 323,000 others in factories, wholesale and retail stores. Who can measure the full contribution American radio is making every day in the year in the movement of commerce, in selling goods and in keeping factories open, in serving both American labor and American agriculture? For let our critics not forget that American radio makes jobs as well as swing music.

These above are only a few of the many facts which are available to show that radio has done a good job, that the American people have placed upon your work their stamp of approval and that radio is making a worthwhile contribution to both the social and economic life of America.

You have given this country the finest broadcast service in the world and you have justified the wisdom of Congress in setting up American radio on a private and competitive basis. No greater testimony could be given you, than the fact that one hundred million people listen, every day and every night, to programs you produce. I again congratulate you on the splendid job you have done.

And yet somehow, because of radio's success, we have become targets for certain self-seeking groups who come from the outside seeking plunder. They have been attracted like moths to a flame because they have the mistaken idea that radio is rolling in riches, and that they should exact their tribute while the boom is on. Let me point out to them that there is a limit to the expenses and demands which may be heaped upon radio without sucking its very life blood away, without depriving it of the resources needed for program building and tech-

nical development. When 240 stations out of 660, as shown by recent FCC figures for 1938, fail to derive enough revenue to pay their actual expenses, including depreciation, it is time to give serious thought to the future.

I think our friends of "Broadcasting" magazine stated the case very well in the editorial in the current issue. I am going to take the liberty of repeating portions of that editorial and commend its serious consideration by every member of this industry, as well as those outside this industry, who seek to devise ways and means to exact further tribute from us.

I quote:

"It's about time to puncture those tall tales about the radio treasure chest—glib stories telling how a government franchise, so-called, automatically makes a streamlined Midas out of the broadcaster.

"* * * Let's look at the record while others, in and out of the government, prate loosely about radio rolling in wealth.

"The broadcaster quotes a rate for his time. A sale is made, and 15 per cent of that rate, often plus a 2 per cent cash discount, goes to the advertising agency. That's the first deduction.

"Then usually there is another 15 per cent to the national representative handling spot business; or on local business there is an equivalent commission to agency or salesman or both.

"Then ASCAP takes its 5 per cent of revenue, whatever the source of income, after deduction of one sales commission, usually the agency's.

"Then AFM, for employment of musicians, levies what amounts to a guarantee of another 5 per cent of the station's gross revenues.

"Then there are the miscellaneous fees—smaller copyright-owner units, for employment benefits, etc. These, conservatively, will total another 5 per cent.

"All of this adds up to about 47 per cent, as we figure it, of fixed overhead the moment a sale is made. Add to this general operating costs (including expenses entailed in Washington, such as legal and technical fees and responses to FCC questionnaires) and then take into account Federal and State taxes. Accountants tell us that income, corporate, social security, unemployment, intangible, sales excise and other levies mean an average radio management tax burden of at least 30 per cent.

"We could go on, but we're already a bit giddy about the whole business. Yes, broadcasting is a good business. But—dollar for dollar, hour for hour, watt for watt, it has more than its share of fiscal worries, Federal, State and local."

I believe the time has arrived when we can no longer continue to fight a long series of rear-guard actions attempting unsuccessfully to halt a steady advance of increasing demands. The time has come when we must make our stand and see the battle through.

And, lastly, may I speak briefly of our relationship with the Government. Eighteen months ago, the radio industry was torn asunder by internal troubles. Today your Association, with a membership of 422, comprising about 95 per cent of all commercial broadcasters, is truly representative of the industry and can speak for the industry. Let it be our hope that we can sit down with the Government and across the table discuss radio's problems. May it be that the President's recent statement that other than necessary technical regulation, "in all other respects, radio is as free as the press," and the action of the Commission in extending the licenses to one year, are indications that we are at last about to find the stability so vitally needed by American radio; that vague fears and shadowy intimidations will once and for all be removed from this industry, that we shall be accorded the same confidence by the Government itself as is already accorded us by the public itself.

We have serious business to consider at this convention. We will be called upon to think deeply and to think broadly. We will be called upon to exercise vision and to deliberate for the best interests of an entire industry. If we have met the issues within, we can present a united front without; if warring within ourselves, we should forever go forth with fear in our hearts.

I think I know the mind and heart of the American Broadcasters. Despite your complex problems and the unrelenting drive of competition which makes our American System of Broadcasting outstanding in the world, you, nevertheless, have remained good stewards in the public interest. And, if I read your minds and hearts aright, this Convention will go down in the record as one of rededication to the American listeners; as a milestone of mutual trust and cooperation for the common good, and as a signal that Radio's front has, at last, been united!

THE NAB CODE

THE NAB Code, a year in the making, received industry approval on July 11 (1939) at the seventeenth annual NAB convention, Atlantic City. By order of the board of directors it became effective October 1, 1939. Code provisions are six, as follows:

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to overstimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

Educational Broadcasting

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

News

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

Religious Broadcasts

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate com-

merce; whose products, services, radio advertising, testimonials and other statements, comply with pertinent legal requirements, fair trade practices and acceptable standards of good taste.

Brief handling of commercial copy is recommended procedure.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

<i>Daytime</i>	
Fifteen-minute programs.....	3:15
Thirty-minute programs.....	4:30
Sixty-minute programs.....	9:00
<i>Nighttime</i>	
Fifteen-minute programs.....	2:30
Thirty-minute programs.....	3:00
Sixty-minute programs.....	6:00

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

INDEPENDENT RADIO
— ♦ ♦ —
NETWORK AFFILIATES



This organization's status may best be summarized in the words of Samuel R. Rosenbaum, its Chairman:

"After two years of operation as an informal group, Independent Radio Network Affiliates was directed by its membership in September, 1939, to reorganize and incorporate, with moderate annual dues. There are about 300 affiliates and about 100 have joined IRNA. The new IRNA board, however, has functioned on behalf of all affiliates whether they have paid dues or not. It appears that many affiliates have refrained from joining IRNA in order to avert a possible renewal of the National Plan of Settlement with musicians. As is now publicly known, the former National Plan has expired without renewal and the musicians took up negotiations with stations through the locals instead of nationally.

"IRNA has also been of service in protecting rights of stations in chainbreak periods and further activity in this direction is contemplated if sufficient stations join to enable IRNA to speak with authority on behalf of affiliates as a group."

IRNA's Executive Committee is comprised of Samuel R. Rosenbaum, WFIL, Chairman; Mark Ethridge, WHAS; Walter J. Damm, WTMJ; L. B. Wilson, WCKY, and John Shepard 3rd, WAAB.

National Independent Broadcasters, Inc.

An Outline of its Purpose and Organization



NIB is an organization of the independent and local broadcasting stations of the United States. The formal organization took place at Chicago on September 15, 1939, at a meeting attended by representatives of the independent and local stations from all over the country. In the organization, the United States is divided into seventeen districts, corresponding to the seventeen districts of the National Association of Broadcasters, with which NIB is affiliated. NIB activities are governed by a board of seventeen directors, each of whom is elected from one of the seventeen districts and represents that district in NIB activities.

NIB Need

NIB was organized because of the need of special representation for and by the independent and local stations of the United States in handling the problems that are peculiar to them, and their activities, and especially important to them, such as: music licenses; employment of staff musicians; push button sets; electrical transcriptions; record music and licenses for its use; allocation of operating power; legal representation for member stations as a group or groups before governmental and state bodies; to encourage the passage of fair and equitable legislation and to discourage unfair and inequitable legislation for independent and local stations; to give national and regional publicity to the activities of local and independent stations and the service they render; to transmit information to and from member stations on matters of interest to independent and local stations; and to give general attention to all matters of particular and peculiar interest to independent and local stations.

Officers and Directors

Officers: Harold A. Lafount, President, New York City. Edward A. Allen, Vice President, Lynchburg, Virginia. Lloyd C. Thomas, Secretary-Treasurer, Kearney, Nebraska.

Directors: District 1. — Stanley N. Schultz, WLAW, Lawrence, Mass. 2.—Harold A. Lafount, WOV, New York City. 3.—Frank R. Smith, Jr., WWSW, Pittsburgh. 4.—Edward A. Allen, WLVA, Lynchburg, Virginia. 5.—Maurice C. Coleman, WATL, Atlanta, Georgia. 6.—Jack M. Draughon, WSIX, Nashville. 7.—Steve A. Cisler, WGRC, Louisville. 8.—James F. Hopkins, WJBK, Detroit. 9.—Ralph L. Atlass, WJJD, Chicago. 10.—Edgar P. Shutz, WIL, St. Louis, Mo. 11.—Gregory Gentling, KROC, Rochester, Minnesota. 12.—W. B. Greenwald, KWBG, Hutchinson, Kan. 13.—James R. Curtis, KFRO, Longview, Texas. 14.—Frank Hurt, KFXD, Nampa, Idaho. 15.—Arthur Westlund, KRE, Berkeley. 16.—Calvin J. Smith, KFAC, Los Angeles. 17.—T. W. Symons, Jr., KXL, Portland.



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THE BUSINESS SIDE OF RADIO



Major Network Billings



*Agency and Sponsor Network
Expenditures*



Advertising Agencies



F. T. C. Activities



*Standard Conditions and Contract
for Spot Broadcasting*



Station Representatives



Foreign Language Field



*American Association of
Advertising Agencies*



Research Firms



Radio Publications



Radio Editors of Newspapers

DURING

1939

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400,000
COINCIDENTAL
INTERVIEWS**

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THE BUSINESS SIDE OF RADIO DURING 1939

By

BENN HALL

RADIO DAILY Staff

RADIO came through 1939 with flying colors. Of the five major media, it was the only one to show a substantial gain—registering a 17.1 per cent increase over 1938, compared with an average increase of all media of 2.1 per cent. Gains were made each month, but most striking was the July-August increase of 29.4 per cent, indicating that advertisers are making greater use of radio during summer months. Better reception, improved shows and wide-spread use of auto and portable sets were at least partly responsible for this increase.

The combined gross revenue for CBS, MBS and NBC was \$83,113,801, an all-time high and more than \$10,000,000 over 1938 gross income. NBC's combined Red and Blue networks totalled \$45,244,354, a gain of 9.1 per cent over 1938. The Red network billings totalled \$34,982,163, a 9.9 per cent increase over 1938, while the Blue network gained 6.5 per cent, with billings of \$10,262,191. CBS cumulative billings in 1939 registered a 26.3 per cent increase with a total of \$34,539,665. MBS's cumulative total was \$3,329,782, up 14 per cent over 1938.

Sponsors

Lever Bros. led all sponsor gross billings on CBS, with total expenditures of \$3,392,672, an increase of \$602,531. General Foods followed with \$3,191,167, while Colgate-Palmolive-Peet came in third with \$2,509,096. On MBS, Bayuk Cigars led with \$521,614, with Ironized Yeast Co. second with \$356,969. Gospel Broadcasting Assn. was third with \$304,651. On NBC, Procter & Gamble Co. was in top place with \$6,485,788, with Sterling Products, Inc., following with \$3,047,077. Standard Brands Inc., came in third with \$2,898,521.

Agencies

Again Blackett-Sample-Hummert led all other agencies with combined billings on CBS, MBS and NBC of \$10,714,498. Young & Rubicam displaced J. Walter Thompson in second place with \$6,481,352. J. Walter Thompson dropped to third with \$6,342,268.

Industry Classification

Foods and Food Beverages remained as top radio advertisers with combined billings on CBS, MBS and NBC of \$24,638,916, with Drugs and Toilet Goods at \$22,425,671. Cigars, Cigarettes and Tobacco were third with \$11,668,090.

Labor

Sponsor talent expenditures increased after scales and working conditions set by the American Federation of Radio Artists, AFL affiliate, were adopted. Station and network officials also opened discussions with executives of the American Federation of Musicians. Strikes and violence, common in many industries in 1939, were conspicuous by their absence in broadcasting.

COMPARATIVE MAJOR NETWORK BILLINGS

FOR

1939—1938—1937—1936

Columbia Broadcasting System

	1939	1938	1937	1936
January	\$2,674,057	\$2,879,945	\$2,378,620	\$1,901,023
February	2,541,542	2,680,335	2,264,317	1,909,146
March	2,925,684	3,034,317	2,555,716	2,172,382
April	2,854,026	2,424,180	2,563,478	1,950,939
May	3,097,484	2,442,283	2,560,558	1,749,517
June	2,860,180	2,121,495	2,476,576	1,502,768
July	2,311,953	1,367,357	1,988,412	1,292,775
August	2,341,636	1,423,865	1,955,280	1,232,588
September	2,563,132	1,601,755	2,028,585	1,838,932
October	3,366,654	2,387,395	2,505,485	2,754,802
November	3,474,163	2,453,410	2,654,473	2,429,917
December	3,529,154	2,529,060	2,786,618	2,433,353
Total	<u>\$34,539,665</u>	<u>\$27,345,397</u>	<u>\$28,722,118</u>	<u>\$23,168,142</u>

Mutual Broadcasting System

	1939	1938	1937	1936
January	\$315,078	\$269,894	\$213,748	\$166,266
February	276,605	253,250	232,286	152,064
March	306,976	232,877	247,431	191,483
April	262,626	189,545	200,134	137,934
May	234,764	194,201	154,633	129,907
June	228,186	202,412	117,388	104,510
July	216,583	167,108	101,458	109,561
August	205,410	164,626	96,629	122,065
September	210,589	200,342	132,866	168,919
October	428,221	347,771	238,683	271,629
November	327,045	360,929	258,357	227,543
December	317,699	337,369	245,465	193,496
Total	<u>\$3,329,782</u>	<u>\$2,920,324</u>	<u>\$2,239,077</u>	<u>\$1,975,377</u>

National Broadcasting Company

(Combined Blue and Red Networks)

	1939	1938	1937	1936
January	\$4,033,900	\$3,793,516	\$3,541,999	\$2,681,895
February	3,748,695	3,498,053	3,295,782	2,714,300
March	4,170,852	3,806,831	3,614,283	3,037,873
April	3,560,984	3,310,505	3,277,837	2,741,928
May	3,702,102	3,414,200	3,214,819	2,561,720
June	3,382,404	3,200,569	3,003,387	2,323,546
July	3,283,555	2,958,710	2,707,450	2,449,983
August	3,312,570	2,941,099	2,784,977	2,422,431
September	3,315,307	2,979,241	2,850,581	2,886,637
October	4,219,253	3,773,964	3,339,739	3,696,489
November	4,234,984	3,898,919	3,381,346	3,468,728
December	4,279,748	3,887,072	3,639,086	3,558,590
Total	<u>\$45,244,354</u>	<u>\$41,462,679</u>	<u>\$38,651,286</u>	<u>\$34,544,120</u>

— AGENCY NATIONAL —

NETWORK EXPENDITURES

	1939		1938		1937	
Blackett-Sample-Hummert	\$10,714,498	(1)	\$9,093,125	(1)	\$7,293,490	(1)
Young & Rubicam, Inc.	6,481,352	(2)	5,093,640	(3)	3,821,010	(4)
J. Walter Thompson Co.	6,342,268	(3)	5,320,608	(2)	5,283,134	(3)
Benton & Bowles, Inc.	5,385,301	(4)	4,800,399	(4)	3,634,240	(5)
Ruthrauff & Ryan, Inc.	4,991,348	(5)	4,015,959	(6)	3,407,886	(6)
Lord & Thomas, Inc.	3,891,308	(6)	4,791,586	(5)	5,549,195	(2)
Compton Advertising, Inc.	3,811,128	(7)	3,107,788	(7)	3,001,600	(7)
Pedlar & Ryan, Inc.	2,902,570	(8)	1,588,185	(11)	(Not among 20 leaders)	
Ward Wheelock Co.	2,595,270	(9)	2,258,425	(8)	1,128,540	(16)
B. B. D. & O.	2,481,316	(10)	1,588,554	(10)	1,801,695	(10)
Newell-Emmett Co.	1,987,362	(11)	1,693,314	(9)	1,951,261	(9)
William Esty & Co.	1,852,529	(12)	1,096,359	(18)	1,033,263	(17)
H. W. Kastor & Sons	1,732,120	(13)	1,245,302	(15)	(Not among 20 leaders)	
Lennen & Mitchell, Inc.	1,613,974	(14)	1,500,635	(12)	1,380,063	(13)
Russell M. Seeds, Inc.	1,400,433	(15)	(Not among 20 leaders)		(Not among 20 leaders)	
Stack-Goble, Inc.	1,294,410	(16)	1,007,060	(20)	1,495,307	(11)
Wade Advertising Co.	1,236,254	(17)	1,363,741	(14)	1,457,470	(12)
Biow Co.	1,234,522	(18)	1,081,115	(19)	(Not among 20 leaders)	
Gardner Advertising Co.	1,165,253	(19)	1,109,681	(16)	928,326	(19)
N. W. Ayer & Son, Inc.	1,144,316	(20)	1,397,535	(13)	2,842,215	(8)

Columbia Broadcasting System 1939 Sponsor Expenditures

Lever Brothers Co.	\$3,392,672
General Foods Corp.	3,191,167
Colgate-Palmolive-Peet Co.	2,509,096
Procter & Gamble Co.	2,283,347
Campbell Soup Co.	2,253,083
R. J. Reynolds Tobacco Co.	1,418,333
William Wrigley, Jr. Co.	1,304,391
American Tobacco Co.	1,286,703
Chrysler Corp.	950,146
Ford Motor Co.	949,297
Liggett & Myers Tobacco Co.	945,620
Texas Co.	875,418
American Home Products Corp.	804,839
Continental Baking Co.	729,543
Pet Milk Sales Corp.	699,242
Ethyl Gasoline Co.	497,575
Hawaiian Pineapple Co., Ltd.	489,630
Phillip Morris & Co., Ltd.	487,470
Lambert Co.	460,650
U. S. Tobacco Co.	450,075
Lady Esther Co.	439,875
Campana Corp.	438,850
Gulf Refining Co.	426,360
Prudential Insurance Company of Am.	414,330
Beneficial Management Corp.	390,895
Internat'l Cellucotton Products Corp.	384,430
Cudahy Packing Co.	352,425
Sterling Products, Inc.	351,765
Kellogg Co.	347,032
Brown & Williamson Tobacco Co.	340,035
Sealtest, Inc.	325,550
U. S. Rubber Products Co.	301,850
American Oil Co.	295,048
George A. Hormel & Co.	283,753
General Mills, Inc.	272,925
Nehi, Inc.	261,248
International Silver Co.	235,244

Noxzema Chemical Co.	235,058
Chesebrough Mfg. Co.	227,385
P. Lorillard Co.	217,695
Pure Oil Co.	215,423
E. I. DuPont de Nemours & Co., Inc.	196,620
Griffin Mfg. Co.	190,255
Corn Products Refining Co.	164,983
Household Finance Corp.	134,763
Lehn & Fink Products Co.	116,415
Penn Tobacco	103,475
McKesson & Robbins, Inc.	102,375
Bowley, Inc.	100,167
Columbia Recording Corp.	85,740
Fels & Co.	72,970
Purity Bakeries Service Corp.	63,985
Penick & Ford, Ltd.	63,620
John H. Woodbury Co.	56,020
California Fruit Growers Exchange	54,041
Stephano Brothers	30,495
Rio Grande Oil Co.	27,540
S. & W. Fine Foods, Inc.	26,410
Tidewater Associated Oil Co.	22,102
Euelid Candy Co. of California	17,860
Duart Mfg. Co., Ltd.	17,690
Axton Fisher Tobacco Co.	17,280
Mennen Co.	16,310
Chamberlain Laboratories, Inc.	16,244
Union Oil Co.	15,275
Wilmington Transportation Co.	11,000
Paramount Pictures, Inc.	10,465
Atlantic Refining Co.	10,093
Ralston Purina Co.	8,235
Twentieth Century Fox Film Corp.	7,173
Coty, Inc.	6,041
Wilshire Oil Co.	5,940
Holland Furnace Co.	5,645
Bathasweet Corp.	3,960
Sofenz Sales Corp.	3,658
Cardinet Candy Co.	3,520
Knox Gelatine Co.	3,050
Old Trusty Dog Food Co.	2,704
Calvo Growers of California	2,560
Colonial Dames, Inc.	1,470
I. J. Fox Co.	691
Political Advertisers	5,352

GRAND TOTAL \$34,539,665

Mutual Broadcasting System 1939 Sponsor Expenditures

Bayuk Cigars	\$521,614	
Ironized Yeast Co.	356,969	
Gospel Broadcasting Assn.	304,651	
Lydia E. Pinkham Medicine Co.	220,073	
General Baking Co.	212,733	
Philip Morris & Co.	138,680	
Philip Morris Cigarettes	\$82,360	
Dunhill Cigarettes	37,180	
Revelation Tobacco	19,140	
Emerson Radio & Phonograph Corp.	102,576	
Wheeling Steel Corp.	101,722	
Lutheran Laymen League	99,565	
Gillette Safety Razor Co.	93,577	
P. Lorillard Co.	86,087	
Mennen Co.	77,301	
Metropolitan Life Insurance Co.	70,240	
Delaware, Lackawanna & Western Coal Co.	63,047	
Ramsdell Inc.	60,076	
Richman Bros.	51,053	
Gordon Baking Co.	42,768	
Axton-Fisher Tobacco Co.	31,190	
Detrola Corp.	30,977	
Moody Bible Institute	30,738	
Wheatena Corp.	24,228	
General Cigar Co.	22,960	
Bell & Co.	22,859	
Sweets Co.	18,356	
Lambert Co.	15,784	
Congress Cigar Co.	14,662	
American Bird Products	13,823	
Thomas Leeming & Co.	12,540	
Maltex Co.	11,301	
Quaker Oats Co.	8,943	
V. LaRosa & Sons.	8,640	

Aurora Laboratories	8,192
Hartz Mountain Products Co.	7,274
Hotel Roosevelt	6,825
Twentieth Century-Fox Film Corp.	5,910
Winter & Co.	5,505
Bathasweet Corp.	4,698
Paramount Pictures	2,557
Vadco Sales Corp.	2,043
Maine Development Commission	1,920
General Mills	1,410
Cooperative	413,715
TOTAL	\$3,329,782

National Broadcasting Co. 1939 Sponsor Expenditures

Adam Hat Stores, Inc.	\$ 151,893
Air Conditioning Training Corp.	15,356
American Home Products Co.	1,724,714
American Oil Co.	4,351
American Rolling Mill Co.	68,406
American Tobacco Co., Inc.	1,219,438
Babbitt, Inc., B. T.	436,200
Ballard & Ballard Co.	22,084
Bowey's, Inc.	47,498
Bristol-Myers Co.	1,141,548
Brown & Williamson Tobacco Corp.	1,707,501
Campbell Soup Co.	451,248
Canada Dry Ginger Ale, Inc.	358,307
Cardinet Candy Co.	37,864
Carnation Co.	598,137
Cities Service Co.	718,282
Colgate-Palmolive-Peet Co.	240,637
Cook & Son, Wagon-Lits, Inc.	23,430
Cummer Products Co.	689,664
Dunn & McCarthy	70,728
Fels Co., The	242,702
Fendrich, Inc., H.	60,984
Firestone Tire & Rubber Co.	558,746
Fitch Co., F. W.	488,265
Food & Beverage Broadcasters Ass'n.	46,938
Gallenkamp Stores Co.	31,123
General Electric Co.	367,629
General Foods Corp.	2,078,400
General Mills, Inc.	2,136,953
General Motors Corp. (Buick Division)	19,983
Gilmore Oil Co.	18,012
Goodyear Tire & Rubber Co.	273,881
Gordon Baking Co.	39,312
Grove Laboratories, Inc.	180,007
Gulden, Inc., C. H.	59,296
Hecker Products Corp.	6,960
Jergens Co., Andrew	763,940
Johnson, S. C. & Son, Inc.	589,330
Kellogg Co.	514,442
Knox Gelatine Co., Chas. B.	3,796
Lady Esther Co., Ltd.	461,671
Lamont-Cortliss & Co.	87,460
Langendorf Bakeries, Inc.	24,660
Lewis-Hove Co.	635,338
Liggett & Myers Tobacco Co.	992,032
Loose-Wiles Biscuit Co.	26,280
Lorillard Co., P.	490,232
Luff Co., Geo. W.	29,227
MacFadden Publications, Inc.	219,933
Magazine Repeating Razor Co.	7,602
Manhattan Soap Co.	101,898
Mars, Inc.	253,816
Miles Laboratories, Inc.	1,236,254
Modern Food Process Co.	23,236
Moore & Co., Benjamin	32,192
Morrell & Co., John	98,541
Morris & Co., Ltd., Philip.	590,016
Mueller & Co., C. F.	34,816
Musterole Co.	174,456
National Dairy Products Corp.	1,164,930
Ohio Oil Co.	31,461
Pacific Coast Borax Co.	348,232
Palmer Bros.	34,182
Penn Tobacco Co.	190,272
Pepsodent Co.	603,400
Pillsbury Flour Mills Co.	561,710
Pittsburgh Coal Co.	1,087
Princess Pat, Ltd.	38,160
Procter & Gamble Co.	6,485,788
Quaker Oats Co.	1,192,004

National Foreign Language Broadcasting Service • • •

- **P**ioneers in the specialized field of Foreign Language Broadcasting.
- **W**e offer Productive Program ideas in every language.
- **M**erchandising facilities for food products.
- **P**ertinent Facts, Figures and capable Station Presentation.

J. FRANKLYN VIOLA & CO.

152 W. 42nd Street

New York City

Radio Corp. of America.....	635,926
Ralston-Purina Co.	457,776
Reynolds Tobacco Co., R. J.	305,241
Richardson & Robbins	104,832
Richfield Oil Corp.	200,564
Sherwin-Williams Co.	307,965
Signal Oil Co.	62,246
Sloan, Inc., Dr. E. S.	208,536
Standard Brands, Inc.	2,898,521
Standard Oil Co. of Cal.	100,794
Sterling Products, Inc.	3,047,077
Sun Oil Co.	656,084
Swift & Co.	127,384
Tidewater-Associated Oil Co.	18,275
Tillamook County Creamery Ass'n	11,508
Time, Inc.	76,260
Vanette Hosiery Mills, Inc.	5,200
Vick Chemical Co.	121,488
Wander Co.	389,312
Ward Baking Co.	194,664
Washington, G., Coffee Refining Co.	108,077
Welch Grape Juice Co.	297,368
Wesson Oil & Snowdrift Sales Corp.	47,676
Westinghouse Elec. & Mfg. Co.	94,822
Wheatena Corp.	26,442
Williams Co., J. B.	349,838
Wilshire Oil Co.	8,256
Democratic State (Cal.) Central Com- mittee	424
No on No. 5 Committee (Cal.)	704
Yes on No. 5 Committee (Cal.)	2,212
GRAND TOTAL	\$45,244,354

Columbia Broadcasting System 1939 Agency Gross Billings

(CBS did not make its 1939 Agency Gross Billings available for publication.)

Mutual Broadcasting Sys- tem 1939 Agency Gross Billings

Ivey & Ellington	\$521,614
Ruthrauff & Ryan	420,016
R. H. Alber Co.	304,651
Erwin, Wasey Co.	228,265
B. B. D. & O.	224,405
Biow Company	157,036
Critchfield Co.	132,460
Young & Rubicam	113,008
Grady & Wagner	102,576
Kelly, Stuhlman & Zahrdt	99,565
Anderson, Davis & Platte	22,859
Bass-Luckoff	30,977
Benton & Bowles	8,943
Blackett-Sample-Hummert	1,410
Brooke, Smith, French & Dorrance	1,920
Franklin Bruck	7,274
Buchanan & Co.	2,557
Commercial Radio	8,640
Samuel Croot Co.	16,806
Wm. Esty Co.	12,540
L. C. Gumbinner	2,043
M. H. Hackett	6,825
W. I. Hamilton Co.	60,076
Kayton-Spiero, Inc.	5,910
H. M. Kiesewetter	81,999
Lambert & Feasley	15,784
Lennen & Mitchell	86,087
Marschalk & Pratt	14,662
Maxon, Inc.	93,577
McCann-Erickson, Inc.	82,243
C. M. Rohrabough	24,228
J. W. Thompson Co.	22,960
Weston-Barnett, Inc.	13,823
Miscellaneous	402,043
GRAND TOTAL	\$3,329,782

National Broadcasting Co. 1939 Agency Gross Billings

Blackett-Sample-Hummert, Inc.	\$8,668,630
J. Walter Thompson Co.	4,732,169
Compton Advertising, Inc.	3,072,892
Lord & Thomas	2,406,474
Young & Rubicam, Inc.	2,296,137
Pedlar & Ryan, Inc.	2,022,048
Russell M. Seeds Co., Inc.	1,336,383
Stack-Goble Advertising Agency	1,294,410
Lennen & Mitchell, Inc.	1,254,172
Wade Advertising Agency	1,236,254
Benton & Bowles, Inc.	1,199,743
W. H. Kastor & Sons Advertising Co., Inc.	1,166,086
Newell-Emmett Co., Inc.	1,041,742
Ruthrauff & Ryan, Inc.	1,024,880
Erwin, Wasey & Co., Inc.	779,553
Roche, Williams & Cunningham, Inc.	656,084
Knox-Reeves Advertising, Inc.	649,701
Sherman K. Ellis & Co., Inc.	602,968
Biow Co.	590,016
Needham Louis & Brosby, Inc.	589,330
Hutchinson Advertising Co.	561,710
Sweeney & James Co.	558,746
Arthur Kudner Associates	513,797
Batten, Barton, Durstine & Osborne, Inc.	506,165
L. W. Ramsey Co.	488,265
Gardner Advertising Co.	457,776
Ward Wheelock Co.	451,248
McCann-Erickson, Inc.	449,026
J. M. Mathes, Inc.	365,909
Warwick & Legler, Inc.	357,162
Wm. Esty & Co.	305,241
Grant Advertising Co.	259,016
Henri, Hurst & McDonald, Inc.	235,784
Maxon, Inc.	211,828
Hixson-O'Donnell Advertising, Inc.	200,564
McKee & Albright, Inc.	182,856
Cecil & Presbrey, Inc.	181,487
C. W. Hoyt Co., Inc.	164,128
Glickman Advertising Co., Inc.	151,893
Morse International, Inc.	121,488
Westco Advertising Agency	112,287
Hays, MacFarland & Co.	105,162
Franklin Bruck Advertising Corp.	101,898
Foster & Davies, Inc.	97,014
Fuller & Smith & Ross, Inc.	94,822
Marshall & Pratt, Inc.	70,728
N. W. Ayer & Son, Inc.	68,406
Barton A. Stebbins Advertising Agency	56,306
Fitzgerald Advertising Agency, Inc.	47,676
Emil Brisacher & Staff	46,938
Kenyon & Eckhardt, Inc.	38,612
Gale & Pietsch, Inc.	38,160
Tomaschke-Elliott, Inc.	37,864
Tucker Wayne & Co.	34,182
Byer & Bowman Advertising Agency	31,461
Long Advertising Service	31,131
Botsford, Constantine & Gardner	29,520
Leon Livingston Advertising Agency	24,660
The Clements Co., Inc.	23,236
Weill & Wilkins, Inc.	15,356
Dan B. Miner Co.	8,256
Logan & Stebbins	5,940
Joseph Katz Co.	4,351
Ray Davidson	2,636
Walker & Downing	1,087
Hanvey & Haas	704
No Agency (Billed Direct)	772,200
GRAND TOTAL	\$45,244,354

ADVERTISING VOLUME — IN 1939 —

By

L. D. H. WELD

Director of Research, McCann-Erickson, Inc.

(Condensed from an article by Dr. Weld which appeared in Printers' Ink)

ADVERTISING in 1939 showed a gain over 1938, but the increase was only 2.1 per cent. This gain was a little disappointing in view of the pick-up registered in general business conditions.

The gain in industrial production for eleven months, according to the Federal Reserve Board's index, was 23 per cent over the corresponding period in 1938. This index fluctuates more than advertising, and it also fluctuates more than actual trade conditions. The Trade Barometer, prepared by the writer, and published in *Dun's Review*, showed an increase of 9.3 per cent for the first eleven months of 1939 compared with 1938. This index represents the actual flow of goods into consumptive channels.

Advances

The great gains in industrial and trade conditions did not take place until the last quarter of the year. Industrial production in October and November rose to 1929 levels. The trade barometer went up 12 per cent in October as compared with the previous year and 8 per cent in November. Department-store sales were up 8 per cent for four weeks in December as compared with the previous year, specialty stores jumped 12 per cent for the same period, eighteen chain stores and mail-order houses showed an increase of 10.8 per cent.

It will, therefore, be seen that advertising did not keep up with either industrial production or trade conditions. It usually keeps right in line with the latter. The explanation is to be found in the fact that the great increase in business conditions took place, as shown above, in the last quarter of the year, and that advertising did not respond to this third-quarter surge. This was because advertising plans were all set for the remainder of the year, and could hardly have been changed. This is especially true of advertising over the radio, in magazines, farm papers, and outdoor. Uncertainty about future conditions also probably had something to do with it.

Studies

For this summary of 1939, six studies have been made—one for advertising as a whole (the P. I. Index of General Advertising activity) and one for each of the five important media covered by the P. I. indexes.

The general index for 1939 and the indexes for outdoor, newspapers, and farm papers have had to be partly estimated because December figures were not available at the time this is written. Experience in previous years, however, indicates that the estimates for the whole year will be affected by only a small fraction of 1 per cent, when the final figures for December come through.

The average for the years 1928-1932 equals 100 for the P. I. General Index, representing advertising as a whole. In 1939, this index stood at 83, as compared with 81 for 1938, an increase of 2.5 per cent. The Index for 1938 had shown a drop of 13.8 per cent as compared with 1937—the highest point it had reached since 1929.

Increases

The lowest point for this index in recent years was 65 in 1933, so that the index for 1939 represents an increase of 27.7 per cent over that low year. On the other hand, the index will have to increase by more than 45 per cent to reach the high point of 121 in 1929.

The increases and decreases by quarters in the General Advertising Index for 1939 over similar quarters for 1938 follow:

- First quarter — 1.8 per cent.
- Second quarter + 4.2 per cent.
- Third quarter + 3.9 per cent.
- Fourth quarter + 2.5 per cent.

It will be seen that advertising started out in the first quarter of 1939 by registering a decrease of 1.8 per cent as compared with the previous year. The in-

creases over the previous year during the other quarters were fairly uniform.

This table brings out the fact that during the last quarter advertising did not respond to the rapid industrial and trade pickup which was stimulated by the outbreak of the war in Europe, and which started early in September.

We are now ready to see what happened to the individual media.

Radio

Radio is the only medium that showed a substantial advance in 1939 as compared with 1938. The index went to 303 (based on the 1928-1932 average), or the highest point it has ever reached. This was an increase of 17.1 per cent over 1938.

Radio went ahead of 1938 in every month during 1939. During the early months the increases were nominal, but during July and August the increase was 29.4 per cent, indicating a greater use of radio for advertising purposes during the summer. During the last three months of the year, radio showed increases of 23.2, 21.4 and 21.7 per cent respectively.

Magazines

The index for magazine advertising for 1939 was 79, or an increase of 1.9 per cent over 1938. This was about in line with the increase for advertising as a whole. During January, February and March, magazine advertising was under the corresponding months of 1938. It showed its best gains in May, June and July. For the last quarter it registered an increase of about 3 per cent over the previous year. It should be noted that magazines had dropped to 59 in 1933, but had recovered to 99 in 1937. They had dropped 22 per cent from 1937 to 1938.

Newspapers

The increase in newspaper advertising from 1938 to 1939 was from 77 to 78 or an increase of 1.2 per cent. The December figure was estimated on the basis of the October-November indexes, and if December advertising proves to have been higher, because of heavy retail advertising, the figure for the year will have to be adjusted upwards fractionally.

Farm Papers

Farm paper advertising fell off slightly in 1939. The decrease, however, was only about 1.8 per cent. After fairly definite decreases during the first part of the year, farm papers picked up and began to show encouraging increases beginning with September.

Outdoor

Outdoor advertising just held its own for the year, and during the last two years it has stayed up to approximately the 1937 level. July and September showed the largest increases over 1938. It closed the year with 65, against 66 in 1938, a gain over 2.4 per cent.

Future Prospects

The war situation and the political situation make predictions dangerous, but if nothing serious happens it looks as though advertising will show an advance in 1940.

Announcements of 1940 plans by a great many important advertisers indicate increased appropriations for 1940. The majority of economists and business leaders expect an improvement in business conditions, which will make 1940 a better year on the average than 1939 has been. Many business men expect a slight recession during the early part of 1940.

BROADCASTING ABROAD Ltd.

Member of

ASSOCIATION OF REPRESENTATIVES FOR
FOREIGN BROADCASTING STATIONS

A complete radio service for advertising agencies
and exporters covering the Latin American markets.

119 West 57th STREET

NEW YORK, N. Y.

SPOT BROADCASTING DATA VIA AGENCY COOPERATION

By N. CHARLES RORABAUGH, *President*
National Radio Records

NNATIONAL RADIO RECORDS was formed in 1939 to fulfill a need in the radio industry for accurate and detailed information on spot broadcasting, as well as network data in usable form. The service is represented to be an effective selling tool for stations, station representatives, newspapers and newspaper representatives as well as a valuable asset to those departments in advertising agencies concerned with radio time buying, marketing and research.

It is generally understood that about 20 leading agencies place about 75 per cent of the national spot business. NRR plans to base its original spot reports upon the data reported by these agencies. At this time, most of them have entered into long-term agreements to supply the spot data consistently each month.

Using that as an important nucleus, every advertising agency in the United States will be invited into the cooperative project. The information required is of a non-confidential nature, not including any expenditure figures, contract dates, talent costs, or any data which has not already been made available to the general public through broadcasting. In return for their reporting, agencies receive without charge both the Network and Spot reports. Agencies without any spot business are eligible to receive the reports on the same basis providing they agree to supply the information if, as and when they acquire or develop a spot account.

Sample Study

A sample study made in July, 1939 showed that 404 spot advertisers spent as much as \$776,000 for time on 14 stations in New York City. During the same month network expenditures for the entire country reached \$5,860,315. Which means, surprisingly enough, that 13.2 per cent as much money was spent for spot radio in one market alone as for national coverage via network shows.

One hundred fifty-three of the spot advertisers, grouped under the Retail classification, spent \$167,771 or 21.6 per cent of the total. Retail includes the advertising of the retail merchant who may sell many products in one store or store organization. Furniture and Household advertisers within this classification spent a total of \$39,072; Clothing Stores fol-

lowed with an expenditure of \$37,878; and the third largest group were the insurance advertisers who spent \$21,274.

Two hundred thirty-five advertisers were grouped under the General classification, and they spent \$524,910 or 67.6 per cent of the total. Leading this group were the Grocery advertisers who spent \$175,779; Toilet Requisites followed with \$78,725 and Medical at \$65,250.

Six Automotive advertisers spent \$48,092 or 6.2 per cent of the total. Automotive includes all divisions of the automotive industry. Gasoline and Oil advertisers were far in front with \$41,780, and the Tires and Tubes group a distant second with only \$6,240.

Ten Financial advertisers spent \$35,227 or 4.6 per cent of the total.

Stations Cooperate

Tabulation of the report revealed that there were 12,357 commercially sponsored broadcasts during the month. Of that number 8,352 were *spot announcement* broadcasts, and 4,005 were *program* broadcasts. 6,827 announcements had *live* production, 1525 were *transcribed*. 2,638 programs were *live*, 648 were *transcribed* and 619 were *live with recordings*.

Figures for the spot total were based upon data supplied by the following 14 stations within the New York market: WABC, WEAf, WJZ, WOR, WMCA, WQXR, WHN, WINS, WAAT, WLTH, WOV, WBIL, WEVD and WFAS. Cost figures were computed by taking the one-time rate and multiplying it by the number of broadcasts for the month. This produced a gross cost which, while approximately 25 per cent higher than the net cost, compares with the gross figures reported for newspaper and magazine advertising by Media Records and Publishers' Information Bureau respectively.

THE STATION REPRESENTATIVE LOOKS AT THE TIME BUYER

The author of this article is the president of a nationally-known station representative firm who speaks from personal experience. For obvious reasons he prefers to remain anonymous. His article follows the piece in last year's RADIO ANNUAL by Francis H. Conrad, time buyer, McCann-Erickson, Inc., entitled "A Time Buyer Looks at Station Representatives."

RADIO is a relative newcomer to the ranks of advertising media. Few standards of value have been established and it has been, until recently, relatively difficult to determine in advance just what might be expected of any one radio station or group of radio stations. This has made the problem of "time buying" a very difficult one. In many cases, the buyer, with little or no factual information at hand, has had to depend upon mental comparison and sheer good judgment. In the face of these handicaps, time buyers as a group have done a remarkably efficient job.

In our contact with buyers of time in New York, Chicago, Detroit, Cleveland and other advertising centers, we have found them almost universally sincere and honestly trying to prepare the best possible plan and station line-up for the advertiser. Here and there is an occasional "square peg in a round hole," a man who, while trying to do his best, is not physically or mentally equipped for the job assigned to him, but there are no "bad eggs"—or practically none.

Mistakes

The misfits referred to are the fault of the heads of the advertising agencies themselves. Usually they are the result of an attempt to economize, false economy applied in the wrong place. It is foolish to expect a man to sagely and wisely allocate a million dollar expenditure when he is only being paid \$30.00 or \$40.00 a week. His viewpoint, unless he is a most unusual individual, is never properly oriented.

After the foregoing problem, which is a real one, the next most serious criticism is in connection with the frequent unwillingness of the buyer to correct a mistake. Everyone makes mistakes but it seems that a man in the position of a buyer of time and space feels that he must always appear infallible to his superiors. This is unfortunate because it frequently means making a second blunder to cover the first error even after it has been seen and recognized. It is a simple thing to say, "I have been wrong here and would suggest this change," but few of us are willing to take this step.

The time buyer, having made his rec-

ommendation, having suggested something, which from all the factors and information at his disposal he believes to be the best, should have the courage to back it up. Too often do we find excellent schedules hopelessly jumbled and mixed up because of some chance remark from one of the "higher ups," frequently a remark made only to elicit information, but taken by the buyer as a criticism of his selection. The best time buyer I ever knew would study the problem carefully from every angle and weigh every factor before making his decision. But when once this decision had been reached his mind was made up and he would fight for his recommendation through every department and office of his own company, and the client's as well, in order that the others might see the facts as he understands them. This is the type of buying that is worth and gets big money.

Corrections

Time buyers are human just like the rest of us. They have individual ideas and personal preferences and these, so to speak, are the weak spots. Naturally, the buyer is unconscious of his weaknesses, or perforce they would not exist, but where they do come to his attention I have never observed a single case where there was not a tendency to swing to the other extreme in an endeavor to make a correction. This is a good sign and is characteristic of the high standards which exist throughout the entire advertising industry. The ethics of advertising are just as high as those of the medical and legal professions and the time buyer does his share to maintain this standard.

Federal Trade Commission Procedure In Handling Misleading Radio Advertising

(As of January 1st, 1940)

THE Federal Trade Commission procedure in radio cases embraces a continuous, systematic review of commercial continuity. In most instances where misleading advertising representations are found, correction is made through the advertiser's signing of a stipulation agreement to discontinue the misrepresentation. Where necessary, such cases are disposed of by the Commission through its regular procedure of formal complaint and order to cease and desist which may be subject to review by the United States Circuit Court of Appeals.

The stipulation method, employed in a majority of instances, may be just as effective as the order to cease and desist and it takes less of the time and money of both the Government and the advertiser.

In the last year the Commission introduced the policy of including advertising agencies as well as the advertisers as respondents in matters involving food, drugs, devices and cosmetics, in instances where the agencies participated in preparing advertising copy which was published in newspapers and periodicals and found to be false or misleading. This procedure extends to broadcasting stations which participate in the preparation of commercial continuity and which, therefore, are considered as acting in effect as advertising agencies.

"Obviously Unobjectionable"

Material continuity is sent to the Commission's Radio and Periodical Division by individual stations generally at the rate of four times each year while national and regional networks respond on a continuous weekly basis and producers of electrical transcription recordings submit monthly returns of commercial portions produced for broadcast.

Continuities are carefully scrutinized in the preliminary stage by a staff of attorneys and clerks, whose duty is to sift out at this first stage the large mass of material, well over 80 per cent, which is obviously unobjectionable. These examiners may be thought of as representing the collective intelligence and impressions of the average radio listener. They mark for further examination and reporting by a secondary review staff to the Director of the Division, such statements and claims as may seem illogical, contrary to common sense or to common knowledge or belief, or adverse to established facts.

If the advertising seems objectionable or of a doubtful character, a questionnaire is usually forwarded to such advertiser requesting information to aid the Commission in reaching a conclusion. Generally such questionnaire calls for formulas, samples and follow-up literature. The formulas and samples are usually submitted by the Commission to appropriate agencies of the Government for tests and reports. The follow-up literature frequently contains false or misleading claims not appearing in the contact advertisement or announcement.

Stipulation

In the event the data submitted, after its subjection to tests and analyses, appear to the Commission to indicate that the radio advertiser is making misleading claims in violation of the law, an application for complaint against him is docketed; but before the issuance and service of a formal complaint, the Commission usually refers the matter back to the Radio and Periodical Division for the purpose of extending to the advertiser an opportunity to negotiate a settlement by stipulation as to the facts, and an agreement to forthwith cease and desist from the unfair methods or the unfair or deceptive acts or practices involved.

This opportunity to execute a stipulation is not extended where the Commission has reason to believe the respondents guilty of intentional fraud or wrongdoing; of advertising dangerous food, drugs, devices or cosmetics without appropriate warnings to the public; of violation of the Clayton (Antitrust) Act; or where the unfair practice substantially restrains or suppresses competition. In addition to these exceptions, the Commission will refuse to extend the privilege of stipulation where, by reason of the circumstances, it has no assurance

that the stipulation will be observed and the practices eliminated, or where it has any reason, sufficient to itself, to believe that the public interest would better be served by means of a formal complaint.

When a matter cannot be adjusted satisfactorily by correspondence, the advertiser may confer personally with the Director of the Division in Washington, either with or without counsel, when he will be accorded full opportunity to discuss his claims.

If, upon due consideration of the facts developed and reported by the Director, the Commission is of the opinion that an advertiser's claims are demonstrably false or misleading, he is offered the privilege of closing the matter by signing a stipulation whereby he agrees to discontinue making such assertions, provided that the claims do not involve intentional fraud or wrong-doing, danger to health or other conditions which would preclude the signing of a stipulation.

If a respondent does not desire to stipulate, the file of the case, including all exhibits, records and other evidence, is submitted to the Commission with the report and recommendation of the Director of the Division. If the Commission has reason to believe from the showing made that the advertiser has violated the law, it issues a formal complaint against him. He is given twenty days within which to file an answer; evidence in support of and in opposition to the charges of the complaint is adduced before a trial examiner; briefs are filed; oral argument is granted if desired; and the case is decided by the Commission.

Amendment of the Federal Trade Commission Act

The decision of the Commission, when a cease and desist order is entered, is subject to review by the United States Circuit Courts of Appeals and may finally reach the Supreme Court of the United States. However, an overwhelming percentage of all advertising cases has been settled amicably, usually by stipulation as a result of the preliminary negotiations and without the issuance of formal complaint.

The Wheeler-Lea Act of March 21, 1938, comprised a series of amendments to the Federal Trade Commission Act, the organic law upon which much of the Commission's activity, including its false and misleading advertising cases, is based. Provisions of the Wheeler-Lea Act have been incorporated and integrated entirely in the provisions of the Federal Trade Commission Act.

Section 5 of the Federal Trade Commission Act was broadened to include the prohibition of "unfair or deceptive acts or practices" in addition to "unfair methods of competition" theretofore prohibited.

The amendments also provided that the Commission's cease and desist orders should become final after certain definite dates and civil penalties for violation of orders that have become final were prescribed. The Commission has certified to the Department of Justice a number of cases for penalty proceedings under this section and appropriate suits have been filed by that Department.

Injunctions

The dissemination or the causing of the dissemination of false advertisements of food, drugs, devices or cosmetics were specifically made unlawful and criminal penalties were prescribed for the dissemination of advertising relative to any of such commodities, the use of which may be injurious to health, or, where there is intent to defraud or mislead.

Also the Commission, when it has reason to believe that such action would be in the public interest, was given authority to proceed in a United States District Court by injunction to halt an existing, or to prevent a threatened, dissemination in violation of the provisions above referred to, pending the issuance and final disposition of a complaint under the Act. The Commission has obtained a number of preliminary injunctions pursuant to this section of the Act.

Under the advertising provisions of the Federal Trade Commission Act as amended, the Commission has established the nucleus of a competent medical staff under supervision of an officer assigned by the United States Public Health Service. These physicians act as advisors and consultants in those advertising cases where medical questions are involved.

The Commission has available for distribution to the advertising, publishing and radio industries a pamphlet entitled "Procedure before the Federal Trade Commission in the Handling of Certain Types of False and Misleading Advertising Cases by the Radio and Periodical Division." It also publishes a monthly summary of work listing the current stipulations, complaints, orders and other legal cases, and has a limited supply of copies of the full texts of such documents which are supplied, if available, without charge, on application to the Commission by persons having a specific interest in or need for such material.

RADIO AND TELEVISION FACTS

— SOUGHT BY 1940 CENSUS —

WHILE the radio industry is busy casting its lines into the future by pushing television, facsimile and other new developments during 1940, its progress through 1939 will be recorded by the United States Bureau of the Census, which in January 1940 began taking a nation-wide Census of Business and Manufactures. All manufacturers, wholesalers and retailers of radios, phonographs and other sound apparatus will be covered.

The Population Census which starts April, 1940, will assemble important facts about the great radio buying and listening public. Every dwelling unit of the approximately 33,000,000 in the country will be visited, and one inquiry made will be "Is it equipped with a radio?"

Figures of the Census Bureau collected in previous years already tell the dramatic story of the growth of the radio industry from infancy to its present stature, and for those who can read between the lines, there are portents of radio as it will be tomorrow.

Product Development

For instance, in 1923, the Census of Manufactures reported production of 190,374 tube type receivers and 223,303 crystal sets. Now crystal sets are curios, and total production of receivers, according to its 1937 figures, the latest available, reached the figure of 9,693,230.

While the 1923-1937 period shows such tremendous gains in quantity of production, the 1940 Census will report developments in the products themselves during the last two years which seem destined to have even greater significance. This coming Census, for example, will ask for the first time statistics under number and value of television sets, facsimile transmitters and receiving sets manufactured.

Figures on the production of television kits and sets and television transmitters were asked of the industry in the 1937 Census of Manufactures, but television was then in such an experimental stage that no reliable figures could be published.

Among other new items included in the products schedule are central receivers, such as those used in hotels; portables, which have returned to popularity since the 1937 Census; automobile radios with range beyond the standard broadcast band; remote control units; automatic tuning devices; new transmitting tubes, and a breakdown of short wave transmitters into relay, international and high frequency.

Data based on answers to a question

on expenditures for plant and equipment will reveal factory expansion being undertaken in expectation of demand for production of these new lines.

Concurrently with the inquiry into radio manufacture will be taken the Census of Business, covering retail and wholesale distributors, and radio repair shops. Every establishment in the industry will receive from an enumerator a Census questionnaire, to which answers are required by law. The same statute provides that reports to the Census Bureau are confidential and cannot be used for taxation, investigation or regulation. Census material is made public only in the form of totals for states, counties, and cities, by each kind of business.

Valuable merchandising information will be made available to radio marketers through the Census of Business and Manufactures. Figures on production of sets by price range will reflect consumer demand, or at least manufacturers' anticipation of it. Size of inventories reports for the beginning and the end of the year will indicate how accurately the demand was gauged.

Census of Business

In 1937, the greatest number of sets produced (1,192,725, about 15 per cent of the total) were socket-operated receivers with range beyond standard broadcast band and factory value not over \$18. In terms of value, however, sets of these specifications in the \$30-\$45 class were tops, accounting for \$30,053,486, or about 17 per cent of the value of receivers produced.

Directly bearing on radio retailers' problems will be figures gathered in the Census of Business. Comparative sales will be shown for independents, chains, utility-operated stores and department stores handling radios. Revenue from non-radio items often carried will be listed—household appliances, sporting goods, photographic equipment, etc. Receipts from repairs by radio stores and by service establishments will be reported.

26,666,500*

Radio Homes

In The United States

A REPORT BY

The Joint Committee

on Radio Research

Estimate of radio homes in the United States as indicated on the two pages following, was compiled by the Joint Committee on Radio Research as of January 1, 1938. Committee was organized under the auspices of advertisers, advertising agencies, and broadcasters, primarily for the purpose of developing a standard method of obtaining radio information. Under the guidance of Paul F. Peter, then secretary of the Joint Committee, surveys were made and latest authentic source material was assembled for the work.

Total of 26,666,500 radio families in the U. S., as of January 1, 1938, is estimated at 82 per cent of all families in the country. This was an increase of 17 per cent over the 1936 estimate of the Committee. It is reasonable to assume that additional radio homes have come into being since the January 1, 1938, estimate was compiled with the increase, in proportion, close to that noted over 1936.

Figures do not represent the total number of radio sets in use, according to the Joint Committee, since there is more than one radio set in many homes, apart from those in public places, etc., and in automobiles.

With the aid of government departments in Washington, an estimate of families in the United States was prepared as of July 1, 1937, and this served as a base for further breakdowns by states and counties. This was tied in with the private surveys undertaken by the most approved methods.

In connection with the Joint Committee figures by states and geographical divisions, full estimate by counties will be found in the 1939 edition of RADIO ANNUAL.

*Latest available statistics and information indicate that during the two-year lapse since the last Joint Committee estimate was made an increase of nearly 2,000,000 radio families have been noted in the United States bringing the current estimated total to some 28,000,000 homes owning one or more sets. Number of receivers is placed at 45,000,000, including 6,500,000 auto sets of which number approximately 1,500,000 have been put in use during the past two years.

ESTIMATED NUMBER OF FAMILIES OWNING RADIO SETS URBAN AND RURAL BY STATE AND CENSUS GEOGRAPHIC DIVISIONS

STATE	URBAN			RURAL			TOTAL		
	JULY 1937 FAMILIES	1938 RADIO FAMILIES	% OWNER- SHIP	JULY 1937 FAMILIES	1938 RADIO FAMILIES	% OWNER- SHIP	JULY 1937 FAMILIES	1938 RADIO FAMILIES	% OWNER- SHIP
Alabama	207,000	154,600	75	463,000	220,600	48	670,000	375,200	56
Arizona	37,000	33,100	89	67,000	46,500	69	104,000	79,600	77
Arkansas	113,000	88,100	78	388,000	166,700	43	501,000	254,800	51
California	1,369,000	1,287,100	94	449,000	432,700	96	1,818,000	1,719,800	95
Colorado	152,000	138,200	91	136,000	95,300	70	288,000	233,500	81
Connecticut	306,000	281,400	92	131,000	120,700	92	437,000	402,100	92
Delaware	34,000	30,800	90	33,000	26,800	81	67,000	57,600	86
Dist. of Columbia	168,000	152,900	91	168,000	152,900	91
Florida	238,000	189,500	80	205,000	108,400	53	443,000	297,900	67
Georgia	245,000	180,500	74	471,000	190,300	40	716,000	370,800	52
Idaho	38,000	34,200	90	86,000	64,500	75	124,000	98,700	80
Illinois	1,526,000	1,426,600	93	537,000	430,500	80	2,063,000	1,857,100	90
Indiana	522,000	480,300	92	412,000	336,500	82	934,000	816,800	87
Iowa	281,000	262,500	93	399,000	315,300	79	680,000	577,800	85
Kansas	204,000	189,300	93	297,000	178,500	60	501,000	367,800	73
Kentucky	242,000	208,600	86	466,000	286,300	61	708,000	494,900	70
Louisiana	215,000	168,100	78	295,000	129,300	44	510,000	297,400	58
Maine	88,000	79,700	81	133,000	121,400	91	221,000	201,100	91
Maryland	251,000	225,100	90	159,000	130,000	82	410,000	355,100	87
Massachusetts	992,000	912,100	92	112,000	107,100	96	1,104,000	1,019,200	92
Michigan	827,000	771,100	93	393,000	351,100	89	1,220,000	1,122,200	92
Minnesota	331,100	309,300	93	321,000	247,600	77	652,000	556,900	85
Mississippi	91,000	64,600	71	403,000	142,400	35	494,000	207,000	42
Missouri	562,000	525,600	94	510,000	297,200	58	1,072,000	822,800	77
Montana	49,000	44,400	91	93,000	70,200	75	142,000	114,600	81
Nebraska	129,000	120,100	93	223,000	164,000	74	352,000	284,100	81
Nevada	12,000	11,000	91	18,000	17,500	97	30,000	28,500	95
New Hampshire	77,000	69,700	91	59,000	54,700	93	136,000	124,400	92

New Jersey	904,000	94	845,400	194,000	91	177,100	1,098,000	93	1,022,500
New Mexico	27,000	88	23,700	75,000	51	38,600	102,000	61	62,300
New York	2,806,000	93	2,623,300	566,000	90	509,000	3,372,000	93	3,132,300
North Carolina	206,000	79	161,900	530,000	47	246,700	736,000	55	408,600
North Dakota	28,000	94	26,200	128,000	73	93,400	156,000	77	119,600
Ohio	1,215,000	93	1,130,200	562,000	91	511,300	1,777,000	92	1,641,500
Oklahoma	233,000	87	202,500	386,000	65	251,800	619,000	73	454,300
Oregon	157,000	94	147,000	142,000	97	138,400	299,000	95	285,400
Pennsylvania	1,687,000	92	1,553,900	765,000	85	652,500	2,452,000	90	2,205,400
Rhode Island	155,000	92	142,500	14,000	93	13,000	169,000	92	155,500
South Carolina	99,000	70	69,500	308,000	45	137,800	407,000	51	207,300
South Dakota	34,000	93	31,700	133,000	76	101,200	167,000	80	132,900
Tennessee	259,000	82	211,200	430,000	58	248,700	689,000	67	459,900
Texas	651,000	84	556,200	855,000	56	477,300	1,516,000	68	1,039,500
Utah	68,000	91	61,800	55,000	89	49,200	123,000	90	111,000
Vermont	33,000	91	30,000	66,000	89	58,600	99,000	90	88,600
Virginia	217,000	82	178,800	396,000	56	221,400	613,000	65	400,200
Washington	271,000	94	254,400	197,000	96	188,900	468,000	95	443,300
West Virginia	130,000	86	111,800	287,000	82	236,500	417,000	84	348,300
Wisconsin	404,000	93	377,000	331,000	71	235,700	735,000	83	612,700
Wyoming	20,000	90	18,100	42,000	75	31,700	62,000	80	49,800

GEOGRAPHIC DIVISIONS

New England	1,651,000	92	1,515,400	515,000	92	475,500	2,166,000	92	1,990,900
Middle Atlantic	5,397,000	93	5,022,600	1,525,000	88	1,338,600	6,922,000	92	6,361,200
E. North Central	4,494,000	93	4,185,200	2,235,000	83	1,865,100	6,729,000	90	6,050,300
W. North Central	1,569,000	93	1,464,700	2,011,000	69	1,397,200	3,580,000	80	2,861,900
South Atlantic	1,588,000	82	1,300,800	2,389,000	54	1,297,900	3,977,000	65	2,598,700
E. South Central	799,000	80	639,000	1,762,000	51	898,000	2,561,000	60	1,537,000
W. South Central	1,222,000	83	1,014,900	1,924,000	53	1,025,100	3,146,000	65	2,040,000
Mountain	403,000	90	364,500	572,000	72	413,500	975,000	80	778,000
Pacific	1,797,000	94	1,688,500	788,000	96	760,000	2,585,000	95	2,448,500
U. S. TOTAL	18,920,000	91	17,195,600	13,721,000	69	9,470,900	32,641,000	82	26,666,500

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Montreal—Dominion Square Bldg., B. Hall. Lancaster 640

Toronto—Victory Bldg., G. F. Herbert. Elgin 2464

Winnipeg—Manitoba Telephone Bldg., P. H. Gayner. 92-191

Vancouver—541 West Georgia St., J. E. Baldwin. Trinity 1391
Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKLN, Nelson, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CKX, Bragdon, Man.; CFAR, Flin Flon, Man.; CKY, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CKCA, Kenora, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CKBD, Val D'Or, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland.

ASSOCIATED BROADCASTING CO., LTD.

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K. Jansen, President; M. Maxwell, Vice-President-General Manager; G. Ticktin, Secretary-Treasurer; J. O. Denis, French Program Director; J. Fuller, Script Director; J. Winter, Talent Director.

Stations—CJCJ, Calgary, Alta.; CHWK, Chilliwack, B. C.; CKMO, Vancouver, B. C.; CFCT, Victoria, B. C.; CJLS, Yarmouth, N. S.; CKPC, Brantford, Ont.; CFCO, Chatham, Ont.; CKCR, Kitchener, Ont.; CKSO, Sudbury, Ont.; KKNX, Wingham, Ont.; CHGS, Summerside, P. E. I.; CKCH, Hull, Que.; CHNC, New Carlisle, Que.; CKCV, Quebec, Que.; CHLN, Three Rivers, Que.

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*Los Angeles office only.

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Los Angeles—1031 South Broadway, W. H. Grubbs, Executive In Charge....Prospect 3746
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Detroit—New Center Bldg., R. H. Bolling.....Madison 7889

Los Angeles—438 Chamber of Commerce Bldg., Carleton E. Coveny.....Prospect 3548

San Francisco—608 Russ Bldg., Lindsey Spight, Vice-President.....Douglas 3188

St. Louis—455 Paul Brown Bldg., J. Chris Hetherington.....Chestnut 4154

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Detroit—General Motors Bldg., Harry Anderson.....Trinity 1-0440

Dallas—723 Mercantile Bldg., A. J. Putman.....Dallas 2-8569

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<i>Los Angeles</i> —448 S. Hill St., W. L. Blythe.....	Michigan	1269
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<i>Seattle</i> —1004 Second Ave., A. G. Neitz.....	Melrose	9193
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<i>Chicago</i> —360 N. Michigan Avenue.....	Andover	1040
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<i>Detroit</i> —General Motors Bldg., Harry W. Pollard, Vice-President.....	Madison	3534
<i>Boston</i> —201 Devonshire Street, J. F. Walsh.....	Liberty	4259
<i>Atlanta</i> —Walton Bldg., B. Frank Cook.....	Walnut	1231
<i>Salt Lake City</i> —838 - 24 St. (Ogden, Utah), Wayne Eldredge		
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<i>Philadelphia</i> —Drexel Building.....	Lombard	1720
A. P. Cox, Co-owner; E. R. Tanz, Co-owner; F. Schlett, T. Cunningham.		
<i>New York City</i> —535 Fifth Avenue, E. R. Tanz.....	Murray Hill	2-8284
<i>Chicago</i> —228 N. La Salle Street, Joseph C. Cox, Jr.....	Franklin	2095
<i>Stations</i> —KGLU, Safford, Ariz.; KGFJ, Los Angeles, Calif.; KTRB, Modesto, Calif.; WFOY, St. Augustine, Fla.; KRLC, Lewiston, Ida.; WJBC, Bloomington, Ill.; KIUL, Garden City, Kans.; WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WNOE, New Orleans, La.; WAGM, Presque Isle, Me.; WCAP, Asbury Park, N. J.; WSNJ, Bridgeton, N. J.; WBRB, Red Bank, N. J.; KAWM, Gallup, N. M.; WGTM, Wilson, N. C.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; WPAY, Portsmouth, Ohio; KAST, Astoria, Ore.; KBND, Bend, Ore.; KFJI, Klamath Falls, Ore.; KLBW, La Grande, Ore.; KWJJ, Portland, Ore.; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WWSW, Pittsburgh, Pa.; KOBH, Rapid City, S. D.; KWTN, Watertown, S. D.; KNEL, Brady, Texas; KGFI, Brownsville, Texas; KRBA, Lufkin, Texas; KNET, Palestine, Texas; KSUB, Cedar City, Utah; KUJ, Walla Walla, Wash.		

HARRY E. CUMMINGS

(Southeastern Representative*)

<i>Jacksonville, Fla.</i> —306 Florida National Bank Bldg.....	Jacksonville	3-0381
<i>Stations</i> —WJAX, Jacksonville, Fla.; WIOD, Miami, Fla.; WFLA, Tampa, Fla.; WCHV, Charlottesville, Va.		

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

DOMINION BROADCASTING CO.

<i>Toronto, Canada</i> —4 Albert Street, Hal B. Williams, Manager.....	Adelaide	3383
<i>Stations</i> —CKOV, Kelowna, B. C.; CJLS, Yarmouth, N. S.; CKCR, Kitchener, Ont.; CKTB, St. Catharines, Ont.; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.; CHLN, Three Rivers, Que.		

FORJOE & COMPANY

<i>New York City</i> —19 West 44th Street.....	Vanderbilt	6-3816
Joseph Bloom, President; Forrest U. Daughdrill, Vice-President and General Manager; Kent Godfrey, National Sales Manager.		
<i>Chicago</i> —201 N. Wells St., William L. Klein, Manager.....	Andover	1685
<i>Stations</i> —KFRO, Longview, Texas; WLBC, Muncie, Ind.; WORL, Boston, Mass.; WCOU, Lewiston, Me.; KSAN, San Francisco, Calif.; WGES, Chicago, Ill.; WCBD, Chicago, Ill.; WSBC, Chicago, Ill.; KCRC, Enid, Okla.; KFVD, Los Angeles, Calif.; WCLS, Joliet, Ill.; WEMP, Milwaukee, Wisc.; KPAB, Laredo, Texas; KXRO, Aberdeen, Wash.; WMSL, Decatur, Ala.; KICA, Clovis, N. M.		
<i>Foreign Language Station Representation</i> —KDB, Santa Barbara, Calif.; KFAM, St. Cloud, Minn.; KFOX, Long Beach, Calif.; KFVD, Los Angeles, Calif.; KGER, Long Beach, Calif.; KGIW, Alamosa, Colo.; KLAH, Carlsbad, N. M.; KMTR, Los Angeles, Calif.; KPAB, Laredo, Texas; KQV, Pittsburgh, Pa.; KSAN, San Francisco, Calif.; KYOS, Merced, Calif.; WARD, Brooklyn, N. Y.; KONO, San Antonio, Texas; WATR, Waterbury, Conn.; WAZL, Hazleton, Pa.; WBBC, Brooklyn, N. Y.; WBNY, Buffalo, N. Y.; WBRE, Wilkes-Barre, Pa.; WCBD, Chicago, Ill.; WCOP, Boston, Mass.; WDAS, Philadelphia, Pa.; WDEV, Waterbury, Vt.; WEBC, Duluth, Minn.; WEDC, Chicago, Ill.; WEEU, Reading, Pa.; WELL, New Haven, Conn.; WSAY,		

Rochester, N. Y.; WSBC, Chicago, Ill.; WSBT, South Bend, Ind.; WTEL, Philadelphia, Pa.; WEMP, Milwaukee, Wisc.; WEVD, Brooklyn, N. Y.; WEW, St. Louis, Mo.; WFAM, South Bend, Ind.; WFEA, Manchester, N. H.; WGAR, Cleveland, Ohio; WGBI, Scranton, Pa.; WGES, Chicago, Ill.; WHBQ, Memphis, Tenn.; WHOM, Jersey City, N. J.; WIBX, Utica, N. Y.; WIND, Gary, Ind.; WJBK, Detroit, Mich.; WJMS, Ironwood, Mich.; WJW, Akron, Ohio; WKBN, Youngstown, Ohio; WKST, New Castle, Pa.; WLAW, Lawrence, Mass.; WLNH, Laconia, N. H.; WMAS, Springfield, Mass.; WMBC, Detroit, Mich.; WMFF, Plattsburg, N. Y.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WPEN, Philadelphia, Pa.; WSAR, Fall River, Mass.; WSAU, Wassau, Wisc.; WTOL, Toledo, Ohio; WVFW, Brooklyn, N. Y.; WWRL, Woodside, N. Y.; WWSW, Pittsburgh, Pa.

FREE & PETERS, INC.
(and Free, Johns & Field)

New York—247 Park Avenue.....Plaza 5-4131
H. Preston Peters, Vice-President; Russel Woodward, N. Y. District Manager; C. Terence Clyne, Hugh K. Boice, Jr., James M. Wade.

Chicago—180 N. Michigan Avenue Franklin 6373
James L. Free, President; L. H. Avery; Arthur J. Barry, Jr.; Hal W. Hoag, J. W. Knodel.

Atlanta—617 Walton Bldg., F. Lancelle Williams.....Jackson 1678

San Francisco—111 Sutter Street, A. Leo Bowman.....Sutter 4353

Detroit—New Center Bldg., Charles G. Burke.....Trinity 2-8444

Los Angeles—650 South Grand Ave., H. J. Tyler.....Vandike 0569

Stations—KECA, Los Angeles, Calif.; KSFO-KROW, San Francisco-Oakland, Calif.; WMBD, Peoria, Ill.; WOWO-WGL, Fort Wayne, Ind.; WOC, Davenport, Ia.; WHO, Des Moines, Ia.; WAVE, Louisville, Ky.; WTCN, Minneapolis, Minn.; KMBC, Kansas City, Mo.; KSD, St. Louis, Mo.; WGR-WKBW, Buffalo, N. Y.; WFB, Syracuse, N. Y.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, N. C.; WDAY, Fargo, N. D.; WKCY, Cincinnati, Ohio; KOMA, Oklahoma City, Okla.; KTUL, Tulsa, Okla.; KOIN-KALE, Portland, Ore.; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KGKO, Fort Worth, Texas; KVI, Tacoma, Wash.; Lone Star Chain.

FURGASON & WALKER, INC.

New York City—551 Fifth Avenue.....Murray Hill 2-3734
Gene Furgason, R. L. Ferguson.

Chicago—360 North Michigan Ave.....State 5262
Wythe Walker, Richard Westbrook, Arch Kerr.

Stations—KUAO, Siloam Springs, Ark.; KMPC, Beverly Hills, Calif.; WELI, New Haven, Conn.; WATR, Waterbury, Conn.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; WIND, Gary, Ind.; WTAD, Quincy, Ill.; WHBF, Rock Island, Ill.; KTRI, Sioux City, Ia.; KOAM, Pittsburgh, Kans.; WABI, Bangor, Me.; WSAR, Fall River, Mass.; WLAW, Lawrence, Mass.; WBRK, Pittsfield, Mass.; WHB, Kansas City, Mo.; WSAN, Allentown, Pa.; WHJB, Greensburg, Pa.; WJAS, Pittsburgh, Pa.; KQV, Pittsburgh, Pa.; WCOS, Columbia, S. C.; Z-Bar Net, (KGIR, Butte, Mont.; KRBM, Bozeman, Mont.; KPFA, Helena, Mont.).

MELCHOR GUZMAN COMPANY, INC.

(Latin American Representative)

New York—9 Rockefeller Plaza.....Circle 7-2450
Melchor Guzman, President; L. Hahn, Treasurer; Ada Guzman, Secretary.

ARTHUR H. HAGG & ASSOCIATES, INC.

Chicago—360 N. Michigan Ave., Arthur H. Hagg, Manager.....Central 7553

New York—366 Madison Ave., Phil A. Broderick, Manager.....Murray Hill 2-8865

Kansas City, Mo.—621 Dwight Bldg., Harold Benight, Manager.....Victor 5333

Denver—1863 Wazee St., Jack Perry, Manager.....Keystone 2371

Omaha—300 Brandeis Theatre Bldg., Frank P. Samuels, Manager.....Jackson 7319

Minneapolis—2660 Fremont Ave., S., Robert O'Brien, Manager.....Kenmore 0753

Oklahoma City—2715 N. W. 12th St., Ted McCorkhill, Manager.....5-7272

Stations—KGNO, Dodge City, Kans.; KADA, Ada, Okla.; KGFF, Shawnee, Okla.

HEADLEY-REED COMPANY

(Successor to Kelly-Smith Co.)

<i>New York</i> —420 Lexington Ave.....	Murray Hill	3-5470
Frank M. Headley, President; Lester J. Blumenthal, William B. Faber.		
<i>Chicago</i> —180 N. Michigan Ave.....	Franklin	4686
Dwight S. Reed, Vice-President; John H. Wrath.		
<i>Detroit</i> —New Center Bldg., Robert B. Rains, Vice-President.....	Madison	9444
<i>Atlanta</i> —Glenn Bldg., Gregory Murphy, Jr.....	Jackson	0864
<i>Stations</i> —WSGN, Birmingham, Ala.; WSFA, Montgomery, Ala.; WNBC, New Britain, Conn.; WCOP, Boston, Mass.; KFEQ, St. Joseph, Mo.; WBAB, Atlantic City, N. J.; WKIP, Poughkeepsie, N. Y.; WFAS, White Plains, N. Y.; WSJS, Winston-Salem, N. C.; WROK, Rockford, Ill.; WJW, Akron, Ohio; WEMJ, Youngstown, Ohio; WSIX, Nashville, Tenn.; KRIC, Beaumont, Texas; Alabama Network.		

GEORGE P. HOLLINGBERRY CO.

<i>New York City</i> —420 Lexington Avenue.....	Murray Hill	3-8078
F. E. Spencer, Jr., Vice-President; Robert Davies, Donald A. Donahue, Harold Heady.		
<i>Chicago</i> —307 N. Michigan Avenue.....	State	2898
George P. Hollingbery, President; Walter Holden.		
<i>Detroit</i> —Park & Adams Street, Fred Hague.....	Cherry	5200
<i>Atlanta</i> —Walton Bldg., G. M. Kohn, Jr.....	Walnut	4039
<i>San Francisco</i> —564 Market St., Leslie Meek.....	Garfield	7511
<i>Stations</i> —WIOD, Miami, Fla.; WAAF, Chicago, Ill.; WIRE, Indianapolis, Ind.; KSCJ, Sioux City, Ia.; WJBO, Baton Rouge, La.; WSPR, Springfield, Mass.; WBCM, Bay City, Mich.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WJDX, Jackson, Miss.; WMFF, Plattsburg, N. Y.; WHAM, Rochester, N. Y.; WNBZ, Saranac, N. Y.; WBIG, Greensboro, N. C.; WADC, Akron, Ohio; WHIO, Dayton, Ohio; WEEU, Reading, Pa.; WTMA, Charleston, S. C.; KTSM, El Paso, Texas; WEAU, Eau Claire, Wisc.; Arrowhead Network.		

INLAND BROADCASTING SERVICE

<i>Winnipeg, Man.</i> —171 McDermot Ave.....		92-532
Dawson Richardson, President; F. K. Tully, Secretary-Treasurer; A. L. Gar-side, Manager.		
<i>Stations</i> —CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKOV, Kelowna, B. C.; CJOR, Vancouver, B. C.; CJRC, Winnipeg, Man.; CKPR, Fort William, Ont.; CJRM, Regina, Sask.; CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.		

INTERNATIONAL BROADCASTING COMPANY, LTD.

(European Representatives)

<i>London</i> —37, Portland Place, W.1.....	Langham	2000
Capt. Leonard F. Plugge, Chairman; C. Shanks and H. E. Needham, Directors; Richard L. Meyer, General Manager; Frank Lamping, Assistant General Manager; Jack Hargreaves, Program Director.		
<i>Stations</i> —Radio Normandy, Radio International, Radio Mediterranean, Canadian Broadcasting Corp. Network.		

INTERNATIONAL RADIO SALES

(A Division of Hearst Radio, Inc.)

<i>New York</i> —20 East 57th Street.....	Plaza	8-2600
Loren L. Watson, General Manager; Robert E. Howard; Allen W. Kerr.		
<i>Chicago</i> —326 W. Madison Street.....	Central	4547
R. N. Weil, Manager; Robert M. Flanigan, Peterson Kurtzer.		
<i>San Francisco</i> —Hearst Bldg., John Livingston, Manager.....	Douglas	2536
<i>Stations</i> —KYA, San Francisco, Calif.; WSUN, St. Petersburg, Fla.; WKBB, Dubuque, Ia.; WBAL, Baltimore, Md.; WINS, New York, N. Y.; WQXR, New York, N. Y.; WSAI, Cincinnati, Ohio; WING, Dayton, Ohio; WCAE, Pittsburgh, Pa.; WAIM, Anderson, N. C.; WISN, Milwaukee, Wisc.; New York Broadcasting System.		

THE KATZ AGENCY, INC.

<i>New York City</i> —500 Fifth Avenue.....	Longacre	5-4594
G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Sales Manager; G. H. Gunst, A. Doris, S. R. Rintoul, M. O'Mara, M. S. Kellner, D. H. Denenholz, Ted Kruglak, H. R. Goldberg, Martin Beck, M. J. Flynn.		
<i>Chicago</i> —307 N. Michigan Avenue.....	Central	4238
Paul Ray, Manager; Sidney L. Katz, Lowell E. Jackson, O. R. Whitaker, Jr., Stanley Reulman, Ned Costello.		
<i>Detroit</i> —General Motors Bldg.....	Trinity	2-7685
Ralph Bateman, Manager; David H. Decker.		
<i>Kansas City</i> —Bryant Bldg.....	Victor	7095
Gordon Gray, Manager; Gilbert Berry.		
<i>Atlanta</i> —22 Marietta Street Bldg.....	Walnut	4795
Fred M. Bell, Manager; Marvin Smith.		
<i>Dallas</i> —Republic Bank Bldg., Frank Brimm.....	Dallas	2-7936
<i>San Francisco</i> —Monadnock Bldg., Richard S. Railton.....	Sutter	7498
<i>Stations</i> —KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WDAE, Tampa, Fla.; WGST, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOG, Savannah, Ga.; KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; KSO, Des Moines, Ia.; KANS, Wichita, Kans.; WWL, New Orleans, La.; KGHL, Billings, Mont.; KFAB, Lincoln, Nebr.; KFOR, Lincoln, Nebr.; KOIL, Omaha, Nebr.; KOB, Albuquerque, N. M.; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; KIRO, Seattle, Wash.; KFPY, Spokane, Wash.		

JOSEPH HERSHEY McGILLVRA

<i>New York</i> —366 Madison Avenue (Main Office).....	Murray Hill	2-8755
Joseph M. McGillvra, Owner; Adam Young, Jr.; Terry Gunn.		
<i>Chicago</i> —919 North Michigan Avenue, S. M. Aston.....	Superior	3444
<i>San Francisco</i> —627 Mills Building, Duncan A. Scott, Manager.....	Sutter	1393
<i>Los Angeles</i> —527 West Seventh Street, William S. Wright, Manager.....	Vandyke	6336
<i>Boston</i> —Hotel Touraine, A. H. Swift.....	Hancock	0900
<i>Toronto</i> —Metropolitan Building.....	Adelaide	4429
C. W. Wright, Manager; J. L. Alexander.		
<i>Montreal</i> —510 Keefer Building, Lovell Mickles, Jr., Manager.....	Marquette	1184
<i>Stations</i> —KTUC, Tucson, Ariz.; KELD, El Dorado, Ark.; KUOA, Siloam Springs, Ark.; KARM, Fresno, Calif.; KRKD, Los Angeles, Calif.; KROY, Oakland, Calif.; KJBS, San Francisco, Calif.; KQW, San Jose, Calif.; KVEC, San Luis Obispo, Calif.; WBRY, Waterbury, Conn.; WTBO, Cumberland, Md.; WSAR, Fall River, Mass.; KROC, Rochester, Minn.; KGVO, Missoula, Mont.; KVSE, Santa Fe, N. M.; WQXR, New York, N. Y.; KTOK, Oklahoma City, Okla.; KCRC, Enid, Okla.; KADA, Ada, Okla.; KVSQ, Ardmore, Okla.; KBIX, Muskogee, Okla.; KGF, Shawnee, Okla.; KOME, Tulsa, Okla.; WBBZ, Ponca City, Okla.; KRBC, Abilene, Texas; KBST, Big Spring, Texas; KPLT, Paris, Texas; KGKL, San Angelo, Texas; KUTA, Salt Lake City, Utah; WRJN, Racine, Wisc.; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKOV, Kelowna, B. C.; CJOR, Vancouver, B. C.; CJRC, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CJCB, Sydney, N. S.; CKPC, Brantford, Ont.; CFCO, Chatham, Ont.; CPPL, London, Ont.; CKCO, Ottawa, Ont.; CFLC, Prescott, Ont.; CJIC, Saulte Ste. Marie, Ont.; CKSO, Sudbury, Ont.; CFRB, Toronto, Ont.; CKLW, Windsor, Ont.; CKNX, Wing- ham, Ont.; CFCY, Charlottetown, P. E. I.; CKAC, Montreal, Que.; CHNC, New Carlisle, Que.; CHRC, Quebec, Que.; CJBR, Rimouski, Que.; CJRM, Regina, Sask.; CJGX, Yorkton, Sask.; CFQC, Saskatoon, Sask.		

WILLIAM A. McGUINEAS

(Eastern Representative)

<i>New York City</i> —220 East 42nd Street.....	Murray Hill	2-3033
<i>Station</i> —WGN, Chicago, Ill.		

J. P. MCKINNEY, SPECIAL AGENT

<i>New York City</i> —30 Rockefeller Plaza, N. L. O'Brien.....	Circle	7-1178
<i>Chicago</i> —400 N. Michigan Avenue, Ray Davis, C. W. Erwin.....	Superior	9866
<i>San Francisco</i> —681 Market Street.....	Sutter	5333
<i>Stations</i> —WTHT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WESG, Elmira, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WRAK, Williamsport, Pa.		

NATIONAL BROADCASTING COMPANY

(General National Spot and Local Sales Department)

<i>New York City</i> —30 Rockefeller Plaza.....	Circle	7-8300
James V. McConnell, General National Spot and Local Sales Manager; Maurice M. Boyd.		
<i>Boston</i> —Bradford Hotel, Frank R. Bowes.....	Hancock	4261
<i>Cleveland</i> —815 Superior Ave., N. E., Donald G. Stratton.....	Cherry	0942
<i>Detroit</i> —Fisher Bldg., Robert A. White.....	Trinity	2-7900
<i>Pittsburgh</i> —Grant Bldg., W. E. Jackson.....	Grant	4200
<i>Chicago</i> —Merchandise Mart, Oliver Morton.....	Superior	8300
<i>Denver</i> —1625 California Street, A. W. Crapsey.....	Main	6211
<i>Hollywood</i> —5515 Melrose Avenue, Sidney Dixon.....	Hollywood	3631
<i>San Francisco</i> —111 Sutter Street, Glenn Ticer.....	Sutter	1920
<i>Stations</i> —KPO, San Francisco, Calif.; KGO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WMAQ, Chicago, Ill.; WBZ-WBZA, Boston-Springfield, Mass.; WEAJ, New York, N. Y.; WJZ, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.		

NORTHWEST RADIO ADVERTISING CO., INC.

<i>Seattle</i> —802 American Bank Bldg.....	Main	9282
Edwin A. Kraft, President-General Manager; W. L. Paul, Assistant Manager.		
<i>Station</i> —KINY, Juneau, Alaska.		

PAN AMERICAN BROADCASTING COMPANY

(Latin America, Alaska, and Newfoundland Representative)

<i>New York City</i> —330 Madison Avenue, E. Bernald, Manager.....	Murray Hill	2-0811
<i>Chicago</i> —228 North La Salle St., F. R. Jones, Manager.....	State	5096
<i>Cleveland</i> —1635 East Twenty-Fifth St., Alonzo Hawley.....	Prospect	2922

JOHN H. PERRY ASSOCIATES

<i>New York City</i> —225 West 39th Street.....	BRyant	9-3357
William K. Dorman, Manager; W. T. Kelly, H. H. Hachette.		
<i>Chicago</i> —122 S. Michigan Avenue, O. J. Ranft, Manager.....	Harrison	8085
<i>Detroit</i> —7338 Woodward Avenue, J. J. Higgins, Manager.....	Madison	0790
<i>Atlanta</i> —406 Chamber of Commerce Bldg., R. S. Kendrick, Manager.....	Walnut	3443
<i>San Francisco</i> —742 Market Street, (R. J. Bidwell Co.).....	Garfield	4917
<i>Philadelphia</i> —1524 Chestnut St., M. S. Lewin.....	Rittenhouse	0886
<i>Stations</i> —WALA, Mobile, Ala.; WJHP, Jacksonville, Fla.; WTMG, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.; KFDA, Amarillo, Texas.		

EDWARD PETRY & COMPANY, INC.

<i>New York City</i> —17 East 42nd Street.....	MURray Hill	2-4401
Edward Petry, President; Henry Christal, Secretary-Treasurer; Lawrence Field, Henry Ringgold, Albert Young, Jr., Carl Doty, Mason McGuire, Norman Prouty, Lloyd George Venard, Volney F. Righter.		
<i>Chicago</i> —400 N. Michigan Avenue.....	Delaware	8600
Edward Voynow, Vice-President; John Ashenhurst, Robert Boneil, James L. Thompson.		
<i>Detroit</i> —General Motors Bldg., Richard Daley.....	Madison	1035
<i>San Francisco</i> —111 Sutter Street, Earle H. Smith.....	Garfield	4010
<i>Los Angeles</i> —601 W. 5th Street, Chester Matson.....	Michigan	8729
<i>St. Louis</i> —Southwestern Bell Telephone Bldg., George Kercher.....	Garfield	5194
<i>Stations</i> —KARK, Little Rock, Ark.; KFI, Los Angeles, Calif.; KVOB, Denver, Colo.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; WFBM, In-		

dianapolis, Ind.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WFBR, Baltimore, Md.; WAAB, Boston, Mass.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WTAG, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KEX, Portland, Ore.; KGW, Portland, Ore.; WFIL, Philadelphia, Pa.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRTD, Richmond, Va.; KJR, Seattle, Wash.; KOMO, Seattle, Wash.; KGA, Spokane, Wash.; KHQ, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Colonial Network; Minnesota Network; Texas Quality Network; Yankee Network.

RALPH L. POWER

(Australian Representative)

Los Angeles—407 Van Nuys Bldg. Madison 5617
Stations—Macquarie Broadcasting Services, Macquarie Network (19 stations).

RADIO ADVERTISING ASSOCIATES

(Southeastern Representatives*)

Atlanta—925-6 Grant Bldg., R. L. Watkins, President. Walnut 1833
Stations—WALA, Mobile, Ala.; WFOY, St. Augustine, Fla.; KALB, Alexandria, La.; KMBL, Monroe, La.; KGFF, Shawnee, Okla.; KFRO, Longview, Texas; KFYO, Lubbock, Texas.

*Stations represented on a regional basis only.

RADIO ADVERTISING CORP.

New York City—341 Madison Avenue. Murray Hill 4-0212
Henri O. Molley, Executive in Charge.
Chicago—400 North Michigan Avenue, George Roesler, Manager. Whitehall 4262
Cleveland—Terminal Tower, Charles A. Stevens, Manager. Prospect 5800
San Francisco—681 Market St., Homer Griffith, Manager. DOuglas 4475
Hollywood—6362 Hollywood Blvd., Homer Griffith, Manager. Hillside 7157
Stations—KITE, Kansas City, Mo.; WHK, Cleveland, Ohio; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio; WKBN, Youngstown, Ohio; WIP, Philadelphia, Pa.

RADIO SALES, INC.

New York—485 Madison Avenue. Wickersham 2-2000
Howard Meighan, Eastern Sales Manager; William H. Hylan, Jr., Robert Somerville, Frank McDonnell, Howard Schreiber, Eldon Hazard.
Chicago—410 N. Michigan Avenue. Whitehall 6000
Kelly Smith, General Manager; Paul Wilson, Ernest Shomo, Wendell Campbell.
Detroit—902 Fisher Bldg., Herbert Carlborg. Trinity 2-5500
Milwaukee—4118 Plankinton Arcade Bldg., Martin McGeehan. Marguette 0688
San Francisco—Palace Hotel, Henry M. Jackson. Yukon 1700
Los Angeles—Columbia Square. Hollywood 2484
Roger K. Huston, Western Sales Manager.
Stations—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WJSV, Washington, D. C.; WBBM, Chicago, Ill.; WEEL, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; CBS California Network; CBS New England Network; CBS Pacific Network.

RADIO TIME AGENCY

Chicago—360 N. Michigan Ave., Palmer Terhune, Manager. Dearborn 0351
Stations—WBNX, New York, N. Y.; KFRO, Longview, Texas; KCMC, Texarkana, Texas.

WILLIAM G. RAMBEAU COMPANY

Chicago—1617 Tribune Tower, William G. Rambeau, Manager. Andover 5566
New York City—Chanin Bldg., Roy Shults, Manager. CAledonia 5-4940
Detroit—10-217 General Motors Bldg., George O'Leary, Manager. Madison 6828
San Francisco—Russ Bldg., Ross C. Rambeau, Manager. DOuglas 1294
Stations—WDGY, Minneapolis, Minn.; KQV, Pittsburgh, Pa.; WJAS, Pittsburgh, Pa.

PAUL H. RAYMER CO.

<i>Chicago</i> —435 N. Michigan Avenue.....	Superior	4473
Paul H. Raymer, Manager; George W. Diefenderfer, Richard F. Kopf.		
<i>New York</i> —366 Madison Avenue.....	Murray Hill	2-8690
Fred C. Brokaw, Manager; Peirce L. Romaine, Paul Tiemer.		
<i>Detroit</i> —General Motors Bldg., George W. Diefenderfer.....	Trinity	2-8060
<i>San Francisco</i> —Russ Bldg., Edward S. Townsend.....	Douglas	2373
<i>Los Angeles</i> —530 West 6th St., J. Leslie Fox.....	Vandike	1901
<i>Stations</i> —Mason-Dixon Radio Group; WBRC, Birmingham, Ala.; Arizona Broadcasting Co.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; California Radio System; KERN, Bakersfield, Calif.; KMJ, Fresno, Calif.; KFWB, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KWG, Stockton, Calif.; WDRG, Hartford, Conn.; WDEL-WILM, Wilmington, Del.; WMBR, Jacksonville, Fla.; WDBO, Orlando, Fla.; WJJD, Chicago, Ill.; WFAM-SBT, South Bend, Ind.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD-WASH, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KOH, Reno, Nev.; WJTN, Jamestown, N. Y.; WHEC, Rochester, N. Y.; WSyr, Syracuse, N. Y.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WAZL, Hazelton, Pa.; WGAL, Lancaster, Pa.; WCAU, Philadelphia, Pa.; WORK, York, Pa.; WPRO, Providence, R. I.; WODD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; KWFT, Wichita Falls, Texas; WNBX, Springfield, Vt.; WRVA, Richmond, Va.		

REYNOLDS-FITZGERALD, INC.

<i>New York City</i> —515 Madison Ave.....	ELdorado	5-7020
Harry D. Reynolds, Herbert Hatfield, Robert S. McLean, C. Harry Weissner, Lou W. Turck, L. Paul Woehlke.		
<i>Chicago</i> —360 N. Michigan Ave.....	State	4294
John T. Fitzgerald, George A. Jones, Lee Small, Edwin C. Allen, M. H. Petersen.		
<i>Detroit</i> —General Motors Bldg., Richard T. Healy.....	Madison	4250
<i>Philadelphia</i> —Land Title Bldg., J. David Cathcart.....	Rittenhouse	3839
<i>Seattle</i> —1423 Joseph Vance Bldg., Fred A. Bartlett.....	Elliott	6452
<i>San Francisco</i> —58 Sutter Street.....	Garfield	6144
Judson H. Carter, Ralph E. DeMotte.		
<i>Los Angeles</i> —117 West Ninth Street, Charles E. Fisher.....	Tucker	2474
<i>Stations</i> —KFNF, Shenandoah, Ia.; WIL, St. Louis, Mo.; WHBY, Green Bay, Wisc.; WTAQ, Green Bay, Wisc.; WIBA, Madison, Wisc.; WSAU, Wassau, Wisc.		

SAWYER, FERGUSON & WALKER CO.

<i>New York</i> —60 East 42nd Street.....	MURray Hill	2-5495
F. H. Anderson.		
<i>Stations</i> —WRNL, Richmond, Va.; WGH, Newport News, Va.		

VIRGIL REITER & CO.

<i>New York</i> —22 West 48th Street.....	PEnnsylvania	6-2409
<i>Stations</i> —WCAU, Philadelphia, Pa.; WFBM, Indianapolis, Ind.		

SEARS & AYER, INC.

<i>Chicago</i> —612 N. Michigan Ave.....	Superior	8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.		
<i>New York City</i> —565 Fifth Ave., Paul Adler, Manager.....	PLaza	8-1312
<i>Stations</i> —WJBY, Gadsden, Ala.; WGPC, Albany, Ga.; WATL, Atlanta, Ga.; WRBL, Columbus, Ga.; KRIL, Lewiston, Ida.; KID, Idaho Falls, Ida.; WDWS, Champaign, Ill.; WGIL, Galesburg, Ill.; WCBS, Springfield, Ill.; KTSW, Emporia, Kans.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; WPG, Atlantic City, N. J.; WSOC, Charlotte, N. C.; WRAL, Raleigh, N. C.; WSTP, Salisbury, N. C.; WAIR, Winston-Salem, N. C.; WAIM, Anderson, S. C.; WSVB, Harrisonburg, Va.; KUJ, Walla Walla, Wash.; KDFN, Casper, Wyo.; KWYO, Sheridan, Wyo.		

JACK SLATTER

<i>Toronto, Ont.</i> —4 Albert Street.....	Waverley	5564
<i>Stations</i> —CFCN, Calgary, Alta.; CKPR, Fort William, Ont.; CJRC, Winnipeg, Man.; CJRM, Regina, Sask.; CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.		

TENNEY, WOODWARD & CONKLIN, INC.

<i>New York City</i> —285 Madison Ave.	Ashland	4-0996
Walter I. Tenney, President; Ralph E. Dennis, Manager.		
<i>Chicago</i> —333 N. Michigan Ave., John E. Rohde, Manager	Delaware	2107
<i>Detroit</i> —New Center Bldg., T. E. Etter, Manager	Trinity	1-0529
Station—WTRC, Elkhart, Ind.		

EDWARD S. TOWNSEND COMPANY

<i>San Francisco</i> —Russ Bldg., Edward S. Townsend, Owner	Douglas	2373
Stations—WGN, Chicago, Ill.; WOR, Newark, N. J.; WCAU, Philadelphia, Pa.		

J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative*)

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

WEED & CO.

<i>New York</i> —350 Madison Avenue	Vanderbilt	6-4542
Joseph J. Weed, President; J. C. Lyons, N. V. Farrell, Paul Frank.		
<i>Chicago</i> —203 N. Wabash Avenue	Randolph	7730
Neal Weed, Vice-President; William Reilly, William Flynn.		
<i>Detroit</i> —Michigan Building, Charles M. Adell	Cadillac	3810
<i>San Francisco</i> —111 Sutter St., Roy Frothingham	Douglas	6446
Stations—KARM, Fresno, Calif.; KTSM, Santa Barbara, Calif.; WTIC, Hartford, Conn.; WJNO, West Palm Beach, Fla.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCHS, Portland, Me.; WSAL, Salisbury, Md.; WPRC, Worcester, Mass.; KFRU, Columbia, Mo.; KXOK, St. Louis, Mo.; KFBB, Great Falls, Mont.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WEBR, Buffalo, N. Y.; WKRC, Cincinnati, Ohio; WCOL, Columbus, Ohio; WBAX, Wilkes-Barre, Pa.; WJAR, Providence, R. I.; KABR, Aberdeen, S. D.; WQDM, St. Albans, Vt.; CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CKY, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKPR, Fort William-Port Arthur, Ont.; CKOC, Hamilton, Ont.; CFRC, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.		

HOWARD H. WILSON COMPANY

<i>Chicago</i> —75 East Wacker Drive	Central	8744
Howard H. Wilson, Owner; J. F. Johns, Harlan G. Oakes.		
<i>New York</i> —551 Fifth Ave.	Murray Hill	6-1230
Horace Hagedorn, Manager; Thomas Pedlar.		
<i>Kansas City, Mo.</i> —1012 Baltimore, J. J. Farrell	Grand	8010
<i>San Francisco</i> —681 Market St., Homer O. Griffith	Douglas	4475
<i>Hollywood</i> —6362 Hollywood Blvd., Homer O. Griffith	Hillside	7157
Stations—KGER, Long Beach, Calif.; KGHF, Pueblo, Calif.; WDW, Tuscola, Ill.; WIBC, Indianapolis, Ind.; KMA, Shendoah, Ia.; KFBI, Abilene, Kans.; WREN, Lawrence, Kans.; WKZO, Kalamazoo, Mich.; KYSM, Mankato, Minn.; KGBX, Springfield, Mo.; KWTO, Springfield, Mo.; KMMJ, Grand Island, Nebr.; WJAG, Norfolk, Nebr.; KGGM, Albuquerque, N. M.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; KGNC, Amarillo, Texas; KFYO, Lubbock, Texas; KTSA, San Antonio, Texas; KRGV, Weslaco, Texas; WDEV, Waterbury, Vt.; WKBH, La Crosse, Wisc.; WHBL, Sheboygan, Wisc.; Lone Star Chain.		

WOR (Newark, N. J.)

<i>Boston</i> —80 Federal Street	Liberty	0437
Paul A. Belaire, Manager.		
<i>Chicago</i> —Tribune Tower, Harold C. Higgins, Manager	Superior	5110
<i>San Francisco</i> —Russ Bldg., Edward S. Townsend	Douglas	2373

RESEARCH — ORGANIZATIONS

The Advertising Checking Bureau, Inc.

538 South Clark St., Chicago, Ill.
Phone Wabash 6131

President.....W. B. Katzenberger
Director, Newspaper Research
Department.....James H. Watt

Branch Offices

79 Madison Ave., New York, N. Y.
Phone CAledonia 5-8333

Eastern Manager.....Horace Carver
500 Sansome St., San Francisco, Calif.
Phone Sutter 6978

Pacific Coast Manager.....Jack Kendrick
Services Offered: (1) Analysis of radio publicity (individual items) with circulation figures and monthly summaries. (2) Check-up of radio log listing. (3) Weekly scrap-book service.

Advertising Research Bureau

1425 Dorchester St., West, Montreal, Que., Canada

Phone Plateau 3858

Director.....Jack Selinger
Services Offered: Advertising surveys of all types (e.g., telephone, door-to-door, dealer, public opinion); French language surveys.

Anderson Nichols Associates

330 West 42 St., New York, N. Y.
Phone BRyant 9-2278

President.....E. R. Anderson
Secretary & Treasurer.....H. B. Nichols
Radio Research.....Paul W. Stewart

Branch Office

Suite 307, 53 State St., Boston, Mass.
Phone Capital 8498

Booz, Fry, Allen & Hamilton

135 South La Salle St., Chicago, Ill.
Phone Stage 8344

285 Madison Ave., New York, N. Y.
Phone CAledonia 5-1223

Services Offered: Business Surveys.

Walter P. Burn & Associates, Inc.

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

President.....Walter P. Burn
Vice-President.....William Noble

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

Canadian Facts, Registered

100 Adelaide St., West, Toronto, Ont., Canada
Phone Adelaide 2067

General Manager.....N. P. Colwell
Director of Personnel.....Ethel Fulford Colwell
Branch Offices

Operating branches in 99 Canadian cities and towns with a total staff of 2100.

Services Offered: All types of marketing research including market coverage data, consumer studies, dealer investigations and checks on effectiveness of various media.

Paul T. Cherington

c/o McKinsey & Co., 2 Wall Street,
New York, N. Y.

Phone REctor 2-2820

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

Commercial Checking Service

1474 Olive St., Louisville, Ky.

President.....Newton P. Owen
Secretary-Treasurer.....P. A. Johns

Services Offered: Checking service for advertising and agencies.

The Cooperative Analysis of Broadcasting

330 West 42nd Street, New York, N. Y.
Phone, MEdallion 3-3898

Manager.....A. W. Lehman
Governing Committee:

D. P. Smelser, Chairman (Procter & Gamble Co.); George H. Gallup, Treasurer (Young & Rubicam); C. H. Lang (General Electric Co.); A. Wells Wilbor (General Mills); L. D. H. Weld (McCann-Erickson); A. W. Lehman, Manager.

Services Offered: CAB rates all commercial network programs, daytime as well as evening, and in addition analyzes these ratings by geographical sections, income groups,

etc. It is authorized by the Association of National Advertisers and the American Association of Advertising Agencies to carry on this work which it has been doing since March, 1930.

Crossley, Inc.

330 West 42 St., New York, N. Y.
Phone BRyant 9-5462

President.....Archibald M. Crossley

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

Roy S. Frothingham

111 Sutter Street, San Francisco, Calif.
Phone, Douglas 6446

Services Offered: Sales and advertising research; market and product studies; radio-program preference surveys.

C. E. Hooper, Inc.

51 East 42nd St., New York, N. Y.
Phone, VAnDerbilt 6-4630

President.....C. E. Hooper
Vice-President.....E. A. Tomsett

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

Hooper-Holmes Bureau

102 Maiden Lane, New York, N. Y.
Phone WHitehall 3-9700

Director of Research.....Chester E. Haring

Branch Offices

82 Offices Throughout
United States and Canada

Irwin & Irwin

1627 Locust St., St. Louis, Mo.
Phone, Republic 3179

Manager.....M. C. Irwin

Services Offered: Market research.

Joint Committee on Radio Research

(cooperative AAAA, ANA & NAB survey)
420 Lexington Ave., New York, N. Y.
Phone MOhawk 4-7982

ChairmanJohn Benson

Helen King

17 East 48th St., New York, N. Y.

Phone, Wlckersham 2-1127

Services Offered: Contest consultant, research and management (i.e., judging, planning, research, statistics, etc., on contests).

Walter Mann & Staff

350 Madison Ave., New York, N. Y.
MUrray Hill 2-3479

President.....Walter Mann

Services Offered: Research, surveys, and counsel for scientific advertising and sales strategy for advertisers, agencies, publishers and radio stations; editorial and circulation counsel.

Market Data Service

211 State Street, Bridgeport, Conn.
Phone, 5-6983

PresidentW. G. Davis

Vice-President.....W. P. Noble

Secretary-Treasurer.....Walter P. Burn

Branch Offices

7 West 44th St., New York, N. Y.
Bell Bldg., Chicago, Ill.

Services Offered: Merchandising, marketing research and surveys.

Market Research Corp. of America

444 Madison Ave., New York, N. Y.
Phone PLaza 3-8920

President.....Percival White

Vice-President.....Pauline Arnold

National Radio Auditors

350 Madison Ave., New York, N. Y.
Phone, MUrray Hill 2-3479

Manager.....William H. Appleby

Services Offered: A cooperative organization for the verification of circulation of broadcasting stations in the United States and Canada.

National Radio Records

347 Madison Ave., New York, N. Y.
Phone MUrray Hill 4-4351

President.....N. Charles Rorabaugh

Services Offered: Radio advertising statistics via monthly publications.

A. C. Nielsen Company

2101 Howard Street, Chicago, Ill.
Phone, Hollycourt 6100

President.....A. C. Nielsen

Executive Vice-President in Charge of
Nielsen Radio Index.....H. L. Rusch
Executive Vice-President.....F. K. Leisch
Branch Office
500 Fifth Ave., New York, N. Y.
Phone, PENnsylvania 6-7126
Vice-President In Charge of N. Y.
OfficeJ. O. Peckham

Parb Research Services

1526 - 48th Ave., San Francisco, Calif.
Phone OVERland 2935

LibrarianAlice Thompson
Assistant Librarian.....James Wellman
Field Supervisor.....Charles MacDonald
Services Offered: Radio and theatrical
research of all types. Services offered in
fourteen key city offices.

R. L. Polk & Co., Inc.

354 Fourth Ave., New York, N. Y.
Phone CAledonia 5-8500

President.....R. L. Polk
Vice-President.....E. J. Loranger
Secretary-Treasurer.....F. R. Mixer

Psychological Corp.

522 Fifth Ave., New York, N. Y.
Phone MUrray Hill 2-2145

Managing Director.....Paul S. Achilles
Director of Research.....Dr. Henry C. Link
Branch Office
310 S. Michigan Ave., Chicago, Ill.
Phone Wabash 3880

Director.....A. W. Kornhauser
Executive Secretary.....R. N. McMurry
Services Offered: Market research.

Radio Coverage Reports

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

DirectorEdgar Felix
Services Offered: Consultants to advertis-
ing agencies, networks and stations on radio
coverage and service; nationwide file of
field intensity measurements.

Radio Reports, Inc.

220 East 42nd St., New York, N. Y.
Phone MUrray Hill 2-3564

President-Treasurer.....Edward F. Loomis
Services Offered: Provides subscribers with
digests and texts of radio news and comment.

Elmo Roper

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

Executives.....Elmo Roper, Arthur B.
Chivvis, Carolyn W. Crusius, Robert W.

Pratt, Robert Williams.

Services Offered: Marketing research, dis-
tribution consultant, trade and consumer
studies.

Ross Federal Research Corp.

18 East 48th St., New York, N. Y.
Phone, PLaza 3-6500

Chairman of Board-President-
Treasurer.....Harry A. Ross
Vice-President-General Manager
Densmore A. Ross
Vice-President-General Sales Manager
Clifford B. Ross
Vice-President.....Richard Ross
Executive Assistant to President...E. J. Wall
Secretary.....Frank X. Miske
Director of Advertising and Publicity
Thomas B. Ellsworth

Branch Offices

59 E. Van Buren St., Chicago, Ill.
2210 Park Ave., Detroit, Mich.
817 Hanna Bldg., Cleveland, Ohio
1225 Grant Bldg., Pittsburgh, Pa.
130 West 42nd St., New York, N. Y.
606 West Wisconsin Ave., Milwaukee, Wis.
1553 Carew Tower, Cincinnati, Ohio
317 Chamber of Commerce Bldg., Indianap-
olis, Ind.
817-18 Metropolitan Bldg., Boston, Mass.
17 Court St., Buffalo, N. Y.
Market St. National Bank Bldg., Philadel-
phia, Pa.
1028 Connecticut Ave., Washington, D. C.
1807 Grand Ave., Kansas City, Mo.
3615 Olive St., St. Louis, Mo.
3723 Wilshire Blvd., Los Angeles, Calif.
935 Market St., San Francisco, Calif.
1904 Third Ave., Seattle, Wash.
1700 Commerce St., Dallas, Texas
635 Eighteenth St., Denver, Colo.
175 S. Main St., Salt Lake City, Utah
Rand Tower, Minneapolis, Minn.
507 Tenth St., Des Moines, Ia.
928-29 Sterick Bldg., Memphis, Tenn.
112 S. Tyron St., Charlotte, N. C.
206-207 Bona Allen Bldg., Atlanta, Ga.
90 State St., Albany, N. Y.
312 Pan American Bldg., New Orleans, La.
412 Wright Bldg., Oklahoma City, Okla.
306 S. Fifteenth St., Omaha, Nebr.
602 Porter Bldg., Portland, Ore.
Street Bldg., New Haven, Conn.

Elsie M. Rushmore

551 Fifth Ave., New York, N. Y.
Phone MUrray Hill 2-3053

Services Offered: Surveys for market defi-
nition; management and analysis of contests.

Daniel Starch

420 Lexington Ave., New York, N. Y.
MOhawk 4-6624

President..... Daniel Starch
In Charge of Sales.....Charles A. Wolcott
In Charge of Production...T. Mills Shepard

FEDERAL TRADE COMMISSION

*Activities of the Federal Trade Commission with
Respect to Radio Advertising Matter*

THE Federal Trade Commission began the review of advertising copy broadcast over the radio in 1934, applying standards similar to those employed in the review of published advertising copy. False and misleading advertising matter as published in newspapers, magazines, almanacs and mail order catalogs and circulars, and as broadcast over the radio, is continually surveyed and scrutinized by the Radio and Periodical Division of the Commission. By 1929 it had become apparent that such misrepresentation in the periodical field was of sufficient volume to necessitate specialized attention, and from 1929 until October, 1938, the Commission, through its Special Board of Investigation, reviewed the advertising columns of newspapers and magazines, and, since 1934, commercial advertising continuities broadcast by radio.

On October 18, 1938, anticipating the added duties devolving upon it by reason of new legislation (amendments to the Federal Trade Commission Act as contained in the Wheeler-Lea Act of March 21, 1938), the Commission abolished the Special Board of Investigation and created the Radio and Periodical Division, with a director in charge, transferring to it all of the former functions and duties of the Special Board and its personnel, which now consists of approximately 56 lawyers and clerks. There is also an assistant director.

Review of Radio Continuity

The Commission, in its Annual Report for the fiscal year 1938-39, reports that under its systematic review of advertising copy broadcast over the radio it issues calls to individual radio stations, generally at the rate of four times yearly for each station. However, the frequency of calls to individual broadcasters is varied from time to time, dependent principally upon: transmittal power; the service radius or area of specific stations; and the advertising record of certain types of stations, as disclosed in analyses of previous advertising reviews.

National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more affiliated or member stations.

Producers of electrical transcription recordings submit monthly returns of typed copies of the commercial portions of all recordings produced by them for radio broadcasts. This material is supplemented by periodical reports from individual stations listing the programs

of recorded commercial transcriptions and other essential data.

The combined radio material received furnishes specific information on the character of current broadcast advertising and it is proving of great value in the efforts to prevent false and misleading representations.

During the fiscal year ended June 30, 1939, the Commission received 626,293 copies of commercial radio broadcast continuities, amounting to 1,384,448 pages of typewritten script. These comprised 860,908 pages of individual station script and 523,540 pages of network script.

Study of Commercials

The Commission staff read and marked 643,796 commercial radio broadcast continuities, amounting to 1,384,353 pages of typewritten script. These comprised 492,540 pages of network script and 891,813 pages of individual station script. An average of 4,539 pages of radio script were read each working day. From this material, 29,143 commercial broadcasts were marked for further study as containing representations that might be false or misleading. The 29,143 questioned commercial continuities provided current specimens for check with existing advertising cases as to their compliance with actions, stipulations, and orders of the Commission.

Many requests have been received from radio stations, advertisers and advertising agencies for advice and information concerning certain advertisers and their products. The Commission cannot give the information requested in many cases either because the matters may be under investigation or it is not fully advised

of all the facts and cannot render opinions therein; and, in any case, it is not the Commission's policy to pass on the merits of products advertised. It treats as confidential all proceedings prior to acceptance of a stipulation, or the issuance of a complaint. After a stipulation has been accepted or approved, or a complaint issued, the facts concerning such proceedings are for the public record and are available to anyone who may request them.

Cooperation of Radio and Publishing Industries

In general, the Commission has received the helpful cooperation of nationwide and regional networks, and transcription producers, in addition to that of some 616 active commercial radio stations, 457 newspaper publishers, and 533 publishers of magazines and farm journals, and has observed an interested desire on the part of such broadcasters and publishers to aid in the elimination of false, misleading and deceptive advertising.

Analysis of Questioned Advertising

Advertising matter appearing in publications and broadcast by radio which was questioned by the Commission during the fiscal year, pertained to the following classifications of commodities in the proportions indicated:

COMMODITIES NAMED IN ADVERTISEMENTS MARKED FOR INVESTIGATION		
<i>Name of Commodity</i>		<i>Per Cent</i>
Drugs, including preparations recommended for the treatment of: Respiratory, sinus (asthma, headaches, colds, hay fever), blood, rheumatic, nerve system, ulcer, stomach and intestinal disorders, skin diseases (eczema, athlete's foot, etc.), women's ailments, constipation, poultry and livestock diseases, excess weight, cancer, tuberculosis, epilepsy, gland diseases		42.4
Cosmetics and toilettries		10.4
Food products (including beverages) ..		7.8
Health devices, instruments, apparatus and contrivances		2.1
Commodity sales-promotion plans, with agency and employment offers, and specialty and novelty goods		6.8
Automobile, radio, refrigerator, and other equipment lines		5.3
Correspondence courses		3.3
Other merchandise and industrial products, including apparel, tobacco products, pet breeding, poultry raising, gasoline and lubricants, specialty building materials, etc.		21.9
Total		100.0

Drug preparations, cosmetics, health devices and contrivances and food products accounted for 62.7 per cent of the advertised articles given legal review during the fiscal year.

In the item of drug preparations listed above, which comprised 42.4 per cent

of the advertised products, a substantial proportion of the related advertising contained flagrant misrepresentations or representations which disclosed possible injurious results to the public and for that reason were given preferred attention.

Number of Cases Handled

During the fiscal year ended June 30, 1939, the Commission, through its Radio and Periodical Division, sent questionnaires to advertisers in 679 cases and to advertising agencies in 44 cases, negotiated 230 stipulations accepted and approved by the Commission for discontinuance of misleading representations, and settled or closed by its various methods of procedure 394 such cases.

In 26 cases the issuance of complaint was recommended, 18 for failure to stipulate and 8 without giving the advertiser an opportunity to stipulate because of gross deception or danger to the public involved in the practice. In 15 cases previously settled by stipulation, complaints were recommended for violation of the terms of those stipulations.

Cases Closed

In 135 cases the division recommended filing the assembled data and closing the cases without prejudice to the right of the Commission to reopen them at any time the facts warranted. Four cases were closed because the Post Office Department had issued fraud orders against the advertisers and 11 because the Post Office Department had accepted affidavits of discontinuance of business from the parties concerned. Others were closed because, prior to the Commission's contact, the advertisers had discontinued advertising or selling without intent to resume, and others because the advertisers were able to justify their claims.

On April 26, 1938, the Commission directed that all vendor-advertisers who signed stipulations should report within 60 days the manner and form of their compliance therewith, as had theretofore been required of respondents against whom cease and desist orders had issued. During the current fiscal year 236 such compliance reports were received and filed by the Commission in cases originating in the Radio and Periodical Division. Fifty-four of these compliance reports related to stipulations approved during the preceding fiscal year.

Following preliminary examination of the advertising matter concerning 29 products, reports were submitted to the Commission recommending investigations to determine whether injunctive or criminal procedure was warranted.

A "Measuring Stick" For --- Radio Circulation

By

B. E. JOLLEY

Production Manager, Ross Federal Research Corporation

SELLING anything successfully—whether it be marbles or radio time—depends very largely on being able to convince the purchaser that in buying your marbles, or radio time on your station, he is getting the most for his money. In the case of marbles the product can do much of its own tangible and visible convincing. A marble, or anything else you can take in your hand and evaluate on the spot, can be seen, felt and judged. Radio time, on the other hand, is likely to be regarded as an intangible. Your radio time salesman cannot place in the customer's hand his own time units and his competitor's—to be rated accurately on the spot. Instead, he must present his arguments, good or bad, and let his selling hinge upon how well he persuades.

We say "Radio time is likely to be regarded as an intangible." It would very definitely be an intangible if it were not that a precise and accurate method has been devised to make the demonstrating of values in radio time a simple and direct matter. Through properly executed radio coincidental studies the radio time salesman literally can place his own and competitive facts in the customer's hand, and the radio advertiser can buy with the blindfold removed.

In talking about the effective uses of radio coincidental studies, as they enable the radio station to lay real facts on the advertiser's desk, the most apt comparison which comes to mind is that of the newspaper. The aptness of this comparison springs from the fact that the newspaper, in soliciting advertising for its columns, must present certain facts to the potential advertiser.

Comparison with Newspapers

Thus, if you can buy a page in the Gazette for \$1,000, and through the Gazette you reach 5,000 potential customers' homes, it has cost you twenty cents (for space) to send your message to each home. Your page in the Blade may cost only \$500, but if the Blade goes to only 1,000 homes in your market, then the cost of fifty cents per home is two and one-half times the cost for the Gazette. Other things, such as quality of circulation being equal, the Gazette is the best "buy."

How does this apply to the radio station, which sends its message into the air, uncontrolled and unchecked once the radio impulses have been flung out from the transmitting tower? It applies di-

rectly. For as the newspaper can prove its circulation, so can the radio station prove—through the scientifically gathered figures of the radio coincidental surveys—how many radios are tuned in to each station. It can show, hour by hour throughout the week, precisely how any radio station rates with competing stations.

To illustrate this fact, let us consider a hypothetical study (hypothetical, but still typical of actual studies now in the files of the Ross Federal Research Corporation). This study, for example, was made in a market locally served by five commercial broadcasting stations. In this market, almost 87.4 of the families own radio sets and make up the potential audience.

Establish Popularity

The first step was to establish the relative popularity of these five stations. This was done by means of a continuous check made during the course of seven days of fourteen and one-half broadcasting hours each. Over the course of this entire week, out of each 1,000 radio sets in operation, stations are selected by listeners in the following proportions

Station A	39.0
“ B	36.0
“ C	12.0
“ D	3.7
“ E	4.4
Others and don't know	4.9

100.0

These figures are fundamental as far as telling how the stations rate in over-all popularity is concerned. But this knowl-

edge alone can tell us very little to answer the advertiser's key question: "Which station gives me the most for my money at my time on the air?"

Before we can get at the answer to this question we must first find out at least two more vital facts. By applying the rate costs of each station against the listening audience of that station we must find out what fraction of a dollar it costs to reach each listener. And—which is of the most vital and direct concern to the advertiser, we must find out how the listening audience of each station varies hour by hour and day by day. Your radio advertiser is buying a set and definite time. Only by applying the rate charges of each station against the listening audience for that definite time can he arrive at comparable figures showing the effective coverage for each dollar he invested.

The "Best Buy"

Let us assume for the moment that the actual or potential advertiser's budget is fairly limited and see how he might go about evaluating a certain definite time period. All five stations are free from 12 noon to one PM on Sunday, and the problem is to choose between them. In the following table we list sample base rates* for each station, its audience (number of listening homes) for that hour on Sunday, and the figure derived from applying these two factors—which is the vital one, the "audience per dollar."

Station	Base Rate	Audience	Audience per dollar
A	\$140	9068	65
B	125	10407	83
C	35	6493	185
D	30	6941	231
E	45	5114	114

Station D is undoubtedly the best buy; for in spite of its relatively limited audience, each dollar invested gives a yield well in excess of that achieved by any of the other stations. If, on the other hand, our advertiser feels that coverage is most important and cost secondary, Station B would offer the best buy, simply because its total audience is the greatest but cost not the highest.

Naturally, however, the situation pictured above will not always hold true. High priced stations must justify their higher gross rates by demonstrating mass coverage and its resultant low net cost.

*Admittedly these sample rates are comparatively more "national" in character than "local" and thus generally contemplate coverage over a wider area than can be supplied by the weaker stations with lower rates. As this wider coverage may be of vital importance to a national advertiser, it can and should be measured and weighed. But, on the other hand, the local advertiser can evaluate any time period by simply applying the actual local rates as has been done above with the sample rates.

The following table shows the situation for a weekday morning between 8 and 9 o'clock.

Station	Base Rate	Audience	Audience per dollar
A	\$76	16,605	218
B	53.34	7,559	142
C	32	2,726	85
D	30	1,208	40
E	38.60	1,146	30

Here station A justifies its greater cost by offering the advertiser a greater return for his money in this particular period.

In like manner, each of the other stations has certain definite times when it offers a better buy than any of the other stations. This explains what was said earlier—that popularity figures covering an entire week do not answer the advertiser's question as to where he will get the most for his money at his particular time on the air. Similarly, reversing the process, we see how the potential advertiser can be guided in selecting his time.

Helps Answer Questions

Study of other figures revealed by the complete radio coincidental can answer other highly significant questions. For example, it might well be that a certain station raises its base rate for the period between 5 and 6 P.M. as against what it was an hour earlier. Can the advertiser persuade himself to take the later hour and pay the added price? He can, if the "audience per dollar" figure, which he can readily obtain, satisfies him that he is getting enough added value for his money.

Having selected his time, the advertiser must select his program. This is a far more difficult matter to determine unless the choice lies between programs already established and on the air. But here again the coincidental can be of great assistance. Tests such as we have described can be of great value to stations which have developed sustaining programs suitable for sponsoring. Audience figures taken at the time these programs are running can be evaluated and analysed. It is by no means out of the question that these results alone could impel the advertiser to buy the program—and become a new advertiser for the station.

We have touched on only a few of the problems which confront radio stations and radio advertisers. Every advertiser and every station has his individual variations of these problems, and his successful operation depends to a large extent on how well he solves them. The advertiser is insisting more and more that he know what his dollar is buying, and the radio station must be prepared to take the guesswork out of radio advertising.

Radio's Increasing Costs

In Developing Programs

By

MARK WOODS

NBC Vice President and Treasurer

RADIO'S increasing popularity is accompanied by greater efforts on the part of broadcasters to furnish even better program service. An inevitable result of such effort is increased cost—in developing sustaining programs, special events, in higher wages paid to unionized actors and musicians—in a word, costs mount all along the line. The cost of maintaining broadcasting service has increased in proportion as the industry has grown and now constitutes one of radio's major problems.

A very large portion of the time on the major networks is devoted to sustaining programs, including entertainment, education, news and special events and broadcasts for the international short-wave audience. Increasing attention and recognition paid to radio's educational, musical and other types of sustaining productions is evidence that the public appreciates these services and that they are necessary in developing a balanced program structure. The costs, however, must be borne by broadcasters and it is possible that these costs will continue to increase.

Increased Staffs

It has been necessary to employ constantly increasing staffs, each specially trained to produce and broadcast these programs. Talent and orchestra costs have increased due to the unionization of artists and the increasing demands of the musicians. Dramatic talent receives at least minimum scales set by the American Federation of Radio Artists, while musicians receive scales set by the American Federation of Musicians, both AFL unions. The networks must employ large orchestras on a permanent basis, the cost of which is increasing. The networks are required to pay license fees for music and other performing rights which are also constantly increasing.

Growth of Newscasts

The National Broadcasting Company's news broadcasts have grown from strictly local or national events to those international in scope. This was well illustrated

during the past year by the many broadcasts on European events both from the United States and abroad. The National Broadcasting Company maintains three foreign offices with trained staffs. It has been necessary to increase these staffs to cover the present European situation. Internationally known authorities and commentators were engaged and additional radio facilities had to be provided, the cost of which amounted to many thousands of dollars. Unsettled conditions in Europe and throughout the world necessitate expenditures to insure trained staffs being in a position to cover unexpected events at any time of the year.

Frequently commercial broadcasts are cancelled in order to broadcast some special event, which results in the company losing commercial revenue, as well as having to absorb the expense of the broadcast. Many news and special events broadcasts are unpredictable and therefore the expense cannot be foretold.

International Broadcasts

International short-wave broadcasts, designed especially for European, South and Central American audiences, also involve considerable expense to the networks and provide small possibility for return.

The problem, therefore, is many fold: The advertiser must obtain public acceptance to his program in order that he continue to support broadcasting. The public must be given a variety of fine programs, current news, special events in order to attract it and, last but not least, the budget must be balanced in order to secure a fair return for the stockholder.

The Crossley-CAB Method Of Radio Research

By A. W. LEHMAN, Manager
Cooperative Analysis of Broadcasting

THE Cooperative Analysis of Broadcasting (CAB) is a mutual non-profit organization operated by a Governing Committee of five which maintains permanent headquarters in New York City. Three of the Committee are appointed by the President of the Association of National Advertisers and two by the President of the American Association of Advertising Agencies. All policies, business as well as research, are set by this committee; thus the work benefits from the direction of an active group of individuals who give their services. Crossley, Incorporated is employed to do the field work.

The groundwork for the CAB was laid by the radio committee of the Association of National Advertisers in January, 1929 and the field work was started in March, 1930. Today the CAB is serving parties interested in national radio programs, including the leading advertisers, agencies and networks.

Several Types of Reports

It issues semi-monthly reports showing the relative popularity of sponsored network programs and their trends; an annual report on listening habits and one on rural program preferences and listening habits. Separate comprehensive reports each year cover program data for the Standard and Daylight Saving Time periods.

In addition to the regular reporting service, the CAB supplies its subscribers with special analyses of all types, such as ratings of transcribed programs, how set owners shift from one program to another, competition studies, sustaining programs, local programs, political speeches, sports events, and others.

The work is carried on in thirty-three major network cities by a staff of fifty-two trained investigators working simultaneously 168 days of the year. They complete 510,000 interviews based on more than 800,000 telephone calls per year. The calls are distributed geographically in rough accordance with the distribution of radio homes and are distributed by income groups in accordance with set ownership among the groups. Thus the criticism leveled at most telephone surveys, that they reach only the higher

income levels, has been eliminated, we believe, by the CAB.

Interviews At Four Times of Day

From radio set owners information is obtained as to how long their sets were in use, at what particular times, to what programs and to what stations. The interviews are made four times a day: at noon, covering the morning period; at five P.M., covering from noon until that time; at eight P.M., covering the period 5:00 to 8:00 P.M.; and on the following morning, covering programs broadcast between eight and twelve at night.

Each program rating is an average of the identifications or mentions obtained in those cities where the investigations were made and which are also reached by the program network. If, out of each hundred set-owners who are called in an area covered by a given program, twenty report that they heard it, then the rating which appears in the report is 20.0. *The number of stations carrying a program does not affect the size of the rating.*

Governing Committee

As a result of more than ten years of practice, experimentation and revision, the method which is now in use could perhaps be best defined as "the triple check identification method."

The Governing Committee consists of D. P. Smelser, Procter & Gamble Company, Chairman; George Gallup, Young & Rubicam, Inc., Treasurer; C. H. Lang, General Electric Company; A. Wells Wilbor, General Mills, Inc.; and L. D. H. Weld, McCann-Erickson, Inc.

ADVERTISING ADVANCES IN 1939

By

JOHN BENSON

President, American Association of Advertising Agencies

THE YEAR 1939 contributed considerably to the further development of scientific method in evaluating advertising and advertising technique, and also of circulation of media. This took the course of a joint effort in research, involving advertiser, agency and medium, a trend which has been growing during recent years. It is a constructive trend; enables the studies undertaken to draw upon a wider experience, on the one hand, and to enjoy the greater acceptance which comes from associated effort in appraising values.

The Advertising Research Foundation, sponsored jointly by the Association of National Advertisers and the American Association of Advertising Agencies, is a notable example of this advance. It was established to further scientific method in advertising and marketing, and to sponsor studies of an impartial and scientific character in these fields.

Last year it produced and published a study of copy-testing methods, drawn from the experience of experts in both the advertiser and agency fields; an analysis of what these methods are, what validity they have, where applicable, what pitfalls to avoid. It also sponsored a study of Merchandise Testing made by the Harvard Business School which is the most exhaustive of its kind—is in fact a mine of information on this much discussed question, indicating both its possibilities and limitations.

The most recent study undertaken is that of readership of newspapers, both in regard to editorial and news items and also advertising. This is meeting a long-felt want on the part of advertisers and agencies who feel that mere circulation figures, indispensable as they are, do not give adequate information about the real influence of a publication in terms of actual readership. Advertisements must be read to be influential, and editorial items must be seen. Similar studies are projected for magazines.

Another instance of cooperative study of media values is the Joint Committee on Radio Research, which after three years of work on finding yardsticks for measuring radio station coverage in terms of habitual audience, listening areas and listening habits and on estimating the number of receiving sets in this country by counties, has been dormant during the past year awaiting reorganization and new financing.

Consumer Movement

One of the major happenings to advertising during the year 1939 was an immense expansion of the so-called consumer movement, which now penetrates into every up-to-date community in this country and extends from Coast to Coast. It is raising some basic questions about advertising, its benefits to the consumer, its truthfulness and informative value, and its cost. There may be some tinge of radicalism in this movement, but it is minor; the great bulk of organized women and educators who discuss advertising are not hostile to it or to business whose spokesman it is; they want to know more about it, get the facts, and these are now being ascertained and will be given to them without bias or special pleading.

The A.A.A.A. in conjunction with leading media has established a "Committee on Consumer Relations in Advertising," whose business it is to get and clarify the facts about advertising and make them available to consumer leaders and educators. It will seek to cooperate with them in making advertising ever more useful to consumers and more reliable.

The F.T.C. has done a constructive job in administering the Wheeler-Lea law. It is cleaning up abuses in advertising in a way which would not have been possible without legislation. There has been some complaint about the field examiners seeming a bit misinformed and sometimes arbitrary in pressing for stipulations by agencies and advertisers, but this is perhaps a temporary condition which time and experience will correct. On the whole, the Wheeler-Lea law is a masterpiece of legislation in behalf of advertising as well as of consumers.

1939 was a constructive year for advertising, although it did not recover more than four or five per cent of the 13 per cent loss in volume since 1937. It promises to do better in 1940.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

HEADQUARTERS

420 LEXINGTON AVENUE, NEW YORK

Telephone—MOhawk 4-7982

OFFICERS

JOHN BENSON
President

FREDERIC R. GAMBLE
Executive Secretary

L. W. MacKENZIE
Director of Service

COMMITTEE ON RADIO BROADCASTING

Chairman: L. T. BUSH

Compton Advertising, Inc.
630 Fifth Avenue, New York

Vice-Chairman: A. K. SPENCER
J. Walter Thompson Company
420 Lexington Ave., New York

R. W. METZGER
Ruthrauff & Ryan, Inc.
360 N. Michigan Ave., Chicago

JOHN U. REBER
J. Walter Thompson Company
420 Lexington Ave., New York

MAC WILKINS
Mac Wilkins & Cole, Inc.
Corbett Bldg., Portland, Ore.

Added Members:

C. LAWTON CAMPBELL
Ruthrauff & Ryan, Inc.
405 Lexington Ave., New York

CHARLES F. GANNON
Arthur Kudner Inc.
630 Fifth Ave., New York

CHESTER J. LaROCHE
Young & Rubicam, Inc.
285 Madison Ave., New York

EDWARD LASKER
Lord & Thomas
247 Park Ave., New York

ARTHUR PRYOR, JR.
Batten, Barton, Durstine & Osborn, Inc.
383 Madison Ave., New York

STANDARDS OF PRACTICE

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Revised Statement Adopted At the Twentieth Annual Meeting

White Sulphur Springs, West Virginia

April 29, 1937

We hold that advertising agencies have an obligation not only to their clients but to the media they employ, to the public, and to each other.

This obligation arises from mutuality of interest. The principles which govern the discharge of this obligation are various in application; some are rooted in a standard of honor which we all acknowledge, and others are based on the requirements of good business.

What is unfair in agency practice is explicitly stated in this, our Standards of Practice.

Advertising is a business, and it must therefore operate within the framework of competition. It is not the intention to limit the vigor of competition. Rather, we hold that it is necessary for the health of advertising.

Certain competitive methods are condemned in this code. They are condemned not because they are competitive, but because, if universally used, they would tend to destroy the business of advertising.

(Continued on Page 202)

STANDARD CONDITIONS

GOVERNING CONTRACTS AND ORDERS FOR SPOT BROADCASTING

Adopted 1933 by
National Association of Broadcasters
In cooperation with
American Association of Advertising Agencies

1. PAYMENT

[a]. The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this order unless expressly otherwise agreed in writing.

[b]. The agency personally agrees to pay for broadcasting covered by this order, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this order; or, when cash discount is deducted but payment date not specified on the station's rate card, on the fifteenth of the month following.

[c]. In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

[d]. Station's invoices for broadcasting covered by this order shall be in accordance with the station's log and shall so state on each such invoice.

[e]. Invoices should be rendered not less often than monthly.

[f]. The station reserves the right to cancel the order at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit the station shall have the right to change the requirements as to terms of payment for further broadcasting under this order as it may see fit.

2. TERMINATION

[a]. This agreement may be terminated by either party by giving the other two weeks' notice, unless otherwise stipulated on the face of this order. If the agency terminates the agreement it will pay the station according to the station's published rates for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreement; either, the agency and the station will agree on a satisfactory substitute day or time at the rates in effect at the time this agreement was made, or, the agency will pay the station according to the rates specified herein, for all services previously rendered by the station; that is, the agency shall have the benefit of the same time discounts which the agency would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

3. INABILITY TO BROADCAST

[a]. Should the station, due to public emergency or necessity, legal restriction, Act of God, or at the direction of Federal, State or Municipal authorities or for any other reason beyond the control of the station, be unable to broadcast one of the agency's programs at the time specified, the station shall not be liable to the agency for damages but will communicate with the agency as far in advance as possible. The agency will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled, without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as

to the reason for cancellation or postponement, and as to any substitute time agreed upon.

[b]. If interruptions occur during the entertainment portion of the broadcast, credit shall be given by the station at the pro rata rate for such interruptions of one minute or more duration. If interruptions occur during the commercial announcement portion of the broadcast, credit shall be given by the station in the same proportion to the total station time charge which the omitted commercial announcement portion bears to the total commercial announcement in the program. If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an Act of God, public emergency or legal restriction.

4. SUBSTITUTION OF SUSTAINING PROGRAM OF PUBLIC IMPORTANCE

[a]. The station shall have the right to cancel any broadcast covered by this order and substitute a sustaining program of such outstanding public importance that failure to broadcast same would work injury alike to the station and the advertiser. In such case, the station will notify the agency as far in advance as possible, and the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon. In the event of such replacement, when the station notifies the agency less than two weeks in advance of broadcast, the station shall reimburse the agency any non-cancellable cost of live talent.

5. RATES

[a]. It is agreed that the rate named in this order is the lowest rate made by the station for like services and that if at any time during the life of this order the station makes a lower rate for the same services, this order shall be completed at such lower rate from that date.

[b]. All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

[c]. If this order is continued without interruption beyond the time specified the additional broadcasts shall be considered part of this order and the same rate shall apply until any lower rate prevailing at the time this agreement is made shall have been earned; and then this lower rate shall apply to the whole order. It is agreed, however, that this provision shall not cover a service rendered by the station later than one year from the date of the first broadcast, unless specifically agreed.

6. PROGRAMS

[a]. The order for station time includes the services of the technical staff and of a regular staff announcer. Other talent and services are covered by the program charge in this order which is subject to change by the agency with the consent of the station.

[b]. Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program

unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit.

[c]. Except as otherwise hereinafter expressly provided the agency will save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the programs herein provided for in the form furnished or approved by the agency. Such indemnity shall not apply to the musical compositions performed in non-dramatic form, the unrestricted right to perform which is licensed by ASCAP, provided the agency shall have at least one week prior to each broadcast submitted to the station in writing in duplicate a correct list of the titles of names of composers and copyright owners appearing on the published or unpublished copies of the musical compositions to be used on the said programs. The station agrees, however, to save the agency harmless against all liability where the programs are pre-

pared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished or approved by the agency.

[d]. Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

7. GENERAL

[a]. This order is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

[b]. The rights under this order shall not be transferable to another advertiser than the one specified in this order unless the consent of the station has been obtained.

[c]. In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

[d]. The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

[e]. The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

Copyright, 1933, A.A.A.A.

(A. A. A. A. Standards of Practice—Continued from Page 200)

PROFESSIONAL PRACTICE ADVERTISING COPY

It is unsound and unprofessional for the advertising agency to prepare or handle any advertising of an untruthful or indecent character, as exemplified by the following copy practices disapproved in a code jointly adopted by the American Association of Advertising Agencies and the Association of National Advertisers:

1. False statements or misleading exaggerations.
2. Indirect misrepresentation of a product, or service, through distortion of details, or of their true perspective, either editorially or pictorially.
3. Statements or suggestions offensive to public decency.
4. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.
5. Price claims that are misleading.
6. Pseudoscientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or practical application of a statement made by professional or scientific authority.
7. Testimonials which do not reflect the real choice of a competent witness.

COMPENSATION REBATING

The advertising agency should retain the full amount of compensation granted by media owners without direct or indirect rebating.

It shall be considered as rebating to supply materials for advertising on any basis that can be considered as direct, indirect or secret rebating. It shall also be considered as rebating to place men in the service of the advertiser at the agency's expense, or to assume all or part of the salary of any employee of the advertiser, or to pay any fee or compensation to any one connected directly or indirectly with the advertiser, for obtaining or holding an account. It shall also be considered as rebating to agree to allow cash discounts not earned.

EXTRA COMPENSATION

The advertising agency should not take from any third party a profit, discount or commission other than the regular agency compensation allowed by media owners, unless disclosed to the client.

COMPETITION SPECULATIVE MATERIALS

In view of its obligation to provide adequate service to clients, as well as the sound business principle of making a reasonable profit on its effort, the advertising agency should refrain from practices that dissipate its income in any unsound or uneconomic solicitation for new business.

It is recognized as unsound, uneconomic and unprofessional to submit speculative material in competitive solicitation.

OFFERING CREDIT EXTENSION

It is unsound and uneconomic to offer extension of credit or banking service as an inducement in solicitation.

UNFAIR TACTICS

The advertising agency should compete on merit and not by depreciating a competitor or his work directly or inferentially, or by circulating harmful rumors about him, or by making unwarranted claims of scientific skill in judging or prejudging advertising copy, or by seeking to obtain an account by hiring a key employee away from the agency in charge.

* * *

These Standards of Practice of the American Association of Advertising Agencies are based on the belief that sound practice is good business . . . that confidence and respect are indispensable to success in a business embracing the many intangibles of agency service and involving relationships so dependent upon good faith.

They express ideals which are based on a broad experience of what has been found to be the best advertising practice. They are feasible and practical . . . involving no restrictions which advertising agencies should not voluntarily adopt.

★ FOREIGN ★ LANGUAGE MARKET

Statistics Supplied by
FOREIGN LANGUAGE DEPARTMENT

of Forjoe & Company

THE year 1940 ushers in a drive in foreign language radio advertising in the United States. National advertisers such as: Procter & Gamble, Pillsbury Flour, Carnation Milk, Rem and Rel, Planter's Products and Alka-Seltzer, Gold Medal Coffee, Iowa Soap Company, R. J. Reynolds Company, Vick Chemical Company, P. J. Lorillard Co., Ex-Lax, Ronzoni Macaroni, La Rosa Macaroni, Gambarelli & Davitto represented by leading national advertising agencies such as: Compton Advertising, Pedlar & Ryan, William Esty, Morse International, Joseph Katz, Blackett-Sample & Hummert, H. W. Kastor & Sons, De Biasi Agency, Lennen & Mitchell, Erwin, Wasey & Company, Commercial Radio and many others have already set aside appropriations covering national campaigns in the foreign language market within the market.

These national campaigns cover the leading metropolitan markets of this country because the United States foreign-language groups are located in these markets. Seventy-six per cent of the foreign language market or 29,339,373 people reside and do business in the United States-Urban Metropolitan Foreign Language Markets.

The potential buying power of the foreign language market within the market arises from a six million United States Urban-Foreign Families. These families can spend 1½ billion dollars for foods, drugs, soaps, household articles and all the other products turned out by United States manufacturers.

Sixty-five per cent of the United States-Urban Foreign population falls within five dominant language groups: 1. Ger-

man, 2. Jewish, 3. Italian, 4. Polish, 5. Scandinavian.

Foreign language stations such as: WEVD, WOV, WBNX, WHOM, WVFW, WARD, WWRL, WBBC in New York, and WPEN, Philadelphia, WBRE, Wilkes-Barre, WWSW, KQV, Pittsburgh, WELI, WNBC, in Connecticut, WCOP, WMEX, Boston, WSAR, Fall River, WPRO, Providence, WJBK, WMBC, Detroit, WBNY, WEBR, Buffalo, WGES, WSBC, WEDC, WCBD, Chicago, WIND, Gary, WEMP, Milwaukee, WEW, KXOK, St. Louis, WGAR, Cleveland, KSAN, San Francisco, KRE, Berkley, KSAL, Santa Rosa, KLS, Oakland, KMTR, Hollywood and many other stations report considerable increase in activity.

1939 shows an estimated \$2,500,000 spent on foreign language radio advertising. 1940 should prove a banner year.

Foreign "Market Within The U. S. Market"

38,727,593 people in the U. S. are of foreign birth or parentage.

29,339,373 of the U. S. Foreign Population, 76%, live and do business in the key Urban-Metropolitan areas.

There are 6,834,843 U. S. Foreign families.

There are 6,219,707 U. S. Urban-Foreign Radio Families.

78.1% of the Foreign Born White are in the Buying Ages of 25 to 65 years.

65% of the U. S. Urban-Foreign Population is in 5 language groups—German, Jewish, Italian, Polish and Scandinavian are dominant.

55% of Metropolitan populations are foreign language groups.

AYERS-PRESCOTT
INCORPORATED

ROCKEFELLER CENTER, RADIO CITY, N. Y.

CREATORS

RADIO PRODUCTIONS

ARTIST MANAGEMENT

S. KIRBY AYERS

ROBERT J. PRESCOTT

AUTHORS & ARTISTS, Inc.

NORMAN H. WHITE, JR.

RCA BUILDING

Columbus 5-1811-2-3

ADVERTISING AGENCIES

The following listing includes all agencies placing network and important spot business during 1939 as well as those handling the larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

- AAAA . . . American Association of Advertising Agencies
 ABP . . . Associated Business Papers
 ANPA . . . American Newspaper Publishers' Association
 PPA . . . Periodical Publishers' Association
 PRB . . . Pacific Recognition Bureau
 SAAA . . . Southwestern Association of Advertising Agencies
 SNPA . . . Southern Newspaper Publishers' Association

ADVERTISING, INC.

1523-29 Central National Bank Bldg.,
 Richmond, Va.
 Phone 32800 & 32809
 First Advertising Agency Group
Officers

President.....J. Lynn Miller
 Vice-President.....M. T. Miller
 Secretary-Radio Director...A. G. Smithers
Radio Accounts Placed—Southern Dairies,
 R. F. & P. Railroad, Richmond Maid Mfg.
 Co.

ADVERTISERS BROADCASTING CO.

205 E. 42nd St., New York, N. Y.
 Phone MUrray Hill 4-1360
Officers

OwnerM. Keilson
 Radio Director.....Z. H. Rubinstein

ADVERTISING-BUSINESS CO.

1213 Throckmorton St.
 Fort Worth, Texas
 Phone 3-2421
Officers

Directing Manager.....Thomas L. Yates
 Radio Production Manager...A. E. Hubbard

THE AITKIN-KYNETT COMPANY

1400 South Penn Square
 Philadelphia, Pa.
 Phone Rittenhouse 7810
 AAAA — ABC — NOAB — ABP — ANPA
 APA — PPA
Officers

Senior Partner-Radio Director..H. H. Kynett
 PartnerA. K. Aitkin
 PartnerM. E. Goldman
Radio Accounts Placed—Stephano Bros.

R. H. ALBER COMPANY

458 Chamber of Commerce Bldg.,
 Los Angeles, Calif.
 Phone Prospect 3331

President.....R. H. Alber
Radio Accounts Placed—Gospel Broadcast-
 ing Corp.

EARL ALLEN COMPANY

638-45 Insurance Bldg., Omaha, Nebr.
 Phone Harney 3241
Officers

President-TreasurerEarl Allen
 Vice-President.....Milton H. Reynolds
 Vice-PresidentRichard Cole
 Radio Director.....Robert Savage

ADVERTISING AGENCIES

ALLEN, HEATON & McDONALD, INC.

1001 Enquirer Bldg., Cincinnati, Ohio

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Vice-President.....Ralph Heaton
Vice-President.....Donald McDonald
Secretary.....Josephine L. Quigley
Treasurer.....Templeton Briggs

ANDERSON, DAVIS & PLATTE, INC.

1270 Sixth Ave., New York, N. Y.

Phone COLUMBUS 5-4868

PPA — ANPA

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Executive Vice-President.....A. F. Platte
Vice-President.....H. H. Smith
Secretary-Treasurer.....H. L. Ives
Radio Accounts Placed—Bell & Co.

AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago, Ill.

Phone Randolph 0830

ANPA — ABP — PPA — APA

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L. T. Wallace, John J. Finlay, L. O.
Wilson
Radio Time Buyer.....John H. North
Radio Production.....J. T. Ainley

Radio Accounts Placed—Campana Sales Co., Chicago Motor Club, Chicago Solvay Coke Co., E. J. Funk & Sons (Hybrid Corn), International Harvester Co., World Products Co. (Twenty Grand Razor Blades).

AUSTIN & SPECTOR CO.

32 East 57th St., New York, N. Y.

Phone ELdorado 5-1270

ANPA — PPA — APA — ABP

Officers

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Vice-President-Treasurer.....Alvin Austin
Director of Research & Media,
Horace Schwerin
Director of Clients Service.....Sidney Ruben
Radio Time Buyer.....Daniel I. Rodgers
Copy Chief.....Harry Dodsworth
Art Director.....Frank Roemer
Production Manager.....Richard Scott

Radio Accounts Placed—Beverly Hills Memorial Park, Health Aids, Inc. (Serutan), Journal of Living, King David Memorial Park, The Lone Ranger, Inc., Maryland Baking Co. and subsidiary companies, Modern Camera Exchange, Inc., Pilot Radio Corp., Purity Products, Inc., Universal Camera Corp., Weco Products Co. (Dr. West's Toothpaste).

N. W. AYER & SON, INC.

West Washington Square, Philadelphia, Pa.

Phone Lombard 0100

ANPA — PPA — ABP

Officers

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Clarence Jordan
Vice-President in Charge of Radio Plans,
C. Halstead Cottingham
Radio Time Buyers...Thomas J. McDermott,
Frank Coulter, Jr.

Branch Offices

30 Rockefeller Plaza, New York, N. Y.

Phone CIRCLE 6-0200

Vice-President.....Edward R. Dunning
Vice-President in Charge of Radio
Program Production...H. L. McClinton
6253 Hollywood Blvd., Hollywood, Calif.
Radio Production.....Ben Ward,
Bradford Browne

Statler Office Bldg., Boston, Mass.

Phone Hubbard 4970

Manager.....E. Craig Greiner
135 S. LaSalle St., Chicago, Ill.
Phone Randolph 3456

Vice-President.....Sterling E. Peacock
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2534

Vice-President.....Carl J. Eastman
Penobscot Bldg., Detroit, Mich.
Phone Randolph 3800

Vice-President.....Frank L. Scott, Jr.
80 Richmond St. West, Toronto, Canada
Phone Adelaide 6156

Vice-President.....John F. Graydon
Sun Life Bldg., Montreal, Canada
Phone Plateau 6886

Manager.....Arthur G. White

Radio Accounts Placed—American Rolling Mills Co., American Telephone & Telegraph Co., Atlantic Refining Co., Paul F. Beich Co., Bovril of America, Inc., Curtice Brothers Co., Detroit Creamery Co., W. L. Douglas Shoe Co., Ford Motor Co., J. B. Ford Co., Gordon Baking Co., Dr. Hess & Clark, Inc., Illinois Bell Telephone Co., Kirkman & Son, Inc., Philadelphia Coke Co., Dr. Price Flavoring Extract Co., U-All-No Mints, Sheffield Farms Co., Supphee-Wills-Jones Milk Co., Universal Credit Co., Webster-Eisenlohr, Inc., Hawaiian Pineapple Co., Ltd., Cliquot Club Ginger Ale, General Ice Cream Co.

BADGER & BROWNING

75 Federal St., Boston, Mass.

Phone Liberty 3364
ANPA — ABP — PPA

Officers

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Vice-Presidents..... C. P. Parcher,
J. Paul Hoag, L. C. Keyes
Treasurer F. S. Browning

Affiliated Agency

Badger & Browning & Hersey
30 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-3720
Robert W. Hersey, President

BADGER AND BROWNING & HERSEY, INC.

30 Rockefeller Plaza, New York, N. Y.

Phone Circle 7-3720
ANPA — PPA — ABP

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Chairman of Board..... J. L. Badger
Treasurer F. S. Browning
Radio Director Mrs. Marjorie de Mott

Affiliated Agency

Badger & Browning
75 Federal St., Boston, Mass.
Phone Liberty 3364
Radio Account Placed—American Chicle
Co.

BARLOW ADVERTISING AGENCY, INC.

309 Starrett-Syracuse Bldg., Syracuse, N. Y.
Phone 3-0131

APA — PPA — ABP

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Vice-President E. S. Crawford
Vice-President H. H. Goodhart
Vice-President M. S. Whitney
Secretary E. V. Cole
Production Manager..... C. A. Furstenburg
Copy Chief..... J. J. Hines
Art Director..... H. C. Millard
Radio Manager..... J. R. Coleman

Radio Accounts Placed—Dairymen's League
Co-operative Association, Inc., Procino &
Rossi.

BARNES CHASE CO.

530 Broadway, San Diego, Calif.
Phone Franklin 7771

Branch Office

1121 S. Hill St., Los Angeles, Calif.
Phone Prospect 4118

ADVERTISING AGENCIES

Officers

Partners..... Norman R. Barnes,
Henry H. Chase
Radio Accounts Placed—Milnor's, Inc.;
Westgate Sea Products Co., Brown Motor
Co., Qualitee Dairy Products Co., Southern
California Baking Co., Gazosa Beverage Co.,
Whitney & Co., Klauber-Wangenheim Co.

BARRONS ADVERTISING CO.

Kirkwood Bldg., McGee at 18th,
Kansas City, Mo.
Phone HARRISON 7730-1

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Radio Dept. Heads..... Frank H. Little,
Jas. Harper
Radio Accounts Placed—Zerbst Pharmacal
Co., Seidlitz Paint & Varnish Co., Diesel
Power Engineering School, Manor Baking
Co., Chevrolet Dealers of Kansas City, Amer-
ican Royal Live Stock Show, The Sodiphene
Co., Atlas Burner Co.

BASS-LUCKOFF, INC.

Lafayette Bldg., Detroit, Mich.
Phone Randolph 0707

Officers

President Louis Bass
Vice-President..... Louis H. Luckoff
Radio Account Placed—Detrola Corp.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

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

AAAA

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Vice-President-Director of Radio,

Arthur Pryor, Jr.

Radio Producers and Writers,
Herbert C. Sanford, William Spier, Ho-
mer Flickett, David White, Kenneth
Webb, Frank Linder, C. M. Underhill,
Kirk Alexander, John Driscoll, Kath-
erine Winn.
Radio Time Buyer..... C. E. Midgley, Jr.

ADVERTISING AGENCIES

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 9201

Vice-PresidentR. B. Barton

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

Vice-President.....Stanley P. Irwin

Grant Bldg., Pittsburgh, Pa.
Phone Grant 8060

Vice-President.....Leon D. Hansen

178 Tremont St., Boston, Mass.
Phone Hubbard 0430

Vice-President.....Francis W. Hatch

Northwestern Bank Bldg., Minneapolis, Minn.
Phone Atlantic 4575

Vice-President.....John C. Cornelius

1515 Terminal Tower, Cleveland, Ohio
Phone Prospect 3621

Vice-President.....C. L. Davis

404 Guaranty Bldg., Hollywood, Calif.
Phone Hollywood 7337

ManagerJack Smalley

Radio Accounts Placed—American Cranberry Exchange, American Stove Co., Andersen Ryan Coffee, Armstrong Cork Co., Broadway-Hollywood Department Stores, Brown & Williamson Tobacco Corp. Borden Farm Products, Charm Products, Inc., Consolidated Edison, Cooky Croc, Central Finance Corp., Curtis Publishing Co., Duluth Brewing & Malting Co., E. I. du Pont de Nemours & Co., Inc., Ethyl Gasoline Corp., Fort Pitt Brewing Co., Fruit Dispatch Co., Gamble Stores, General Baking Co., General Electric, General Mills, Griesedieck Bros. Brewing Co., Hecker Products Corp., Hoffman Beverage, Geo. A. Hormel & Co., Household Finance Corp., Koppers Coke, Marine Trust Co., Nehi Corporation, New York Telephone, Penick & Ford, Ltd., Inc., Pittsburgh Auto Dealers, Remington Rand, Inc., Royal Crown Bottling Co., Savings Banks Association of Massachusetts, F. & M. Schaefer Brewing Co., Servel, Inc., Southern New England Telephone Co., Time, Inc., Wm. Underwood Co., Waitt & Bond, Western Savings Banks, Willow Brook Dairy.

BRACE BEEMER, INC. RADIO ADVERTISING

14401 Dexter St., Detroit, Mich.
Phone TO 8-5810

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Vice-President.....B. B. O'Brecht
Secretary-Treasurer.....K. S. Carrick

BENTON AND BOWLES, INC.

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

Phone Wickersham 2-0400

AAAA — ANPA — PPA — ABP

ABC — NOAB — APA

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President.....Atherton W. Hobler

Vice-President-General Manager,
James G. Rogers, Jr.

Vice-President & Director of Radio,
Tom Revere

Branch Offices

Equitable Bldg., Hollywood, Calif.

Phone Hillside 9151

Production Head.....Don Cope

Radio Accounts Placed — General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Huskies, Post Toasties, Post's Bran Flakes); Colgate-Palmolive-Peet Co. (Palmolive Soap, Super Suds, Octagon, Palmolive Shave Cream and Palmolive Brushless, Colgate Dental Cream, Colgate Tooth Powder, Colgate Shave Cream, Cashmere Bouquet, Cue Dental Liquid, Halo Shampoo); Continental Baking Co. (Wonder Bread and Hostess Cake); Best Foods, Inc. (Nucoa); Quaker Oats Co. (Quaker Farina); Prudential Insurance Co.

BERMINGHAM, CASTLEMAN & PIERCE, INC.

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

Phone Lexington 2-7550

ANPA — PPA — NOAB — APA

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Executive Vice-President.....Stewart Wark

Vice-President.....Col. Meade Wildrick

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

Radio Director.....George C. Castleman

Radio Accounts Placed—Griffin Manufacturing Co., Inc.; Conti Products Corp., Frank H. Lee Co.

GEORGE BIJUR, INC.

9 Rockefeller Plaza, New York, N. Y.

Phone Circle 6-6330

ANPA

Officers

Radio Director.....George Bijur

Radio Accounts Placed—Mutual Broadcasting System, Radio Station WOR.

THE BIOW CO., INC.

9 Rockefeller Plaza, New York, N. Y.

Phone Circle 6-9300
ANPA — PPA — ABP

Officers

President and Treasurer.....Milton H. Biow
SecretaryAnna Hauptman
Director of Radio.....Regina Schuebel
Dramatic Radio Director.....Jack Johnstone

Radio Accounts Placed — Bulova Watch Co., Joe Lowe Corp., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Postal Telegraph & Cable Co., Westfield Watches.

BLACKETT-SAMPLE-HUMMERT, INC.

221 N. La Salle St., Chicago, Ill.
Phone Dearborn 0900
ANPA — PPA

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L. A. Crowell, O'Neill Ryan, M. Bent,
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Director of Radio.....Kirby Hawkes
Radio Time Buyer.....Harlow Roberts
Assistant Time Buyer.....J. W. Laemmar

Branch Offices

247 Park Ave., New York, N. Y.
Phone Wickersham 2-2700

Officers

V-P in Charge.....E. Frank Hummert
Vice-PresidentsAnne Hummert,
George Tormey, Duane Jones, C. D.
Christoph

Radio Time Buyer.....L. Schroeder
Radio Accounts Placed—Sterling Products, Inc.; American Home Products Corp., General Mills, Inc.; Procter & Gamble Co., B. T. Babbitt, Inc.; F. & F. Laboratories, Skelly Oil Co., Sears-Roebuck & Co., The Wander Co., Beneficial Management Corp. (Personal Loan Co.), Hecker Products Corp. (Shoe Polish Division); Frank H. Fleer Corp., La Choy Food Products Co.

WILLIAM BLAIR BAGGLEY, INC.

8 South Michigan Ave., Chicago, Ill.
Phone State 2154

Officers

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Treasurer.....P. G. Heldman
Secretary.....H. H. Hammer
Radio Accounts Placed—J. W. Marrow Mfg. Co.; Armand Varady.

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BOTSFORD, CONSTANTINE & GARDNER

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

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Treasurer.....Merle W. Manly
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Vice-Presidents.....C. P. Constantine,
Stanley G. Swanberg, John H. Weiser,
Ray Andrews, Frankie Coykendall, Merle
W. Manly.

Branch Offices

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Phone Elliott 3523
Vice-President.....C. P. Constantine
350 Russ Bldg., San Francisco, Cal.
Phone Exbrook 7565
Vice-President.....Stanley G. Swanberg
323 Petroleum Securities Bldg.,
Los Angeles, Cal.
Phone Prospect 0206
Vice-President.....John H. Weiser
Radio Accounts Placed—Tillamook County
Creamery Association, Gilmore Oil Co.

EMIL BRISACHER AND STAFF

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

Officers

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Vice-President.....R. T. Van Norden
Account Executive.....Charles H. Gabriel

Branch Offices

Petroleum Securities Bldg., Los Angeles, Cal.
Phone Prospect 9368
Robert J. Davis, Louise Ludke,
Vernon Wosnick
Radio Accounts Placed—Joseph Magnin &
Co., McRockey-Airflex Mattress Co., Rough
Rider Manufacturing Co., "I Want a Divorce"
Program Cooperative Accounts.

BROOKE, SMITH & FRENCH, INC.

82 East Hancock Ave., Detroit, Mich.
Phone Columbia 0860
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President.....Willard S. French
Secretary-Treasurer.....Guy C. Smith

ADVERTISING AGENCIES

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H. H. Ohlmacher, Sturges Dorrance, J.
G. Williams, Clarke C. Wilmot
Director of Radio.....H. H. Ohlmacher

BROOKE, SMITH, FRENCH & DORRANCE, INC.

347 Madison Ave., New York, N. Y.
Phone Murray Hill 6-1800
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APA — NOAB

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Henry E. Pengel, Jr.; Charles C. Kahlert
Director of Radio.....H. M. Overstreet
Radio Account Placed—State of Maine
Development Commission.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-8250
AAAA — ANPA — PPA

Officers

President.....D. P. Brother
Secretary.....A. C. Schroeder
Treasurer & Radio Time Buyer,
C. Georgi, Jr.
Radio Account Placed—Oldsmobile Divi-
sion of General Motors Sales Corp.

FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York, N. Y.
Phone Circle 7-7661
ANPA — PPA — APA

Officers

President.....Franklin Bruck
Secretary and Radio Time Buyer,
M. J. Kleinfeld
Treasurer.....Mort Heineman
Radio Production.....M. I. Jurin
Radio Accounts Placed—North American
Accident Insurance Co., Manhattan Soap
Company, The Sitroux Co., Remington-Rand,
Inc.; Simplex Patterns, Inc.

BUCHANAN & COMPANY, INC.

1501 Broadway, New York, N. Y.
Phone MEDallion 3-3380
AAAA — ANPA — PPA — ABP — SNPA

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Secretary.....C. J. G. Atkinson
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Vice-President.....A. E. Bonn
Vice-President.....John Hertz, Jr.
Radio Director.....Paul Munroe
Assistant Director.....Edith Hophan

Branch Offices

919 No. Michigan Ave., Chicago, Ill.
Phone Superior 3047
Vice-President.....George Enzinger
929 So. Broadway, Los Angeles, Cal.
Phone Michigan 2156
Vice-President.....Fred M. Jordan
Radio Director.....Jack W. Runyon
Radio Accounts Placed—The Texas Co.,
Royal Typewriter Co., Paramount Pictures,
Inc.

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago, Ill.
Phone Central 5959
AAAA — ANPA — PPA — APA

Officers

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Vice-President and Secretary.....E. Ross Gamble
Vice-President.....DeWitt O'Kieffe
Vice-President.....Frank Smith
Vice-President.....R. N. Heath
Radio Accounts Placed—Pure Oil Co.

CAHN, MILLER & NYBURG, INC.

413 N. Charles St., Baltimore, Md.
Phone Vernon 4411

Officers

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Vice-President-Treasurer.....C. LeRoy Miller
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Account Executive.....E. Lyell Gunts

CAMPBELL-EWALD CO.

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

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Executive Vice-President.....R. H. Crooker
Vice-Pres. & Gen. Mgr.....W. W. Lewis
Radio Executive.....G. C. Packard

Branch Offices

714 W. Olympic Blvd., Los Angeles, Calif.
Phone Prospect 1275
Manager.....Steven S. Arnett

1700 Claus Spreckels Bldg.,
San Francisco, Calif.
Phone Douglas 5670

Manager.....R. V. Dunne
230 N. Michigan Ave.,

Chicago, Ill.

Manager.....Myron T. Harshaw

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1790 Broadway, New York, N. Y.
Phone Circle 7-6383
AAAA

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Treasurer.....Duane W. Beurmann
Secretary.....L. B. Dudley
Vice-President.....W. W. Lewis
Director of Radio.....Louis Dean
Assistant Director.....Kenneth Young
Radio Continuity Writer.....Vernon Welsh

Branch Offices

1214 19th St., N.W., Washington, D. C.
Phone Metropolitan 5670

Manager.....Emmett Deady
Radio Accounts Placed—Cycle Trades of
America, Inc., General Motors Acceptance
Corp., General Motors Corp., U. S. Rubber
Co.

•
THE CAPLES CO.

230 Park Ave., New York, N. Y.
Phone MURray Hill 6-6500
ANPA — PPA — APA — NOAB

Officers

President.....Ralph C. Caples
Vice-PresidentAlbert Woodley

Branch Offices

225 E. Erie St., Chicago, Ill.
Phone Superior 6016

Vice-President.....R. N. Hartsing
1416 Dodge St., Omaha, Nebr.
Phone Jackson 1107

L. M. Branch

412 W. 6th St., Los Angeles, Calif.
Phone Prospect 9141

E. F. Bader

Radio Account Placed — Railway Express
Agency, Union Pacific Railroad.

ADVERTISING AGENCIES

CECIL & PRESBREY, INC.

247 Park Ave., New York, N. Y.
Phone Wickersham 2-8200
AAAA — ANPA — PPA — ABP

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Vice-President.....Edward B. Nockes
Manager, Radio Dept.....Edward Tompkins
Radio Production.....Henry Souvaine, Inc.

Branch Office

228 North LaSalle St., Chicago, Ill.
Phone Central 5255

Manager.....Leroy A. Kling
Radio Accounts Placed—Booth Fisheries,
Cunard White Star Lines, G. Washington
Coffee Co., Nestles Chocolate Co., Regal
Shoe Co.

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C. P. CLARK, INC.

2411 West End Ave., Nashville, Tenn.
Phone 7-6602

AAAA — NOAB — First Advertising Agency
Group

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Executive Vice-President, Herbert Armstrong
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THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236
ANPA — PPA

Officers

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Vice-President-Secretary...E. D. Masterman
Vice-President.....James A. Bell
Director of Radio.....A. West
Radio Accounts Placed—Horn & Hardart
Baking Co., Horn & Hardart Co., Morrison
Co., Morton Co., Northwestern National
Bank, Modern Food Process Co., Parkway
Baking Co., P. J. Ritter Co., F. G. Vogt &
Sons, Inc.

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COMPTON ADVERTISING, INC.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-2800
AAAA

Officers

PresidentRichard Compton
Secretary-Treasurer.....Leonard T. Bush

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Alfred Stanford, Robert Holbrook,
Chauncy Landon, Trell Yocum
Vice-President-Art Director..Gordon Aymar
Vice-President-Director of Radio,
John E. McMillin
Radio Time Buyer.....Murray Carpenter
Network Time Buyer.....D. P. Potter
Spot Time Buyer.....William Maillefert

Branch Offices

Gwynne Bldg., Cincinnati, O.
Robert Marsh, Anne Johnson
221 N. La Salle St., Chicago, Ill.
Phone State 8747
Jane Stockdale

Radio Account Placed—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, P. & G. Naptha Soap, Fluffo, Ivory Snow, Barsalou Soap, Duz), Wheatena Corp., Utica Club Beer & Ale, Permutit Co.

COOLIDGE ADVERTISING COMPANY

310 Insurance Exchange Bldg.,
Des Moines, Ia.
Phone 3-5195

AAAA — PPA — ANPA — APA — ABP

Officers

PresidentPaul Blakemore
Vice-President.....R. H. Cary
SecretaryH. J. Kroeger
Radio Director.....David Ainsworth

Radio Accounts Placed — Bankers Trust Co., Chase Investment Co., Cownie Furs, Des Moines Ice & Fuel Co., Geppert Studios, Iowa Dairy Industry Commission, Marshall Canning Co., Oelwein Chemical Co., Shuler Coal Co., Western Grocer Co., Consumers Consolidated Coal Co.

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago, Ill.
Phone Superior 3061

ANPA — APA — PPA — NAOB

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S. S. Smith, Jr., C. C. Greene, E. P. Nesbitt
Secretary.....R. C. Scrymiger
Treasurer.....N. W. Smith
Production Manager.....R. M. Cowing

Radio Director.....M. E. Blackburn
Radio Accounts Placed — Aero Industries Technical Institute, Chicago Technical School, Hemphill Diesel Schools, Letz Manufacturing Co., Moody Bible Institute, Thermo Air Conditioning Institute, Vocational Service, Inc.; Wheeling Steel Corp., Wonder Lake Syndicate, Wright & Lawrence Drug Co.

SAMUEL C. CROOT CO., INC.

28 West 44th St., New York, N. Y.
Phone BRyant 9-2588

ANPA — ABP — APA — PPA — NOAB

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Vice-Presidents.....William Krieger,
Robert D. Merrill
Secretary.....J. W. Morgan
Treasurer.....Stanley Gibson
Radio Account Placed—Maltex Co.

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis, Mo.
Phone Central 6700

AAAA — ANPA — PPA — ABP — PRB —
SAAA — SNPA

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TreasurerC. C. Pangman
SecretaryC. C. Pangman
Vice-President.....J. F. Oberwinder

Branch Offices

515 Madison Ave., New York City
Phone Eldorado 5-3765

Vice-President in Charge of
RadioF. W. Coste
Radio Continuity Writer.....W. Pflueger
Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158
Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Hemlock 7608
J. H. Kinsella

Radio Account Placed—The Coca-Cola Co.

DOE-ANDERSON ADVERTISING AGENCY

309 Martin Brown Bldg., Louisville, Ky.
Phone Wabash 3193

Officers

President.....Elmer H. Doe
Account Executives.....Warwick Anderson,
H. S. McBride

DONAHUE AND COE, INC.

1270 6th Ave., New York, N. Y.

Phone Columbus 5-4252

AAAA — ANPA — PPA — ABP — PRB
SAAA — SNPA

Officers

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Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury

Branch Office

411 Hurt Bldg., Atlanta, Ga.

Phone Main 5662

Manager.....H. L. Morrill, Jr.

Radio Accounts Placed—National Association of Ice Industries, Scholl Mfg. Co., Metro-Goldwyn-Mayer, United Artists, National Theatre, The Playwrights' Company.

DOREMUS & CO.

120 Broadway, New York, N. Y.

Phone REctor 2-1600

ANPA — NOAB

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Secretary-Treasurer.....Richard E. Williams

JOHN C. DOWD, INC.

Park Square Bldg., Boston, Mass.

Phone Hubbard 8050

Officers

President-Radio Director.....John C. Dowd
Executive Vice-President.....E. D. Parent

JOHN H. DUNHAM COMPANY

333 N. Michigan Ave., Chicago, Ill.

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Vice-President-Treasurer.....J. C. Jones
Vice-President.....W. S. Hoyt
Secretary.....Herman A. Groth
Radio Accounts Placed — Chamberlain Laboratories.

SHERMAN K. ELLIS & CO.

500 Fifth Ave., New York, N. Y.

Phone LAckawanna 4-3570

ANPA — PPA

Officers

President-Treasurer.....Sherman K. Ellis
Vice-Presidents.....C. E. Staudinger,
S. J. Hamilton, Jr., Richard Barrett,
Clifford L. Fitzgerald, Milton J. Blair

ADVERTISING AGENCIES

Director of Radio.....Larry Holcomb
Radio, New Business.....Myron Kirk
Radio Time Buyer.....Harry Torp

Branch Offices

141 W. Jackson Blvd., Chicago, Ill.

Clifford L. Fitzgerald

C. P. R. Bldg., Toronto, Can.

Phone Adelaide 3051

Ralph Ashcroft

Radio Accounts Placed—Ward Baking Co., Quaker Oats Co., Richfield Oil Co., Saraka, Calox, MacLaughlin's Manor House Coffee, Falstaff Brewing Corp., Pennsylvania Salt Co., Standard Brands, Inc.

ERWIN, WASEY & CO.

Graybar Bldg., 420 Lexington Ave.,

New York, N. Y.

Phone MOhawk 4-8700

Officers

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Vice-Presidents.....O. B. Winters,
H. D. Williams, Paul E. Newman
Director of Radio.....Edward J. Fitzgerald

Branch Offices

230 N. Michigan Ave., Chicago, Ill.

Phone Randolph 4952

Vice-President.....W. L. Marshall
Securities Bldg., Minneapolis, Minn.
Phone Atlantic 1223

President.....Mac Martin
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004

Vice-President.....S. R. Hutton
714 W. 10th St., Los Angeles, Calif.
Phone Prospect 5317

Executive Vice-President....H. A. Stebbins
Skinner Bldg., Seattle, Wash.
Phone Maine 6435

Vice-President.....W. E. Kraft

Radio Accounts Placed—Lydia E. Pinkham Medicine Co., Musterole Co., Zemo Co., Hecker H-O Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., R. B. Semler, Inc.; The Olive Tablet Co., Florida Citrus Exchange, Vanti Pa-Pi-A Corp., The Alkine Co.

WILLIAM ESTY & COMPANY, INCORPORATED

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

Phone Caledonia 5-1900

Officers

President and Treasurer.....William Esty
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Director of Radio.....Richard Marvin

ADVERTISING AGENCIES

Radio Producers.....Harry Holcombe,
Joe C. Donohue, Kenneth M. Fickett,
Don Bernard
Radio Continuity Writers...Helen Phillips,
Bernard Dougall, George Corey

Radio Accounts Placed—R. J. Reynolds
Tobacco Co., Lehn & Fink Products, Inc.,
Pacquin's Hand Cream, Baume Bengue,
White Laboratories, Lever Bros. (Lifebuoy).

FEDERAL ADVERTISING AGENCY, INC.

444 Madison Avenue, New York, N. Y.
Phone Eldorado 5-6400

AAAA — ANPA — PPA — ABP

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Jules B. Singer, Joseph Beck, J. M.
Nichols, Jr.

TreasurerGeorge Dietrich
General Manager.....D. E. Robinson
SecretaryGeorge Dietrich
Radio Department.....George Comtois,
J. S. Davidson

Radio Accounts Placed—Sinclair Refining
Co., National Biscuit Co. (for Shredded
Wheat), General Cigar Co., Rockwood &
Co., Durkee's Famous Foods, American Safe-
ty Razor Corp., State of New Jersey.

FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City, Mo.
Phone Harrison 4890

AAAA — ANPA — PPA — ABP
ABC — APA

Officers

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Offices

500 Fifth Ave., New York City
Phone Longacre 5-5000

President.....C. P. Hanly
Vice-President-Manager...H. M. Montgomery
111 W. Monroe St., Chicago, Ill.
Phone Central 8333

Vice-President.....Matthew G. Pierce
Vice-President.....A. Brooks Taylor
Manager.....Chas. L. Collette

ROBERT G. FIELDS & CO.

Bennie-Dillon Bldg., Nashville, Tenn.
Phone 6-1977

Officers

President.....Robert G. Fields

FITZGERALD ADVERTISING AGENCY, INC.

202 Southern Bldg., 833 Howard Ave.,
New Orleans, La.

Phone Raymond 5194

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APA — ABP — NOAB

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Vice-President.....Leonard Gessner
Secretary-Treasurer.....Roy M. Schwarz
Production Manager.....Warren G. Posey
Art Director.....E. W. Rector
Wootten
ComptrollerLee O'Pry
Director of Radio.....Joe L. Killeen
Radio Continuity Writers...Roy M. Schwarz,
Joe L. Killeen

Radio Account Placed—Wesson Oil &
Snowdrift Sales Co., Louisiana Power & Light
Co., Southern Cotton Oil Co., Godchaux
Sugars, Inc.

FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse, N. Y.

Phone 2-3129

ABP — ANPA — PPA — APA

Officers

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Radio Director.....Frank G. Harrington

RICHARD FOLEY ADVERTISING AGENCY

1616 Walnut St., Philadelphia, Pa.

Phone Kingsley 1560

AAAA — ANPA — APA — PPA — ABP
ABC — NOAB

Officers

President.....Charles H. Eyles
Radio Director.....Russell Gray, Sr.
Radio Time Buyer.....Jos M. DeLone, Jr.
Radio Account Placed—Hollywood Health
Bread Co.

FORT & COMPANY

301-304 Kinney Bldg., Charlotte, N. C.

Phone 3-4217

APA — PPA — SNPA

Officers

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ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.

Phone Cortlandt 7-5060

ANPA — PPA — ABP — NOAB

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Chairman of Executive Committee,
Russell Law

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 Vice-President-Treasurer...Emmett Corrigan
 Vice-President-Secretary...Victor J. Cevasco

HARRY M. FROST CO., INC.

260 Tremont St., Boston, Mass.
 Phone Liberty 0813
 ANPA — PPA — APA

Officers

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 Vice-President-Treasurer....Harry M. Frost
 Assistant Treasurer.....Edith G. Robinson
 Secretary-Radio Director,

Harvey P. Newcomb
 Radio Continuity Writers....H. E. Bessom,
 Edward R. Young, Daniel J. Ford, Jr.

Radio Accounts Placed—Durkee Mower
 Co., Page & Shaw Candy, Cranberry Can-
 ners, Inc., Cold Spring Brewing Co.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York, N. Y.
 Phone MURray Hill 6-5600
 1501 Euclid Ave., Cleveland, Ohio
 Phone Cherry 6700
 AAAA — ANPA — PPA — ABP

Officers

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 Vice-Presidents.....F. B. Duncan,
 C. R. Pelham, G. U. Weaver, J. E. Wiley
 Secretary-Treasurer.....C. C. Reidenbaugh
 Radio Director.....S. James Andrews
 Radio Time Buyer.....C. T. Williams
Radio Accounts Placed — Westinghouse
 Electric & Mfg. Co.

FULTON, DE GARMO & ELLIS, INC.

9 Rockefeller Plaza, New York, N. Y.
 Phone Circle 7-1085

Officers

President.....Louis de Garmo
 Executive V-P & Treasurer.....Lee Ellis
 V-P & Secretary.....Arthur H. Fulton
 Director of Radio.....Louis de Garmo
Radio Account Placed—Parker Watch.

GANDY ADVERTISING AGENCY

602 Mercantile Bldg., Dallas, Texas
 Phone 2-4737

Officers

Owner.....William P. Gandy
 Copy Chief.....Allen Brazell
 Production Manager.....Mrs. K. Gandy
 Account Executive.....Henry A. Hirsch

GARDNER ADVERTISING CO.

Mart Bldg., St. Louis, Mo.
 Phone Garfield 2915
 AAAA

ADVERTISING AGENCIES

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 President.....E. G. Marshutz
 Executive Vice-President...Mrs. E. P. Proetz
 Secretary-Treasurer.....E. R. Gardner
 Secretary.....E. R. Gardner
 Director of Radio.....C. E. Claggett
 (St. Louis Director)

Branch Offices

9 Rockefeller Plaza, New York, N. Y.
 Phone Columbus 5-2000
 Vice-President in Charge of Radio,
 Roland Martini
 1419 Heyburn Bldg., Louisville, Ky.
 Phone Jackson 5328

Radio Accounts Placed—Pet Milk Co.,
 Ralston Purina Co., Independent Packing
 Co., L. & N. Rwy., Stokely Bros., Van Camp.

SIDNEY GARFINKEL ADVERTISING AGENCY

703 Market St., San Francisco, Calif.
 Phone Exbrook 3420
 APA — ABP — PPA

Officers

President.....Sidney Garfinkel
 Director of Radio.....Walter Guild

Branch Offices

Commercial Exchange Bldg., Los Angeles,
 Calif.
 22 N. San Joaquin St., Stockton, Calif.
 Phone Stockton 3-1260
Radio Accounts Placed—Euclid Candy Co.

J. STIRLING GETCHELL, INC.

405 Lexington Ave., New York, N. Y.
 Phone MURray Hill 6-4800
 AAAA — ANPA — PPA
 NOAB — ABC — APA

Officers

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 Treasurer.....Charles McCormack
 Secretary & General Manager,
 M. Peter Franceschi
 Vice-Presidents.....J. V. Tarleton,
 H. T. Mitchell, Frank Griffin
 Director of Radio.....C. A. Snyder
 Radio Time Buyer.....C. R. Moser

Branch Offices

New Center Bldg., Detroit, Mich.
 Phone Trinity 2-3600
 Radio Time Buyer.....I. H. MacKenzie
 Bryant Bldg., Kansas City, Mo.
 Harrison 8102
 Radio Time Buyer.....K. Rickerson
 59 E. Van Buren St., Chicago, Ill.
 Phone Harrison 2606
 L. O. Holmberg
Radio Accounts Placed—Socony-Vacuum
 Oil Co.; Devoe & Raynolds Co.; Chrysler
 Corp. (Plymouth and DeSoto cars).

ADVERTISING AGENCIES

GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York, N. Y.
Phone Wickersham 2-5400
AAAA — PPA — ANPA

Officers

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Vice-Presidents.....H. W. Newell,
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Radio Director.....Eleanor Larsen

Branch Offices

Third National Bank, Dayton, O.
Phone Fulton 4145

Manager.....E. G. Frost
New Center Bldg., Detroit, Mich.
Phone Madison 6750

Manager.....J. L. McQuigg
Radio Accounts Placed—Nash Motors Division
(Nash-Kelvinator Corp.); Kelvinator
Division, The Zeus Corp., Hat Corporation
of America, E. P. Reed & Co.

GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
Salt Lake City, Utah
Phone Wasatch 1347
ANPA — APA — ABP

Officers

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Vice-PresidentsJ. Y. Tipton,
Lon Richardson

SecretaryGenevieve Hunt
Space Buyer & Production Manager,

A. W. Rogers

Radio DirectorJ. Y. Tipton

Radio Accounts Placed—American Packing
& Provision Co., Sego Milk Products Co.,
Utah Oil Refining Co., Excelcis Products Co.,
Fisher Brewing Co., Mountain Fuel Supply
Co., Royal Baking Co., United States Fuel
Co., Ogden Troy Laundry, Walker Bank &
Trust Co., Colville Ice Cream Co., Auto-
matic Heat with Coal Campaign, Sweet
Candy Co., Cloverleaf Dairy, Tracy Loan &
Trust Co., Utah Finance Co., Peoples Fi-
nance & Thrift Co.

GLASER-GOTTSCHALDT, INC.

Statler Bldg., Boston, Mass.
Phone Liberty 6044

Officers

President & Treasurer.....Louis Glaser
Executive

Vice-President.....Allen C. Gottschaldt
SecretaryHaskell Cohn
Space Buyer.....E. E. Doten

GLASSER ADVERTISING AGENCY

672 S. Lafayette Park Place,
Los Angeles, Calif.
Phone Fitzroy 2141

PresidentG. F. Glasser
Vice-President.....P. E. Gailley
Treasurer.....G. A. Wildman
SecretaryTrula Boggs
Radio Dept.....Ted Gailley
Radio Accounts Placed—Colonial Dames,
Inc.

GLICKSMAN ADVERTISING CO.

400 Madison Ave., New York, N. Y.
Phone Plaza 8-0716

Officers

PresidentJoseph Glicksman
Vice-President-Secretary .William Glicksman
TreasurerDavid Glicksman
Radio Accounts Placed—Adam Hat Stores.

GRADY & WAGNER CO.

501 Madison Ave., New York, N. Y.
Phone ELdorado 5-1625
ANPA — APA — PPA

Officers

PresidentFrank Grady
Vice-PresidentWalter Wagner
Vice-PresidentA. V. Grady
Radio Accounts Placed—Emerson Radio &
Phonograph Co.

GRANT ADVERTISING, INC.

Gulf State Bldg., Dallas, Texas
Phone 7-8121
APA — SNPA

Officers

President.....Will C. Grant, Jr.
Executive Vice-President...Claude R. Miller
Radio Directors.....Will C. Grant,
David Echols

Branch Office

Palmolive Bldg., Chicago, Ill.
Phone Superior 9055

ManagerLew Valentine
Radio Directors.....Will C. Grant,
Lew Valentine

Radio Accounts Placed—Vanette Hosiery
Mills, Mars, Inc.

GRIFFITH ADVERTISING AGENCY

317 Times Bldg., St. Petersburg, Fla.
Phone 4311

Officers

Manager.....T. M. Griffith
Radio Accounts Executive, Robert F. Bullard

JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.
Phone 7-7179 and 7-7170

Officers

OwnerJulian Gross
Radio Director.....Geraldine A. Kenney,
Lester Kaufman, William Harmer

**LAWRENCE C. GUMBINNER
ADVERTISING AGENCY**

9 East 41st St., New York, N. Y.
Phone MURray Hill 2-5680

Executives

L. C. Gumbinner
Milton Goodman
Max Geller

Paul G. Gumbinner

Director of Radio.....Paul G. Gumbinner

Radio Accounts Placed—Royal Lace Paper Works, American Beverage Corp.

WILLIAM IRVING HAMILTON, INC.

267 Fifth Ave., New York, N. Y.
Phone MURray Hill 5-1737
ANPA — APA

Officers

President.....W. I. Hamilton

Vice-President.....P. F. Hamilton

Radio Account Placed—Ramsdell, Inc.

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago, Ill.
Phone State 0055
ANPA — PPA — APA — ABP — NOAB

Officers

President.....George H. Hartman

Vice-President.....Edwin Cahn

Secretary-Treasurer.....Frank R. Hartman

Radio Director.....Thomas Kivlan

Radio Accounts Placed—Airy Fairy Foods, C & H Sugar Refining Corp., Hartz Mountain Products, Local Loan Co., Nelson Bros. Co., P. A. Starck Piano Co.

HAYS ADVERTISING AGENCY

Burlington, Vt.
Phone 852

ANPA — PPA — ABP

Officers

President.....W. A. Myers

Treasurer.....W. A. Myers

Secretary.....A. E. Hawkins

Director of Radio.....N. H. Myers

Radio Accounts Placed—Dairy Association Co., Abraham's Cut Rate Drug Stores, C. P. Smith, Jr., Inc.; Moquin Baking Co., Kinox Co., F. J. Preston & Son, M. M. Farrell & Sons, Dominion Dry Co., Vermont Cleansing Co., Vermont Transit Co., Socony Dealers, Vermont Confectionary Co., LaBarge Florists, Shepard Lumber Co., Green Mountain Power Corp., McKenzie Packing Co., Vermont Mattress Co., Bullock Laundries, White's Dairy Co.

HELLWIG-MILLER CO.

9 East 40th St., New York, N. Y.
Phone Lexington 2-3080
ANPA — PPA

ADVERTISING AGENCIES

Officers

President.....E. W. Hellwig

Vice-President.....C. L. Miller

Sec'y & Ass't Treasurer.....George Carhart

Radio Director.....George Carhart

Radio Accounts Placed—Corn Products Refining Co., Curtis Candy Co.

HENRI HURST & McDONALD

520 N. Michigan Ave., Chicago, Ill.
Phone Superior 3000
AAAA — ANPA — PPA

Officers

President.....W. B. Henri

Secretary.....W. D. McDonald

Treasurer.....J. F. Hurst

Time Buyer.....N. H. Pumpian

Radio Director.....Frank W. Ferrin

Radio Accounts Placed—Acme White Lead & Color Works, John Morrell & Co., Ballard & Ballard Co., Carolene Products Co., Kroehler Mfg. Co., Fairbanks-Morse Co., International Shoe Co., Hall Bros., Inc.

**HILLMAN-SHANE ADVERTISING
AGENCY, INC.**

412 West Sixth St., Los Angeles, Calif.
Phone Vandike 5111

Officers

President-Radio Director..David S. Hillman

Vice-President.....Jefferson K. Wood

Secretary-Treasurer.....William Berger

Publicity Director.....M. Lewin

**HIXSON-O'DONNELL ADVERTISING,
INC.**

555 South Flower St., Los Angeles, Calif.
Phone Mutual 8331

Officers

President.....G. K. Breitenstein

Secretary.....R. M. Hixson

Treasurer.....J. E. O'Donnell

Radio Accounts Placed—Richfield Oil Co., Rio Grande Oil, Inc.

**FRANCES HOOPER ADVERTISING
AGENCY**

400 N. Michigan Ave., Chicago, Ill.
Phone Superior 5480
ANPA — PPA

Radio Account Placed—William Wrigley, Jr., Co.

ADVERTISING AGENCIES

CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York, N. Y.

Phone MURray Hill 2-0850

AAAA — ANPA — PPA — ABP — NOAB

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Director of Radio.....R. G. Pratt
Time Buyer.....C. B. Donovan

Branch Office

650 Main St., Hartford, Conn.

Phone 5-6066

Vice-Presidents.F. A. Whipple, Frank Busch
Radio Accounts Placed—B. C. Remedy
Co., Richardson & Robbins, Charles Guldens,
Inc., American Molasses Co.

THE H S G ADVERTISING AGENCY

19 East 53rd St., New York, N. Y.

Phone WICKersham 2-3338

Officers

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SecretaryH. Knuth
Vice-President.....Andrew Schloss

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston, Mass.

Phone Liberty 4714

AAAA — ABC

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Vice-President-Copy Chief,

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Vice-President-Radio Director,
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Account Executive....Robert T. Hand, Jr.
Production Manager.....G. L. Leonard
Art Director.....Norman E. Coe
Office Manager.....H. S. Kenyon
Secretary.....Francis S. Moulton
Assistant Treasurer.....L. M. Fawcett

Radio Accounts Placed—Boston Beer Co.,
Old Trusty Dog Food Co., Rumford Chem-
ical Works.

HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester, N. Y.

Phone Main 3528

APA — ANPA — PPA — ABP

Officers

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TreasurerF. I. Hutchins
SecretaryF. R. Hutchins
Vice-President & Director of Radio

F. A. Hutchins

Radio Account Placed—Philco Radio and
Television Corp.

HUTCHINSON ADVERTISING CO.

1000 Hodgson Bldg., Minneapolis, Minn.

Phone Bridgeport 6301

ANPA — PPA — APA

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President & Treasurer....Merrill Hutchinson
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Vice-Presidents.....H. K. Painter,
J. M. Bridge

Director of Radio.....H. K. Painter

Radio Continuity Writers...Walter Martin,
Tod Williams, Rebekah Kenney

Radio Accounts Placed—Pillsbury Flour
Mills Co., Gluek Brewing Co., Northland
Milk Co., Twin City Federal Savings & Loan
Association, Atwood Coffee Co., Lavis Co.

INTERSTATE ADVERTISING AGENCY, INC.

1008 Marshall Bldg., Cleveland, Ohio

Phone Main 9444

Officers

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Vice-President.....C. M. Marvin
Secretary.....E. A. Bowyer
Production Director.....W. B. Dye

Radio Accounts Placed — Marshall Drug,
Bonne Bell Cosmetic, Dandee Pretzel Co.,
William Taylor Co., Forest City Brewing Co.,
Fisher Bros. Co., West End Laundry, Les
Jolis Beauty Salons, Townsend Plan.

IVEY & ELLINGTON, INC.

1400 South Penn Square, Philadelphia, Pa.

Phone Locust 7909

ANPA

Officers

President.....Neal D. Ivey
Vice-President-Treasurer...Jesse T. Ellington
Secretary.....George V. Strong
Radio Director.....William Gallow

Radio Accounts Placed—Bayuk Cigars Inc.

THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio

Phone Main 3351

AAAA — ANPA — PPA

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Director of Radio.....C. M. Robertson, Jr.
Assistant Director.....C. J. Coward
Radio Producer.....Edward Obrist
Radio Continuity Writer....George Sparling

Branch Office

580 Fifth Ave., New York City

Phone WISconsin 7-5500

Radio Accounts Placed—The Drackett Co.,
Kroger Grocery & Baking Co., Carter Coal
Co., Country Home Magazine, Miami But-
terine.

H. W. KASTOR & SONS ADVERTISING CO., INC.

360 N. Michigan Ave., Chicago, Ill.
Phone Central 5331
ANPA — APA — PPA — ABC — NOAB

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Treasurer E. H. Kastor
Secretary W. B. Kastor
Vice-President R. H. Kastor
Director of Radio Robert G. Jennings

Branch Offices

9 Rockefeller Plaza, New York
Phone Columbus 5-6135

Arthur Kastor
Robert Parman

Arcade Bldg., St. Louis, Mo.
Phone Main 3655

Fred Kastor

Radio Accounts Placed—Procter & Gamble Co., Welch Grape Juice Co., Lewis-Howe Co.

THE JOSEPH KATZ COMPANY

16 E. Mt. Vernon Place, Baltimore, Md.
Phone Vernon 7094

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Treasurer Charles M. Harrison
Director of Radio J. C. Bridgwater
Radio Producers & Continuity Writers,
J. C. Bridgwater, Edward Prager, George Lucas, Nat C. Wildman, Jack Lewi

Branch Offices

247 Park Ave., New York, N. Y.
Phone Wickersham 2-2740

Manager Nat C. Wildman
Radio Accounts Placed—American Oil Co., Maryland Pharmaceutical Co., Ex-Lax, Inc., Arrow Beer, Jests, Inc., Laco Products, Inc.

KAYTON-SPIERO CO., INC.

230 West 41st St., New York, N. Y.

Phone LOnacre 5-5090
ANPA — PPA — ABP

Officers

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Secretary-Treasurer Alvin J. Kayton
Radio Accounts Placed—Twentieth Century-Fox Film Corp.

KELLY, MASON, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone COLUMBUS 5-6300

ANPA — PPA

Officers

President John C. Kelly
Treasurer James R. P. Nason
Secretary Frank J. Herel
Media Director Joseph Burland
Radio Accounts Placed—Hotel Seymour, Lydia O'Leary, 44th Street Hotel, Roosevelt Hotel.

ADVERTISING AGENCIES

KELLY, STUHLMAN & ZAHRNDT, INC.

1101-1128 Mart Bldg., St. Louis, Mo.
Phone Garfield 0777

Officers

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Vice-President V. A. Kelly
Director of Radio C. F. Kelly, Jr.
Assistant Director W. W. Zahrdt
Radio Producers C. F. Kelly, Jr.,
V. A. Kelly
Radio Continuity Writers C. F. Kelly, Jr.,
V. A. Kelly, C. F. Stuhlman

Radio Accounts Placed—Central Shoe Company, Lutheran Laymen's League, Pine Balm Co., Trems, Inc.; American Life & Accident Insurance Co.

KENYON & ECKHARDT, INC.

247 Park Avenue, New York, N. Y.
Phone Wickersham 2-3920

AAAA — ANPA — PPA — ABP

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President Thomas D'Arcy Brophy
Treasurer Otis Allen Kenyon
Secretary Joseph A. Vessey
Vice-President Dwight Mills
Director of Radio Tyler Davis

Radio Accounts Placed—C. F. Mueller Co., Bosco Co., Kellogg Co., Charles B. Knox Gelatine Co., Quaker State Oil Refining Corp.

H. M. KIESEWETTER ADVERTISING AGENCY, INC.

9 East 40th St., New York, N. Y.
Phone Lexington 2-0025

ANPA — PPA — ABP

Officers

President & Treasurer E. T. Kiesewetter
General Manager H. M. Kiesewetter
Radio Time Buyer S. G. Alexander

Radio Accounts Placed—The Mennen Co., The Bathasweet Co.

KLINGER ADVERTISING CORP.

119 W. 57th St., New York, N. Y.
Phone Columbus 5-5990

Officers

President-Radio Director A. A. Klinger
Secretary E. French

Radio Accounts Placed—Madison Personal Loan Co., Riverbank Canning Co., Jules Stores, Zeke Manners, Jadwiga Remedies Co., Purepac Corp.

ADVERTISING AGENCIES

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
Minneapolis, Minn.
Phone Bridgeport 7701

ANPA

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Elizabeth B. Reeves, Helen A. Brown
Secretary.....K. P. Torgerson
Treasurer.....C. L. Greenwood
Radio Director.....Lloyd Griffin

Branch Office

925 Chanin Bldg., New York, N. Y.
Phone MURray Hill 4-3982

Manager.....Brad Robinson
Radio Account Placed — General Mills, Inc.

ARTHUR KUDNER, INC.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-3200

AAAA — ANPA — PPA — ABP

Officers

President.....Arthur Kudner
Vice-Presidents.....J. H. S. Ellis,
E. J. Owens, Sam D. Fuson
V-P in Charge of Radio.....Charles F. Gannon
Radio Time Buyers.....James F. Nutt,
William O'Connor, Ed. Krug

Branch Offices

New Center Bldg., Detroit, Mich.

Phone Madison 5315

Robert Copeland

Albee Bldg., Washington, D. C.

Phone National 5506

Frank Getty

Radio Accounts Placed—Macfadden Publications, Inc.; United States Tobacco Co., Buick Motor Division, Goodyear Tire & Rubber Co.

LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone COLUMbus 5-3721

ANPA — PPA

Officers

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Executive V-P.....Gordon Seagrove
V-P-Radio Director.....Martin Horrell
Vice-President.....Berthold M. Nussbaum
Treasurer.....Frank Mace
Secretary.....Walter P. Lantz

Radio Accounts Placed—Lambert Pharmaceutical Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

LANG, FISHER & KIRK, INC.

1010 Euclid Ave., Cleveland, O.
Phone Main 6579

Officers

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Phone Superior 0738

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LEEFORD ADVERTISING AGENCY

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Phone STuyvesant 9-1742

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Radio Account Placed — Remington-Rand, Inc.

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202 State St., Schenectady, N. Y.
Phone 6-4202

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and George R. Nelson
Space Buyer.....Winifred Niles
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Radio Director.....George R. Nelson
Copy Director.....Robert S. Cragin
Account Executives.....Winslow Leighton,
George R. Nelson, R. S. Cragin
Radio Continuity Writers.....R. S. Cragin,
G. R. Nelson, E. F. Flynn, Michael Carlo

Radio Accounts Placed—Hudson Coal Co., Breslaw Bros., Central Markets, William W. Lee & Co., Jonathan Levi Co., Morris Plan Industrial Bank, A. L. Parson & Son, Rudolph Bros., Saratoga Racing Assn., The Wallace Co., Murray's Furniture, H. S. Barney Co., Albany Business College, Burtiss Motor Sales, The Carl Co., T. Arthur Cohen, National Accessories Stores.

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Phone MURray Hill 2-9170

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8949 Sunset Blvd., Los Angeles, Calif.
Jay Clark

Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Lehn & Fink, Tidewater Associated Oil Co.

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Phone Sutter 7340

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Radio Accounts Placed — Langendorf
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Script Buyer.....Frank Wilson
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Branch Offices

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 4800

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Phone Hollywood 6265

Manager.....Thomas A. McAvity
601 West Fifth St., Los Angeles, Calif.
Phone Michigan 7651

Vice-President.....Don Belding
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2355

Manager.....Fairfax M. Cone
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Phone Randolph 9360

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Director of Radio.....Evelyn Stark
Radio Accounts Placed—Stewart-Warner Corp., Kellogg Co. (for Wheat Krispies), Northwestern Yeast Co., Celotex Corp.

MacLAREN ADVERTISING CO. LTD.

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321-2551

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Director of Broadcast Advertising,
C. M. Pasmore
Assistant.....M. Rosenfeld
Radio Department Secretary...V. E. Ralph

Branch Office

901 Dominion Square Bldg.,
Montreal, Que., Canada
Phone Plateau 9556

Office Manager.....E. H. H. Smith
Radio Accounts Placed—Dominion Rubber Co., General Motors Corp., Hydro-Electric Power Commission of Ontario, Imperial Oil, Ltd.; Oneida Community, Ltd.; People's Credit Jewelers, Tuckett, Ltd.

ADVERTISING AGENCIES

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Detroit, Mich.
Phone Trinity 2-3300
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General Manager.....Leo A. Hillebrand
Director of Radio.....Sherwood Reekie
Media Director.....Elmer W. Froehlich

Branch Office

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San Francisco, Calif.

Radio Accounts Placed—Pontiac Motor Co., Cadillac Motor Co., Tivoli Brewing Co., Boydell Paint & Varnish Co., Peters Cleaners & Dyers.

MALCOLM-HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago, Ill.
Phone Webster 2110
APA

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Radio Accounts Placed—Dad's Root Beer, Comfo-Bak Seats, Nu-Enamel Co., Roller Derby, Newark Co., Rubin's, Joy Candy Shoppes, Alert Laundry.

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260 Tremont St., Boston, Mass.
Phone Liberty 1422
ANPA — ABP — APA

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Space Buyer-Production Manager

David Malkiel

Radio Accounts Placed—I. J. Fox Co.

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Phone Vanderbilt 6-2022
ANPA — PPA — ABP — APA — ABC —
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S. H. Giellerup, S. L. Meulendyke.

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Radio Continuity Writers...G. W. Freeman,
Barrett Brady, E. T. Clark
Radio Accounts Placed—Underwood Elliott Fisher Co., Roger & Gallett, Standard Oil Co. of N. J., National Lead Co., Congress Cigar Co., Ruud Manufacturing Co., Dunn & McCarthy, Inc.

MARTIN & ROBISON, INC.

Lincoln Tower, Fort Wayne, Ind.

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Radio Director.....F. J. Keltz

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122 East 42nd St., New York, N. Y.
Phone LEXington 2-7450

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Hyland L. Hodgson, Lester Loh,
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Radio Accounts Placed—Ludens, Inc.; National Carbon Co., New York State Milk Publicity, Canada Dry Ginger Ale, Magazine Repeating Razor Co., Cocomalt Co.

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2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710
ANPA — PPA

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Branch Offices

570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930

Vice-President In Charge....W. Ray Baker

Radio Director.....Don Forker

1260 Boston Ave., Bridgeport, Conn.

Phone Bridgeport 6-2177

Vice-President In Charge....W. Ray Baker

Vice-President.....Ray Baker

919 N. Michigan Ave., Chicago, Ill.

Phone Delaware 3536

Vice-President.....L. J. Sholty

Radio Accounts Placed—General Electric Co., H. J. Heinz Co., Gillette Safety Razor Co., Pfeiffer Brewing Co., Commercial Solvents Corp.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York, N. Y.
Phone Circle 5-7000

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Chicago Office: Ford Motor Co. (dealer),
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Phone Bridgeport 1225
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Director of Radio.....E. B. Grove
Production Manager.....Lee Skaar
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Co., McConnon & Co., Zinsmaster Baking
Co., Coast-to-Coast Stores, Conrad Fur Co.,
W. H. Barber Oil Co., Chocolate Products
Co., Ray's Photo Service, Cowden Mfg. Co.

McJUNKIN ADVERTISING CO.

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

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Media Dept. Manager.....R. W. Shadinger
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Shoe Store Co., Coyne Electrical School,
Frank Fehr Brewing Co., Jewel Food Stores,
Andes Candies, Sears Roebuck & Co., Keeley
Brewing Co., Bremner Bros., Curtiss Candy
Co.

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1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
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Branch Office

30 Rockefeller Plaza, New York, N. Y.
Phone COLUMBUS 5-2058

Radio Accounts Placed—Sealtest, Inc.

A. McKIM, LTD.

Confederation Bldg., Montreal, Que., Canada
Phone Lancaster 9192

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Phone Cherry 3490

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Phone Randolph 9550

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Phone Keystone 4297

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448 S. Hill St., Los Angeles, Calif.

Phone Michigan 4049

Manager.....August J. Bruhn

114 Sansome St., San Francisco, Calif.

Phone Douglas 5560

Vice-President and Manager.Henry Q. Hawes

Skinner Bldg., Seattle, Wash.

Phone Main 7459

Manager.....Vernon Churchill

Public Service Bldg., Portland, Ore.

Phone Atwater 4305

Manager.....Vernon Churchill

Radio Accounts Placed—New York Office:

Chesebrough Mfg. Co., Consolidated Edison

Co. of N. Y., Croft Brewing Co., Crowell-

Collier Publishing Co., Ford Motor Co.

(dealer), Gruen Watch Co., Humble Oil &

Refining Co., Manufacturers Trust Co., National

Biscuit Co., Pacific Coast Borax Co.,

Provident Loan Society, Stanco, Inc., Stand-

ard Brands, Inc., Daggett & Ramsdell Co.

San Francisco Office: American Power &

Light subsidiaries, Angle California National

Bank of San Francisco, Borden Co., Cali-

fornia Packing Co., Dwight Edwards Co.,

Fisher Flouring Mills, Ford Motor Co.

(dealer), W. P. Fuller & Co., General Brew-

ing Co., Interstate Brewing Co., Los Angeles

& Suburban Gas Co., Pacific Gas & Electric

Co., San Francisco Emergency Committee,

Standard Oil Co. of Calif.

Cleveland Office: City Ice & Fuel Co., Ford

Motor Co. (dealer), National City Bank of

Cleveland, Perfection Stove Co., Richman

Bros., Standard Oil Co. of Ohio.

Denver Office: Ford Motor Co. (dealer),

Great Western Sugar Co., McCarthy Sherman

Motor Co.

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Manager.....A. A. Brown

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Vancouver, B. C., Canada

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Dennis Bldg., Halifax, N. S., Canada
Phone Bishop 6917

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250 Chamber of Commerce Bldg.,
Los Angeles, Calif.
Phone Richmond 3101
AAAA — ANPA — ABP

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Director of Radio-Talent, Continuity &
Script Buyer.....John Guedel
Radio Time Buyer.....Fred W. Meyer
Continuity Writers.....John Guedel,
Maurice Zimm, Donald H. Clark, Edward
Lynn, Walter Guedel, Arthur Shank,
Daniel Lundberg

Producers.....John Guedel,
Sam Pierce

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Affiliated with Continental Agency Network
Radio Accounts Placed—Wilshire Oil Co.,
Coast Fishing Co., Eckert Brewery, Forest
Lawn Memorial Park, Los Angeles Electrical
League, Globe Grain & Milling Co.

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Manager, Radio Department

Dorothy L. Parsons

Space Buyer.....C. J. Turner
Production.....Calvin S. Boynton

EMIL MOGUL CO., INC.

625 Madison Avenue, New York, N. Y.
Phone ELdorado 5-1756

Officers

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Copy Chief.....Alfred Berger
Production Manager.....James Hagan
Art Director.....Seymour Salzman
Radio Time Buyer.....Helen Munroe

RAYMOND R. MORGAN CO.

6332 Hollywood Blvd., Hollywood, Calif.
Phone Hemstead 4194

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Radio Continuity Writers.....James J. McCleery,
Catherine Turney

Radio Accounts Placed—Folger Coffee Co.,
Los Angeles Soap Co., Bireley's Inc.

MORRIS, SCHENKER-ROTH, INC.

737 N. Michigan Ave., Chicago, Ill.
Phone Whitehall 6030
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Radio Account Placed—Allied Mills, Inc.

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122 East 42nd St., New York, N. Y.
Phone LEXington 2-6727

PPA

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C. WENDEL MUENCH & COMPANY

210 E. Ohio St., Chicago, Ill.
Phone Whitehall 7717
ANPA — PPA — ABP

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Director of Radio.....George Euwema
Radio Accounts Placed — Durkee Famous
Foods, Sokol & Co., Blue Moon Cheese Pro-
ducts, Inc.

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Radio Producer.....Cecil Underwood

Branch Offices

1680 North Vine St., Hollywood, Calif.
Phone GRANite 8803

231 W. Wisconsin Ave., Milwaukee, Wisc.
Phone Marquette 7527

Radio Account Placed—S. C. Johnson &
Son, Inc., Wieboldt Stores, Inc.

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30 Rockefeller Plaza, New York, N. Y.

Phone C1rcle 7-4231

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400 N. Michigan Ave., Chicago, Ill.

Phone Delaware 7860

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Branch Offices

530 W. Sixth Ave., Los Angeles, Calif.

Phone Madison 1151

759 N. Milwaukee St., Milwaukee, Wis.

Phone Marquette 3144

Radio Account Placed—Wm. Wrigley Jr. Co., Automatic Soap Flakes Co., Lakeside Biscuit Co., Catalina Island, Edwards Motors, Schaff Sausage Co., Andy Lotshaw Body Rub, Chicago Cubs Baseball Team, Sawyer Biscuit Co., Manchester Biscuit Co.

NEWELL-EMMETT COMPANY

40 East 34th St., New York, N. Y.

Phone AShland 4-4900

AAAA — ANPA — PPA — ABP — PRB — SAAA — SNPA

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400 Madison Ave., New York City

Phone Plaza 3-1670

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

Phone Caledonia 5-9840

ANPA — ABP — PPA

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Radio Time Buyer.....Eugene J. Cogan

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Radio Account Placed—The Great Atlantic & Pacific Tea Co., John Wiley Jones Co., Pennsylvania Refining Co.

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

Phone Plaza 3-0900

AAAA

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Radio Continuity Writers.Ralph Lieberman,
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Radio Accounts Placed—Carfix, Oldetyme Distillers, Garcia Grande Cigars, S. Grover Graham Co., Glyco-Thymoline, Beverwyck Breweries, Tastyeast, Inc.; Fairfax Tobacco Co., Hammondsport Wineries, Wise Shoes, Jones Furniture Co., Aetna Insurance Co., Gold Recovery Corp., Roxy Clothes, Inc., Modern Systems, Inc., Krasne Bros.

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Radio Continuity Writers.....Beth Judson,
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Radio Accounts Placed—The Procter & Gamble Co. (Chipso, Camay Soap, Dash), Bristol-Myers Co., The Borden Co., Lady Esther, Inc., J. C. Penney Co.

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Phone Victor 4433

APA — NOAB — ANPA — PPA

Continental Agency Network

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Radio Department.....E. A. Warner

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Kansas City, Mo.
Phone Victor 9400

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360 N. Michigan Ave., Chicago, Ill.
Phone Central 7683

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Mantle Lamp Co., Earl E. May Seed Co.,
Olson Rug Co., Pure Milk Association,
Ryde & Co., Dr. Scholl Foot Comforts,
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THE L. W. RAMSEY CO.

Union Bank Bldg., Davenport, Iowa
Phone 3-1889

ANPA — PPA — APA — ABP

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Branch Office

230 N. Michigan Ave., Chicago, Ill.
Phone Franklin 8155

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Radio Accounts Placed—Chamberlain Laboratories Inc., F. W. Fitch Co.

THE RANDALL CO.

75 Pearl St., Hartford, Conn.
Phone 7-8233

Officers

President-Space Buyer-
Radio Director.....Wilbur Randall

Branch Office

6 East 45th St., New York, N. Y.
Phone VAnderson 6-4952

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58 Park Place, Newark, N. J.

Phone Market 3-5100

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Vice-President.....Howard E. Sands
Director of Radio.....Chas. Dallas Reach

Branch Office

Syracuse, N. Y.

Phone Syracuse 3-3136

Manager.....Howard E. Sands
Radio Accounts Placed—Admiracion Laboratories, Inc., Cut-Rite Waxed Paper, Dugan Bros.

REDFIELD-JOHNSTONE, INC.

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

Phone PLaza 3-6121

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Treasurer-Space Buyer....B. L. Rottenberg
Radio Department.....N. S. Livingston
Radio Production.....R. Du Brown
Radio Accounts Placed—Howard Clothes, Inc.

MORGAN REICHNER & CO., INC.

400 Madison Ave., New York, N. Y.

Phone Wickersham 2-3100

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Phone Harrison 8490

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Director of Radio.....N. J. Cavanagh

Radio Continuity Writers.....J. H. Kelly,
G. Hammill, R. A. Seng

Branch Office

1500 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 3750
Guy C. Pierce (in charge)

Radio Accounts Placed—The Studebaker Corp., The Cudahy Packing Co., Williams Oil-O-Matic Heating Corp., Sun Oil Co., Horlick's Malted Milk Corp., The Milwaukee Road.

ROGERS & SMITH

714 Wholesale Merchants Bldg., Dallas, Tex.
Phone 7-1477

SAAA

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Director of Radio.....Howard N. Smith
Radio Continuity Writer....Dorothy Davis
Radio Accounts Placed—Naughton Farms, McGaugh Hosiery Mills, Burleson's Honey, Sareger Bros.

Affiliated with Rogers & Smith, Chicago.

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570 Seventh Ave., New York, N. Y.

Phone CHickering 4-4420

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Phone Randolph 2625

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7430 Second Boulevard, Detroit, Mich.
Phone Madison 1980

Manager.....Ellis J. Travers
812 Olive St., St. Louis, Mo.
Phone Main 0128

1680 N. Vine St., Hollywood, Calif.
Phone Hillside 7593

Production Director.....William Robson
Commercial Writers.....Edward Ettinger

Radio Accounts Placed—Alka Dent Products Co., Bree Cosmetics, Inc., Canadian Ironized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrich, Inc., B. F. Goodrich Co., Gunther Brewing Co., Hirsteen Corp., Holland Furnace Co., Hyde Park Brewers Assn., Independent Grocers' Alliance, Ironized Yeast Co., M. J. Lanahan, Inc., Lever Bros. Co., Lever Bros. Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Penn Tobacco Co., Quaker Oats Co., Star Brewery, Inc., Sterling Brewery, Inc.

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75 E. Wacker Drive, Chicago, Ill.

Phone Dearborn 1818

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Phone Delaware 1046

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Paul Richey

Jack Harding

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John Lair

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Phone SUtter 6557

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Phone Delaware 8000

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Vice-President and Treasurer.

Arthur Marquette

Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Cream, Colgate Tooth Powder, Halo Shampoo, Vel Washing Powder, Cashmere Bouquet Soap and Beauty Preparations, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds); Dr. W. B. Caldwell, Inc. (Syrup Pepsin).

SMALL & SEIFFER, INC.

24 W. 40th St., New York, N. Y.
Phone Wisconsin 7-8765

ANPA — PPA

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Treasurer.....Marvin Small

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919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 5030

ANPA — PPA

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Production Manager.....Harry H. Hullinger
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400 Madison Ave., New York, N. Y.
Phone PLaza 3-7445

Vice-Presidents...R. A. Porter, J. A. Butler
Radio Accounts Placed—Swift & Co.,
Lewis-Howe Co.

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Phone Trinity 8821

AAAA — ANPA — PPA — ABP — NOAB

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Director of Radio.....B. A. Stebbins
Time Buyer.....Arthur W. Gudelman
Radio Accounts Placed—Signal Oil Co.,
Roman Meal Bread, Personal Finance Co.
(Pacific Coast).

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142

ANPA — PPA — APA

Officers

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Radio Account Placed—Firestone Tire &
Rubber Co.

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630 5th Ave., New York, N. Y.
Phone Circle 6-2626

Officers

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Vice-President.....Wm. E. Larcombe
Director of Radio.....Wm. E. Larcombe
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Writers.....George R. Marek,
Norman Markwell
Radio Accounts Placed—Smith Brothers,
Inc., Seeman Bros., Inc.

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World Building, Tulsa, Okla.
Phone 4-0445

Officers

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Art Director.....Taylor Holmes

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 Continuity Writers: Tiffany Thayer, Robert A. Simon, Joe Bigelow.
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 1549 North Vine St., Hollywood, Calif.
 Phone Hillside 7241

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 Continuity Writers: Dick Mack, George Wells, Lynn McManus, Carroll Carroll, Stan Quinn, Harry Kerr.
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 410 N. Michigan Ave., Chicago, Ill.
 Phone Superior 0303
 Vice-President and General Manager,
 Henry T. Stanton
 Vice-Presidents: Merton V. Wieland, Kennett W. Hinks, Willard F. Lochridge, James D. Woolf.
 100 Bush St., San Francisco, Calif.
 Phone Garfield 3510

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 Shell Bldg., St. Louis, Mo.
 Phone Central 8040
 Manager.....Raymond A. Mott
 202 Exchange Bldg., Seattle, Wash.
 Phone Seneca 0655
 Manager.....Norton W. Mogge
Radio Accounts Placed—Standard Brands, Inc.; Lever Bros.; Emerson Drug Co.; Lamont, Corliss & Co.; Kraft-Phenix Cheese Corp.; Penick & Ford, Ltd.; Pacific Salmon Fisheries; Kellogg; General Cigar Co.; J. B. Williams Co.; Northern Trust Co.; Scott Paper Co.; City Baking Co.

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 1624 Franklin St., Oakland, Calif.
 Phone Glencourt 4941
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 V-P & Director of Radio..Wallace F. Elliott
Radio Accounts Placed—Cardinet Candy Co., Pacific Guano Co., Par Soap Co., H. C. Capwell Co., Capwell, Sullivan & Furth, Downtown Merchants Association.

TRACY-LOCKE-DAWSON, INC.
 1307 Pacific St., Dallas, Texas
 Phone 7-8655
 22 E. 40th St., New York, N. Y.
 Phone ASHland 4-1690
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ADVERTISING AGENCIES

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 Radio Time Buyers.....H E. Hendrick, Mario Messina, E. J. Worthington, Monty Mann
Radio Accounts Placed—Dr. Pepper Co., Imperial Sugar Co., Garza Sheets, Bordon Co. of the Southwest, Mrs. Baird's Bread, Peters Shoe Co., W. S. Kirby Co., Pancrust Plato Co.

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Home Bank Bldg., Toledo, Ohio
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 612 N. Michigan Ave., Chicago, Ill.
 Vice-PresidentJames Ewell
Radio Accounts Placed—Glass Container Association, Willys Overland Motors, Inc., Unitarian Fellowship for Social Justice, Foster-Dack Co., Wilson & Co.

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 208 W. Washington St., Chicago, Ill.
 Phone State 7369

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 Radio Producers.....W. E. Jones, P. C. Lund, Edward Simmons.
 Radio Continuity Writers.....R. E. Dwyer, L. W. Davidson.

Radio Account Placed—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co., Wear Proof Mat Co., Hoover Liniment Co.

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Oliver Bldg., Pittsburgh, Pa.
 Phone Grant 1900
 ANPA — ABP — PPA

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Radio Account Placed—Allegheny Ludlum Steel Corp., Colonial Biscuit Co., Beauty Products Co., Mail Pouch Tobacco Co., American Fruit Growers, Inc.

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

Phone MURray Hill 6-8585

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J. R. Warwick, Lester M. Malitz, Arthur
Deerson.

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Director of Radio.....Preston H. Pumphrey
Radio Accounts Placed—The Wm. R. War-
ner Co., The George W. Luft Company, Larus
& Bro. Company, The Sherwin-Williams Com-
pany.

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200 Globe Bldg., St. Paul, Minn.

Phone Cedar 3777

Officers

PresidentLuther Weaver
AssociateDonald Gardner
Director of Radio.....Elizabeth Watkins
Music Director.....Edward Megroth
Radio Accounts Placed—Northern Pacific
Railroad, Minnesota Federal Savings & Loan
Association, F. C. Hayer Co., The Pinolator
Co., Minnesota State Optometric Association.

NORMAN WEILL, INC.

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

Phone PLaza 5-3213

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TreasurerMax Friedman
Secretary.....R. F. Weill
Account Executives.....W. Wright Beck,
William Savacool
Copy Chief.....Herbert K. Simon
Radio Accounts Placed—Crawford Clothes,
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Stroock & Co.

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325 W. Eighth St., Los Angeles, Calif.

Phone Tucker 4111

ANPA — PPA — APA

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1631 Chestnut St., Philadelphia, Penna.

Phone Rittenhouse 6576

Officers

President-Radio Director.....F. A. Wellman

NORMAN WEILL, INC.

247 PARK AVENUE

PLaza 5-3213

Advertising

Radio Accounts Placed—Foot Health Institute, Thomas B. Martindale Food Stores, Circus Gardens Roller Skating Rink, Carman Roller Skating Rink, Abe L. Greenberg, Inc., Select Shop, General Utilities Corp., Leopold's Tailoring Shop, Shubert Theater, Trocadero Theater, Brookside Distilling Corp., Rich's, Central Lions Club, W. C. Rautter & Co., Philadelphia Select Shops.

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Phone Victory 1300

Officers

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Exec. V-P. and Treas....Stanley L. Wessel
SecretaryAlfred Flesham
Vice-President.....Theodore T. Weldon
Director of Radio.....Theodore T. Weldon
Assistant Directors.....R. U. Moore,
Harold Weislow
Radio Producer.....Leroy Stewart
Assistant Radio Producer...Martin Myrenik
Radio Continuity Writers.....I. M. Gregori

Branch Offices

230 Park Ave., New York, N. Y.
Phone MUrray Hill 6-1566

Manager.....V. J. Swdon
Radio Accounts Placed—Group of American Banks, cooperative series on disk for undertakers, dairies, etc., Frex Fresh Dog Food.

WESTCO ADVERTISING AGENCY

625 Market St., San Francisco, Calif.
Phone Sutter 6744

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Manager.....R. W. Stafford
Radio Accounts Placed—Sperry Flour Co.

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Phone Hillside 0191
420 Lexington Ave., New York, N. Y.
Phone LExington 2-4926
Radio Account Placed—Campbell Soup Co.

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Phone Ashland 4-8400
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NOAB — ABC — ABP

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Manager, Station Relations
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Asst. Mgr., Station Relations
Bureau.....Joseph J. Holmes, Jr.
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Special Announcer.....Harry von Zell

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Phone Hollywood 2734
Manager.....Joseph R. Stauffer
Assistant Manager.....Carroll O'Meara
Radio Production
Supervisor.....John Van Nostrand
Radio Publicity Supervisor...William Stuart
333 N. Michigan Ave., Chicago, Ill.
Phone Central 3144
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Vice-President-Merch.
Director.....D. G. Schneider
7430 Second Blvd., Detroit, Mich.
Phone Madison 4300
Vice-President-Manager.....John F. Reeder
235 Montgomery St., San Francisco, Calif.
Phone Exbrook 3547
ManagerBryan Houston
660 St. Catherine Street, West, Montreal, Que.
Phone Plateau 4691
Vice-President-Canadian Mgr.....E. D. Ring
80 King St., West, Toronto, Ont.
Phone Elgin 0397
Frank Goodman
E. D. Ring
Radio Accounts Placed — American Cigarette & Cigar Co., American Tobacco Co. (Half & Half), General Foods, Inc. (Postum, Grape-Nuts, Calumet, Swans-Down, La France, Satina, Jell-O Products, Minute Tapioca, Sanka, Frosted Foods), The Borden Co., Bristol-Myers Co. (Ipana and Sal Hepatica), Fels & Co., Gulf Oil Corp., International Silver Co., Sanforizing, Gordon Baking Co., Life Savers Corp., Packard Motor Co.



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Editor-In-Chief.....Barry Faris
News Editor.....Leo Dolan
Radio Editor.....Louis Allwell

Press-Radio Bureau, Inc.

New York—551 Fifth Avenue.....MUrray Hill 2-5670

President and Editor-in-Chief.....James W. Barrett

Radio News Association

New York—342 Madison Avenue.....MUrray Hill 2-3332

Executive

President.....Frederick M. Harmon

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Executives

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Editor.....Dixon Stewart
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MONTHLY. 3557 Bogart Ave., Cincinnati, Ohio. Phone, AVon 6825. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Manager, S. J. Davis; Radio Editors, Cress Little, Rosaline Greene. BRANCH OFFICES: 11 West 42nd St., New York, N. Y., L. M. MacMillan; 1138 Lake Shore Drive, Chicago, Ill., L. R. Dean. The Advertiser carries articles on radio's progress as an advertising medium; also news of advertisers' and agencies' activities in the radio field.

Advertising Age

WEEKLY. 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Managing Editor, Irwin Robinson. BRANCH OFFICE: 330 W. 42nd St., New York, N. Y.; M. D. Hicks, Eastern Advertising Manager. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

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MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Advertising Manager, Noel C. Breault. BRANCH OFFICES: 1370 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative; 161 Spring St., N.W., Atlanta, Ga., A. D. Van Allen, Southern Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view

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Air Law Review

QUARTERLY. 100 Washington Sq., E., New York, N. Y. Phone, SPring 7-2000. Publisher, Board of Air Law Review of New York University; Editor, Prof. Alison Reppy. Contains articles of technical interest on aviation and radio law; current comment on present-day problems of air law; notes and comment on important recent decisions and legislation; bibliographical section covering check-list and index of articles on air law in legal periodicals.

Bell Laboratories Record

MONTHLY. 463 West St., New York, N. Y. Phone, CHelsea 3-1000. Editor, P. B. Findley. Confines itself to the work and developments of Bell Telephone Laboratories. This publication is designed to strike a median level between the popular stories of the radio magazines and the technical presentations of the professional journals.

Bell System Technical Journal

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, American Telephone & Telegraph Co. Editor, R. W. King. Scientific discussions of developments in wire and radio-telephony, telegraphy, television and broadcasting facilities.

The Billboard

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, R. S. Littleford; Editors, Elias E. Sugarman and A. C. Hartman; Radio Editor, Jerry Franken (New York); Los Angeles Correspondent, Dean Owen General Manager, E. W. Evans; Advertising Manager, C. J. Latscha. BRANCH OFFICES: 32 Randolph St., Chicago, Ill.,

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Nat S. Green, Manager; 1564 Broadway, New York, N. Y., Elias E. Sugarman, General Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of the broadcasting industry.

Boxoffice

WEEKLY. 9 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-6370. Publisher, Ben Shlyen; Editor-in-Chief and Associate Publisher, Maurice Kann; Eastern Editor, William Ornstein; Chicago Correspondent, Eugene Rich; Hollywood Manager, Ivan Spear; Advertising Manager, Louis Rydell. Covering briefly all radio developments of interest to the motion picture industry.

Broadcasting—Broadcast Advertising

SEMI-MONTHLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel; Editor, Sol Taishoff; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, Paul Brines; Los Angeles Correspondent, David Glickman; Business Manager, Gate Taylor; Advertising Manager, Gate Taylor. Trade journal of the broadcasting and broadcast advertising fields.

Canadian Advertising

QUARTERLY (January, April, July and October). 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Managing Editor, H. A. Nicholson; Manager, B. G. Newton; Advertising Manager, S. J. Allin; Data Editor, Jean R. Gemmell. BRANCH OFFICES: Dominion Square, Montreal, Canada; 919 N. Michigan Ave., Chicago, Ill.; 522 Fifth Ave., New York, N. Y. This publication is an advertising media reference book which includes a listing of Canadian radio stations, their rates, time on the air, power, frequency, etc.; besides media references it contains articles reviewing advertising activities in Canada.

Commercial Broadcasting

FORTNIGHTLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. News Editor, L. Lippman; Managing Editor, Oswald F. Mingay; Advertising Representative, W. Murphy; Technical Editor, J. R. Edwards. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. A trade weekly newspaper relating to commercial broadcasting and of

particular interest to, and circulating among national advertisers, station advertisers, advertising agents and broadcast stations in Australia.

Commercial Broadcasting Yearbook

YEARLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. Commercial Broadcasting Yearbook contains practically all the information required by those interested in Australian broadcasting for reference purposes.

Communications

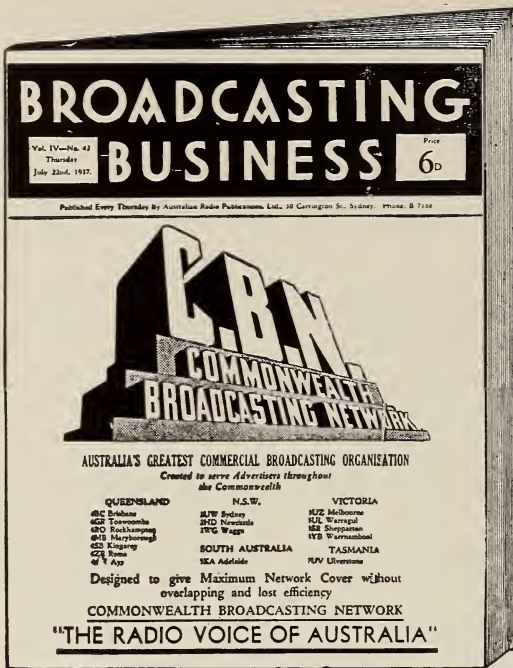
MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, R. D. Rettenmeyer; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields.

Editor and Publisher

WEEKLY. 1700 Times Bldg., New York, N. Y. Phone, BRyant 9-3052. Publisher, James W. Brown; Editor, Arthur T. Robb; Managing Editor, Warren L. Bassett; General Manager, Charles B. Groomes; Advertising Director, Charles T. Stuart; Assistant Publisher, James W. Brown, Jr.; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Ken Taylor; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields; news of newspaper-owned stations; station applications by newspapers; FCC rulings, etc.

Education by Radio

QUARTERLY. One Madison Ave., New York, N. Y. Phone, CAledonia 5-6965. Publisher, National Committee on Education by Radio; Editor, S. Howard Evans. This publication is edited in line with the purposes of the National Committee on Education by Radio, which acts as a spokesman for organized edu-



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cation, aiding and encouraging non-commercial educational stations and promoting cooperation between educators and commercial broadcasters. It is one of the means by which the committee acts as a clearing house for information about education by radio.

Electrical Digest

MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, Adelaide 1860. Publisher, Muir Publications; Managing Editor, J. Murray Muir. Serving the electrical industry in Canada, including manufacturers of radios and equipment.

Electrical and Radio World Trade News

TRI-MONTHLY. Department of Commerce, Washington, D. C. Phone, District 2200. Department Executive in Charge, John H. Payne, Chief of Electrical Div.; Editor, Katherine F. Hickey; District and Cooperative Offices throughout United States and Foreign Offices throughout the world. The material published in this periodical in regard to radio has to do with the nature of news covering new broadcast installations in foreign countries as well as new developments in broadcasting and television. It reports primarily on changes in foreign market possibilities, regulations, quotas, exchange, statistics of radio and electrical imports and exports, etc. Trade opportunities for specific products or agencies are included. Extensive reports covering any of these subjects are announced available for loan. All subjects referring to foreign commercial possibilities in its radio and electrical field, such as plans for or results from reciprocal trade agreements, are reported as fully as practical.

Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEadison 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Donald G. Fink; Assoc. Editor, Beverley Dudley; Assistant Editor, Craig Walsh; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Business Manager, H. W. Mateer; Asst. Manager, Wallace B. Blood. BRANCH OFFICES: 520 North Michigan Ave., Chicago, Ill., G. J. Seaman; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N.

Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

Electronics and Television and Short-Wave World

MONTHLY. 37-38, Chancery Lane, London W.C.2, England. Publisher, Bernard Jones Publications Ltd.; Editor, H. Corbishley. This publication is devoted to electronics, television and allied subjects, and short-wave communication.

Film Daily

DAILY. 1501 Broadway, New York, N. Y. Phone, BRyant 9-7171. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Joseph Esler. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Cal., Ralph Wilk. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news of every phase of the motion picture and allied industries.

Foreign Communication News

BI-MONTHLY. Department of Commerce, Washington, D. C. Phone, District 2200. Editor, G. Stanley Shoup. Contains items concerning telegraph, telephone, cable and radio communication developments in foreign countries, including rates, operating and financial data, legislation, etc.

FREC Service Bulletin

MONTHLY. Federal Radio Education Commission, c/o U. S. Office of Education, Washington, D. C. Editor, J. Kenneth Jones. This publication is distributed free to broadcasters and educators. Its purpose is to serve as a medium of the exchange of information concerning education through radio on a national scale. Activities of all educational groups using radio are reported.

Heinl Radio News Service

2400 California St., Washington, D. C. Phone, North 3800. Publisher, Robert D. Heinl; Editor, Robert D. Heinl. There are two services, one of which goes twice each week to a number of newspapers; the other going to various radio station subscribers.

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Hollywood Reporter

DAILY. 6713 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Assistant to Publisher, Frank Pope; Advertising Manager, Thomas F. Seward; Radio Editor, Nick Lukats. BRANCH OFFICES: 229 West 42nd St., New York, N. Y. H. J. Schleier, Manager, and Jack Harrison, News Editor, Phone, Wisconsin 7-2470; 540 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1., London, England; 41 Rue Copernic, Paris, France; Erzebet Korut 7, Budapest; Gratte Ciel, Antwerp; Pelayo 1, Barcelona; 54, Via Della Mercede, Rome; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

Journal of the Society of Motion Picture Engineers

MONTHLY. Hotel Pennsylvania, New York, N. Y. Phone, Pennsylvania 6-0620. Published by the Society of Motion Picture Engineers; Editor, Sylvan Harris. This publication is the official organ of the Society of Motion Picture Engineers and is devoted to the particular field of its readers. Technical developments in television is one of the subjects that are treated in its articles.

Journal of the Television Engineers' Institute of America

763 Gower St., Hollywood, Calif. Phone, Gladstone 3558. Published by the Television Engineers' Institute of America; Editor, George H. Seward; Associate Editor, Leroy Bremmer; Business Manager, Arthur A. Stern. This publication has for its purpose the dissemination of knowledge regarding the art of television in all its ramifications.

Marketing

WEEKLY. 119 York St., Toronto, Ont., Canada. Publisher, W. A. Lydiatt.

Metronome

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Metronome Corp. Editors, Richard B. Gilbert and George Simon; Chicago Correspondent, M. W. Hall; Hollywood Correspondent, Jack Hirschberg; Pittsburgh Correspondent, Sid Dickler; Miami Correspondent, Mickey Cherep. This publication is a trade journal in the field of popular music, giving world coverage on news of the radio, band and

record reviews, interviews, gossip and personality stories, domestic band routes, instruction departments conducted by leading exponents of the various dance band instruments.

Motion Picture Daily

DAILY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-3100. Publisher, Martin Quigley; Editor, Sam Shain; Chicago Correspondent, W. F. Crouch; Los Angeles Correspondent, W. R. Weaver; Business Manager, T. J. Sullivan; Radio Advertising Manager, Robt. Harrison. BRANCH OFFICES: 6305 Yucca St., Hollywood, Calif.; 624 S. Michigan Ave., Chicago, Ill.; 4 Golden Square, London W-1, England. Spot news coverage; also radio reviews and columns.

Moving Merchandise

(Successor to Modern Advertising)
MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, Waverly 2711. Publisher, Charlton-Wrigley, Ltd.; Editor, D. E. A. Charlton; Business Manager, G. B. Wrigley. This publication is devoted to the improved selling of consumer goods and contains a special department, "Broadcast Promotion," which reports activities of radio stations and radio programs in Canada.

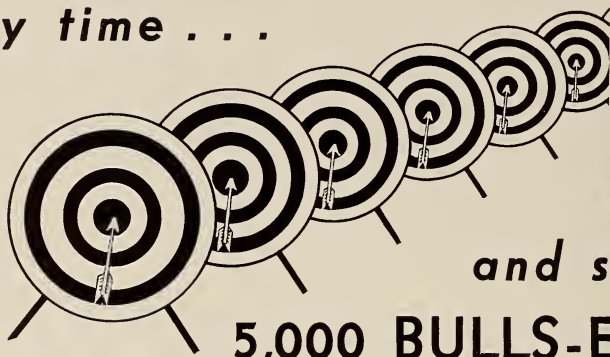
Musical Courier

BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Alfred Human; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Richard Drake Saunders. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager; 6 Square Leon Guillot, Paris, France, Irving Scherke, European Chief of Staff. Review of better class musical programs throughout the world in each issue; comments on broadcast programs.

Parts

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Glad Henderson; Advertising Manager, Charles H. Farrell; Circulation Manager, G. G. Lyon; Managing Editor, Daniel Webster; Merchandising Editor, Eugene Heslin. Parts is edited exclusively for radio parts and tube wholesalers and their sales staffs. It endeavors to cover all merchandising trends, new product developments and manufacturing merchandising policies.

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CANADA

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QUARTERLY. 195 Broadway, New York, N. Y. Phone, COrtlandt 7-7700. Editor, Will Whitmore. This publication is a house organ of the Western Electric Co. and is distributed to customers of this company and of the Graybar Electric Co., to the personnel of broadcasting stations, police radio stations, aviation executives, schools, libraries and to others interested in all branches of commercial radio.

Printer's Ink

WEEKLY. 185 Madison Ave., New York, N. Y. Phone, ASHland 4-6500. Publisher, Printers' Ink Publishing Co.; President, Roy Dickinson; Vice-President In Charge of Sales, Douglas Taylor; Editor, G. A. Nichols; Associate Editor In Charge of Radio, Eldridge Peterson; News Editor, Herbert L. Stephen. BRANCH OFFICES: 6 N. Michigan Ave., Chicago, Ill., Andrew M. Howe, Associate Editor, and Gove Compton, Manager; 326 West Third St., Los Angeles, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

Printer's Ink Monthly

MONTHLY. 185 Madison Ave., New York, N. Y. (For further information on personnel, addresses and editorial content see listing under "Printers' Ink.")

Proceedings of I. R. E.

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Business Manager, Harold P. Westman; Advertising Manager, John D. Crawford. The Proceedings is an engineering journal publishing technical paper on radio and allied subjects. Papers are published after review by two committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed each month.

Proceedings of the Radio Club of America

NINE ISSUES PER YEAR. 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. Publisher, Radio Club of America, Inc.; President, Paul F. God-

ley; Corresponding Secretary, J. L. Callahan; Editor, L. C. F. Horle.

Q S T

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; Editor, Kenneth B. Warner; Managing Editor, Clark C. Rodimon; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton; Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted to activities and developments in amateur radio.

Radex

MONTHLY (except July and August). 362 Cedar Lane, Teaneck, N. J. Phone, Teaneck 6-6247. Publisher, The Radex Publishing Co.; Editor, Page Taylor. This publication is for the radio listener who is interested in listening to distant stations. It is of interest principally to DXers.

Radio

MONTHLY (except August and September.) 1300 Kenwood Rd., Santa Barbara, Calif. Phone, 4242. Published by Radio, Ltd. Publisher, K. V. R. Lansingh; Editor, W. W. Smith; Technical Editor, R. Dawley. BRANCH OFFICES: 71 West 35th St., New York, N. Y.; 3606 N. Bernard St., Chicago, Ill., C. W. Nelson. This publication is devoted to technical and constructional material for the amateur and also information on experimental and high frequency radio; content does not touch on the business, entertainment or personal sides of radio.

Radio Advertising Rates and Data

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert Moss; Secretary-Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Radio station rates service revised and issued monthly.

Radio Amateur Call Book

QUARTERLY. 608 S. Dearborn St., Chicago, Ill. Phone, WAbash 1903. Publisher, Radio Amateur Call Book Inc.; Editor, Harold A. Rensch; Circulation Manager, D. A. Schroeder; Advertising Manager, C. O. Stimpson. BRANCH OF-



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FICES: 19 E. 47th St., New York, N. Y.; 10515 Wilbur Ave., Cleveland, Ohio; 4214 Country Club Drive, Long Beach, Calif. This publication contains up-to-date and complete lists of all radio amateurs throughout the entire world.

Radio-Craft

MONTHLY. 99 Hudson St., New York, N. Y. Phone, Walker 5-0730. President and Publisher, H. Gernsback; Managing Editor, R. D. Washburne. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, telegraphy and radio telephony, electronics, television, public address and facsimile, including servicing, trade news and technical descriptions.

Radio Daily

DAILY. 1501 Broadway, New York, N. Y. Phone, Wisconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Larry Wolters. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

Radio Technical Digest

BI-MONTHLY. 1300 Kenwood Rd., Santa Barbara, Calif., Phone 4242. Published by Radio Ltd. Publisher, K. V. R. Lansingh; Managing Editor, A. McMullen; Associate Editors, W. W. Smith, R. L. Dawley, B. A. Ontiveros, L. Norton. BRANCH OFFICES: 71 West 35th St., New York, N. Y.; 3606 N. Bernard St., Chicago, Ill., C. W. Nelson. This publication is devoted largely to reprints from magazines serving the entire radio technical field; content does not touch on the business, entertainment or personal sides of radio.

Radio-Television

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Publisher, Henderson Publications Inc.; Editor, Glad Henderson; Associate Editor, Daniel Webster. CHICAGO OFFICE: 664 N. Michigan Ave., Chicago, Ill. (Western Representative, Richard J. Burrill).

Radio & Electrical Retailer of Australia

FORTNIGHTLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay; Advertising Representative, J. Angus; Technical Editor, J. R. Edwards. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. A weekly trade newspaper covering the radio and electrical manufacturing, wholesaling and retailing industries of the Commonwealth of Australia; also includes electrical information regarding refrigerators and domestic electric appliances. News releases give personal and general information regarding manufacturers, retailers, etc.

Radio and Electrical Sales

EVERY OTHER MONTH. 137 Wellington St., West, Toronto, Canada. Phone Waverly 2711. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

Radio Guide

WEEKLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 8850. Publisher, M. L. Annenberg; Editor, Curtis Mitchell; Ass't to Publisher, Martin Lewis; Los Angeles Correspondent, Evans Plummer; Business Manager, Geo. d'Utassy; Advertising Manager, Saul Flaum; Circulation Manager, Ed Zoty. BRANCH OFFICES: 551 Fifth Ave., New York, N. Y.; 9059 Sunset Blvd., Hollywood, Calif.

Radio Mirror

MONTHLY. 122 East 42nd St., New York, N. Y. Phone, Lexington 2-9050. Publisher, Macfadden Publications, Inc.; Editor, Fred R. Sammis; Executive Editor, Ernest V. Heyn; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. News and pictures of stars and shows; fictionization of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

Radio News

MONTHLY. 608 S. Dearborn St., Chicago, Ill. Phone, Harrison 7300. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G.

Davis; National Advertising Manager, Sanford L. Cahn; Managing Editor, Karl A. Kopetzky. BRANCH OFFICE: 381 Fourth Ave., New York, N. Y., Manager, Sanford L. Cahn. This publication is a technical radio magazine catering to the interests of the advanced listener, the radio amateur and embryo radio amateur, the short wave listener, experimenter, set constructor, serviceman, dealer and engineer.

Radio Retailing

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, ME 4-1100. Published by McGraw-Hill Publishing Co. Vice-President and Publishing Director, Howard Ehrlich; Sales Manager, Lee Robinson; Managing Editor, W. W. Macdonald. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill., K. Groener; Radio Retailing is devoted to the selling and servicing activities of the radio dealer, serviceman and jobber. It is also widely read by radio manufacturing executives, engineers, purchasing agents and their sales representatives. The publication covers the news of the radio and home appliance industries, maintaining a permanent staff in the mid-west, on the west coast and in the east for news gathering and fact finding. Annually Radio Retailing presents a statistical review of the radio industry and at proper times publishes a directory of manufacturers, set specifications, etc.

Radio and Television

MONTHLY. 99 Hudson St., New York, N. Y. Phone, WALKER 5-0730. Editor and Publisher, Hugo Gernsback; Managing Editor, H. W. Secor; Secretary, Harriet Kantro. The editorial policy of this publication includes the reporting of radio and television news items with photos, interviews with prominent radio and television engineers, description of new inventions in radio and featuring, particularly, constructional articles on radio and television receivers and transmitters.

Radio Today

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

Radio Trade Annual and Service Manual

YEARLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. Radio Trade Annual is an Australian yearbook giving practically all the information required by radio manufacturers, distributors and servicemen for reference purposes.

Radio Trade-Builder

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

Radio and Television Weekly

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis; News Editor, Frank Coupe.

RCA Review

QUARTERLY. 75 Varick St., New York, N. Y. Phone, WALKER 5-3721. Publisher, RCA Institutes Technical Press; Editors, Charles J. Pannill, Chairman of the Board of Editors; Ralph R. Beal; Dr. H. H. Beverage; R. S. Burnap; Irving F. Byrnes; Lewis M. Clement; Dr. Alfred N. Goldsmith; Harry G. Grover; O. B. Hanson; Charles W. Horn; Willson Hurt; Dr. Charles B. Jolliffe; Frank E. Mullen; Charles H. Taylor; Arthur F. Van Dyck; W. S. Fitzpatrick, Secretary of Board of Editors. RCA Review aims to present a record of outstanding developments of the laboratories of the Radio Corporation of America in radio and associated electronic subjects.

Report of Radio Research in Japan

TRI-ANNUAL. Imperial Academy House, Ueno Park, Tokyo, Japan. Phone, Shitaya No. 43. Publisher, National Research Council of Japan; Chairman, H. Nagaoka; Secretaries, K. Tani, T. Ono and T. Yamazaki. This publication reviews the radio progress in Japan.

Sales Management

BI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Vice-President, Merril V. Read. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone, State 1266, C. E. Lovejoy, Manager; 29 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern. Specifically this publication publishes from time to time articles on the use of radio as an advertising medium; stories (in the Media Department) on the latest news in radio and network development; histories of stations' and networks' growth.

Service

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co.; Editors, R. G. Herzog, R. D. Rettenmeyer; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers.

Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President and Secretary, Albert W. Moss; Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave.,

New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Advertising rate service for publication field revised and issued monthly.

Telecommunications Reports

WEEKLY. 1158 National Press Bldg., Washington, D. C. Phone, District 2678. Editor, Roland C. Davies. Specialized Washington news letter on communications.

Tide

BI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone, ASland 4-3390. President and Publisher, David Frederick; Editor, Ellen Hess; Radio Editor, Reginald T. Clough; Chicago Correspondent, J. E. West; Los Angeles Correspondent, R. J. Birch. BRANCH OFFICES: 734 Little Bldg., Boston, Mass., Arthur F. Chapin; 360 N. Michigan Ave., Chicago, Ill., J. E. West; 846 South Broadway, Los Angeles, Calif., R. J. Birch; 155 Sansome St., San Francisco, Calif., R. J. Birch. Report radio news of interest to agency executives and advertisers.

Variety

WEEKLY. 154 West 46th St., New York, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Sid Silverman; Radio Editor, Bob Landry; Business Manager, Harold Erichs; Advertising Manager, Hyatt Daab. BRANCH OFFICES: 54 W. Randolph St., Chicago, Ill., Hal Halperin; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

Western Advertising

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Editor and Publisher, Ramsey Oppenheim; Assistant Publisher, R. S. Oppenheim; N. Y. Correspondent, L. V. Hohl; Los Angeles Correspondent, W. M. Brown. BRANCH OFFICES: Graybar Bldg., New York, N. Y., L. V. Hohl, N. Y. Manager; 426 S. Hill St., Los Angeles, Calif., W. M. Brown, So. Calif. Manager. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

(As of January 1st, 1940)



The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Third Annual Radio Daily Poll and through the cooperation of radio stations in both countries.

ALABAMA

Birmingham News: Turner Jordon
Birmingham Post: Jean Moyer
Southern Radio News (Birmingham):
Homer T. Suddeth
Mobile Register & Press: George Cox

•

ARIZONA

Phoenix Gazette: Dan Crumley, Oley
Henson
Phoenix Republic: Frank Ross
Tucson Citizen: Maston Jacks
Tucson Star: Al Welke

•

ARKANSAS

Jonesboro Sun: Fred Troutt
Jonesboro Tribune: Donald Murray
Arkansas Democrat (Little Rock): Lynn
Liske
Siloam Springs Daily Herald & Demo-
crat: Alf Perrine

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CALIFORNIA

Bakersfield Californian: Bill Moses
Berkeley Gazette: Helene Peters
Fresno Bee: A. J. Welter
Fresno Guide: Joe King, Jr.
Hanford Sentinel: J. E. Richmond
Hollywood Citizen-News: Zuma Palmer
Long Beach Press-Telegram & Sun:
Jimmy Allen
Gilmore Mike (Los Angeles): Bernie
Miligan
Los Angeles Examiner, Los Angeles Her-
ald & Express, Los Angeles News,
Los Angeles Times (for logs only):
Jack Holmes
Oakland Post Enquirer: Charles Loomis

Oakland Tribune: Charles McIntosh
Pasadena Independent: Bill Bird
Pasadena Post & Star News: Reginald
Warren
Porterville Recorder: Homer Wood
Redding Searchlight & Courier-Free
Press: Mr. Brown
Redding Record: Bowden Neimer
Sacramento Bee: Ronald Schofield
San Bernardino Sun & Telegram: Earl
Buey
San Diego Union & Tribune-Sun: Maury
Savage
San Francisco Call Bulletin: Bob Hall,
Edward Romero
San Francisco Chronicle: George Rafter
San Francisco Examiner: Edward Mur-
phy
San Francisco News: Emily Hodell
Santa Ana Independent: A. B. Berry
Santa Ana Register: Mason Gould
Santa Barbara Independent: Phil Nord-
ley
Santa Barbara News-Press: Charles A.
Storke
Santa Rosa Press-Democrat & Republi-
can: Mike Pardee
Stockton Independent: Al Trivelpiece
Stockton Record: Rossi Reynolds
Turlock Times: Bob Whiteside
Visalia Times-Delta: Click Relander
Watsonville Register-Pajaronian: Edgar
Slusser, Frank Orr
Watsonville Sun: Clem Fye
Woodland Democrat: Lucille Evans

•

COLORADO

Denver Daily Record-Stockman: Willard
Simms
Denver Post: Betty Craig
Rocky Mountain News (Denver): James
Briggs
Denver Monitor: Carson Harris

• • • **RADIO EDITORS AND WRITERS** • • •

Durango News: William B. O'Rourke
Grand Junction Daily Sentinel: Preston Walker
Greeley Booster: Loren Walling
Longmont Ledger: Fred Ferguson
Crow Valley News (New Raymer): Tom Thompson

•

CONNECTICUT

Hartford Courant: Douglas B. Fellows, John Reitmeyer
Hartford Times: Harold B. Waldo
Connecticut Echo (New Haven): Nelson R. Durant
Stamford Advocate: Leonard Massell

•

DISTRICT OF COLUMBIA

Washington Herald & Times: Bill Frank
Washington News: Helen Buchalter
Washington Post: Dick Coe
Washington Star: George Huber, William Coyle

•

FLORIDA

Florida Times Union (Jacksonville): R. G. Moffett
Jacksonville Journal: Jim Massey
Miami Herald: Marion Stevens
Miami News: Jimmie McLean
Miami Beach Topics: Jack Rice
Orlando Times: Colonel William Glenn
Orlando Sentinel-Star: L. J. Hagood
Palm Beach Daily News: John Githens
Panama City News-Herald: Thorne Lane
Pensacola Journal: John Cole
Pensacola News: Don Hogan
St. Petersburg Independent: Bill Dunlap
Sebring American: Rod Arkell
Tampa Times: J. F. Smiley
Tampa Tribune: Harry Schaden
Palm Beach Sun (West Palm Beach): Bernon Smith
Sunshine Special (West Palm Beach): Elmer Burgess
Winter Park Herald: William Traer

•

GEORGIA

Atlanta Constitution: Howell Jones
Atlanta Georgian & American: Treville Lawrence, Tom Ham
Atlanta Journal: Ernest Rogers
Augusta Chronicle: Bob Parks
Hartwell Sun: Louis Morris
Lavonia Times: Rush Burton
Macon News-Telegraph: Holt Gewinner
Southern Georgian (Moultrie): Bill Aycock
Rome News: Ernestine Hornady

Savannah Morning News: Gray C. Brandon
Waycross Journal-Herald: Jack Williams, Jr.

•

IDAHO

Boise Capital News: Jewel Carpenter, Bill Wheeler
Idaho Daily Statesman (Boise): Robert McDevitt
Caldwell News-Tribune: Maurice Russell, Tom La Fonde
Idaho State Journal & Tribune (Pocatello): Mel Dorius
Pocatello Shopper News: Jim Rutherford

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ILLINOIS

Champaign News-Gazette: Fred Vance
Chicago Herald-American: Lorraine Neistrum, Ulmer Turner
Chicago News: Joseph Gorg
Chicago Times: Don Foster, Don Moore
Chicago Tribune: Larry Wolters
Advertising Age (Chicago): Irwin Robinson
Cicero-Berwyn Life: Richard Cecil
Danville Commercial-News: H. B. Heck
Decatur Herald & Review: E. O. McCann
East St. Louis Journal: Howard Moore
Harrisburg Daily Register: Alta Givans
Marion Republican: Homer Butler
Moline Dispatch: Jack Thompson, Fred Klann
Peoria Journal-Transcript: R. M. Shepherdson
Peoria Star: Golda Lauterbach
Rockford Morning Star: Allen Brophy
Rock Island Argus: J. W. Ramsey
Illinois State Journal (Springfield): Harry Moody
Tuscola Journal: R. B. Pickard

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INDIANA

Decatur Democrat: John Heller
Elkhart Truth: Dan Albrecht
Evansville Press & Courier: Clifton Brooks, Theo Nadelstein
Fort Wayne Journal Gazette: Chester Brouwer
Fort Wayne News-Sentinel: Jack Barker
Indianapolis News: Herbert Kenney, Jr.
Indianapolis Star: Herbert Tucker
Indianapolis Times: James M. Thrasher, Harry Morrison
South Bend Tribune: Ira Carpenter
The Spectator (Terre Haute): R. Tuttle

• • • **RADIO EDITORS AND WRITERS** • • •

IOWA

Davenport Times & Democrat: Ina Wickham
Davenport Daily Times: Tom O'Hearn
Decorah Journal: Justin Hammond
Decorah-Posten: Kristian Prestgard
Public Opinion (Decorah): A. C. Bishop
Des Moines Register & Tribune: Mary Little
Dubuque Daily Tribune: Carl Ochs
Dubuque Telegraph Herald: William Arndt
Little Rock Free Lance: Mrs. H. E. Randolph
Shenandoah Sentinel: R. K. Tindall
Sioux City Journal: Willis Forbes
Sioux City Tribune: John Kelly

•

KANSAS

Kansas City Kansan: W. A. Bailey
Lawrence Journal: Robert Busby
Manhattan Chronicle: Charles Platt
Manhattan Mercury: H. O. Dendurant
Pittsburg Advertiser: A. C. Runyan
Salina Journal: Stuart Dunbar
Topeka Capital: E. D. Keilmann
Topeka State-Journal: Eileen Reinhardt

•

KENTUCKY

Louisville Journal-Courier & Tribune: James Sheehy
Owensboro Messenger & Inquirer; LeRoy Woodward
Paducah Sun-Democrat: Joe La Gore

•

LOUISIANA

Baton Rouge Morning Advocate: Harris Jackson
Baton Rouge State Times: C. P. Liter
Lafayette Advertiser-Gazette: T. M. Calahan
New Orleans Item & Tribune: Edith Ballard
New Orleans States & Times-Picayune: Mercia Mateu
Shreveport Journal: Tom Ashley
Shreveport Times: Pat White

•

MAINE

Kennebec Journal (Augusta): Beatrice Levasseur
Kittery Press: Horace Mitchell
Lewiston Sun-Journal: Miss Bennett
Le Massager (Lewiston): Rudolphe Hamann
Portland Press & Herald Express: Ina B. Somerville

MARYLAND

Baltimore News-Post & Sunday American: J. Hammond Brown
Baltimore Evening Sun: Harry Stewart
Baltimore Morning Sun: Robert Snyder
Baltimore Sunday Sun: Harry Haller, Frances Hiss

•

MASSACHUSETTS

Attleboro Sun: Ethel MacDonald
Boston American: Newcomb F. Thompson
Boston Globe: Elizabeth L. Sullivan
Boston Herald-Traveler: Alice Quinlan
Boston Post: Howard Fitzpatrick
Boston Transcript: Frederick W. Hobbs
Christian Science Monitor (Boston): Albert Hughes
Fall River Herald News: Edward J. Delaney
Lowell Leader: Ethel K. Billings
Lowell Sun: Charles G. Sampas
New Bedford Mercury: Paul Williams
New Bedford Standard Times: John Dakin, Jr.
Newburyport News: C. S. Coffin
Springfield News & Republican: Benjamin Buxton
Springfield Union: Henry P. Lewis, Frank H. Blumenfeld
Taunton Gazette: James N. Lincoln
Worcester Evening Gazette: Don Williams
Worcester Telegram: Joseph Dine, Frederick L. Rushton

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MICHIGAN

Battle Creek Enquirer & News: Ralph Koons
Detroit Free Press: Edgar A. Guest, Jr., Ella McCormick, Douglas Martin
Detroit News: Herschell Hart
Detroit Times: Ray Thomas
Detroit Times (Flint edition): Jim Kauffmann
Flint News-Advertiser: Irving Chimo-vitz
Grand Rapids Press: Evelyn Husen
Lansing State Journal: Jerry Root
Muskegon Chronicle: William Bowles
Royal Oak Tribune: L. Miller

•

MINNESOTA

Freeborn County Graphic (Albert Lea): Fay Child
Duluth Herald: Nathan Cohen
Duluth News Tribune: Jim Watts
Lake & Farms Journal (Duluth): George Kelley

• • • **RADIO EDITORS AND WRITERS** • • •

Minneapolis Star-Journal: George Grinn,
Eliot Tarbell, Jean Huck
Minneapolis Tribune: Phil Shipley, E. A.
Ahlstrom, A. C. Cartright
Moorhead News: James Acton
Rochester Post Bulletin: Glenn Wither-
stine
St. Cloud Times-Journal: Harold Schoel-
kopf
St. Paul Dispatch & Pioneer Press: Jules
Steele, Oakes Miller
Winona Republican-Herald: Gordon
Clausway

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MISSISSIPPI

Greenwood Commonwealth: Bob Upshur
Jackson Advertiser: Charles R. G.
Schimpf
Magnolia Gazette: O. W. Phillips
Summit Sun: Mary Cain
Tupelo Journal: Don Lilly

•

MISSOURI

Columbia Missourian: E. A. Soderstrom
Independence Examiner: Beulah Boone
Jefferson City News & Tribune: L. R.
Luketwite, Natalie Le Page
Joplin Globe & News Herald: Steve
Smith, Gordon Rollins
Kansas City Journal: John Cameron
Swayze, Kenneth Dickey
Kansas City Star: H. Dean Fitzer, Mary
Haman
Poplar Bluff American Republic: Jim
Hendrichson
St. Joseph Gazette: M. Dow Mooney
St. Joseph News-Press: Prentis Mooney
St. Louis Globe-Democrat: Harry La
Mertha
St. Louis Post-Dispatch: James L. Spen-
cer
St. Louis Star-Times: Dave Fredericks,
Harriet Hagen

•

MONTANA

Great Falls Buyer: Ernest Simmons
Great Falls Tribune: Norman Monsos
Western News (Hamilton): Miles Rom-
ney, Jr.

•

NEBRASKA

The Nonpareil (Council Bluffs): Andy
Thornell
Fremont Tribune: Ferde Larson
Lincoln Star & Journal: Bruce Nicoll
Nebraska City News Press: George Near,
Jr.

North Platte Daily Telegraph: H. H.
Brown
Omaha World-Herald: Keith Wilson

•

NEVADA

Reno Evening Gazette: John Sanford
Nevada State Journal (Reno): Frank
Sullivan

•

NEW HAMPSHIRE

Concord Monitor: R. H. Keeler
Laconia Evening Citizen: Ebba Jansen
Manchester Union: Robert Blood
Rochester Observer: Mr. Burbank

•

NEW JERSEY

Asbury Park Press: Miss Adams
Atlantic City Press & Union: Howard P.
Dimon
Atlantic City Sun: A. L. Simon (address:
1540 Broadway, New York City)
Atlantic City Daily World: Irving Levy
Camden Argus: William H. Jeffries
Camden Courier-Post: Marian Gibson
South Jersey News (Camden): Albert
Kaplan
East Orange Courier: Stan Coe
Jersey Observer (Hoboken): Hannah Sul-
livan
Jersey Journal (Jersey City): C. J. In-
gram
Newark Star-Ledger: Jack Shafer
Newark Sunday Call: Albert Edwin Sonn
Paterson Evening News: Harry C.
Schwartz
Red Bank Daily Standard: Sid Wain
Red Bank Register: Mr. Brown
Vineland Journal: Arthur Scholtz

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NEW MEXICO

Albuquerque Journal: Paul Weeks
Albuquerque Tribune: Irene Fisher
New Mexico Sentinel (Albuquerque): Joe
Roehl
Duke City News: William T. Harris
New Mexico Examiner (Santa Fe): J. F.
Pichler

•

NEW YORK

Knickerbocker News (Albany): Ed Healy
Auburn Citizen-Advertiser: Victor Calla-
nan
Binghamton Press: George Curtis
Binghamton Sun: Letitia Lyon
Brooklyn Eagle: Joe Ranson
Buffalo Courier-Express: Don Trantor

• • • **RADIO EDITORS AND WRITERS** • • •

Buffalo News: Rod Reed, Joseph Haeffner
Canton Advertiser: J. A. Finnegan
Canton Plain Dealer: Atwood Manley
Elmira Sunday Telegram: Ed Van Dyke
Associated Press (New York City):
Charles Butterfield

New York Herald Tribune: H. T. Rowe
New York Journal-American: Tom
Brooks

New York Mirror: Nick Kenny
New York Morning Telegraph: Mel Spiegel

New York News: Ben Gross, Sid Shalit
New York Post: Leonard Carlton
New York Sun: E. L. Bragdon
New York Times: Orrin E. Dunlap, Jr.
New York World Telegram: Alton Cook
United Press (New York City): Webb
Artz

Il Progresso (New York City): Salvatore Pino
Motion Picture Daily (New York City):
Ed Greif

Radio Guide (New York City): Wilson
Brown

Variety (New York City): Bob Landry
Ogdensburg Advance News: R. Rogers
Orr

Plattsburgh Press: Mr. Lynch
Plattsburgh Republican: T. M. Farrell
Rochester Democrat, Chronicle & Times
Union: Donald Yerger

Rochester News: J. P. Dwyer
Schenectady Gazette: Ned Wintersteen
Schenectady Union-Star: John L. Blawie
Syracuse Herald-Journal: Robert Hoffman,
George Wright

Syracuse Post-Standard: Jack Baker,
John Grimes

Syracuse Press: Louis Kossoff
Troy Times: Walter Demers
Utica Observer-Dispatch & Press: W. T.
McGurty

Watertown Times: Dominic Pepp

•

NORTH CAROLINA

Asheville Advertiser: Walter Goan
Asheville Citizen: Robert B. Bingham
Asheville Times: Douglas Le Suer
Charlotte News: W. Williams
Charlotte Observer: H. A. Rouser
Durham Herald-Sun: Fred Hanney

Goldsboro Herald (weekly): Eugene Roberts
Goldsboro Record (weekly): Joseph
Brown

Raleigh News & Observer: Charles
Packer

Raleigh Times: Irving Cheek
Winston-Salem Journal: Worth Bacon
Twin City Sentinel (Winston-Salem): Art
King

NORTH DAKOTA

Bismarck Capital: Charles Goodwin
Bismarck Tribune: William Moeller
Fargo Forum: Roy Johnson
Peoples' Opinion (Valley City): I. J. Moe
Valley City Times-Record: Phil Marks

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OHIO

Akron Beacon Journal: Dorothy Doran
Cincinnati Enquirer: Jack Rogers
Cincinnati Post: Paul Kennedy
Cincinnati Times-Star: Frances Raine
Cleveland Plain Dealer: Robert S. Stephen
Cleveland Press: Norman Siegel
Columbus Citizen: Paul Adler
Columbus Dispatch: Carl De Bloom, Jr.,
Grant Dillman

Ohio State Journal (Columbus): Harold
Eckert

Columbus Sunday Star: Joe R. Mills
Dayton Herald: Jack Carr, Zeb Pike
Dayton Journal: Thomas Kirchner
Dayton News: Chuck Gay

Elyria Chronicle-Telegram: Robert W.
Funk

Findlay Republican Courier: H. A. Fish
Lima News: James Blissell, Gray Knisely

Lima Times: Mike Johnston
Lorain Journal: James Maloney
Minster Post: Harry B. Heckman
Portsmouth Times: William Lamble
Salem News: Ray L. Dean
Sandusky Daily News: Jane Maiden
Springfield News: Richard Wolbert
Toledo Blade: Richard Pheatt

Toledo Times: Chester Morton, Don Wolfe
Youngstown Vindicator: Marion C. MacDonald

Zanesville News: James Alexander
Zanesville Times-Recorder: John Durbin

•

OKLAHOMA

Enid Daily Eagle: Keith Painton
Norman Transcript: Ida Sloan
Oklahoma Daily (Norman): Clarence
Pearce

Oklahoma City Oklahoman & Times:
Leon Hatfield, Marshall Moore, Bruce
Palmer

Shawnee News & Star: Bryan Roberts
Tulsa Tribune: Bill Stevens
Tulsa World: Lee Earhart

•

OREGON

Astorian-Budget (Astoria): Fred Andrus
Bend Bulletin: Jim Brenton
Corvallis Gazette-Times: C. E. Ingalls

• • • **RADIO EDITORS AND WRITERS** • • •

Eugene Morning News: Arthur Prioux
Coos Bay Times (Marshfield): Red Hor-
nish
Portland Journal: Lawrence Gilbertson
Portland Oregonian: William Moyes

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PENNSYLVANIA

Altoona Mirror: Jack M. Rickabaugh
Altoona Tribune: Robert Boyer
Erie Dispatch-Herald: C. B. Hollinger
Johnston Democrat: John Sheridan
Johnstown Tribune: Ben Coll
Norristown Times-Herald: Miss T. Col-
lins
Philadelphia Bulletin: Elmer Cull
Philadelphia Inquirer: Frank Rosen
Philadelphia News: Raymond Gathrid
Philadelphia Public Ledger: George Opp
Philadelphia Record: George Lilley, Cecil
Pennyfeather
Radio Press (Philadelphia): Norman Jay
Pittsburgh Post-Gazette: Darrell Martin
Pittsburgh Press: Si Steinhauer
Pittsburgh Sun-Telegraph: Zora Unko-
vitch, Sam Kennedy
Sharon Herald: Jerry Harshman
Sunbury Daily-Item: Reg Meraiden
Wilkes-Barre Sunday Independent: Paul
J. Walker

Wilkes-Barre Record: Fred Johnson, Jo-
seph Collis
Wilkes-Barre Times-Leader: Joseph Mur-
phy
Williamsport Gazette & Bulletin: Quen-
tin Beauge
Williamsport Sun: Mark Good

•

RHODE ISLAND

Newport Herald: Frances Flannery
Newport News: Clifton Holman
Pawtucket Times: Sylvester Sprague
Providence Journal & Bulletin: Ben Kap-
lan
Woonsocket Call: Gregory C. Greene

•

SOUTH CAROLINA

Anderson Independent: S. A. Hall
Anderson Daily Mail: J. B. Hall
Belton News: Mr. Coward
Charleston News & Courier: T. R. War-
ing
Charleston Evening Post: Manning Rubin
Columbia Record: Caldwell Withers
Columbia State: S. L. Latimer
Greenville News: Norvin C. Duncan, Jr.
Greenville Piedmont: Jimmie Thompson

•

SOUTH DAKOTA

Gate City Guide (Rapid City): T. B.
Weiner

Rapid City Advocate: Boyd Cannell
Rapid City Journal: Redford Dibble
Sioux Falls Argus Leader: Ken H.
Guenther
Vermillion Plain Talk: Herb Evans
The Volante (Vermillion): H. M. Dean
Yankton Press & Dakotan: Fred H. Mon-
fore

•

TENNESSEE

Chattanooga Free Press: Ralph Sanders
Chattanooga News: Murray Wyche
Chattanooga Times: Mr. Braehm
Jackson Sun: James Elliott
Knoxville Journal: Frank Larkin
Knoxville News-Sentinel: Glenn McNeil,
Dick Golden
Memphis Commercial Appeal: Robert
Gray
Memphis Press-Scimitar: Robert John-
son
Nashville Tennessean: William Kings-
berry
Nashville Times: Warner Ray

•

TEXAS

Abilene Reporter-News: Wendell Bedi-
chek, Prexy Anderson
Amarillo Globe & News: Wes Izzard
Amarillo Times: Howard Arnberg
Austin Tribune: Pericles Alexander
Beaumont Enterprise: Merita Mills
Beaumont Journal: Mrs. Feinberg
Big Spring Herald: Bob Whipkey
Dallas Dispatch-Journal: Terrence G.
Walsh
Dallas News: Victor Davis
Dallas Times-Herald: Douglas Hawley
El Paso Herald-Post: Chester Chope
El Paso Times: Bill Hooten
Fort Worth Press: Morris Boykin
Fort Worth Star-Telegram: Bill Potts,
Mark Burrowe, William Jolesch
Hope Star: Alex Washburn
Houston Chronicle: Mildred Stockard
Houston Post: Lois Cam
Houston Press: Tony Triolo
Lubbock Avalanche-Journal: Charles
Watson
McAllen Monitor: Mynatt Smith
San Antonio Express: A. W. Grant
San Antonio Light: Renwicke Carey
San Antonio News: Mary Louise Walliser
Sweetwater Reporter: Bob Cooke
Temple Telegram: Carolyn Malina
Texarkana Gazette & News: J. Q. Ma-
haffey
Wichita Falls Daily Times: Louis T.
Hamlett
Wichita Falls Record News: W. L. Un-
derwood

• • • **RADIO EDITORS AND WRITERS** • • •

UTAH

Cache American (Logan): James Allen
Provo Daily Herald: J. A. Owens
Salt Lake City Desert News: Wilby Durham
Salt Lake City Tribune: Mel Dorius

•

VERMONT

Burlington Daily News: Gilbert Hammond
Waterbury Record: Bill Picker

•

VIRGINIA

Bristol Herald Courier: Harry S. Hudson
Culpeper Exponent: Charles Green
Danville Variety News: Watt Miles
Newport News Daily Press: Lewis T. Jester
Newport News Times-Herald: William M. Harrison
Norfolk Ledger Dispatch: Charles Hoofnagle
Norfolk News-Index: W. E. Debnam
Norfolk Virginian-Pilot: C. Philip Donnell
Richmond News-Leader: Elizabeth C. Norfleet
Richmond Times-Dispatch: Bruce Clark
Roanoke Times: William Atkinson
Roanoke World-News: Shields Johnson
Northern Virginia Daily (Strasburg): E. E. Keister
Shenandoah Herald (Woodstock): Charles Cawthron

•

WASHINGTON

Aberdeen World: Harlan Plumb
Gray's Harbor Post (Aberdeen): John Clark
Anacortes Mercury: J. O. McNary
Auburn Globe Republican: Harry M. Leslie
Blaine Journal: J. H. Cramer
Bremerton Daily News Searchlight: Myra Spencer
Bremerton Sun: Julius Guis
Chehalis Advocate: George Hayden
Elma Chronicle: Norman Dickerson
Enumclaw Courier-Herald: C. B. Lafromboise
Everett Herald: W. R. Butler
Everett News: Fred Boone

Grays Harbor City Washingtonian: George Sundborg
Hoquiam Washingtonian: William Kosk
Issaquah Press: M. A. Boyden
Kent Valley News: O. H. Barber
Kirkland East Journal: H. P. Everest
Lynden Tribune: S. H. Lewis
Montesano Vidette: Chapin Collins
Mount Vernon Argus: Fred Ornes
Mount Vernon Herald: Harry B. Averill
Olympia Olympian: Earl McCallum
Pe Ell Tribune: W. H. Baker
Port Angeles News: Jack Henson
Port Townsend Lader: Ray O. Scott
Kitsap County Herald (Poulsbo): Nels C. Gregerson
Pullman Herald: Karl Allen
Puyallup Valley Tribune: Tom Montgomery
Kenton Chronicle: Dan B. McGovern
Seattle Post-Intelligencer: Eddie Mitchell, Paul Tieche
Seattle Star: Roy Ryerson
Seattle Times: Robert Heilman
Radio Review (Seattle): Nick Hughes
Sedro Valley Courier-Times: F. S. Evans
Mason County Journal & Independent (Shelton): Thomas F. Crocker
Twin City News (Stanwood): C. F. Brown
Sultan Valley News: Ward Bowden
Tacoma News Tribune: Paul Anderson, Ed Honeywell, H. N. Lyman
Tacoma Times: Jane Mottau
Clark County Sun (Vancouver): Marion Sexton
Walla Walla Union Bulletin: H. Sherman Mitchell, R. W. Fisher

•

WEST VIRGINIA

Bluefield Daily Telegraph: J. Lindsey Alley
Charleston Mail: Annise Cassab
Charleston Gazette: Mr. Connell
Clarksburg Exponent: H. G. Rhawn
Clarksburg Telegram: Frank Carpenter
Fairmont Valley News Index: Bernard Gottlieb
Huntington Advertiser: Catherine Enslow

•

WISCONSIN

Barron News-Shield: Sydney Scofield
Chippewa Falls Herald-Telegram: William H. Gharrity
Eau Claire Evening Telegram: Nelson B. Nelson
Fond-du-Lac Commonwealth Reporter: Lynn Fairbanks

Janesville Gazette: Ann Tenny
Madison Capital Times: K. F. Schmitt
Wisconsin State Journal (Madison): William L. Doudna
Milwaukee Journal: Edgar Thompson
Milwaukee Evening Post: Armand Tewes
Milwaukee Sentinel: Buck Herzog
Racine Journal-Times: Paul Fry
Sheboygan Press: Elmer Zufelt
Superior Evening Telegram: Bob McBride, Morgan Murphy

•
WYOMING

Sheridan Press: L. L. MacBride

•
TERRITORY OF HAWAII

Honolulu Advertiser: Harry F. Anderson
Honolulu Star-Bulletin: Paul Findeisen
Kauai Filipino News (Lihue): Leonora Curameng
The Garden Island (Lihue): Dora Muranaka
Maui News (Wailuku): Ez Crane, Jr.

•
ALBERTA

Cardston News: W. Kearle
Edmonton Bulletin: Mr. De Prose
Edmonton Journal: V. MacDougall
Radio Flashes (Edmonton): H. G. Turner
Lethbridge Herald: Bill Hay
MacLead Gazette: R. C. Jessup
Pincher Creek Echo: F. P. Edwards
Raymond Recorder: I. B. May
Taber Times: R. A. Avery

•
BRITISH COLUMBIA

Nelson News: H. A. Lethbridge
Stewart News: Joseph J. Bouzek
Vancouver News-Herald: Jack Scott, Jack Bird
Vancouver Province: Miss Walls
Vancouver Sun: William Newell
Canadian Listener (Vancouver): John Cavadas
Point Grey News Gazette (Vancouver): W. Reeder
Victoria Daily Colonist: Bill Herbert
Victoria Times: Lloyd Baker

NEW BRUNSWICK

St. John Telegraph Journal & Times-Globe: Christine A. Fewings

•
ONTARIO

Blyth Standard: Kenneth Whitmore
Clinton News-Record: G. E. Hall
Kenora Miner & News: J. A. Sherrett
Kincardine News: J. W. MacLeod
Ottawa Citizen: A. Christopher
Ottawa Journal: M. Taschereau
Screen & Radio Guide (Port Arthur): C. McComber
St. Catharines Standard: Bill Corfield
Seaforth Huron Expositor: K. M. McLean
Sudbury Star: C. H. Smith
Teeswater News: V. A. Statia
Timmins Press: Sonya Barnett

•
PRINCE EDWARD ISLAND

Summerside Journal: A. R. Brennan
Summerside Pioneer: J. P. MacInnis

•
QUEBEC

Montreal Gazette: Thomas Archer
Montreal Herald: Owen Shannon
Montreal Standard: T. C. Gannon
Montreal Star: R. Haviland
Radio Monde (Montreal): L. Lamontagne
Quebec Chronicle-Telegraph: Mr. Hood
L'Action Catholique (Quebec): Jean-Thomas Perron
Radio Information (Quebec): J. O. Grenier
L'Echo du Bas St. Lawrent: J. B. Cote
Le Progres du Golfe (Rimouski): Leopold Lamontagne

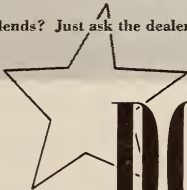
•
SASKATCHEWAN

Birch Hills Gazette: Webb Bowen
Moose Jaw Times-Herald: Vic Mackie
Moose Jaw Weekly News: Louis Lewry
Western Spotlight (Moose Jaw): Mac McBride
Nipawin Advertiser-Journal: W. C. Roberts
Prince Albert Reminder: Mr. Le Blanc
Regina Post-Leader: Gee Johnson
Regina Star: Fes Fairley
Star City Echo: E. L. Hopkins

I'LL SAY
DON LEE'S
GUARANTEED TIME
PAYS DIVIDENDS



You bet your life DON LEE'S time is worth shouting about. In the first place—IT'S GUARANTEED! When you place your advertising message on Don Lee's 31 stations, your good time is protected—and when I say GOOD TIME I mean *just* that. We know it's good because Don Lee has a hat full of surveys to prove it. For instance, get a load of these figures . . . a survey taken at 9:00 p.m. showed News on KHJ leading with 37% of the audience, KNX with music polled 20.9%, and KFI with Carefree Carnival showed 23.62%. Another survey taken at 8:00 p.m. showed KHJ with 35.4% bucking KNX with Amos and Andy at 36.6%, and KFI with Fred Waring at 16%. Another poll at 9:30 p.m. gave KHJ 24.7% with Fu Manchu against KNX with baseball at 23.7%, and music on KFI at 22.6%. Admittedly DON LEE dominates the outlying sections of the Pacific Coast, but these figures show what happens in the nation's third largest city where competition for top audience is plenty tough. And does Don Lee's Guaranteed Time pay dividends? Just ask the dealers; they know that Don Lee brings action at the cash registers.

 **DON LEE**
MUTUAL BROADCASTING SYSTEM
THE NATION'S GREATEST REGIONAL NETWORK

1076 W. 7th St., Los Angeles, Calif.
Thomas S. Lee, Pres.
LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
Affiliated with Mutual . . . Represented by Blair



NETWORKS



NATIONAL

Regional

We're Spending A Quarter of a Million for YOU!



Erle Smith—News Editor Walt Lochman—Sports Commentator Beulah Karney—Food Consultant

28 solid hours of service features every week, built around a talent and production staff of 47, run into money fast. But we're willing to make the investment in time and talent to provide:—



1. The oldest established farm program in Kansas City, directed by a nationally known farm personality, and including an especially edited farm newscast, live stock markets thrice daily direct from the Live Stock Exchange (arranged at the invitation of the Kansas City Live Stock Industry), as well as daily grain, poultry, and produce markets.

2. A full-time news editor, veteran of more than a dozen successful sponsorships.

3. A full-time home economics director who is ninety per cent commercial the year 'round.

4. 375 solid hours of play-by-play sports within a year.

5. And the first news broadcast on the air in Kansas City about fruits and vegetables direct from the source of supply!

You needn't match our quarter million—all you need is a one-way ticket that takes you right into the hearts and homes of two and a third million listeners in our P. D. A.!

All this, not to mention these Arthur B. Church Productions, developed at KMBC, that are doing—and ready to do—outstanding jobs for national network or spot advertisers: Texas Rangers, Caroline Ellis, Fran Heyser, Life on Red Horse Ranch, Brush Creek Follies, Phenomenon, Margaret and Gordon Munro, "Across The Breakfast Table"



Phil Evans—Director Farm Service



Bob Riley, Live Stock Market Reporter



Martha Hunter—The Food Consultant

RADIO SCREEN STAGE
VARIETY
SHOWMANSHIP AWARDS

1939 Award For
Program Originating
Station

KMBC
Kansas City

KMBC OF KANSAS CITY

Free & Peters NAT. REPS.

THE Columbia Broadcasting System looks forward to 1940 as the greatest year in the history of American radio. The trend established in 1939, when records of every description were broken, seems likely to continue. As far as the effect of the European war upon radio is concerned, it has proved to be an opportunity for additional public service and for the development of more effective radio news presentation.

Columbia's confidence about 1940 is rooted in two facts about radio: the constant growth of its listening audience and the steady improvement in program technique. More than 9,000,000 new sets went into American homes during 1939, increasing the number of sets in use throughout the country to the phenomenal total of 45,000,000. Columbia has kept pace with the mounting popularity of radio by continuing to implement the network with the best possible facilities. Much of the improvement in CBS transmission must be attributed to the efforts of a mobile field laboratory crew of engineers, which in 1939 analyzed and solved transmission problems all over the country. Seven new stations, added during the year to bring the CBS total to 118, were WKAQ, San Juan, Puerto Rico; WRBL, Columbus, Ga.; WWNC, Asheville, N. C.; KOIL, Omaha; KWFT, Wichita Falls, Texas; WCKY, Cincinnati; and KVSF, Santa Fe. During the year a number of CBS station transmitters were relocated to improve market coverage.



WM. S. PALEY
President

Concomitantly, 1939 saw an impressive advance in entertainment standards and more rapid development of Columbia's contributions to radio education. The number of programs broadcast by CBS increased from 19,074 programs in 6,662 hours in 1938 to 31,449 in 10,398 hours in 1939. War coverage was largely responsible for this striking increase. Early in the crisis, CBS inaugurated the highly effective practice of broadcasting two news "editions" each day direct from the warring capitals.

Variety and timeliness were the key characteristics of CBS educational programs in 1939, as new air forums were introduced and several series were prepared with the aid of governmental agencies. The American School of the Air was heard in 150,000 classrooms and was adopted as an official part of the school curriculum of six states. The general increase in programs of cultural content is a direct reflection of increased interest in such programs on the part of the audience—an interest which network broadcasting itself has developed. CBS' short wave stations, WCBX, New York, and WCAB, Philadelphia, relayed an expanded schedule of educational and general entertainment programs to Europe and South America.

Business, in general, in 1939 showed an appreciable increase over the previous year—and present indications are that 1940 will see that trend continued. Meanwhile, CBS will continue to explore the new frontiers of television.

CBS

CBS NETWORK SWEEPS

ALL MAJOR "FIRSTS" IN 1940!

CBS enters 1940 breaking all major radio records; leading all networks in audience and advertisers' acceptance.

These tangible records, today,

AUDIENCE: CAB figures show that CBS dominates the audience in the "major battle-ground of network competition." *They show CBS with a consistently stronger schedule than any other network from 6:00 to 11:00 in the evening — winning the largest audiences for CBS clients (against all competition) in 78 of the total evening quarter hours seven days a week; against 51 quarter-hour "firsts" for the second network; and 7 for the third; 34% more for CBS than for both others combined! This CBS leadership is just as definite between 8:00 to 10:00 P.M. alone — the most tensely competitive hours in radio — when again CBS wins more "firsts" than both other networks combined.*

**have so long been associated
with Columbia...the intangibles
of service, of performance,
of action; the basic contribu-
tions which CBS has made to
radio in twelve vigorous years.
By these things the leadership
of a network is measured.**

AVAILABILITY. CBS caps the swiftest technical rise in radio history with more high-powered U. S. stations, in 1940, than *any other network*—a total of *sixteen* CBS 50,000 watt stations. But that's not all. In the past twenty-four months 91 CBS stations made major technical improvements which increase their service-areas *without* increasing wattage; and a total of 45 CBS stations directly increased their wattage as well.

ADVERTISING: CBS now carries a larger volume of business than *any other network*; *the largest volume ever carried by any network in the history of radio.* CBS, consistently from October through December 1939, carried the largest volume of business ever carried by any network in any one month or in any quarter of any year. And in 1940, for the *sixth* consecutive year, more of the nation's *largest* advertisers use CBS than *any other network.*

C O L U M B I A

PACE SETTER FOR THE NETWORKS

CBS NETWORK SWEEPS ALL MAJOR "FIRSTS" IN 1940!

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These tangible records, today, reflect the "intangibles" that have so long been associated with Columbia...the intangibles of service, of performance, of action; the basic contributions which CBS has made to radio in twelve vigorous years.

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FACILITIES: CBS caps the swiftest technical rise in radio history with more high-powered U. S. stations, in 1940, than any other network—a total of sixteen CBS 50,000 watt stations. But that's not all. In the past twenty-four months 91 CBS stations made major technical improvements which increase their service-areas *without* increasing wattage; and a total of 45 CBS stations directly increased their wattage as well.

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C O L U M B I A
PACE SETTER FOR THE NETWORKS

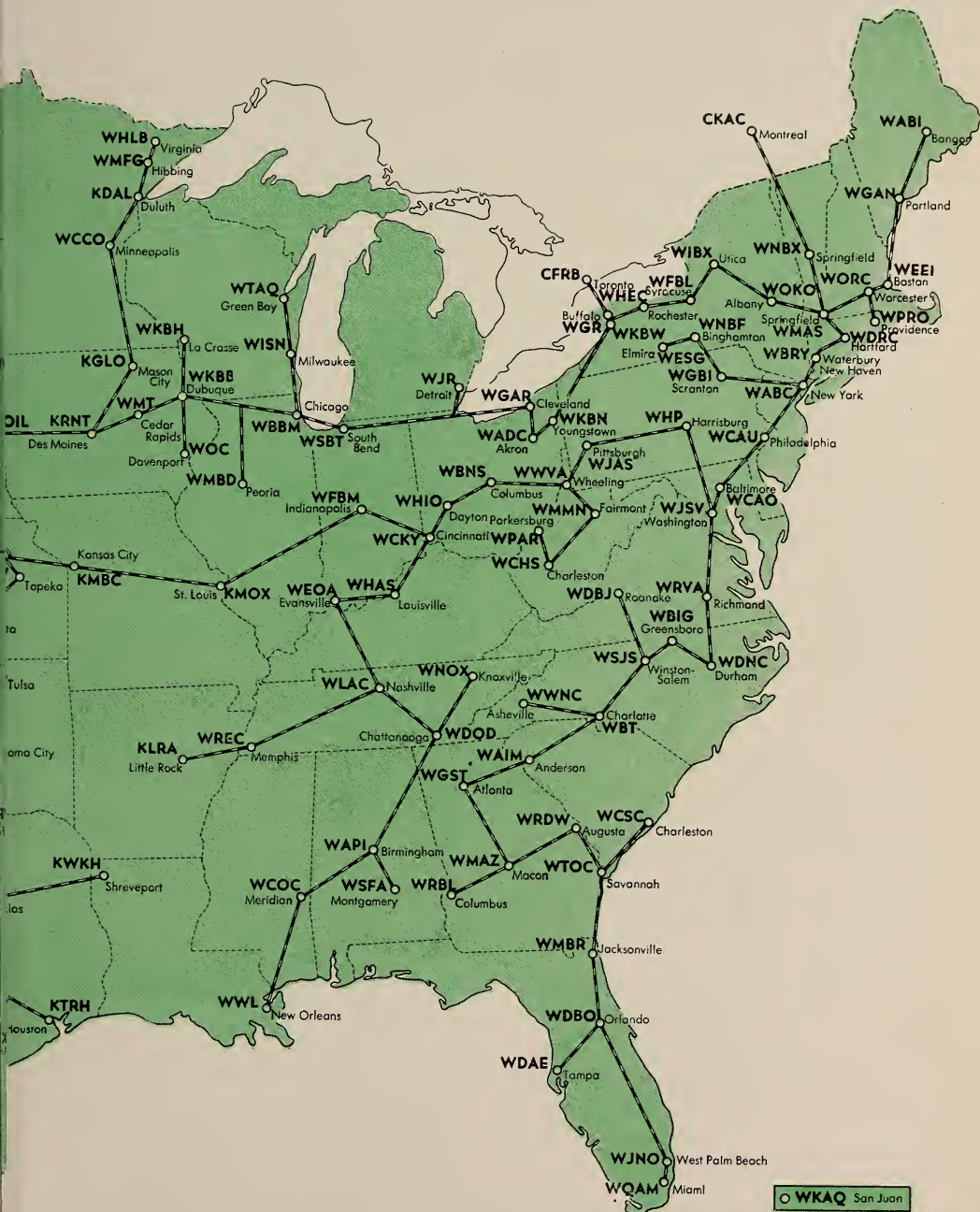
COLUMBIA BROADCASTING SYSTEM



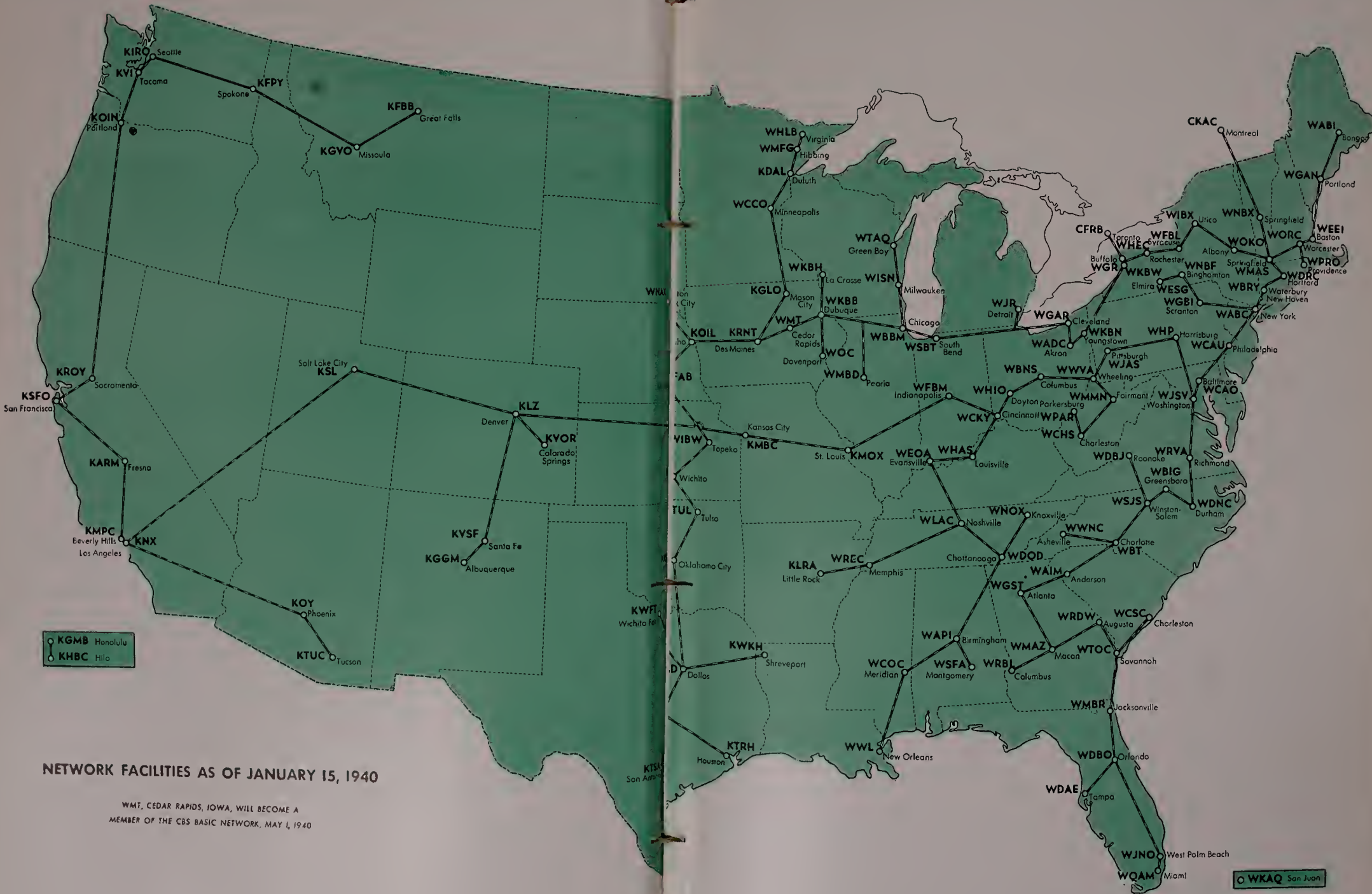
NETWORK FACILITIES AS OF JANUARY 15, 1940

WMT, CEDAR RAPIDS, IOWA, WILL BECOME A MEMBER OF THE CBS BASIC NETWORK, MAY 1, 1940

CASTING SYSTEM



COLUMBIA BROADCAST SYSTEM



KGMB Honolulu
KHBC Hilo

NETWORK FACILITIES AS OF JANUARY 15, 1940

WMT, CEDAR RAPIDS, IOWA, WILL BECOME A MEMBER OF THE CBS BASIC NETWORK, MAY 1, 1940

WKAQ San Juan

C O L U M B I A

Broadcasting System

485 Madison Avenue, New York City
(Telephone number, Wickersham 2-2000)

BOARD OF DIRECTORS

William S. Paley
Leon Levy
John J. Burns
Samuel Paley
Jacob Paley
Ralph F. Colin
Edward Klauber

Prescott S. Bush
Herbert Bayard Swope
Isaac D. Levy
J. A. W. Iglehart
Dorsay Richardson
Mefford R. Runyon
Paul W. Kesten

Officers

William S. Paley.....President
Edward Klauber.....Executive Vice-President
Paul W. Kesten.....Vice-President and Director
Mefford R. Runyon.....Vice-President and Director
Lawrence W. Lowman
 Vice-President in Charge of Operations
H. V. Akerberg
 Vice-President in Charge of Station Relations
W. B. Lewis
 Vice-President in Charge of Broadcasts

H. Leslie Atlass.....Vice-President, Chicago
Harry C. Butcher....Vice-President, Washington
D. W. Thornburgh...Vice-President, Los Angeles
Frank K. White.....Treasurer
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Treasurer
Jos. H. Ream....Secretary and General Attorney
Arthur S. Padgett.....Auditor

Staff

F. A. Willis.....Assistant to the President
 & Director of Short Wave Operations
William C. Gittinger.....Sales Manager
William H. Ensign.....Assistant Sales Manager
B. J. Prockter.....Manager of Sales Service
J. J. Karol.....Market Research Sales Counsel
Victor M. Ratner....Director of Sales Promotion
Frank N. Stanton...Director of Market Research
J. K. Churchill,
 Chief Statistician of Market Research
John Fox.....Promotion Production Manager
 & Space Buyer
Ted Sandler.....Promotion Art Director
Herbert Bayard Swope, Jr....Trade News Editor
Douglas Coulter...Assistant Director of Broadcasts
Davidson Taylor...Assistant to Vice-President in
 Charge of Broadcasts
Gerald Maulsby.....Production Manager
Roy Passman,
 Assistant Director of Program Operations

Max Wylie.....Director of Script Division
S. Mark Smith,
 Assistant Director of Script Division
Francis C. Barton...Manager of Program Service
James Burke.....Program Service Assistant
Paul W. White.....Director of Public Affairs
John D. Fitzgerald,
 In Charge of Special Events and Sports
Sterling Fisher...Director of Talks and Education
Leon Levine,
 Assistant Director of Educational Programs
Helen Sioussat....Assistant Director of Talks
Jan Schimek....Director of Copyright Division
Julius Mattfield....Director of Music Library
James Fassett,
 Assistant Director of Music Division
Elizabeth Tucker,
 Director of Short Wave Programs
Walter R. Pierson,
 Manager of Sound Effects Division
Harriet Hess,
 Supervisor of Program Typing Division

Gilson B. Gray.....Commercial Editor
 Donald I. Ball.....Assistant Commercial Editor
 Adrian Murphy.....Executive Director of Television
 Gilbert Seldes...Director of Television Programs
 Leonard H. Hole

Manager of Television Operations
 Dr. Peter C. Goldmark.....Chief Television Engineer
 H. I. Rosenthal.....Executive Vice-President
 of Columbia Artists, Inc.

I. S. Becker,
 Vice-President & Business Manager
 of Columbia Artists, Inc.

J. G. Gude.....Station Relations Manager
 Louis Ruppel.....Director of Publicity
 Luther J. Reid.....WABC Publicity Director
 Michael J. Fish...Manager Photographic Division
 Edwin King Cohan,
 Director of General Engineering

A. B. Chamberlain.....Chief Engineer
 Hugh A. Cowham
 Commercial Engineer In Charge of Traffic

Jos. H. Burgess, Jr.....Personnel Manager
 Albert H. Bryant,
 Manager of Mail and Files
 & Mimeograph Division

John E. Forsander.....Purchasing Agent
 W. J. Flynn.....Chief Accountant
 G. Stanley McAllister,
 Director of Construction and
 Building Operations

Radio Sales

J. Kelly Smith.....General Sales Manager
 Howard Meighan,
 Eastern Sales Manager, New York

H. A. Carlborg.....Manager, Detroit Office
 Paul S. Wilson,
 Western Sales Manager, Chicago

Roger K. Huston...Manager, Los Angeles Office
 Royal Penny.....Account Executive, Charlotte
 John W. Bohn.....Account Executive, St. Louis

Charles E. Morrin,
 Account Executive, San Francisco

New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes.....Sales Manager
 George Allen.....Director of Programs
 Henry Grossman,
 Eastern Division Operations Engineer
 & Chief Engineer of WABC

Chicago

410 NO. MICHIGAN AVE.

H. Leslie Atlas.....Vice-President, Chicago
 J. L. Van Volkenburg...Assistant to Mr. Atlas
 L. F. Erikson.....Western Sales Manager
 Harry Mason Smith.....Chicago Sales Manager

James Kane,
 Director of Publicity & Special Events

Frank B. Falknor,
 Central Division Operations Engineer
 & Chief Engineer of WBBM

J. Oren Weaver.....News Editor
 Robert Hafter.....Production Manager

Urban Johnson.....Chief Sound Technician
 Wayde Grinstead.....Sales Promotion Director

J. V. McLoughlin.....Accountant

Washington

WJSV, EARLE BLDG.

Harry C. Butcher,
 Vice-President in Charge at Washington

A. D. Willard, Jr.....Station Manager WJSV
 Wm. D. Murdock.....Sales Manager WJSV

Clyde Hunt.....Chief Engineer
 Harry R. Crow.....Accountant

Ann Gillis.....Director of Public Events
 Paul A. Porter.....Attorney

Lloyd W. Dennis, Jr.....Program Director
 William J. Slocum, Jr.....Publicity Director
 John Heiney.....Sales Promotion Manager

Minneapolis

WCCO, 625 SECOND AVE., S.

Earl H. Gammons...Manager of Station WCCO
 Emmett J. Heerdt.....Accountant

H. S. McCartney.....Chief Engineer
 Hayle C. Cavanor.....Program Director

Alvin B. Sheehan...Manager of Artists Bureau
 Carl Burkland.....Sales Manager

Robert L. Hutton, Jr.,
 Sales Promotion & Publicity Manager

St. Louis

KMOX, MART BLDG.

Merle S. Jones.....Manager of Station KMOX
 Arthur Casey.....Assistant to Station Manager

G. L. Tevis.....Chief Engineer
 R. S. Gillingham.....Accountant

C. G. Renier.....Program & Production Director
 Jerry Hoekstra.....Public Events & Publicity Director

K. W. Church.....Sales Manager
 Bob Reichenbach.....Sales Promotion Director

Pacific Coast

LOS ANGELES OFFICE, KNX,
 COLUMBIA SQUARE

D. W. Thornburgh...Vice-President, Los Angeles
 George L. Moskovics.....Director of Sales Promotion

Charles D. Ryder, Jr.....Accountant
 Lester Bowman,
 Western Division Operations Engineer
 & Chief Engineer of KNX

Columbia Broadcasting System

Nelson G. Pringle.....News Editor
 Charles Vanda...Western Director of Programs
 Russ Johnston.....Program Manager
 Fox Case,
 Director of Special Events & Public Events
 Edith S. Todesca.....Production Manager
 Hal Rorke.....Publicity Director
 Harry W. Witt.....Sales Manager
 Alan Cormack.....Traffic Manager

San Francisco Office

PALACE HOTEL

Arthur J. Kemp..Sales Manager, Pacific Network
 Henry M. Jackson.....Manager

Charlotte, N. C.

WBT, WILDER BLDG.

A. E. Joscelyn.....Manager of Station WBT
 Robert W. Carpenter.....Accountant
 James Beloungy.....Chief Engineer
 Chas. H. Crutchfield.....Program Director
 Arthur Forrest.....Sales Promotion Manager

Boston

WEEL, 182 TREMONT ST.

Harold E. Fellows.....Manager of Station WEEL
 John J. Murray.....Accountant

Philip K. Baldwin.....Chief Engineer
 Lloyd G. del Castillo
 Production Manager and Musical Director
 Kingsley Horton.....Sales Manager
 George Dunham.....Sales Promotion Manager
 Dorothy Drake.....Publicity Director

Detroit

FISHER BLDG.

Alfred N. Steele.....Manager of Detroit Office
 Webster H. Taylor,
 Assistant Manager of Detroit Office
 G. T. C. Fry.....Manager of Sales Promotion

European Staff

E. R. Murrow..Chief of European Staff—London
 Larry Le Seuer,
 Assistant to Chief of European Staff,
 London
 William L. Shirer,
 Central European Representative—Geneva
 Russell Hill,
 Assistant Central European Representative,
 Berlin
 W. R. Wills..Far Eastern Representative—Tokyo
 Thomas Grandin.....Paris Representative
 Eric Severeid.....Assistant Paris Representative

Stations Owned and Operated, or Leased by the

COLUMBIA BROADCASTING SYSTEM

WABC New YorkOwned and operated by CBS.
 WBBM ChicagoOwned and operated by CBS.
 WBT Charlotte, N. C.....Owned and operated by CBS.
 WCCO MinneapolisOwned and operated by CBS.
 WJSV WashingtonOwned and operated by CBS.
 KMOX St. LouisOwned and operated by CBS.
 KNX Los AngelesOwned and operated by CBS.
 WEEL BostonOwned by Edison Illuminating Co., of Boston
 Leased and operated by CBS.

LUSTIER than ever, the Mutual Broadcasting System faces the year 1940. The promises made to affiliated stations and the listening public have not been forgotten. Though it has grown in a short space of time to a chain of more than 118 radio stations in the United States, Hawaii, and Canada, the principles upon which this system was founded still guide our plans. On September 15, 1934, we said: "The Mutual Broadcasting System has pledged itself to render a new service to the listeners, bringing to them more and varied programs from this country and abroad. The network is cooperative, the stations operating the network service, rather than the chain running the station. The individual stations themselves chose to remain independent so that each might do the job in its community as it saw best. The Mutual network was formed with the view of maintaining affiliations with a few key stations of superior coverage, flanked across the continent by progressive independent outlets."

In 1940 we are ever mindful of this pledge. In the year just past, Mutual presented over 300 hours of broadcasting time to special features, both here and abroad, sporting events, spot news, and talks. It is interesting to note that this represented an increase of over 20 per cent for a similar period in 1938.

But the significance of this activity can not be pointed out in statistics alone. The quality of these broadcasts and recognition from listeners for such events as the exclusive broadcasts of the World Series, the commentaries of Raymond Gram Swing, the Wallenstein and Henry Weber concerts, the war coverage, meant much more to us.

Faced with the biggest special features assignment in the history of broadcasting — the European war — Mutual augmented its European staff under the capable direction of John Steele, whose journalistic experience helped him in selecting



ALFRED J. McCOSKER

veteran, foreign correspondents to represent Mutual in the old continent's major capitals.

Appreciation of Mutual's importance in the industry was indicated by a sizeable increase in business and accounted for the network's greatest time billings.

But when many of its early well wishers studied Mutual's fundamental policies in 1934, they doubted if its advanced theories could be made to work. Could radio achieve a happy combination of a group of stations working as a network, yet with each one remaining autonomous? Could a number of thriving, independent radio stations, unrelated to each other in any way, except in the common aim to serve the listener, cooperate in the formation of a third major chain?

These questions were tested when Mutual programs made their debut in October of that year. At that time Mutual programs could be heard in only four cities.

When Mutual's advertising opportunities were first explained, many farsighted time buyers soon discovered in this new network an outlet for advertisers, heretofore unable to purchase a flexible network of stations in as few or as many markets as they desired.

This endorsement enabled Mutual to total \$1,000,000 worth of time billings in its first fiscal year.

On December 29, 1936, Mutual went coast to coast. The strong Don Lee regional chain of California became affiliated with Mutual. More details on this network's progress may be found in the issues of RADIO DAILY and other periodicals.

But instead we prefer to look ahead. Our basic principles are more evident in 1940, five and one-half years since its creation; exactly three years since Mutual went coast to coast, and became of age.

ALFRED J. McCOSKER,
Chairman of the Board.



MUTUAL BROADCAST



MUTUAL BROADCASTING SYSTEM

NETWORK FACILITIES AS OF FEB. 1st, 1940

- AFFILIATED STATIONS
- BASIC STATIONS



MUTUAL



Broadcasting System

Administrative Office

Chicago Tribune Tower, Chicago, Ill.
Phone, Superior 0100

New York Office

1440 Broadway, New York, N. Y.
Phone, Pennsylvania 6-9600

Officers

Chairman of Board of Directors,
 Aifred J. McCosker
 President.....W. E. Macfarlane
 Vice-President.....Theodore C. Streibert
 Vice-President.....Lewis Allen Weiss
 Treasurer and Executive Secretary,
 E. M. Antrim
 General Manager.....Fred Weber
 Advertising and Sales Promotion Manager,
 Robert A. Schmid
 Auditor.....Miles E. Lamphiear

Staff

Publicity Director.....Lester Gottlieb
 Program Service Mgr.....Adolph Opfinger
 Traffic Manager.....Andrew Poole
 Statistician.....Wallace A. Walker
 Sales Representative.....John R. Overall
 Sales Representative.....Sidney P. Allen
 Sales Representative.....Burt Lambert
 Sales Representative.....Morris Mudge
 Midwestern Sales Representative....Ade Hult
 Midwestern Program Coordinator..Don Pontius
 London and Foreign Representative,
 John S. Steele

Branch Offices

Detroit.....Union Guardian Bldg.
 Cincinnati.....Alms Hotel
 Boston.....21 Brookline Ave.
 Cleveland.....Terminal Tower

Los Angeles.....Don Lee Bldg.
 San Francisco.....1000 Van Ness Ave.
 England.....Coulsdon, Surrey
 France.....2527 Rue Pagalle, Paris

Directors

E. N. Antrim
 Willett Brown
 H. K. Carpenter

W. E. Macfarlane
 Alfred J. McCosker
 John Shepard III

Theodore C. Streibert
 Lewis Allen Weiss
 Fred Weber

***Operating Board**

J. E. Campeau.....CKLW, Detroit-Windsor
 H. K. Carpenter.....WHK-WCLE, Cleveland
 John Shepard III.....The Colonial Network
 Theodore C. Streibert....WOR, Newark, N. J.

Hulbert Taft, Jr.....WKRC, Cincinnati
 Lewis Allen Weiss.....Don Lee Network
 Ed Wood, Jr.....WGN, Chicago
 *Two to be selected

THE year 1939, a year of sharply contrasted activities at home and abroad, placed a grave weight of responsibility upon the shoulders of radio in the part it played in the European conflicts. However well this challenge has been met throughout the United States, it has been and will remain our purpose to handle war situations as factually as we know how, separating fact from fancy as well as we can, confident in the belief that such a policy is in keeping with this country's democratic principles.

The wars have undoubtedly helped to create a new public interest in informational types of programs. This has had its influence in awakening keener interest in educational programs, demonstrating to a greater degree than ever before that no program need be dull because it is educational. We have much satisfaction over the fact that many such programs have shown considerably higher ratings in the program surveys than in previous years.

The National Broadcasting Company has expanded its coverage with the addition of twenty network affiliates during the past year, bringing the total of both the Red and Blue to an all-time high of 181 stations. This figure includes four stations of the Canadian Broadcasting Corporation and CMX in Havana, Cuba, as well as eight in the Middle West; one in the Southwest; four in the South and five in the East and Central-Atlantic regions. At many points, program reception was improved through the installation of new technical equipment, through increases of power, and through changes in station frequencies.

In the twelve month period, the regularly scheduled shortwave service over stations WRCA and WNBI has been built up to sixteen hours daily. The significance of this lies in its basic principle of building friendly international relations without propaganda.



LENOX R. LOHR
President

The latter months of the year have witnessed our pioneer efforts to sell time in this field with a view to making international broadcasting self-supporting. The United Fruit Company is sponsoring a daily fifteen-minute news program in Spanish over a beam directed toward Latin America.

NBC and RCA have done their full share in furthering the radio art itself through heavy investment in television, no return for which is expected in the immediate future. We look forward to 1940 because we hope it will bring us program competition in the television field. When other companies match us in this endeavor, we will be much nearer the time when this youngest member of the radio family can take its rightful place in the industry.

Financially, in spite of the heavy expenditures in public service fields where there was no monetary return for the expenditures, NBC has had a successful year. In commercial billings, this past season has seen the biggest business year in the history of the company, with the Red Network showing a greater volume than has ever been shown by any single network in the existence of sponsored radio. This, coupled with the fact that the other major networks of the nation have recorded fairly uniform increases throughout the year, leads us to view the coming season with optimism and confidence.

Finally, 1939 has given concrete evidence that the radio industry recognizes the desirability of internal co-operation as a means of best serving the public interest. Probably the outstanding expression of this has been a program code to which members of the National Association of Broadcasters have voluntarily subscribed.

LENOX R. LOHR.

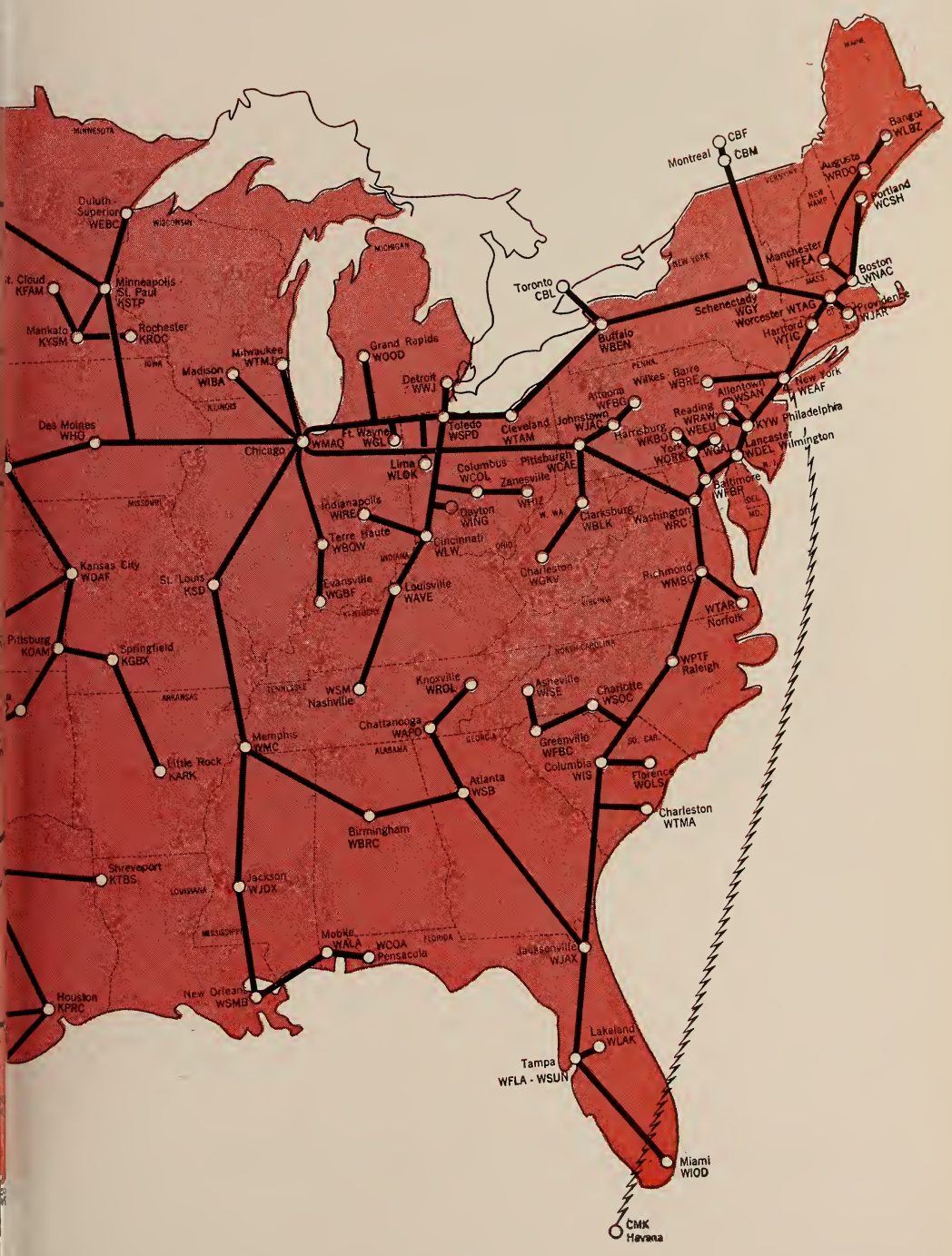


NATIONAL BROADCAST

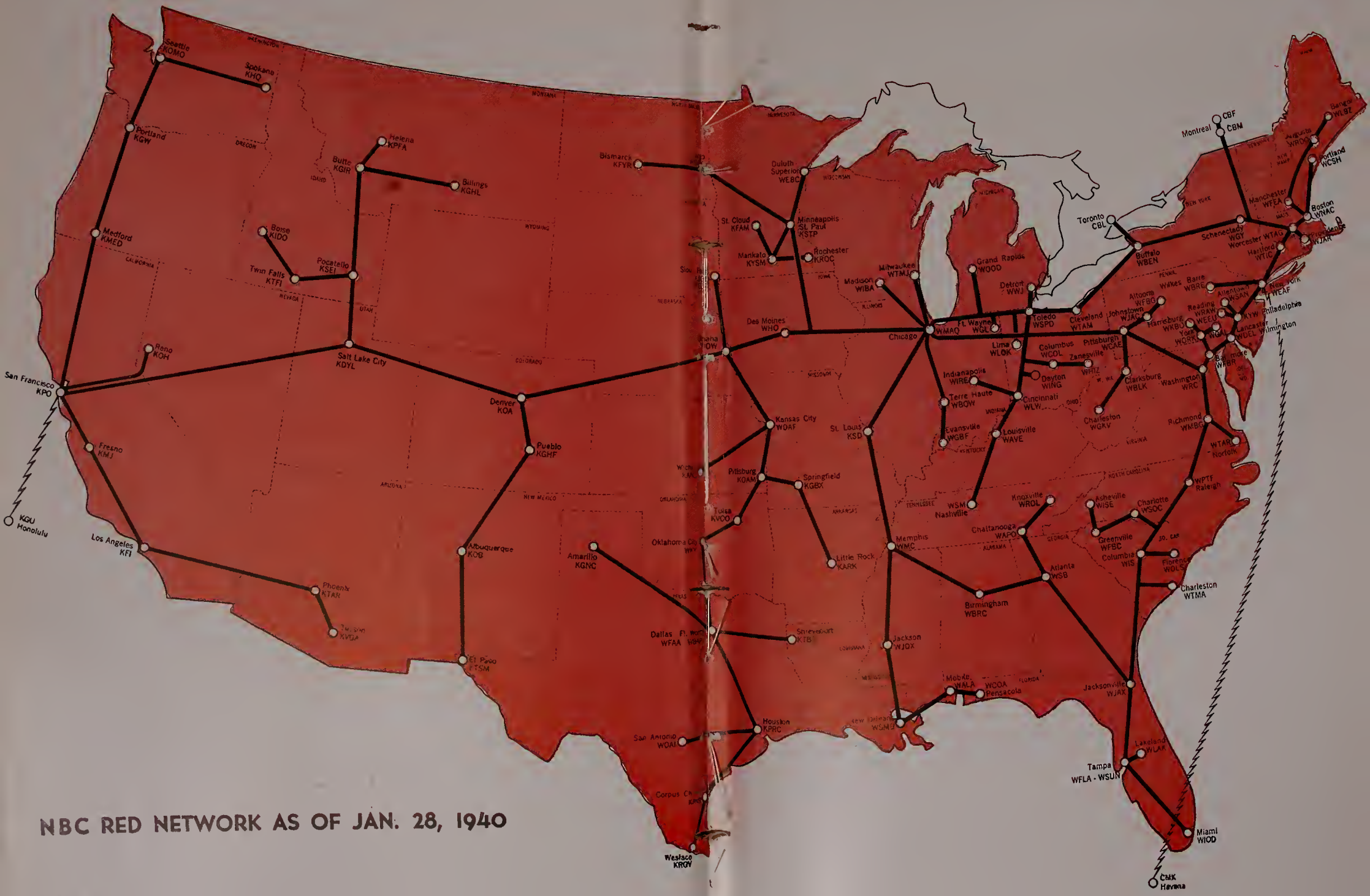


NBC RED NETWORK AS OF JAN. 28, 1940

CASTING COMPANY



NATIONAL BROADCASTING COMPANY



NBC RED NETWORK AS OF JAN. 28, 1940

NATIONAL BROAD

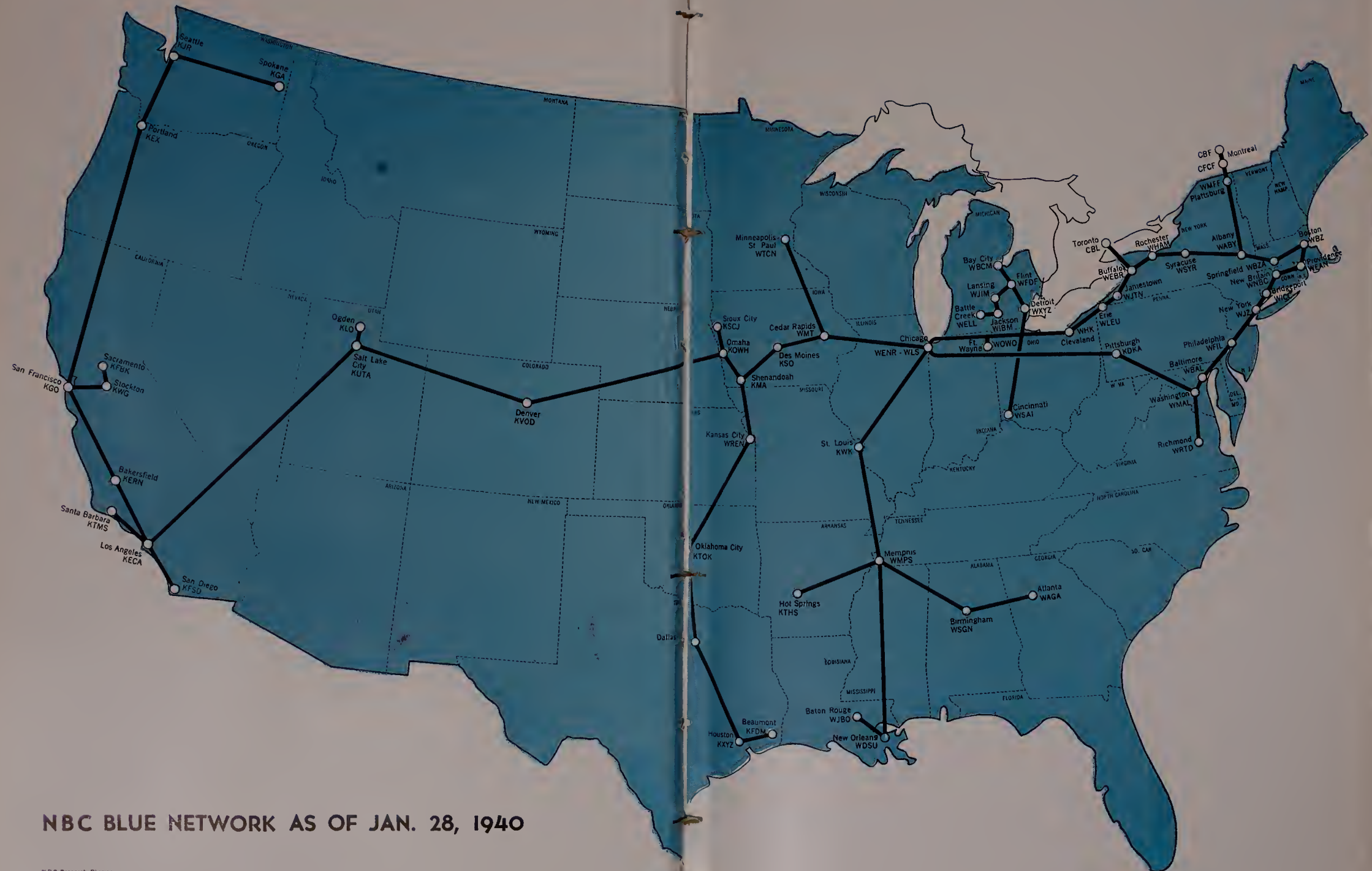


NBC BLUE NETWORK AS OF JAN. 28, 1940

ASTING COMPANY



NATIONAL BROADCASTING COMPANY



NBC BLUE NETWORK AS OF JAN. 28, 1940

NATIONAL Broadcasting Company

30 Rockefeller Plaza, New York City

(Telephone number, Circle 7-8300)

Registered Telegraphic Address

NATBROADCAST NEW YORK

BOARD OF DIRECTORS

Angell, James Rowland
Bliss, Cornelius N.
Braun, Arthur E.
Dawes, Charles G.
Dunn, Gano
Harbord, James G.

Harden, Edward W.
Lohr, Lenox R.
McGrady, Edward F.
Millhauser, DeWitt
Nally, Edward J.
Sarnoff, David

Trammell, Niles

Officers

Sarnoff, David.....Chairman of the Board
Lohr, Lenox R.....Vice-President
Trammell, Niles.....Executive Vice-President
Ashby, A. L.....Vice-President & General Counsel
Engles, George.....Vice-President
Gilman, Don E.....Vice-President
Hanson, O. B.....Vice-President
Hedges, William S.....Vice-President
Mason, Frank E.....Vice-President
Morton, Alfred H.....Vice-President

Royal, John F.....Vice-President
Russell, Frank M.....Vice-President
Strotz, Sidney.....Vice-President
Witmer, Roy C.....Vice-President
Woods, Mark,
Vice-President, Treasurer and Assistant Sec'y
Horn, C. W.....Assistant Vice-President
MacConnach, Lewis.....Secretary
Pfautz, C. E.....Assistant Secretary
Teichner, R. J.....Assistant Treasurer

DEPARTMENTS AND DIVISIONS

President's Office

Lohr, Lenox R.....President
Trammell, Niles.....Executive Vice-President
Almonte, J. de Jara.....Assistant to President
Angell, James Rowland...Educational Counselor
Kiggins, Keith.....Director of the Blue Network
McGrew, Martha.....Assistant to President
Morgan, Clayland T....Assistant to the President

King, Frances Rockefeller,
Manager of NBC Private Entertainment
Levine, Marks.....Manager of Concert Division
Tuthill, Daniel S....Assistant Managing Director

Artists Service Department

Engles, George,
Vice-President & Managing Director
Bottorff, O. O.....Vice-President and
General Manager of Civic Concert Service, Inc.
(subsidiary of NBC)
Jones, A. Frank
Assistant to Vice-President in Charge of
Artists Service

Continuity Acceptance

MacRorie, Janet.....Editor
Kemble, Dorothy.....Assistant Editor

NBC Radio Recording Division

Egner, C. Lloyd.....Manager
Chizzini, Frank E.....Assistant Manager
MacDonald, John H.....Business Manager
Thomas, Reginald.....Program Director

Engineering Department

Hanson, O. B. Vice-President and Chief Engineer
 Clarke, William A.,
 Manager of Technical Services
 Guy, R. F. Radio Facilities Engineer
 McElrath, George. Operating Engineer
 Milne, George O. Eastern Division Engineer
 Morris, Robert M. Development Engineer
 Rackey, C. A. Audio & Video Facilities Engineer
 Shelby, R. E. Video Operations Engineer

General Service Department

Gilcher, Vincent J. Director of General Service
 Lowell, Edward M.,
 Manager of Building Maintenance Division
 Thurman, Charles H.,
 Manager of Guest Relations Division
 Van Houten, D. B.,
 Manager of Office Services Division
 Wallace, Dwight G. Personnel Manager

Information Department

Mason, Frank E. Vice-President in Charge
 Braddock, Leonard W.,
 Manager of Information Division
 Hickok, Guy
 Director of International Short Wave
 Broadcasting
 Kostka, William Manager of the Press Division

Legal Department

Ashby, A. L. Vice-President & General Counsel
 Graham, R. H., Attorney—
 Assistant to Mr. Leuschner—Hollywood
 Grimshaw, I. L. Attorney
 Hennessey, P. J., Jr. Counsel—Washington
 Howard, Henry, Jr.,
 Attorney—Washington
 Hurley, J. Attorney—Washington
 Ladner, Henry Attorney
 Leuschner, Frederick Attorney—Hollywood
 McDonald, J. A. Attorney—Chicago
 Myers, R. P. Attorney
 Swezey, Robert D. Attorney

Program Department

Royal, John F.,
 Vice-President in Charge of Programs
 Belviso, Thomas H. Manager, Music Division
 Black, Frank. General Music Director
 Brainard, Bertha,
 Manager, Commercial Program Division
 Carlin, Phillips,
 Manager, Sustaining Program Division

Chotzinoff, Samuel. Director of Serious Music
 Cuthbert, Margaret, Director, Women's and
 Children's Programs Division
 Dillon, Zale. Supervisor, Sound Effects Section
 Dunham, Franklin
 Director of Religious Broadcasts
 Fitch, C. W. Business Manager
 Kelly, Patrick J. Supervisor, Announcing Division
 Kelly, N. Ray. Manager, Sound Effects—
 Development and Maintenance
 La Prade, Ernest. Director, Music Research
 Miller, William Burke. Evening Program Manager
 Preston, Walter G., Jr. Assistant to
 Vice-President in Charge of Education
 Roberts, Wilfred S.
 Manager of Production Division
 Schechter, A. A.,
 Director of News and Special Events
 Titterton, Lewis H. Manager, Script Division

Sales Department

Witmer, Roy C.,
 Vice-President in Charge of Sales
 Beville, H. M., Jr. Research Manager
 Dyke, Ken R.
 Director of National Sales Promotion
 Greene, F. Melville. Sales Traffic Manager
 Greene, John M. Circulation Manager
 Hitz, Edward R. Assistant to Vice-President
 James, E. P. H. Advertising Manager
 Showerman, I. E. Eastern Sales Manager

Stations Department

Hedges, William S.
 Vice-President in Charge of Stations
 Norton, John H., Jr. Assistant to
 Vice-President in Charge of Stations

Station Relations Department

Hickox, Sheldon B., Jr.
 Manager of the Red Network Division
 Norton, John H., Jr.
 Manager of the Blue Network Division
 Woolley, Easton C.
 Manager of the Service Division

Managed, Operated & Programmed Stations Department

Wailles, Lee B.
 Assistant Manager of Managed, Operated and
 Programmed Stations

National Broadcasting Company

National Spot and Local Sales Department

McConnell, J. V.
National Spot & Local Sales Manager
Hauser, B. J. Managed, Operated &
Programed Stations, Promotion Manager
Boyd, Maurice M. New York Spot &
Local Sales Manager

Traffic Department

McClancy, B. F. Traffic Manager

Development and Research

Horn, C. W.
Assistant Vice-President in Charge of Develop-
ment and Research
Merryman, Philip I. Assistant Director of
Development and Research
Lent, W. C. Assistant Director of
Development and Research (Washington office)

Station Managers

BOSTON AND SPRINGFIELD, MASS.
Holman, John A., Manager, Stations WBZ
WBZA
CLEVELAND, OHIO
Pribble, Vernon H., Manager, Station WTAM
DENVER, COLO.
Yoder, Lloyd C., Manager, Station KOA
PHILADELPHIA, PA.
Joy, Leslie W., Manager, Station KYW
PITTSBURGH, PA.
Gregory, Sherman D., Manager Station KDKA
SCHENECTADY, N. Y.
Hager, Kolin, Manager, Station WGY
SAN FRANCISCO, CALIF.
Nelson, A. E., Manager Stations KPO-KGO
WASHINGTON, D. C.
Berkeley, Kenneth H., Manager Stations WRC
WMAL

Television Department

Morton, A. H.
Vice-President in Charge of Television
Farrier, Clarence. Television Coordinator
Gordon, Max
General Production Director of Television
Hutchinson, Thomas H.
Manager of Television Program Division

Treasury Department

Woods, Mark,
Vice-President, Treasurer & Asst. Secretary
Bloxham, William D. Purchasing Agent
Kelly, Harold M. Asst. Auditor
McKeon, Harry F. Auditor
Payne, Glenn W. Commercial Engineer

Teichner, R. J. Assistant Treasurer
Wall, C. A. Budget Officer

Central Division—Chicago

Strotz, Sidney. Vice-President In Charge
Carlson, Emmons C.
Sales Promotion and Advertising Manager
Carpenter, Kenneth, Blue Network Sales Manager
Cunningham, E. C. Evening Manager
Drips, William. Director of Agriculture
Fry, Kenneth D. Director of Special Events
Herbiveaux, Jules. Program Manager
Kaney, A. W. Assistant to the Manager
Kopf, R. C. Sales Manager
Luttgens, Howard C. Central Division Engineer
McDonald, J. A. Attorney
Morton, Oliver. Local and Spot Sales Manager
Ray, William B. Manager of Press Relations
Robinson, Kenneth L. Continuity Editor
Stirton, James L. Manager, Artists Service
Stockmar, Edward. Traffic Supervisor
Waller, Judith C. Educational Director
Wetzel, Maurice S.,
Manager, Electrical Transcription
Whalley, John F. Office Manager and Auditor
Wright, W. P. Production Manager

Western Division— Hollywood

Gilman, Don E. Vice-Pres. in Charge
Andrews, William. Manager of Guest Relations
Bock, Harold. Manager of Press Relations
Brown, Charles. Sales Promotion Manager
Dellett, F. V. Auditor
Dixon, Sydney L. Sales Manager
Frost, Lewis. Assistant to Vice-President
Gale, Paul. Traffic Supervisor
Leuschner, Frederick. Attorney
Graham, R. H. Attorney—Assistant to Leuschner
Robb, Alex S. Manager, Artists Service
Saxton, A. H. Western Division Engineer
Schuetz, Robert. Manager Transcription Service
Swallow, John. Program Director
Williams, Wendell. Continuity Editor

Washington, D. C.

Russell, Frank M. Vice-President in Charge
Berkeley, Kenneth H.,
General Manager WRC and WMAL
Hennessey, P. J., Jr. Counsel
Hurley, J. Attorney

Foreign Representatives

Bate, Fred. England
Jordan, Max. Switzerland

Stations Owned and/or Managed and/or Programmed by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned, managed, operated and programmed by NBC
WJZ	New York	Owned, managed, operated and programmed by NBC
WMAQ	Chicago	Owned, managed, operated and programmed by NBC
WENR	Chicago	Owned, managed, operated and programmed by NBC
WRC	Washington	Owned, managed, operated and programmed by NBC
WTAM	Cleveland	Owned, managed, operated and programmed by NBC
KPO	San Francisco	Owned, managed, operated and programmed by NBC
WMAL	Washington	Owned by Evening Star Publishing Co. Managed, operated and programmed by the NBC.
KGO	San Francisco	Owned by General Electric Managed, operated and programmed by the NBC.
KOA	Denver	Owned by General Electric Managed, operated and programmed by the NBC.
WGY	Schenectady	Owned and operated by General Electric Managed and programmed by the NBC.
WBZ	Boston	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
WBZA	Springfield	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KDKA	Pittsburgh	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KYW	Philadelphia	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KEX	Portland, Ore.	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Oregonian Publishing Company.
KJR	Seattle	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc.
KGA	Spokane	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Louis Wasmer.

REGIONAL NETWORKS

Steadily increasing growth of regional network billings indicates that more and more national advertisers are directing their campaigns in high-spot markets.

With the advantage of purchasing the time actually wanted, tailor-made talent of particular appeal to the specific area, and aggressive merchandising policies of the individual networks, the advertiser is provided with sales impetus in those areas where sales can be produced.

As the majority of these networks are sufficiently flexible to provide coverage where and when the client wants it, it is believed that the trend in 1940 will be toward greater application to selective markets as exemplified by regional networks.

The Alabama Network

c/o WSGN, Tutwiler Hotel, Birmingham, Ala.
Phone: 4-3434

PERSONNEL

President Henry P. Johnston
Vice-President Howard E. Pill
Secretary-Treasurer Bascom H. Hopson

STATIONS

WMSL, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery; WSGN, Birmingham.

COVERAGE

Primary area of the network comprises 29 counties in Alabama, reaching 209,329 of the state's 258,000 radio homes (81 per cent of total).

NATIONAL REPRESENTATIVE

Headley-Reed Co.

Arizona Broadcasting Co.

c/o KTAR, Heard Bldg., Phoenix, Ariz.
Phone 4-4161

c/o KVOA, 48 East Broadway, Tucson, Ariz.
Phone 3703

PERSONNEL

President R. B. Williams
Manager Dick Lewis
Commercial Manager J. R. Heath
Promotion Manager K. M. Pennington

STATIONS

Primary: KTAR, Phoenix; KVOA, Tucson.
Supplementary: KWJB, Globe-Miami; KCRJ, Jerome; KYUM, Yuma.

COVERAGE

State of Arizona.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company

The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

PERSONNEL

Manager (KOY) Fred A. Palmer
Manager (KTUC) Ben Roush
Manager (KSUN) Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee; KGLU, Safford.

COVERAGE

	Primary	Secondary
Population	190,200	228,700
Radio Homes	32,770	31,060

NATIONAL REPRESENTATIVE

John Blair Company

Arrowhead Broadcasting System

WEBC Building, Duluth, Minn.

PERSONNEL

General Manager Walter C. Bridges
Business Manager Thomas W. Gavin

STATIONS

WEBC, Duluth, Minn. & Superior, Wisc.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.

Regional Networks

COVERAGE

This network claims coverage in northern Minnesota and Wisconsin and the upper peninsula of Michigan.

NATIONAL REPRESENTATIVE

George P. Hollingsbery Co.

California Radio System

708 Eye Street, Sacramento, Calif.

Phone: Main 5000

PERSONNEL

Vice-PresidentG. C. Hamilton

General Manager.....Howard Lane

STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KSAN, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KTMS, Santa Barbara; KFSD, San Diego.

COVERAGE

Network offers state coverage through the nine stations located in each of the first eight population centers of California.

BRANCH OFFICES

366 Madison Ave., New York, N. Y.

Phone: MURray Hill 2-8690

Manager.....Humboldt Grieg

530 West Sixth St., Los Angeles, Calif.

1814 Russ Bldg., San Francisco, Calif.

Phone: Douglas 2373

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

Central States Broadcasting System

Omaha (Nebr.): Omaha National Bank Bldg.

Lincoln (Nebr.): Hotel Lincoln

PERSONNEL

President.....Frank D. Throop

General Manager.....Don Searle

Sales Manager.....Frank Pellegrin

Chief Engineer.....Mark Bullock

STATIONS

KFOR, Lincoln; KFAB, Lincoln; KOIL, Omaha.

COVERAGE

Nebraska, Kansas, Western Iowa, Southeastern South Dakota, Southwestern Minnesota, Northwestern Minnesota.

REPRESENTATIVE

The Katz Agency

The Colonial Network

21 Brookline Ave., Boston, Mass.

Phone: Commonwealth 0800

PERSONNEL

President.....John Shepard 3rd

V-P in Charge of Operations.....R. L. Harlow

V-P in Chg. of Sales & Production..Linus Travers

Sales Manager.....W. W. Warner

Merchandising Manager...Carleton McVarish

Director of Promotion....Frank P. Foster, 2nd

Editor of Colonial Network

News Service.....Leland Bickford

Director of Publicity.....Al Stephenson

Technical Director.....Paul A. DeMars

Chief Engineer.....Irving Robinson

Sports Editor.....Jim Britt

Manager of Artist Bureau...Josephine White

Director of Public Relations..Gerald Harrison

STATIONS

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport and New Haven; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHT, Hartford; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAL, Greenfield; WCOU, Lewiston and Auburn; WATR, Waterbury; WBRK, Pittsfield; WSYB, Rutland, Vt.

COVERAGE

	Evening	Daytime
Population	5,538,299	5,874,855
Radio Homes	1,274,009	1,305,019

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Colorado Radio Network

Albany Hotel, Denver, Colo.

Phone Keyston 0178

PERSONNEL

Sales Manager.....Gene O'Fallon

Director of Station Relations....Frank Bishop

STATIONS

KFEL, Denver (key station); KFKA, Greeley; KFXJ, Grand Junction.

Connecticut Broadcasting System

Address Individual Stations

PERSONNEL

Manager (WELL).....James T. Milne

Manager (WNBC).....Richard W. Davis

Manager (WATR).....Harold Thomas

STATIONS

WELL, New Haven; WNBC, New Britain; WATR, Waterbury.

NATIONAL REPRESENTATIVE

Gene Furgason & Co.

Corn Belt Wireless Rebroadcasting Service

c/o WHO, Des Moines, Ia.

Phone: 3-7147

PERSONNEL

Vice-President.....J. O. Maland

Sales Manager.....Hale Bondurant

Technical Supervisor.....Paul A. Loyet

Regional Networks

STATIONS

Basic: WHO, Des Moines; WOC, Davenport; KMA, Shenandoah.

Additional stations can be selected by the advertiser in Kansas City, St. Joseph and Columbia, Mo.; Mason City, Sioux City and Dubuque, Ia.; Rochester, Minn.; Topeka, Kans.; and Peoria, Ill.

This network is a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal. Rate is the combination of the spot broadcasting rate of each station used, without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but simply provides for an exchange of programs without use of lines.

NATIONAL REPRESENTATIVE
Free & Peters, Inc.

Don Lee Broadcasting System

Don Lee Bldg., 1076 W. Seventh St.,
Los Angeles, Calif.
Phone: Vandike 7111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

V-P & General Manager... Lewis Allen Weiss
Assistant Manager... Willet Brown
General Sales Manager... Wilbur Eickelberg
Program Director... Van Newkirk
Production Manager... James Burton
Publicity Director... Mark Finley

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPNC, Bakersfield; KVOE, Santa Ana; KKO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco; KQW, San Jose; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KTKC, Visalia.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene; KOOS, Marshfield.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOs, Bellingham; KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview.

NATIONAL REPRESENTATIVE
John Blair & Co.

Georgia Broadcasting System

1420 Second Avenue, Columbus, Ga.
Phone: 4300

Atlanta Office: Henry Grady Bldg.
Phone Walnut 4377

PERSONNEL

Executive Manager... J. W. Woodruff, Jr.
Commercial Manager... Maurice C. Coleman

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

COVERAGE*

	Evening	Daytime
Population	636,280	948,600
Radio Homes	112,577	140,990

* In primary markets of west Georgia and eastern Alabama.

NATIONAL REPRESENTATIVE
Sears & Ayer

Inter-City Broadcasting System

"The Independent Network: of the North Atlantic Seaboard"

1657 Broadway, New York City
Phone: Circle 6-2200

Chicago office: 360 N. Michigan Ave.
Phone: State 9493

PERSONNEL

President Donald Flamm
Executive Vice-President Don S. Shaw
National Sales Manager Charles M. Stark
Director of Special Events Leon Goldstein
Director of Publicity Leon Goldstein
Program Director Ed Scheuing
Chicago Office... J. M. Ward, G. B. McDermott

STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; WILM, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster, Pa.; WORK, York, Pa.; WKBO, Harrisburg, Pa.

COVERAGE

Linked together by permanent A. T. & T. lines, the eight stations of this network, covering the North Atlantic seaboard may be engaged collectively, in any combination, or individually.

The Cowles Stations

Des Moines Register and Tribune Building,
Des Moines, Ia.
Phone: 3-2111

Cedar Rapids Office: Paramount Theater Bldg.
Waterloo Office: Russell Lamson Hotel
Sioux City Office: Orpheum Theater Bldg.
Yankton Office: Gurney Bldg.

PERSONNEL

President Gardner Cowles, Jr.
Vice-President John Cowles
Vice-President and Treasurer... Luther L. Hill
Vice-President Summer Quarton
Commercial Manager Craig Lawrence
National Sales Manager H. T. Enns

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Cedar Rapids, Waterloo; WNAX, Yankton, S. D.

Regional Networks

SERVICES

Network maintains production, announcing and technical staffs available to advertisers without charge.

COVERAGE*

Population 6,700,649
 Families 1,644,549
 Radio Families 1,364,860

* Summary of 385 primary counties (in Montana, Wyoming, North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Missouri, Wisconsin, Illinois).

NATIONAL REPRESENTATIVE
 The Katz Agency

The Lone Star Chain

600 Thomas Bldg., Dallas, Texas
 Phone 7-8664

Fort Worth Office: Star-Telegram Bldg.
 Phone LD 18

PERSONNEL

Managing Director.....Sam H. Bennett
 Operating Committee.....Harold V. Hough,
 Chairman; O. L. Taylor, Tilford Jones.

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston;
 KRIS, Corpus Christi; KTSA, San Antonio;
 KRGV, Weslaco; KGNC, Amarillo; KFDM,
 Beaumont (supplementary).

COVERAGE

Network with its supplementary station claims coverage of the entire state of Texas as a primary area.

NATIONAL REPRESENTATIVES
 Free & Peters Inc. and Howard H. Wilson Co.

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.
 Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough

STATIONS

WORK, York, Pa.; WDEL, Wilmington, Del.;
 WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.;
 WEST, Easton, Pa.; WILM, Wilmington, Del.;
 WKBO, Harrisburg, Pa.

NATIONAL REPRESENTATIVE
 Paul H. Raymer Co.

Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.
 Phone: Cherry 8321

PERSONNEL

President.....George W. Trendle
 Treasurer & Genl. Mgr.....H. Allen Campbell
 Vice-President.....John H. King
 Secretary.....Howard O. Pierce

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WKZO, Kalamazoo; WOOD-WASH, Grand Rapids.

COVERAGE

The Michigan Network territory includes the lower peninsula of Michigan with a primary coverage of over four million people in Michigan's eight largest cities.

REPRESENTATIVE
 Paul H. Raymer Co.

The Minnesota Radio Network

Radisson Hotel, Minneapolis, Minn.
 Phone Bridgeport 3222
 St. Paul Office: St. Paul Hotel
 Phone Cedar 5511

PERSONNEL

General Sales Manager.....Ray C. Jenkins

STATIONS

KSTP, Minneapolis-St. Paul (key station);
 KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud.

COVERAGE

Population Primary* 2,360,218
 Radio Homes 490,563

* The primary area of the four stations combines the total of 71 counties in Minnesota; network claims a total listening audience (primary and secondary) of 4,108,220 persons.

NATIONAL REPRESENTATIVE
 Edward Petry & Company

Missouri-Illinois Broadcasting System

Hotel Chase, St. Louis, Mo.
 Phone Rosedale 3210

PERSONNEL

President.....R. T. Convey

STATIONS

KWOS, Jefferson City, Mo.; WTAX, Springfield, Ill.; WSOY, Decatur, Ill.

NATIONAL REPRESENTATIVE
 Paul H. Raymer Company

New York Broadcasting System, Inc.

20 East 57th St., New York, N. Y.
 Phone Plaza 8-3355

PERSONNEL

President.....Major E. M. Stoer
 Vice-President-General Manager..Carl Calman
 Sales Manager.....Ed Lennon
 Publicity Director.....B. S. Bercovici
 Traffic Manager.....Al Grobe

Regional Networks

STATIONS

WABY, Albany; WMBO, Auburn; WKBW-WGR, Buffalo; WJTN, Jamestown; *WINS, New York; WSAY, Rochester; WSYR, Syracuse; WIBX, Utica.

* Choice of selecting any New York City station as the New York outlet is allowed.

COVERAGE

Population-Primary	3,446,778
Families-Primary	949,250
Radio Homes-Primary	869,670
Population-Secondary	758,997
Families-Secondary	209,090
Radio Homes-Secondary	188,530

NATIONAL REPRESENTATIVE

International Radio Sales

North Central Broadcasting System, Inc.

Empire National Bank Bldg., St. Paul, Minn.

PERSONNEL

President-General Manager.....John W. Boler

STATIONS

WHDF, Calumet, Mich.; WJMS, Ironwood, Mich.; WDMJ, Marquette, Mich.; KATE, Albert Lea, Minn.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.; KWNO, Winona, Minn.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; KLPM, Minot, N. D.; KOVC, Valley City, N. D.; KGCU, Mandan, N. D.; KABR, Aberdeen, S. D.; WDSM, Superior, Wisc.; WSAU, Wausau, Wisc.

Northwest Triangle Chain

Address Individual Stations

PERSONNEL

Manager (Seattle).....Birt Fisher
Manager (Spokane).....Louis Wasmer
Manager (Portland).....W. Carey Jennings

STATIONS

KOMO, Seattle; KJR, Seattle; KHQ, Spokane; KGA, Spokane; KGW, Portland; KEX, Portland.

REPRESENTATIVE

Edward Petry & Co.

Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel

Oklahoma City, Okla.

Phone 2-3291

c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.

Phone 4-8188

PERSONNEL

Manager (KOMA).....Neal Barrett
Manager (KTUL).....William C. Gillespie
Commercial Manager (KOMA)....Jack Howell
Commercial Manager (KTUL)...Lawson Taylor

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

The Oklahoma Network

"Complete Coverage at Minimum Cost"

1800 West Main St., Oklahoma City, Okla.

Phone: 3-4881

PERSONNEL

President.....Ross U. Porter
Vice-President.....Tams Bixby, Jr.
Secretary-Treasurer.....Kenyon M. Douglass
Managing Director.....Kenyon M. Douglass

STATIONS

Key Stations: KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa.

NATIONAL REPRESENTATIVE

Burn-Smith Company, Inc.

Pacific Broadcasting Co.

914½ Broadway, Tacoma, Wash.

Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond

STATIONS

Oregon: KALE, Portland; KSLM, Salem; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KPQ, Wenatchee; KVOs, Bellingham; KXRO, Aberdeen; KRKO, Everett; KWLK, Longview.

COVERAGE

Network outlets in each of the 11 primary markets of Washington and 5 primary markets of Oregon. Nine out of ten radio homes in these areas within 25 miles of a Pacific Broadcasting Co. outlet. Eighty per cent of all retail sales for the entire territory covered come from within 25 miles of some Pacific Broadcasting Co. outlet.

NATIONAL REPRESENTATIVE

John Blair & Co.

The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.

Phone Locust 7700

PERSONNEL

Manager.....Kenneth W. Stowman

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBC, Altoona; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAC, Williamsport; (Harrisburg, Wilkes-Barre and Pittsburgh stations optional).

COVERAGE

Network claims coverage of Pennsylvania, southern New Jersey, Delaware and portions of states bordering Pennsylvania.

Regional Networks

Quaker Network

Widener Bldg., Philadelphia, Pa.
Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp
STATIONS

WFIL, Philadelphia; WRAW, Reading; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WTBO, Cumberland, Md.; WWSW, Pittsburgh; WSAN, Allentown.

The Southern Network

Radio Bldg., Walnut & Short Sts.
Lexington, Ky.
Phone 1721
PERSONNEL

President.....Gilmore N. Nunn
Vice-President.....J. Lindsay Nunn
Secretary-Treasurer.....Warren G. Davis
Production Manager.....Ted Grizzard
Chief Engineer.....Sanford Helt
STATIONS

WLAP, Lexington, Ky.; WCMI, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.

The Texas Quality Network

Address Individual Stations

The Texas Quality Network has no officers or directors, each outlet being a sales office for the other.

STATIONS

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas
Phone: 3-3474
PERSONNEL

President.....Elliott Roosevelt
Vice-President-Secretary-

General Manager....Harry A. Hutchinson
Vice-President-Treasurer...Gerald T. Stanley
Vice-President in Charge of Mdsing.,

Publicity & Promotion....Benton Ferguson
Musical Director.....Ralph Rose
STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman; KPLT, Paris; KNOW, Austin; KABC, San Antonio; KVWC, Vernon.

BRANCH OFFICES

630 Fifth Ave., New York, N. Y.

Frank Fenton, Manager

400 N. Michigan Ave., Chicago, Ill.

W. W. Joyce, Manager

West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff
Program Director & Artist

Bureau Head.....N. Pagliara
Chief Engineer.....O. Robinson
Publicity Director.....James L. Cox
STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington.

POLICIES

Advertising of alcoholic beverages accepted.

NATIONAL REPRESENTATIVE

The Branham Co.

The Yankee Network

"Covering New England"

21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800
PERSONNEL

President.....John Shepard 3rd
V-P in Chg. of Operations.....R. L. Harlow
V-P in Chg. of Sales & Production...Linus Travers
Merchandising Manager...Carleton McVarish
Director of Promotion....Frank P. Foster, 2nd
Editor of Yankee Network

News Service.....Leland Bickford
Director of Publicity.....Al Stephenson
Technical Director.....Paul A. De Mars
Chief Engineer.....Irving Robinson
Merchandising.....Hervey Carter
Sports Editor.....Jim Britt
Director Home Economics.....Bette Ragland
Manager of Yankee Network

Artist's Bureau.....Josephine White
STATIONS

WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport and New Haven; WCSH, Portland; WLEZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSYB, Rutland.

COVERAGE

	Evening	Daytime
Population.....	6,444,623	5,293,767
Radio Homes.....	1,482,264	1,217,559

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-3-44
PERSONNEL

Manager.....E. B. Craney
STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

Gene Furgason & Co.

“As you know, the product was

practically unknown in the domestic market

When we started on WOR approximately five months

ago, we had less

than 50 dealers -

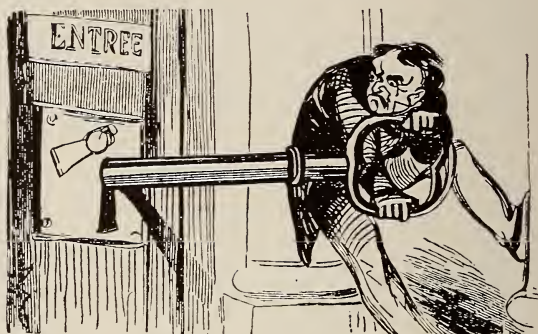
most of whom were

inactive. Today

we have over 600

in WOR's primary

area.



Most important of all, independent surveys show

that this product is currently second in total units

sold and first in dollar volume. Considering the

highly competitive nature of the industry and of

the market for our client's product in particular,

we believe that this success story is the finest

tribute to the power of effective broadcasting..."

WOR

excerpt from a letter written to
a WOR executive by the adver-
tising agent for a manufacturer
currently using this station.

our address is 1440 Broadway, in New York



S T A T I O N S

*of the
United States*



*Standard Developmental
International High-Frequency*

*Newspaper
Owned Stations*

*F.C.C. Application
Regulations*

WBNX

NEW YORK

5000
WATTS

The station that speaks your language!
ENGLISH-JEWISH-GERMAN-ITALIAN-POLISH-SPANISH

5000 Concentrated Watts with the new WBNX Antenna will exert an even more powerful influence upon the listening and buying habits of over 6,982,635 foreign citizens of Metropolitan New York—at no increase in our currently low rates!

**METROPOLITAN STATION
COSMOPOLITAN AUDIENCE**

WBNX NEW YORK 5000 WATTS DAY
1000 WATTS NIGHT

INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles and
Page Number Providing Complete Station Information*

Key to Abbreviations: C.P.—Construction Permit; S.A.—Special Authorization;
d—daytime; n—night.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1420	250	533
KABR	Aberdeen, S. Dak.	1390	1000 d., 500 n.	516
KADA	Ada, Okla.	1200	100	486
KALB	Alexandria, La.	1210	250	391
KALE	Portland, Ore.	1300	1000	
			C.P. 5000 d.	493
KAND	Corsicana, Tex.	1310	100	527
KANS	Wichita, Kans.	1210	100	
			C.P. 250	387
KARK	Little Rock, Ark.	890	1000	316
KARM	Fresno, Calif.	1310	250	319
KASA	Elk City, Okla.	1210	100	486
KAST	Astoria, Ore.	1200	250	491
KATE	Albert Lea, Minn.	1420	250	419
KAWN	Gallup, New Mex.	1500	250 d., 100 n.	442
KBIX	Muskogee, Okla.	1500	100	487
KBKR	Baker, Ore.	1500	250 d., 100 n.	492
KBND	Bend, Ore.	1310	250	492
KBPS	Portland, Ore.	1420	100	493
KBST	Big Spring, Tex.	1500	100	526
KBTM	Jonesboro, Ark.	1200	250 d., 100 n.	316
KCKN	Kansas City, Kan.	1310	250	384
KCMC	Texarkana, Ark.-Tex.	1420	250	536
KCMO	Kansas City, Mo.	1450	1000	427
			C.P. 5000 d.	
KCRC	Enid, Okla.	1360	250	487
KCRJ	Jerome, Ariz.	1310	250	312
KDAL	Duluth, Minn.	1500	100	
			C.P. 250 d.	419
KDB	Santa Barbara, Calif.	1500	250 d., 100 n.	329
KDFN	Casper, Wyo.	1440	500	561
KDKA	Pittsburgh, Pa.	980	50000	505
KDLR	Devils Lake, N. Dak.	1210	250	471
KDNT	Denton, Tex.	1420	100	528
KDON	Monterey, Calif.	1210	100	324
KDRO	Sedalia, Mo.	1500	250	430
KDTH	Dubuque, Ia.	1340	500	378
KDYL	Salt Lake City, Utah.	1290	5000 d., 1000 n.	538
KECA	Los Angeles, Calif.	780	5000 d., 1000 n.	321
KEEN	Seattle, Wash.	1370	100	548
KELA	Between Centralia and Chehalis, Wash.	1440	1000	547

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KELD . . .	El Dorado, Ark.....	1370	250	315
KELO . . .	Sioux Falls, S. Dak.....	1200	250	517
KERN . . .	Bakersfield, Calif.	1370	100	
		C.P. 1380	1000	317
KEUB . . .	Price, Utah	1420	100	538
KEX . . .	Portland, Ore.	1160	5000	494
KFAB . . .	Lincoln, Nebr.	770	10000	435
KFAC . . .	Los Angeles, Calif.....	1300	1000	321
KFAM . . .	St. Cloud, Minn.....	1420	250	422
KFAR . . .	Fairbanks, Alaska	610	1000	562
KFBB . . .	Great Falls, Mont.....	1280	5000 d., 1000 n.	432
KFBI . . .	Abilene, Kans.	1050	5000	382
KFBK . . .	Sacramento, Calif.	1490	10000	325
KFDA . . .	Amarillo, Tex.	1500	250	525
KFDM . . .	Beaumont, Tex.	560	1000	526
KFDY . . .	Brookings, S. Dak.....	780	1000	516
KFEL . . .	Denver, Colo.	920	1000	333
KFEQ . . .	St. Joseph, Mo.....	680	2500 d., 500 n.	429
KFGQ . . .	Boone, Ia.	1370	100	377
KFH . . .	Wichita, Kansas	1300	5000 d., 1000 n.	387
KFI . . .	Los Angeles, Calif.....	640	50000	321
KFIO . . .	Spokane, Wash.	1120	100	551
KFIZ . . .	Fond Du Lac, Wisc.....	1420	100	556
KFJB . . .	Marshalltown, Ia.	1200	250	379
KFJI . . .	Klamath Falls, Ore.....	1210	100	492
KFJM . . .	Grand Forks, N. Dak.....	1410	1000 d., 500 n.	471
KFJZ . . .	Fort Worth, Tex.	1240	1000	529
KFKA . . .	Greeley, Colo.	880	1000 d., 500 n.	335
KFKU . . .	Lawrence, Kansas	1220	5000 d., 1000 n.	384
KFNF . . .	Shenandoah, Ia.	890	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	381
KFOR . . .	Lincoln, Nebr.	1210	250 d., 100 n.	435
KFOX . . .	Long Beach, Calif.....	1250	1000	319
KFPL . . .	Dublin, Tex.	1310	250 d., 100 n.	528
KFPW . . .	Fort Smith, Ark.....	1210	100	
		C.P. 1370	250	315
KFPY . . .	Spokane, Wash.	890	5000	550
KFQD . . .	Anchorage, Alaska	780	250	562
KFRC . . .	San Francisco, Calif.....	610	5000 d., 1000 n.	
			C.P. 5000	326
KFRO . . .	Longview, Tex.	1370	250	
		C.P. 1340	1000	531
KFRU . . .	Columbia, Mo.	630	1000 d., 500 n.	426
KFSD . . .	San Diego, Calif.....	600	1000	326
KFSG . . .	Los Angeles, Calif.....	1120	2500 d., 1000 n.	322
KFUO . . .	Clayton, (St. Louis) Mo.	550	1000 d., 500 n.	426
KFVD . . .	Los Angeles, Calif.....	1000	1000	322
KFVS . . .	Cape Girardeau, Mo.....	1210	250	426
KFWB . . .	Los Angeles, Calif.....	950	5000	322
KFXD . . .	Nampa, Idaho	1200	250	357
KFXJ . . .	Grand Junction, Colo.....	1200	250	335
KFXM . . .	San Bernardino, Calif.....	1210	100	326
KFYO . . .	Lubbock, Texas	1310	250 d., 100 n.	531
KFYR . . .	Bismarck, N. Dak.....	550	5000 d., 1000 n.	470
KGA . . .	Spokane, Wash.	1470	5000	551
KGB . . .	San Diego, Calif.....	1330	1000	
			C.P. 5000	326
KGBU . . .	Ketchikan, Alaska	900	500	563

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGBX	Springfield, Mo.	1230	500	431
KGCA	Decorah, Ia.	1270	100	377
KGCU	Mandan, N. Dak.	1240	250	473
KGCX	Wolf Point, Mont.	1450	1000	434
KGDE	Fergus Falls, Minn.	1200	250 d., 100 n.	420
KGDM	Stockton, Calif.	1100	1000	330
KGEK	Sterling, Colo.	1200	100	337
KGER	Long Beach, Calif.	1360	1000	321
KGEZ	Kalispell, Mont.	1310	100	433
KGFF	Shawnee, Okla.	1420	250	489
KGFI	Brownsville, Tex.	1500	250 d., 100 n.	527
KGfJ	Los Angeles, Calif.	1200	100	322
KGFL	Roswell, New Mex.	1370	100	443
KGfW	Kearney, Nebr.	1310	250	434
KGfX	Pierre, S. Dak.	630	200	516
KGgF	Coffeyville, Kans.	1010	1000	382
KGGM	Albuquerque, N. Mex.	1230	1000	442
KGfH	Pueblo, Colo.	1320	500	337
KGHI	Little Rock, Ark.	1200	250	316
KGHL	Billings, Mont.	780	5000 d., 1000 n.	431
KGIR	Butte, Mont.	1340	5000	432
KGIV	Alamosa, Colo.	1420	100	331
KGKB	Tyler, Tex.	1500	250	536
KGKL	San Angelo, Tex.	1370	250	533
KGKO	Fort Worth, Tex.	570	5000 d., 1000 n.	529
KGKY	Scottsbluff, Nebr.	1500	250	437
KGLO	Mason City, Ia.	1210	250	379
KGfLU	Safford, Ariz.	1420	250	314
KGMB	Honolulu, Hawaii	1320	1000	
		C.P. 590	5000	563
KGNC	Amarillo, Tex.	1410	2500 d., 1000 n.	525
KGnF	North Platte, Nebr.	1430	1000	436
KGNO	Dodge City, Kans.	1340	250	
			C.P. 1000 d.	383
KGO	San Francisco, Calif.	790	7500	327
KGU	Honolulu, Hawaii	750	2500	563
KGVO	Missoula, Mont.	1260	5000 d., 1000 n.	433
KGW	Portland, Ore.	620	5000 d., 1000 n.	494
KGy	Olympia, Wash.	1210	100	548
KHAS	Hastings, Nebr.	C.P. 1200	250	434
KHBC	Hilo, Hawaii	1200	250	563
KHBG	Okmulgee, Okla.	1210	100	
			C.P. 250	489
KHJ	Los Angeles, Calif.	900	5000 d., 1000 n.	322
KHQ	Spokane, Wash.	590	5000	551
KHSL	Chico, Calif.	1260	250	
			C.P. 1000 d., 500 n.	318
KHUB	Watsonville, Calif.	1310	250	331
KICA	Clovis, New Mex.	1370	100	442
KID	Idaho Falls, Idaho	1320	5000 d., 500 n.	357
KIDO	Boise, Idaho	1350	2500 d., 1000 n.	357
KIDW	Lamar, Colo.	1420	100	337
KIEM	Eureka, Calif.	1450	1000 d., 500 n.	319
KIEV	Glendale, Calif.	850	250	319
KINY	Juneau, Alaska	1430	1000	562
KIRO	Seattle, Wash.	710	1000	548
KIT	Yakima, Wash.	1250	1000	552
KITE	Kansas City, Mo.	1530	1000	427
KIUL	Garden City, Kans.	1210	100	383
KIUN	Pecos, Tex.	1370	100	533
KIUP	Durango, Colo.	1370	100	335
KJBS	San Francisco, Calif.	1070	500	327
KJR	Seattle, Wash.	970	5000	549
KLAH	Carlsbad, New Mex.	1210	250	442
KLBM	La Grande, Ore.	1420	250	493
KLCN	Blytheville, Ark.	1290	100	315
KLO	Ogden, Utah	1400	5000	538
KLPM	Minot, N. Dak.	1360	1000 d., 500 n.	473

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KLRA	Little Rock, Ark.	1390	5000 d., 1000 n.	316
KLS	Oakland, Calif.	1280	250	324
KLUF	Galveston, Tex.	1370	250	530
KLX	Oakland, Calif.	880	1000	324
KLZ	Denver, Colo.	560	5000 d., 1000 n.	
			C.P. 5000	333
KMA	Shenandoah, Iowa	930	5000 d., 1000 n.	381
KMAC	San Antonio, Tex.	1370	250	534
KMBC	Kansas City, Mo.	950	5000 d., 1000 n.	
			C.P. 5000	428
KMED	Medford, Ore.	1410	1000 d., 250 n.	493
KMJ	Fresno, Calif.	580	1000	
			C.P. 5000	319
KMLB	Monroe, La.	1200	250	392
KMNJ	Grand Island, Nebr.	740	1000	434
KMO	Tacoma, Wash.	1330	1000	551
KMOX	St. Louis, Mo.	1090	50000	429
KMPC	Beverly Hills, Calif.	710	500	
			C.P. 5000 d., 1000 n.	318
			1000	323
KMTR	Los Angeles, Calif.	570	250 d., 100 n.	333
KMYR	Denver, Colo.	C.P. 1310	250 d., 100 n.	527
KNEL	Brady, Tex.	1500	100	532
KNET	Palestine, Tex.	1420	250	525
KNOW	Austin, Tex.	1500	250	323
KNX	Los Angeles, Calif.	1050	50000	335
KOA	Denver, Colo.	830	50000	492
KOAC	Corvallis, Ore.	550	1000	385
KOAM	Pittsburg, Kans.	790	10000	442
KOB	Albuquerque, New Mex.	1180	250	517
KOBH	Rapid City, S. Dak.	1370	250	531
KOCA	Kilgore, Tex.	1210	250	487
KOCY	Oklahoma City, Okla.	1310	500	
KOH	Reno, Nev.	1380	1000	437
		C.P. 630	5000 d., 1000 n.	436
KOIL	Omaha, Nebr.	1260	5000 d., 1000 n.	
KOIN	Portland, Ore.	940	5000 d., 1000 n.	
			C.P. 5000	495
			100	335
KOKO	La Junta, Colo.	1370	5000 d., 1000 n.	549
KOL	Seattle, Wash.	1270	5000	487
KOMA	Oklahoma City, Okla.	1480	250	489
KOME	Tulsa, Okla.	1310	5000 d., 1000 n.	549
KOMO	Seattle, Wash.	920	250	534
KONO	San Antonio, Tex.	1370	250	493
KOOS	Marshfield, Ore.	1200	250	492
KORE	Eugene, Ore.	1420	250	434
KORN	Fremont, Nebr.	C.P. 1370	250 d., 100 n.	317
KOTN	Pine Bluff, Ark.	1500	100	473
KOVC	Valley City, N. Dak.	1500	250	538
KOVO	Provo, Utah	1210	500	436
KOWH	Omaha, Nebr.	660	1000	313
KOY	Phoenix, Ariz.	1390	250	531
KPAB	Laredo, Tex.	1500	500	
KPAC	Port Arthur, Tex.	1260		
		C.P. 1220		583
KPDN	Pampa, Tex.	1310	100	532
KPFA	Helena, Mont.	1210	250	432
KPLC	Lake Charles, La.	1500	250	392
KPLT	Paris, Tex.	1500	250	533
KPMC	Bakersfield, Calif.	1550	1000	317
KPO	San Francisco, Calif.	680	50000	327
KPOF	Denver, Colo.	880	1000	333
KPPC	Pasadena, Calif.	1210	100	325
KPQ	Wenatchee, Wash.	1500	250	552
KPRC	Houston, Tex.	920	5000 d., 1000 n.	530
KQV	Pittsburgh, Pa.	1380	1000	507
KQW	San Jose, Calif.	1010	5000 d., 1000 n.	328
KRBA	Lufkin, Tex.	1310	250	532
KRBC	Abilene, Tex.	1420	250	525
KRBM	Bozeman, Mont.	1420	250	432
KRE	Berkeley, Calif.	1370	250	318
KRGV	Weslaco, Tex.	1260	1000	537
KRIC	Beaumont, Tex.	1420	250	526
KRIS	Corpus Christi, Tex.	1330	500	527

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRKD	Los Angeles, Calif.	1120	2500 d., 1000 n.	323
KRKO	Everett, Wash.	1370	50	547
KRLC	Lewiston, Idaho	1390	250	357
KRLD	Dallas, Tex.	1040	50000	527
KRLH	Midland, Tex.	1420	100	532
KRMC	Jamestown, N. Dak.	1370	250	471
KRMD	Shreveport, La.	1310	250	393
KRNR	Roseburg, Ore.	1500	250 d., 100 n.	495
KRNT	Des Moines, Iowa	1320	5000 d., 1000 n.	378
KROC	Rochester, Minn.	1310	250	422
KROD	El Paso, Tex.	C.P. 1500	100	529
KROW	Oakland, Calif.	930	1000	324
KROY	Sacramento, Calif.	1210	100	325
KRRV	Sherman, Tex.	1310	250	
		C.P. 880	1000	535
KRSC	Seattle, Wash.	1120	250	
			C.P. 1000	550
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	385
KSAL	Salina, Kans.	1500	250 d., 100 n.	
		C.P. 1120	1000 d., 500 n.	385
KSAM	Huntsville, Tex.	1500	250	531
KSAN	San Francisco, Calif.	1420	250	327
KSCJ	Sioux City, Ia.	1330	5000 d., 1000 n.	
			C.P. 5000	381
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	429
KSEI	Pocatello, Idaho	900	1000 d., 250 n.	359
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	328
KSL	Salt Lake City, Utah	1130	50000	539
KSLM	Salem, Ore.	1370	1600 d., 500 n.	495
KSO	Des Moines, Iowa	1430	5000 d., 1000 n.	378
KSOO	Sioux Falls, S. Dak.	1110	5000	517
KSRO	Santa Rosa, Calif.	1310	250	329
KSTP	St. Paul, Minn.	1460	25000 d., 10000 n.	
			C.P. 50000	422
KSUB	Cedar City, Utah	1310	100	537
KSUN	Lowell, Ariz.	1200	250	313
KTAR	Phoenix, Ariz.	620	1000	313
KTBC	Austin, Tex.	1120	1000	526
KTBS	Shreveport, La.	1450	1000	394
KTEM	Temple, Tex.	1370	250	535
KTFI	Twin Falls, Idaho	1240	1000	359
KTHS	Hot Springs National Park, Ark.	1040	10000	315
KTCK	Visalia, Calif.	890	1000	330
KTMS	Santa Barbara, Calif.	1220	500	329
KTOH	Lihue, Hawaii	C.P. 1500	250 d., 100 n.	563
KTOK	Oklahoma City, Okla.	1370	250	488
KTRB	Modesto, Calif.	740	250	324
KTRH	Houston, Tex.	1290	5000 d., 1000 n.	530
KTRI	Sioux City, Ia.	1420	250	381
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	535
KTSM	El Paso, Tex.	1310	250	529
KTSW	Emporia, Kans.	1370	250	383
KTUC	Tucson, Ariz.	1370	250	314
KTUL	Tulsa, Okla.	1400	5000	491
KTW	Seattle, Wash.	1220	1000	550
KUIN	Grants Pass, Ore.	C.P. 1310	100	492
KUJ	Walla Walla, Wash.	1370	100	552
KUOA	Siloam Springs, Ark.	1260	5000	317
KUSD	Vermillion, S. Dak.	890	500	517
KUTA	Salt Lake City, Utah	1500	100	
			C.P. 250	540
KVAK	Atchison, Kans.	1420	100	382
KVAN	Vancouver, Wash.	880	250	552
KVCV	Redding, Calif.	1200	100	
			C.P. 250	325
KVEC	San Luis Obispo, Calif.	1200	250	329
KVFD	Fort Dodge, Ia.	C.P. 1370	250 d., 100 n.	379
KVGB	Great Bend, Kans.	1370	100	
			C.P. 250	383
KVI	Tacoma, Wash.	570	5000 d., 1000 n.	551
KVIC	Victoria, Texas	C.P. 1310	250 d., 100 n.	536
KVNU	Logan, Utah	1200	100	
			C.P. 250	537

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KVOA	Tucson, Ariz.	1260	1000	314
KVOD	Denver, Colo.	920	1000	333
KVOE	Santa Ana, Calif.	1500	100	329
KVOL	Lafayette, La.	1310	250	392
KVOO	Tulsa, Okla.	1140	25000	491
KVOR	Colorado Springs, Colo.	1270	1000	331
KVOS	Bellingham, Wash.	1200	250	547
KVOX	Moorhead, Minn.	1310	250	422
KVRS	Rock Springs, Wyoming	1370	250	561
KVSF	Santa Fe, N. M.	1310	100	443
KVSO	Ardmore, Okla.	1210	250 d., 100 n.	486
KVWC	Vernon, Tex.	1500	250	536
KWAL	Wallace, Ida.	C.P. 1420	250 d., 100 n.	359
KWAT	Watertown, S. D.	C.P. 1210	250	518
KWBD	Plainview, Tex.	C.P. 1200	100	533
KWBG	Hutchinson, Kans.	1420	100	
			C.P. 250	383
KWEW	Hobbs, New Mexico	1500	100	443
KWFC	Hot Springs, Ark.	C.P. 1310	250 d., 100 n.	316
KWFT	Wichita Falls, Tex.	620	1000 d., 250 n.	537
KWG	Stockton, Calif.	1200	100	330
KWJB	Globe, Ariz.	1210	250 d., 100 n.	312
KWJJ	Portland, Ore.	1060	500	
		S.A. 1040		495
KWK	St. Louis, Mo.	1350	5000 d., 1000 n.	429
KWKH	Shreveport, La.	850	10000	
		S.A. 1100	50000	394
KWLC	Decorah, Iowa	1270	100	378
KWLK	Longview, Wash.	780	250	548
KWNO	Winona, Minn.	1200	250	423
KWOC	Poplar Bluff, Mo.	1310	100	
			C.P. 250	428
KWOS	Jefferson City, Mo.	1310	250	426
KWSC	Pullman, Wash.	1220	5000	548
KWTO	Springfield, Mo.	560	5000	431
KWYO	Sheridan, Wyoming	1370	250	561
KXA	Seattle, Wash.	760	500 d., 250 n.	
			C.P. 1000	550
KXL	Portland, Ore.	1420	250	495
KXO	El Centro, Calif.	1500	100	318
KXOR	St. Louis, Mo.	1250	1000	430
KXOX	Sweetwater, Tex.	1210	250	535
KXRO	Aberdeen, Wash.	1310	250	547
KXYZ	Houston, Tex.	1440	1000	531
KYA	San Francisco, Calif.	1230	5000 d., 1000 n.	328
KYCA	Prescott, Ariz.	C.P. 1500	250 d., 100 n.	314
KYOS	Merced, Calif.	1040	250	323
KYSM	Mankato, Minn.	1500	250	420
KYUM	Yuma, Ariz.	C.P. 1210	250 d., 100 n.	314
KYW	Philadelphia, Pa.	1020	10000	501
WAAB	Boston, Mass.	1410	1000	401
WAAF	Chicago, Ill.	920	1000	361
WAAT	Jersey City, N. J.	940	500	440
WABC	New York, N. Y.	860	50000	449
WABI	Bangor, Me.	1200	250	395
WABY	Albany, N. Y.	1370	250	443
WACO	Waco, Tex.	1420	250	536
WADC	Tallmadge, (Akron) Ohio	1320	5000 d., 1000 n.	473
WAGA	Atlanta, Ga.	1450	1000 d., 500 n.	353
WAGF	Dothan, Ala.	1370	250	310
WAGM	Presque Isle, Maine	1420	100	396
WAIM	Anderson, S. C.	1200	100	513
WAIR	Winston-Salem, N. C.	1250	250	470
WAKR	Akron, Ohio	1500	1000	473
WALA	Mobile, Ala.	1380	1000 d., 500 n.	
			C.P. 1000	310
WAML	Laurel, Miss.	1310	250	425
WAOV	Vincennes, Ind.	C.P. 1420	100	376
WAPI	Birmingham, Ala.	1140	5000	309
WAPO	Chattanooga, Tenn.	1420	250	
		C.P. 1120	1000 d., 500 n.	519
WARD	Brooklyn, N. Y.	1400	500	445
WASH	Grand Rapids, Mich.	1270	500	414

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WATL	Atlanta, Ga.	1370	250	354
WATR	Waterbury, Conn.	1290	250	340
WATW	Ashland, Wisc.	C.P. 1370	100	556
WAVE	Louisville, Ky.	940	1000	389
WAWZ	Zarephath, N. J.	1350	1000	411
WAYX	Waycross, Ga.	1200	250	356
WAZL	Hazleton, Pa.	1420	100	
			C.P. 250	499
WBAA	West Lafayette, Ind.	890	1000 d., 500 n.	376
WBAB	Atlantic City, N. J.	C.P. 1200	250 d., 100 n.	439
WBAL	Baltimore, Md.	1060	10000	397
WBAP	Fort Worth, Tex.	800	50000	530
WBAX	Wilkes-Barre, Pa.	1210	100	511
WBBC	Brooklyn, N. Y.	1400	500	445
WBBL	Richmond, Va.	1210	100	545
WBBM	Chicago, Ill.	770	50000	361
WBBR	Brooklyn, N. Y.	1300	1000	445
WBBZ	Ponca City, Okla.	1200	250	489
WBCM	Bay City, Mich.	1410	1000 d., 500 n.	411
WBEN	Buffalo, N. Y.	900	5000 d., 1000 n.	446
WBHP	Huntsville, Ala.	1200	100	310
WBIG	Greensboro, N. C.	1440	5000 d., 1000 n.	467
WBLK	Clarksburg, W. Va.	1370	250	554
WBNS	Columbus, Ohio	1430	5000 d., 1000 n.	481
WBNX	New York, N. Y.	1350	1000	
			C.P. 5000 d.	451
WBNY	Buffalo, N. Y.	1370	250	446
WBOW	Terre Haute, Ind.	1310	250 d., 100 n.	
		C.P. 1200	250	378
WBRB	Red Bank, N. J.	1210	100	441
WBRC	Birmingham, Ala.	930	5000 d., 1000 n.	309
WBRE	Wilkes-Barre, Pa.	1310	250	511
WBRK	Pittsfield, Mass.	1310	250	409
WBRY	Waterbury, Conn.	1530	1000	340
WBT	Charlotte, N. C.	1080	50000	465
WBTH	Williamson, W. Va.	1370	250	555
WBTM	Danville, Va.	1370	250 d., 100 n.	541
WBZ	Boston, Mass.	990	50000	401
WBZA	Boston, Mass.	990	1000	401
WCAD	Canton, N. Y.	1220	500	447
WCAE	Pittsburgh, Pa.	1220	5000 d., 1000 n.	
			C.P. 5000	507
WCAI	Northfield, Minn.	760	5000	422
WCAM	Camden, N. J.	1280	500	439
WCAO	Baltimore, Md.	600	1000 d., 500 n.	398
WCAP	Asbury Park, N. J.	1280	500	439
WCAR	Pontiac, Mich.	C.P. 1100	1000 d.	417
WCAT	Rapid City, S. Dak.	1200	100	517
WCAU	Philadelphia, Pa.	1170	50000	503
WCAX	Burlington, Vt.	1200	250	540
WCAZ	Carthage, Ill.	1070	100	361
WCBA	Allentown, Pa.	1440	500	497
WCBD	Chicago, Ill.	1080	5000	363
WCBM	Baltimore, Md.	1370	250	398
WCBS	Springfield, Ill.	1420	250	371
WCCO	Minneapolis, Minn.	810	50000	420
WCFL	Chicago, Ill.	970	5000	363
WCHS	Charleston, W. Va.	580	5000 d., 500 n.	553
WCHV	Charlottesville, Va.	1420	250	541
WCKY	Cincinnati, Ohio	1490	50000	475
WCLE	Cleveland, Ohio	610	500	479
WCLO	Janesville, Wisc.	1200	250	556
WCLS	Joliet, Ill.	1310	100	369
WCMI	Ashland, Ky.	1310	250	387
WCNC	Elizabeth City, N. C.	1370	250	466
WCNW	Brooklyn, N. Y.	1500	250 d., 100 n.	445
WCOA	Pensacola, Florida	1340	1000 d., 500 n.	347
WCOC	Meridian, Miss.	880	1000	425
WCOL	Columbus, Ohio	1210	100	481
WCOP	Boston, Mass.	1120	500	403
WCOS	Columbia, S. C.	1370	250	514
WCOU	Lewiston, Me.	1210	250	395
WCOV	Montgomery, Ala.	1210	100	311

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WCPO	Cincinnati, Ohio	1200	250	475
WCRW	Chicago, Ill.	1210	100	363
WCSC	Charleston, S. C.	1360	1000 d., 500 n.	513
WCSH	Portland, Maine	940	2500 d., 1000 n.	396
WDAE	Tampa, Florida	1220	5000 d., 1000 n.	
			C.P. 5000	351
WDAF	Kansas City, Mo.	610	5000	428
WDAH	El Paso, Texas	1310	250	529
WDAN	Danville, Ill.	1500	250	368
WDAS	Philadelphia, Pa.	1370	250	503
WDAY	Fargo, N. Dak.	940	5000 d., 1000 n.	471
WDBJ	Roanoke, Va.	930	5000 d., 1000 n.	546
WDBO	Orlando, Fla.	580	5000 d., 1000 n.	347
WDEL	Wilmington, Delaware	1120	1000 d., 250 n.	341
WDEV	Waterbury, Vt.	550	1000	541
WDGY	Minneapolis, Minn.	1180	5000 d., 1000 n.	421
WDMJ	Marquette, Mich.	1310	250	416
WDLF	Panama City, Fla.	C.P. 1200	250 d., 100 n.	347
WDNC	Durham, N. C.	1500	250	466
WDOD	Chattanooga, Tenn.	1280	5000 d., 1000 n.	519
WDRG	Hartford, Conn.	1330	5000 d., 1000 n.	
			C.P. 5000	339
WDSM	Superior, Wis.	1200	100	560
WDSU	New Orleans, La.	1250	1000	392
WDWS	Champaign, Ill.	1370	250	361
WDZ	Tuscola, Ill.	1020	1000	371
WEAF	New York, N. Y.	660	50000	451
WEAN	Providence, R. I.	780	5000 d., 1000 n.	512
WEAU	Eau Claire, Wis.	1050	5000 d., 1000 n.	556
WEBC	Duluth, Minn.	1290	5000 d., 1000 n.	420
WEBQ	Harrisburg, Ill.	1210	250	369
WEBR	Buffalo, N. Y.	1310	250	447
WEDC	Chicago, Ill.	1210	250	363
WEED	Rocky Mount, N. C.	1420	250	469
WEEL	Boston, Mass.	590	5000 d., 1000 n.	
			C.P. 5000	403
WEEU	Reading, Pa.	830	1000	509
WELI	New Haven, Conn.	930	500 d., 250 n.	339
WELL	Battle Creek, Mich.	1420	100	411
WEMP	Milwaukee, Wis.	1310	250	558
WENR	Chicago, Ill.	870	50000	363
WENY	Elmira, N. Y.	1200	250	448
WEOA	Evansville, Ind.	1370	250	372
WESG	Elmira, N. Y.	850	1000	448
WEST	Easton, Pa.	1200	250	497
WESX	Salem, Mass.	1200	100	409
WEVD	New York, N. Y.	1300	1000	451
WEW	St. Louis, Mo.	760	1000	430
WEXL	Royal Oak, Mich.	1310	50	417
WFAA	Dallas, Tex.	800	50000	528
WFAM	South Bend, Ind.	1200	100	376
WFAS	White Plains, N. Y.	1210	100	463
WFBC	Greenville, S. C.	1300	5000 d., 1000 n.	
			C.P. 5000	515
WFBG	Altoona, Pa.	1310	100	497
WFBL	Syracuse, N. Y.	1360	5000 d., 1000 n.	461
WFBM	Indianapolis, Ind.	1230	5000 d., 1000 n.	374
WFBR	Baltimore, Md.	1270	5000 d., 1000 n.	398
WFDF	Flint, Mich.	1310	100	414
WFEA	Manchester, N. H.	1340	1000 d., 500 n.	438
WFIG	Sumter, S. C.	C.P. 1310	250 d., 100 n.	516
WFIL	Philadelphia, Pa.	560	1000	505
WFLL	Tampa, Fla.	620	5000 d., 1000 n.	351
WFMD	Frederick, Md.	900	500	399
WFMJ	Youngstown, Ohio	1420	100	
			C.P. 250	485
WFNC	Fayetteville, N. C.	C.P. 1340	250	466
WFOR	Hattiesburg, Miss.	1370	100	
			C.P. 250 d.	424
WFOY	St. Augustine, Fla.	1210	250	349
WFTC	Kinston, N. C.	1200	250	468
WFTL	Fort Lauderdale, Fla.	1370	250 d., 100 n.	343
WFTM	Fort Myers, Fla.	C.P. 1210	350	344

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WFVA	Fredericksburg, Va.	1260	250	542
WGAL	Lancaster, Pa.	1500	250	501
WGAN	Portland, Me.	640	500	396
WGAR	Cleveland, Ohio	1450	5000 d., 1000 n.	479
WGAU	Athens, Ga.	1310	250	353
WGBB	Freeport, N. Y.	1210	100	448
WGBF	Evansville, Ind.	630	1000 d., 500 n.	373
WGBI	Seranton, Pa.	880	1000 d., 500 n.	510
WGBR	Goldsboro, N. C.	1370	250	466
WGCM	Gulfport, Miss.	1210	250 d., 100 n.	424
WGES	Chicago, Ill.	1360	1000 d., Sun. 500 n.	365
WGH	Newport News, Va.	1310	250	542
WGIL	Galesburg, Ill.	1500	250	369
WGKV	Charleston, W. Va.	1500	100	553
WGL	Fort Wayne, Ind.	1370	250	373
WGN	Chicago, Ill.	720	50000	365
WGNC	Gastonia, N. C.	1420	250	466
WGNV	Newburgh, N. Y.	1220	250	449
WGPC	Albany, Ga.	1420	100	353
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	447
WGRG	New Albany, Ind.	1370	250	375
WGRM	Grenada, Miss.	1210	250	424
WGST	Atlanta, Ga.	890	5000 d., 1000 n.	354
WGTC	Greenville, N. C.	C.P. 1500	250	467
WGTM	Wilson, N. C.	1310	100	
			C.P. 250	469
WGY	Schenectady, N. Y.	790	50000	460
WHA	Madison, Wisc.	940	5000	557
WHAI	Greenfield, Mass.	1210	250	405
WHAL	Saginaw, Mich.	C.P. 950	500	417
WHAM	Rochester, N. Y.	1150	50000	459
WHAS	Louisville, Ky.	820	50000	391
WHAT	Philadelphia, Pa.	1310	100	503
WHAZ	Troy, N. Y.	1300	1000	462
WHB	Kansas City, Mo.	860	1000	428
WHBB	Selma, Ala.	1500	100	312
WHBC	Canton, Ohio	1200	250	475
WHBF	Rock Island, Ill.	1240	1000	370
WHBI	Newark, N. J.	1250	2500 d., 1000 n.	441
WHBL	Sheboygan, Wisc.	1300	1000 d., 250 n.	560
WHBQ	Memphis, Tenn.	1370	100	520
WHBU	Anderson, Ind.	1210	250 d., 100 n.	372
WHBY	Appleton, Wisc.	1200	250	555
WHDF	Calumet, Mich.	1370	250	411
WHDH	Boston, Mass.	830	1000	401
WHDL	Olean, N. Y.	1400	250	457
WHEB	Portsmouth, N. H.	740	250	438
WHEC	Rochester, N. Y.	1430	1000 d., 500 n.	460
WHFC	Cicero, Ill.	1420	250	368
WHIO	Dayton, Ohio	1260	5000 d., 1000 n.	483
WHIP	Hammond, Ind.	1480	5000	374
WHIS	Bluefield, W. Va.	1410	1000 d., 500 n.	553
WHIZ	Zanesville, Ohio	1210	100	
			C.P. 250	486
WHJB	Greensburg, Pa.	620	250	498
WHK	Cleveland, Ohio	1390	5000 d., 1000 n.	481
WHKC	Columbus, Ohio	640	500	482
WHKY	Hickory, N. C.	C.P. 1370	250	467
WHLB	Virginia, Minn.	1370	250	423
WHLD	Niagara Falls, N. Y.	C.P. 1260	1000	456
WHLS	Port Huron, Mich.	1370	250	417
WHMA	Anniston, Ala.	1420	100	
			C.P. 250	309
WHN	New York, N. Y.	1010	5000 d., 1000 n.	451
WHO	Des Moines, Ia.	1000	50000	378
WHOM	Jersey City, N. J.	1450	250	440
WHOP	Hopkinsville, Ky.	C.P. 1200	250	389
WHP	Harrisburg, Pa.	1430	5000 d., 1000 n.	499
WHTR	Spartanburg, S. C.	C.P. 1370	250 d., 100 n.	515
WHUB	Cookeville, Tenn.	C.P. 1370	250	519
WIBA	Madison, Wisc.	1280	5000 d., 1000 n.	557
WIBC	Indianapolis, Ind.	1050	1000	374
WIBG	Glenside, Pa.	970	100	498

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WIBM	Jackson, Mich.	1370	250	415
WIBU	Poynette, Wisc.	1210	250	559
WIBW	Topeka, Kans.	580	5000 d., 1000 n.	387
WIBX	Utica, N. Y.	1200	250	463
WICA	Ashtabula, Ohio	940	250	
			C.P. 500	474
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	337
WIL	St. Louis, Mo.	1200	250	430
WILL	Urbana, Ill.	580	5000	371
WILM	Wilmington, Del.	1420	100	
			C.P. 250	341
WIND	Gary, Ind.	560	5000 d., 1000 n.	373
WING	Dayton, Ohio	1380	500 d., 250 n.	483
WINN	Louisville, Ky.	C.P. 1210	250 d., 100 n.	389
WINS	New York, N. Y.	1180	1000	453
WIOD-WMBF	Miami, Fla.	610	1000	346
WIP	Philadelphia, Pa.	610	1000	
			C.P. 5000	505
WIRE	Indianapolis, Ind.	1400	5000	375
WIS	Columbia, S. C.	560	5000 d., 1000 n.	515
WISE	Asheville, N. C.	1370	250	465
WISN	Milwaukee, Wisc.	1120	1000 d., 250 n.	558
WJAC	Johnstown, Pa.	1310	250	501
WJAG	Norfolk, Nebr.	1060	1000	435
WJAR	Providence, R. I.	890	5000 d., 1000 n.	512
WJAS	Pittsburgh, Pa.	1290	5000 d., 1000 n.	507
WJAX	Jacksonville, Fla.	900	5000 d., 1000 n.	344
WJBC	Bloomington, Ill.	1200	250	361
WJBK	Detroit, Mich.	1500	250	413
WJBO	Baton Rouge, La.	1120	500	
			C.P. 1000	392
WJBW	New Orleans, La.	1200	100	393
WJBY	Gadsden, Ala.	1210	250	310
WJDX	Jackson, Miss.	1270	5000 d., 1000 n.	424
WJEJ	Hagerstown, Md.	1210	100	400
WJHL	Johnson City, Tenn.	1200	250	520
WJHP	Jacksonville, Fla.	C.P. 1290	250	344
WJIM	Lansing, Mich.	1210	250	415
WJJD	Chicago, Ill.	1130	20000	367
WJLS	Beckley, W. Va.	1210	250	553
WJMC	Rice Lake, Wisc.	1210	250	559
WJMS	Ironwood, Mich.	1420	250	415
WJNO	West Palm Beach, Fla.	1200	250	351
WJPF	Herrin, Ill.	C.P. 1310	250 d., 100 n.	369
WJPR	Greenville, Miss.	1310	250	424
WJR	Detroit, Mich.	750	50000	413
WJRD	Tuscaloosa, Ala.	1200	250	312
WJSV	Washington, D. C.	1460	50000	342
WJTN	Jamestown, N. Y.	1210	250	448
WJW	Akron, Ohio	1210	250	474
WJZ	New York, N. Y.	760	50000	453
WKAQ	San Juan, Puerto Rico	1240	1000	564
WKAR	East Lansing, Mich.	850	1000	
			C.P. 5000	414
WKAT	Miami Beach, Fla.	1500	250	345
WKBB	Dubuque, Ia.	1500	250	379
WKBH	La Crosse, Wisc.	1380	1000	557
WKBN	Youngstown, Ohio	570	1000 d., 500 n.	485
WKBO	Harrisburg, Pa.	1200	250 d., 100 n.	499
WKBV	Richmond, Ind.	1500	100	375
WKBW	Buffalo, N. Y.	1480	5000	447
WKBZ	Muskegon, Mich.	1500	250	416
WKEU	Griffin, Ga.	1500	100	355
WKIP	Poughkeepsie, N. Y.	C.P. 1420	250	457
WKNE	Keene, N. H.	1260	1000	438
WKNY	Kingston, N. Y.	C.P. 1500	100	449
WKOK	Sunbury, Pa.	1210	100	510
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	476
WKST	New Castle, Pa.	1250	1000	501
WKY	Oklahoma City, Okla.	900	5000 d., 1000 n.	488
WKZO	Kalamazoo, Mich.	590	1000	415
WLAC	Nashville, Tenn.	1470	5000	521
WLAK	Lakeland, Fla.	1310	250	345

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WLAP	Lexington, Ky.	1420	250 d., 100 n.	389
WLAW	Lawrence, Mass.	680	1000	407
WLB	Minneapolis, Minn.	760	5000	421
WLBC	Muncie, Ind.	1310	250	375
WLBK	Bowling Green, Ky.	C.P. 1310	250	389
WLBK	Stevens Point, Wisc.	900	5000	560
WLBZ	Bangor, Me.	620	1000 d., 500 n.	395
WLEU	Erie, Pa.	1420	250 d., 100 n.	497
WLLH	Lowell, Mass.	1370	250	407
WLNH	Laconia, N. H.	1310	250	437
WLOK	Lima, Ohio	1210	100	483
WLPK	Suffolk, Va.	C.P. 1420	250 d., 100 n.	547
WLS	Chicago, Ill.	870	50000	367
WLTH	Brooklyn, N. Y.	1400	500	453
WLVA	Lynchburg, Va.	1200	250	542
WLW	Cincinnati, Ohio	700	50000	476
WMAL	Washington, D. C.	630	500 d., 250 n.	
			C.P. 5000	342
WMAM	Marinette, Wisc.	570	250	558
WMAN	Mansfield, Ohio	1370	250	483
WMAQ	Chicago, Ill.	670	50000	367
WMAS	Springfield, Mass.	1420	250	410
WMAZ	Macon, Ga.	1180	5000 d., 1000 n.	355
WMBC	Detroit, Mich.	1420	250	413
WMBD	Peoria, Ill.	1440	5000 d., 1000 n.	370
WMBF-WIOD	Miami, Fla. (See WIOD, Page 346)			
WMBG	Richmond, Va.	1350	500	
			C.P. 5000 d., 1000 n.	546
WMBH	Joplin, Mo.	1420	250	426
WMBI	Chicago, Ill.	1080	5000	368
WMBO	Auburn, N. Y.	1310	250	444
WMBR	Jacksonville, Fla.	1370	250	345
WMBS	Uniontown, Pa.	1420	250	511
WMC	Memphis, Tenn.	780	5000 d., 1000 n.	521
WMCA	New York, N. Y.	570	1000	453
WMEX	Boston, Mass.	1500	250	
		C.P. 1470	5000	401
WMFD	Wilmington, N. C.	1370	100	
			C.P. 250 d.	469
WMFF	Plattsburg, N. Y.	1310	250	457
WMFG	Hibbing, Minn.	1210	250	420
WMFJ	Daytona Beach, Fla.	1420	100	
			C.P. 250	343
WMFR	High Point, N. C.	1200	250	467
WMGA	Moultrie, Ga.	1370	250	355
WMIN	St. Paul, Minn.	1370	250	423
WMJM	Cordele, Ga.	C.P. 1500	250 d., 100 n.	355
WMMN	Fairmont, W. Va.	890	5000 d., 1000 n.	554
WMOB	Mobile, Ala.	1200	100	311
WMOG	Brunswick, Ga.	C.P. 1500	250 d., 100 n.	354
WMPC	Lapeer, Mich.	1200	250	415
WMPS	Memphis, Tenn.	1430	1000 d., 500 n.	521
WMRO	Aurora, Ill.	1250	250	359
WMSD	Muscle Shoals City, Ala.	1420	100	
			C.P. 250	311
WMSL	Decatur, Ala.	1370	100	310
WMT	Cedar Rapids, Ia.	600	5000 d., 1000 n.	377
WNAC	Boston, Mass.	1230	5000 d., 1000 n.	403
WNAD	Norman, Okla.	1010	1000	487
WNAX	Yankton, S. D.	570	5000 d., 1000 n.	518
WNBC	New Britain, Conn.	1380	1000	339
WNBF	Binghamton, N. Y.	1500	250	444
WNBH	New Bedford, Mass.	1310	250 d., 100 n.	
			C.P. 250	409
WNBX	Springfield, Vt. (See WKNE, Keene, N. H.)			
WNBZ	Saranac Lake, N. Y.	1290	100	460
WNET	San Juan, Puerto Rico	1290	2500 d., 1000 n.	564
WNEW	New York, N. Y.	1250	5000 d., 1000 n.	453
WNLG	New London, Conn.	1500	100	340
WNOE	New Orleans, La.	1420	250	393
WNOX	Knoxville, Tenn.	1010	5000 d., 1000 n.	520
WNYC	New York, N. Y.	810	1000	455
WOAI	San Antonio, Tex.	1190	50000	534

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOC	Davenport, Ia.	1370	250	377
WOCB	Hyannis, Mass.	C.P. 1210	250	405
WOI	Ames, Ia.	640	5000	377
WOKO	Albany, N. Y.	1430	1000 d., 500 n.	444
WOL	Washington, D. C.	1230	1000	343
WOLF	Syracuse, N. Y.	C.P. 1500	100	426
WOLS	Florence, S. C.	1200	250	515
WOMI	Owensboro, Ky.	1500	250	391
WOMT	Manitowoc, Wisc.	1210	100	557
WOOD	Grand Rapids, Mich.	1270	500	414
WOPI	Bristol, Tenn.	1500	250	519
WOR	Newark, N. J.	710	50000	441
WORC	Worcester, Mass.	1280	500	410
WORK	York, Pa.	1320	1000	512
WORLD	Boston, Mass.	920	500	405
WOSU	Columbus, Ohio	570	1000	482
WOV	New York, N. Y.	1130	5000	455
WOW	Omaha, Nebr.	590	5000	436
WOWO	Fort Wayne, Ind.	1160	10000	373
WPAD	Paducah, Ky.	1420	250	391
WPAR	Parkersburg, W. Va.	1420	100	554
WPAX	Thomasville, Ga.	1210	250	356
WPAY	Portsmouth, Ohio	1370	150	483
WPEN	Philadelphia, Pa.	920	1000	505
WPIC	Sharon, Pa.	780	250	510
WPID	Petersburg, Va.	1210	250 d., 100 n.	543
WPRA	Mayaguez, Puerto Rico	1370	250 d., 100 n.	
		C.P. 780	2500 d., 1000 n.	564
WPRO	Providence, R. I.	630	1000 d., 500 n.	
			C.P. 5000	513
WPRP	Ponce, Puerto Rico	1420	250	564
WPTF	Raleigh, N. C.	680	5000	468
WQAM	Miami, Fla.	560	1000	345
WQAN	Seranton, Pa.	880	1000 d., 500 n.	510
WQBC	Vicksburg, Miss.	1360	1000	425
WQDM	St. Albans, Vt.	1390	1000	540
WQXR	New York, N. Y.	1550	1000	
			C.P. 5000	456
WRAK	Williamsport, Pa.	1370	250	511
WRAL	Raleigh, N. C.	1210	250	469
WRAW	Reading, Pa.	1310	100	510
WRBL	Columbus, Ga.	1200	250	354
WRC	Washington, D. C.	950	5000 d., 1000 n.	
			C.P. 5000	343
WRDO	Augusta, Me.	1370	100	394
WRDW	Augusta, Ga.	1500	250	354
WREC	Memphis, Tenn.	600	5000 d., 1000 n.	523
WREN	Lawrence, Kans.	1220	5000 d., 1000 n.	385
WREG	Rome, Ga.	1500	250	355
WRJN	Racine, Wisc.	1370	250	559
WRNL	Richmond, Va.	880	500	
			C.P. 1000	543
WROK	Rockford, Ill.	1410	1000 d., 500 n.	370
WROL	Knoxville, Tenn.	1310	250	520
WRR	Dallas, Tex.	1280	500	528
WRTD	Richmond, Va.	1500	100	544
WRUF	Gainesville, Fla.	830	5000	344
WRVA	Richmond, Va.	1110	50000	545
WSAI	Cincinnati, Ohio	1330	5000 d., 1000 n.	
			C.P. 5000	479
WSAJ	Grove City, Pa.	1310	100	498
WSAL	Salisbury, Md.	1200	250	400
WSAM	Saginaw, Mich.	C.P. 1200	250 d., 100 n.	417
WSAN	Allentown, Pa.	1440	500	497
WSAR	Fall River, Mass.	1450	1000	405
WSAU	Wausau, Wisc.	1370	250	560
WSAV	Savannah, Ga.	C.P. 1310	100	356
WSAY	Rochester, N. Y.	1210	250	459
WSAZ	Huntington, W. Va.	1190	1000	554
WSB	Atlanta, Ga.	740	50000	353
WSBC	Chicago, Ill.	1210	250	368
WSBT	South Bend, Ind.	1360	500	376

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSFA	Montgomery, Ala.	1410	1000 d., 500 n.	311
WSGN	Birmingham, Ala.	1310	250 d., 100 n.	309
WSIX	Nashville, Tenn.	1210	250	523
WSJS	Winston-Salem, N. C.	1310	250	470
WSKB	McComb, Miss.	1200	100	425
WSLB	Ogdensburg, N. Y.	C.P. 1370	250	456
WSLI	Jackson, Miss.	1420	250	425
WSM	Nashville, Tenn.	650	50000	523
WSMB	New Orleans, La.	1320	5000 d., 1000 n.	
			C.P. 5000	393
WSNJ	Bridgeton, N. J.	1210	250	439
WSOC	Charlotte, N. C.	1210	250 d., 100 n.	465
WSOO	Sault Ste. Marie, Mich.	C.P. 1200	250 d., 100 n.	417
WSOY	Decatur, Ill.	1310	250 d., 100 n.	368
WSPA	Spartanburg, S. C.	920	1000	515
WSPB	Sarasota, Fla.	1420	250 d., 100 n.	349
WSPD	Toledo, Ohio	1340	5000 d., 1000 n.	
			C.P. 5000	485
WSPR	Springfield, Mass.	1140	500	410
WSTP	Salisbury, N. C.	1500	250	469
WSUI	Iowa City, Ia.	880	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	379
WSUN	St. Petersburg, Fla.	620	5000 d., 1000 n.	349
WSVA	Harrisonburg, Va.	550	500	542
WSVS	Buffalo, N. Y.	1370	50	447
WSYB	Rutland, Vt.	1500	250	540
WSYR-WSYU	Syracuse, N. Y.	570	1000	462
WTAD	Quincy, Ill.	900	1000	370
WTAG	Worcester, Mass.	580	1000	
			C.P. 5000 d.	410
WTAL	Tallahassee, Fla.	1310	250 d., 100 n.	351
WTAM	Cleveland, Ohio	1070	50000	481
WTAQ	Green Bay, Wisc.	1330	5000 d., 1000 n.	
			C.P. 5000	556
WTAR	Norfolk, Va.	780	5000 d., 1000 n.	543
WTAV	College Station, Tex.	1120	500	527
WTAX	Springfield, Ill.	1210	100	371
WTBO	Cumberland, Md.	800	250	399
WTCN	Minneapolis, Minn.	1250	5000 d., 1000 n.	421
WTEL	Philadelphia, Pa.	1310	100	505
WTHT	Hartford, Conn.	1200	100	
			C.P. 250 d.	337
WTIC	Hartford, Conn.	1060	50000	
		S.A. 1040		339
WTJS	Jackson, Tenn.	1310	250	520
WTMA	Charleston, S. C.	1210	250	514
WTMC	Ocala, Fla.	1500	100	346
WTMJ	Milwaukee, Wisc.	620	5000 d., 1000 n.	559
WTMV	East St. Louis, Ill.	1500	250	369
WTNJ	Trenton, N. J.	1280	500	441
WTOC	Savannah, Ga.	1260	5000 d., 1000 n.	356
WTOL	Toledo, Ohio	1200	100	
			C.P. 250	485
WTRC	Elkhart, Ind.	1310	250	372
WTRY	Troy, N. Y.	C.P. 950	1000	462
WTSP	St. Petersburg, Fla.	1370	250	349
WVFW	Brooklyn, N. Y.	1400	500	445
WVAE	Hammond, Ind.	1200	100	374
WWJ	Detroit, Mich.	920	5000 d., 1000 n.	413
WWL	New Orleans, La.	850	50000	393
WWNC	Asheville, N. C.	570	1000	465
WWRL	Woodside, N. Y.	1500	250 d., 100 n.	463
WWSW	Pittsburgh, Pa.	1500	250	507
WWVA	Wheeling, W. Va.	1160	5000	555
WXYZ	Detroit, Mich.	1240	5000 d., 1000 n.	413
Unassigned	Erie, Pa.	C.P. 1500	250 d., 100 n.	498
"	Logan, Utah	C.P. 1200	100	554
"	Martinsville, Va.	C.P. 1420	250 d., 100 n.	542
"	Marysville, Calif.	C.P. 1420	100	323
"	Minneapolis, Miss.	C.P. 1300	1000	421
"	Opelika, Ala.	C.P. 1370	250 d., 100 n.	312
"	Phoenix, Ariz.	C.P. 1200	250 d., 100 n.	313
"	Scranton, Pa.	C.P. 1370	250 d., 100 n.	510

STATIONS BY CITIES

WITH MAJOR NETWORK AFFILIATIONS

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; NB—National Broadcasting Co. Blue Network; NR—National Broadcasting Co. Red Network.

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR		Baker, Ore.	KBKR	
Aberdeen, Wash.	KXRO	M	Bakersfield, Calif.	KERN	NB
Abilene, Kansas	KFBI			KPMC	M
Abilene, Texas	KRBC	M	Baltimore, Md.	WBAL	NB-M
Ada, Okla.	KADA	M		WCAO	C
Akron, Ohio (Tallmadge)	WADC	C		WCBM	M
	WAKR			WFBR	NR
	WJW		Bangor, Me.	WABI	C
Alamosa, Colo.	KGIW			WLBZ	NB-NR-M
Albany, Ga.	WGPC		Baton Rouge, La.	WJBO	NB
Albany, N. Y.	WABY	NB-M	Battle Creek, Mich.	WELL	NB
	WOKO	C	Bay City, Mich.	WBCM	NB
Albert Lea, Minn.	KATE		Beaumont, Tex.	KFDM	NB
Albuquerque, N. M.	KGGM	C		KRIC	
	KOB	NB-NR	Beckley, W. Va.	WJLS	
Alexandria, La.	KALB		Bellingham, Wash.	KVOS	M
Allentown, Pa.	WCBA		Bend, Ore.	KBND	
	WSAN	NB-NR	Berkeley, Calif.	KRE	
Altoona, Pa.	WFBG	NR	Beverly Hills, Calif.	KMPC	C
Amarillo, Texas	KFDA		Big Spring, Tex.	KBST	M
	KGNC	NB-NR	Billings, Mont.	KGHL	NB-NR
Ames, Iowa	WOI		Binghamton, N. Y.	WNBf	C-M
Anchorage, Alaska	KFQD		Birmingham, Ala.	WAPI	C
Anderson, Ind.	WHBU			WBRC	NR
Anderson, S. C.	WAIM	C		WGSN	NB
Anniston, Ala.	WHMA		Bismarck, N. D.	KFYR	NB-NR
Appleton, Wisc.	WHBY	C	Bloomington, Ill.	WJBC	
Ardmore, Okla.	KVSO		Bluefield, W. Va.	WHIS	
Asbury Park, N. J.	WCAP		Blytheville, Ark.	KLCN	
Asheville, N. C.	WISE	NB	Boise, Ida.	KIDO	NB-NR
	WWNC	C	Boone, Iowa.	KFGQ	
Ashland, Ky.	WCMI	M	Boston, Mass.	WAAB	M
Ashland, Wisc.	WATW			WBZ	NB
Ashtabula, Ohio	WICA			WBZA	NB
Astoria, Ore.	KAST			WCOP	
Atchison, Kans.	KVAK			WEEL	C
Athens, Ga.	WGAU			WHDH	
Atlanta, Ga.	WAGA	NB		WMEX	
	WATL	M		WNAC	NR
	WGST	C		WORL	
	WSB	NR	Bowling Green, Ky.	WLBj	
Atlantic City, N. J.	WBAB	C	Bozeman, Mont.	KRBm	
Auburn, N. Y.	WMBO		Brady, Texas	KNEL	
Augusta, Ga.	WRDW	C	Bridgeport, Conn.	WICC	NB-M
Augusta, Me.	WRDO	NB-NR-M	Bridgeton, N. J.	WSNJ	
Aurora, Ill.	WMRO		Bristol, Tenn.	WOPI	
Austin, Texas	KNOW	M	Brookings, S. D.	KFDY	
	KTBC				

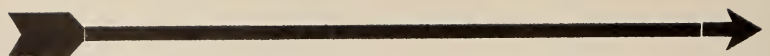
City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Brooklyn, N. Y.	WARD		Coffeyville, Kans.	KGGF	M
	WBBC		College Station, Tex.	WTAW	
	WBBR		Colorado Springs, Colo.	KVOR	C
	WCNW		Columbia, Mo.	KFRU	
	WVFW		Columbia, S. C.	WCOS	
Brownsville, Texas	KGFI			WIS	NB-NR
Brunswick, Ga.	WMOG		Columbus, Ga.	WRBL	C
Buffalo, N. Y.	WBEN	NR	Columbus, Ohio	WBNS	C
	WBNY			WCOL	NB-NR
	WEBR	NB		WHKC	M
	WGR	C-M		WOSU	
	WKBW	C-M	Cookeville, Tenn.	WHUB	
	WSVS		Cordele, Ga.	WMJM	
Burlington, Vt.	WCAX	C	Corpus Christi, Tex.	KRIS	NB-NR
Butte, Mont.	KGIR	NB-NR	Corsicana, Texas	KAND	
Calumet, Mich.	WHDF		Corvallis, Ore.	KOAC	
Camden, N. J.	WCAM		Cumberland, Md.	WTBO	
Canton, N. Y.	WCAD		Dallas, Tex.	KRLD	C
Canton, Ohio	WHBC			WFAA	NR
Cape Girardeau, Mo.	KFVS			WRR	M
Carlsbad, N. M.	KLAH		Danville, Ill.	WDAN	
Carthage, Ill.	WCAZ		Danville, Va.	WBTM	
Casper, Wyoming	KDFN		Davenport, Iowa	WOC	C
Cedar City, Utah	KSUB		Dayton, Ohio	WHIO	C
Cedar Rapids, Iowa	WMT	NB-M		WING	NR-NB
Centralia-Chehalis, Wash.	KELA	M	Daytona Beach, Fla.	WMFJ	
Champaign, Ill.	WDWS		Decatur, Ala.	WMSL	
Charleston, S. C.	WCSC	C	Decatur, Ill.	WJBL	
	WTMA	NB	Decorah, Iowa	KGCA	
Charleston, W. Va.	WCHS	C		KWLC	
	WGKV	NR-NB	Denton, Tex.	KDNT	
Charlotte, N. C.	WBT	C	Denver, Colo.	KFEL	M
	WSOC	NB-NR-M		KLZ	C
Charlottesville, Va.	WCHV			KMYR	
Chattanooga, Tenn.	WAPO	NB-NR		KOA	NR
	WDOD	C		KPOF	
Chicago, Ill.	WAAF			KVOD	NB
	WBBM	C	Des Moines, Iowa	KRNT	C
	WCBD			KSO	NB-M
	WCFL	NB-NR		WHO	NR
	WCRW		Detroit, Mich.	WJBK	
	WEDC			WJR	C
	WENR	NB		WMBC	
	WGES			WWJ	NR
	WGN	M		WXYZ	NB
	WJJD		Devils Lake, N. D.	KDLR	
	WLS	NB	Dodge City, Kans.	KGNO	
	WMAQ	NR	Dothan, Ala.	WAGF	
	WMBI		Dublin, Texas	KFPL	
	WSBC		Dubuque, Ia.	KDTH	
Chico, Calif.	KHSL	M		WKBB	C
Cicero, Ill.	WHFC		Duluth, Minn.	KDAL	C
Cincinnati, Ohio	WCKY	C		WEBC	NB-NR-M
	WCPO		Durango, Colo.	KIUP	
	WKRC	M	Durham, N. C.	WDNC	C
	WLW	NB-NR	East Lansing, Mich.	WKAR	
	WSAI	NB-NR	East St. Louis, Ill.	WTMV	
Clarksburg, W. Va.	WBLK	NR-NB	Easton, Pa.	WEST	
Clayton, Mo.	KFUO		Eau Claire, Wis.	WEAU	
Cleveland, Ohio	WCLE	M	El Centro, Calif.	KXO	M
	WGAR	C	El Dorado, Ark.	KELD	
	WHK	NB-M	Elizabeth City, N. C.	WCNC	
	WTAM	NR	Elk City, Okla.	KASA	
Clovis, N. M.	KICA		Elkhart, Ind.	WTRC	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Elmira, N. Y.	WENY	M	Greensboro, N. C.	WBIG	C
	WESG	C	Greensburg, Pa.	WHJB	
El Paso, Tex.	KROD		Grenada, Miss.	WGRM	
	KTSM	NB-NR	Griffin, Ga.	WKEU	
	WDAH		Grove City, Pa.	WSAJ	
Emporia, Kans.	KTSW	M	Gulfport, Miss.	WGCM	
Enid, Okla.	KCRC	M	Hagerstown, Md.	WJMJ	
Erie, Pa.	WLEU	NB	Hammond, Ind.	WHIP	
	(unassigned)			WWAE	
Eugene, Ore.	KORE	M	Harrisburg, Ill.	WEBQ	
Eureka, Calif.	KIEM	M	Harrisburg, Pa.	WHP	C
Evansville, Ind.	WEOA	C		WKBO	NR-NB
	WGBF	NB-NR	Harrisonburg, Va.	WSVA	
Everett, Wash.	KRKO	M	Hartford, Conn.	WDRG	C
Fairbanks, Alaska	KFAR			WTHT	M
Fairmont, W. Va.	WMMN	C		WTIC	NR
Fall River, Mass.	WSAR	M	Hastings, Nebr.	KHAS	
Fargo, N. D.	WDAY	NB-NR	Hattiesburg, Miss.	WFOR	
Fayetteville, N. C.	WFNC		Hazleton, Pa.	WAZL	
Fergus Falls, Minn.	KGDE		Helena, Mont.	KPFA	NB-NR
Flint, Mich.	WFDF	NB	Herrin, Ill.	WJPF	
Florence, S. C.	WOLS	NR-NB	Hickory, N. C.	WHKY	
Fond du Lac, Wis.	KFIZ		Hibbing, Minn.	WMFG	C
Fort Dodge, Ia.	KVFD		High Point, N. C.	WMFR	
Fort Lauderdale, Fla.	WFTL		Hilo, Hawaii	KHBC	C-M
Fort Myers, Fla.	WTFM		Hobbs, N. M.	KWEW	
Fort Smith, Ark.	KFPW		Honolulu, Hawaii	KGMB	C-M
Fort Wayne, Ind.	WGL	NB-NR		KGU	NB-NR
	WOWO	NB	Hopkinsville, Ky.	WHOP	
Fort Worth, Tex.	KFJZ	M	Hot Springs, Ark.	KTHS	NB
	KGKO	NB		KWFC	
	WBAP	NR	Houston, Texas	KPRC	NR
Frederick, Md.	WFMD			KTRH	C
Fredericksburg, Va.	WFVA			KXYZ	NB-M
Fremont, Mont.	KORN		Huntington, W. Va.	WSAZ	
Freeport, N. Y.	WGBB		Huntsville, Ala.	WBHP	
Fresno, Calif.	KARM	C	Huntsville, Tex.	KSAM	
	KMJ	NR	Hutchinson, Kans.	KWBG	
Gadsden, Ala.	WJBY		Hyannis, Mass.	WOCB	
Gainesville, Fla.	WRUF		Idaho Falls, Ida.	KID	
Galesburg, Ill.	WGIL		Indianapolis, Ind.	WFBM	C
Gallup, N. M.	KAWM			WIBC	
Galveston, Texas	KLUF			WIRE	NR-M
Garden City, Kans.	KIUL		Iowa City, Iowa	WSUI	
Gary, Ind.	WIND	C	Ironwood, Mich.	WJMS	
Gastonia, N. C.	WGNC		Jackson, Mich.	WIBM	NB
Glendale, Calif.	KIEV		Jackson, Miss.	WJDX	NR
Glenside, Pa.	WIBG			WSLI	
Globe, Ariz.	KWJB		Jackson, Tenn.	WTJS	M
Goldsboro, N. C.	WGBR		Jacksonville, Fla.	WJAX	NB-NR
Grand Forks, N. D.	KFJM			WJHP	
Grand Island, Nebr.	KMMJ			WMBR	C
Grand Junction, Colo.	KFXJ		Jamestown, N. Y.	WJTN	NB
Grand Rapids, Mich.	WASH		Jamestown, N. D.	KRMC	
	WOOD	NB-NR	Janesville, Wisc.	WCLO	
Grants Pass, Ore.	KUIN		Jefferson City, Mo.	KWOS	
Great Bend, Kans.	KVGB		Jerome, Ariz.	KCRJ	
Great Falls, Mont.	KFBB	C	Jersey City, N. J.	WAAT	
Greeley, Colo.	KFKA	M		WHOM	
Green Bay, Wisc.	WTAQ	C	Johnson City, Tenn.	WJHL	
Greenfield, Mass.	WHAI	M	Johnstown, Pa.	WJAC	NR
Greenville, Miss.	WJPR		Joliet, Ill.	WCLS	
Greenville, N. C.	WGTC		Jonesboro, Ark.	KBTM	
Greenville, S. C.	WFBC	NB-NR	Joplin, Mo.	WMBH	
			Juneau, Alaska	KINY	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Kalamazoo, Mich.	WKZO		Lufkin, Texas	KRBA	
Kalispell, Mont.	KGEZ		Lynchburg, Va.	WLVA	
Kansas City, Kans.	KCKN		Macon, Ga.	WMAZ	C
Kansas City, Mo.	KCMO		Madison, Wisc.	WHA	
	KITE	M		WIBA	NB-NR
	KMBC	C	Manchester, N. H.	WFEA	NB-NR-M
	WDAF	NR	Mandan, N. D.	KGCU	
	WHB	M	Manhattan, Kans.	KSAC	
Kearney, Nebr.	KGFV		Manitowoc, Wisc.	WOMT	
Keene, N. H.	WKNE	C	Mankato, Minn.	KYSM	NR-NB
Ketchikan, Alaska	KGBU		Mansfield, Ohio	WMAN	
Kilgore, Texas	KOCA		Marquette, Mich.	WDMJ	
Kingston, N. Y.	WKNY		Marrinette, Wisc.	WMAM	
Kinston, N. C.	WFTC		Marshalltown, Ia.	KFJB	
Klamath Falls, Ore.	KFJI		Marshfield, Ore.	KOOS	M
Knoxville, Tenn.	WNOX	C	Martinsville, Va.	(unassigned)	
	WROL	NB-NR	Marysville, Ohio	(unassigned)	
Laconia, N. H.	WLNH	M	Mason City, Iowa	KGLO	C
LaCrosse, Wisc.	WKBB	C	Mayaguez, P. R.	WPRA	
Lafayette, La.	KVOL		McComb, Miss.	WSKB	
La Grande, Ore.	KLBM		Medford, Ore.	KMED	NB-NR
La Junta, Colo.	KOKO		Memphis, Tenn.	WHBQ	
Lake Charles, La.	KPLC			WMC	NR
Lakeland, Fla.	WLAK	NB-NR		WMP	NB-M
Lamar, Colo.	KIDW			WREC	C
Lancaster, Pa.	WGAL	NB-NR	Merced, Calif.	KYOS	M
Lansing, Mich.	WJIM	NB	Meridian, Miss.	WCOC	C
Lapeer, Mich.	WMPC		Miami, Fla.	WIOD-WMBF	NB-NR
Laredo, Tex.	KPAB			WQAM	C
Laurel, Miss.	WAML		Miami Beach, Fla.	WKAT	
Lawrence, Kans.	KFKU		Midland, Texas	KRLH	
	WREN	NB	Milwaukee, Wisc.	WEMP	
Lawrence, Mass.	WLAW			WISN	C
Lewiston, Ida.	KRLC			WTMJ	NR
Lewiston, Me.	WCOU	M	Minneapolis, Minn.	WCCO	C
Lexington, Ky.	WLAP	M		WDGY	M
Lihue, Hawaii	KTOH			WLB	
Lima, Ohio	WLOK	NR		WTCN	NB
Lincoln, Nebr.	KFAB	C		(unassigned)	
	KFOR	M	Minot, N. D.	KLPM	
Little Rock, Ark.	KARK	NR	Missoula, Mont.	KGVO	C
	KGHI		Mobile, Ala.	WALA	NB-NR
	KLRA	C		WMOB	
Logan, Utah	KVNU		Modesto, Calif.	KTRB	
Logan, W. Va.	(unassigned)		Monroe, La.	KMLB	
Long Beach, Calif.	KFOX		Monterey, Calif.	KDON	M
	KGER		Montgomery, Ala.	WCOV	
Longview, Texas	KFRO			WSFA	C
Longview, Wash.	KWLK	M	Moorhead, Minn.	KVOX	
Los Angeles, Calif.	KECA	NB	Moultrie, Ga.	WMGA	
	KFAC		Muncie, Ind.	WLBC	
	KFI	NR	Muscle Shoals City, Ala.	WMSD	
	KFSG		Muskegon, Mich.	WKBZ	
	KFVD		Muskogee, Okla.	KBIX	M
	KFWB		Nampa, Ida.	KFXD	
	KGFJ		Nashville, Tenn.	WLAC	C
	KHJ	M		WSIX	M
	KMTR			WSM	NR-NB
	KNX	C	New Albany, Ind.	WGRC	M
	KRKD		Newark, N. J.	WHBI	
Louisville, Ky.	WAVE	NB-NR		WOR	M
	WHAS	C	New Bedford, Mass.	WNBH	M
	WINN		New Britain, Conn.	WNBC	NB
Lowell, Ariz.	KSUN		Newburgh, N. Y.	WGNY	
Lowell, Mass.	WLH	M	New Castle, Pa.	WKST	
Lubbock, Texas	KFYO		New Haven, Conn.	WELI	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
New London, Conn.	WNLC	M	Portland, Me.	WCSH	NR
New Orleans, La.	WDSU	NB		WGAN	C
	WJBW		Portland, Ore.	KALE	M
	WNOE			KBPS	
	WSMB	NR		KEX	NB
	WWL	C		KGW	NR
Newport News, Va.	WGH			KOIN	C
New York	WABC	C		KWJJ	
	WBNX			KXL	
	WEAF	NR	Portsmouth, N. H.	WHEB	
	WEVD		Portsmouth, Ohio	WPAY	
	WHN		Poughkeepsie, N. Y.	WKIP	
	WINS		Poynette, Wis.	WIBU	
	WJZ	NB	Prescott, Ariz.	KYCA	
	WLTH		Presque Isle, Me.	WAGM	
	WMCA		Price, Utah	KEUB	
	WNEW		Providence, R. I.	WEAN	NB-M
	WNYC			WJAR	NR
	WOV			WPRO	C
	WQXR		Provo, Utah	KOVO	
Niagara Falls, N. Y.	WHLd		Pueblo, Colo.	KGHF	NB-NR
Norfolk, Nebr.	WJAG		Pullman, Wash.	KWSC	
Norfolk, Va.	WTAR	NB-NR	Quincy, Ill.	WTAD	
Norman, Okla.	WNAD		Racine, Wisc.	WRJN	
Northfield, Minn.	WCAL		Raleigh, N. C.	WPTF	NB-NR
North Platte, Neb.	KGFN			WRAL	M
Oakland, Calif.	KLX		Rapid City, S. D.	KOBH	
	KLS			WCAT	
	KROW		Reading, Pa.	WEU	NR
Ocala, Fla.	WTMC			WRAW	NR
Ogden, Utah	KLO	NB	Red Bank, N. J.	WBRB	
Ogdensburg, N. Y.	WSLB		Redding, Calif.	KVCV	M
Oklahoma City, Okla.	KOCY		Reno, Nev.	KOH	NB-NR
	KOMA	C	Rice Lake, Wisc.	WJMC	
	KTOK	NB-M	Richmond, Ind.	WKBV	
	WKY	NB	Richmond, Va.	WBBL	
Okmulgee, Okla.	KHBG			WMBG	NR
Olean, N. Y.	WHDL			WRNL	
Olympia, Wash.	KGY	M		WRD	NB
Omaha, Nebr.	KOIL	C-M		WRVA	C-M
	KOWH	NB	Roanoke, Va.	WDBJ	C
	WOW	NR	Rochester, Minn.	KROC	NB-NR
Opelika, Ala.	(unassigned)		Rochester, N. Y.	WHAM	NB
Orlando, Fla.	WDBO	C		WHFC	C
Owensboro, Ky.	WOMI			WSAY	M
Paducah, Ky.	WPAD		Rockford, Ill.	WROK	M
Palestine, Tex.	KNET		Rock Island, Ill.	WHBF	M
Pampa, Texas	KPDN		Rock Springs, Wyo.	KVRS	M
Panama City, Fla.	WDLP		Rocky Mount, N. C.	WEED	
Paris, Texas	KPLT		Rome, Ga.	WRGA	
Parkersburg, W. Va.	WPAR	C	Roseburg, Ore.	KRNR	M
Pasadena, Calif.	KPPC		Roswell, N. M.	KGFL	
Pecos, Texas	KIUN		Royal Oak, Mich.	WEXL	
Pensacola, Fla.	WCOA	NB-NR	Rutland, Vt.	WSYB	M
Peoria, Ill.	WMBD	C	Sacramento, Calif.	KFBK	NB
Petersburg, Va.	WPID			KROY	C
Philadelphia, Pa.	KYW	NR	Safford, Ariz.	KGLU	
	WCAU	C	Saginaw, Mich.	WHAL	
	WDAS			WSAM	
	WFIL	NB-M	St. Albans, Vt.	WQDM	
	WHAT		St. Augustine, Fla.	WFOY	
	WIP	M	St. Cloud, Minn.	KFAM	NB-NR
	WPEN		St. Joseph, Mo.	KFEQ	
	WTEL		St. Louis, Mo.	KMOX	C
Phoenix, Ariz.	KOY	C		KSD	NR
	KTAR	NB-NR		KWK	NB-M
	(unassigned)			KXOK	M
Pierre, S. D.	KGFX			WEW	
Pine Bluff, Ark.	KOTN			WIL	
Pittsfield, Mass.	WBRK	C	St. Paul, Minn.	KSTP	NR
Pittsburg, Kans.	KOAM	NB-NR		WMIN	
Pittsburgh, Pa.	KDKA	NB	St. Petersburg, Fla.	WSUN	NB-NR
	KQV			WTSP	
	WCAE	NR-M	Salem, Mass.	WESX	
	WJAS	C	Salem, Ore.	KSLM	M
	WWSW	M	Salina, Kans.	KSAL	
Plainview, Texas	KWBD		Salisbury, Md.	WSAL	
Plattsburg, N. Y.	WMFF		Salisbury, N. C.	WSTP	M
Pocatello, Ida.	KSEI	NB-NR	Salt Lake City, Utah	KDYL	NR
Ponca City, Okla.	WBBZ			KSL	C
Ponce, Puerto Rico	WPRP			KUTA	NB
Pontiac, Mich.	WCAR		San Angelo, Tex.	KGKL	M
Poplar Bluff, Mo.	KWOC		San Antonio, Tex.	KABC	M
Port Arthur, Tex.	KPAC	M		KMAC	
Port Huron, Mich.	WHLS				

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	KONO		Tacoma, Wash.	KMO	M
	KTSA			KVI	C
	WOAI	NB-NR	Tallahassee, Fla.	WTAL	
San Bernardino, Calif.	KFXM	M	Tallmadge, Ohio (Akron) ..	WADC	C
San Diego, Calif.	KFSD	NB	Tampa, Fla.	WDAE	C
	KGB	M		WFLA	NB-NR
San Francisco, Calif.	KFRC	M	Temple, Texas	KTEM	M
	KGO	NB	Terre Haute, Ind.	WBOW	NB-NR
	KJBS		Texarkana, Ark.-Tex.	KCMC	NB-NR-M
	KPO	NR	Thomasville, Ga.	WPAX	
	KSAN		Toledo, Ohio	WSPD	NR
	KSFO	C		WTOL	
	KYA		Topeka, Kans.	WIBW	C
San Jose, Calif.	KQW	M	Trenton, N. J.	WTNJ	
San Juan, P. R.	WKAQ	C	Troy, N. Y.	WHAZ	
	WNEL			WTRY	
San Luis Obispo, Calif.	KVEC	M	Tucson, Ariz.	KTUC	C
Santa Ana, Calif.	KVOE	M		KVOA	NB-NR
Santa Barbara, Calif.	KDB	M	Tulsa, Okla.	KOME	M
	KTMS	NB		KTUL	C
	KVSF	C		KVOO	NR
Santa Fe, N. M.	KSRO		Tuscaloosa, Ala.	WJRD	
Santa Rosa, Calif.	WNBZ		Tuscola, Ill.	WDZ	
Saranac Lake, N. Y.	WSPB		Twin Falls, Ida.	KTFI	NB-NR
Sarasota, Fla.	WSOO		Tyler, Texas	KGKB	
Sault Ste. Marie, Mich.	WSAV		Uniontown, Pa.	WMBS	
Savannah, Ga.	WTOC	C	Urbana, Ill.	WILL	
	WGY	NR	Utica, N. Y.	WIBX	C
Schenectady, N. Y.	KGKY		Valley City, N. D.	KOVC	
Scottsbluff, Nebr.	WGBI	C	Vancouver, Wash.	KVAN	
Scranton, Pa.	WQAN		Vermilion, S. D.	KUSD	
	(unassigned)		Vernon, Texas	KVQC	
Seattle, Wash.	KEEN		Vicksburg, Miss.	WQBC	
	KIRO	C	Victoria, Texas	KVIC	
	KJR	NB	Vincennes, Ind.	WAOV	
	KOL	M	Virginia, Minn.	WHLB	C
	KOMO	NR	Visalia, Calif.	KTKC	M
	KRSC		Waco, Texas	WACO	M
	KTW		Wallace, Ida.	KWAL	
	KXA		Walla Walla, Wash.	KUJ	
Sedalia, Mo.	KDRO		Washington, D. C.	WJSV	C
Selma, Ala.	WHBB			WMAL	NB
Sharon, Pa.	WPIC			WOL	M
Shawnee, Okla.	KGFF	M		WRC	NR
Sheboygan, Wisc.	WHBL		Waterbury, Conn.	WATR	M
Shenandoah, Ia.	KFNF			WBYR	C
	KMA	NB-M	Waterbury, Vt.	WDEV	
Sheridan, Wyo.	KWYO		Watertown, S. D.	KWAT	
Sherman, Texas	KRRV	M	Watsonville, Calif.	KHUB	
Shreveport, La.	KRMD		Wausau, Wisc.	WSAU	
	KTBS	NR	Waycross, Ga.	WAYX	
	KWKH	C	Wenatchee, Wash.	KPQ	M
Siloam Springs, Ark.	KUOA		Weslaco, Texas	KRGV	NB-NR
Sioux City, Ia.	KSCJ	NB	West Palm Beach, Fla.	WJNO	C
	KTRI		West Lafayette, Ind.	WBAA	
Sioux Falls, S. D.	KELO	NR-NB	Wheeling, W. Va.	WWVA	C
	KSOO	NB-NR	White Plains, N. Y.	WFAS	
South Bend, Ind.	WFAM		Wichita, Kans.	KANS	NB-NR
	WSBT	C		KFH	C
Spartanburg, S. C.	WHTR		Wichita Falls, Tex.	KWFT	C
	WSPA		Wilkes-Barre, Pa.	WBAX	M
Spokane, Wash.	KFIO			WBRE	NB-NR
	KFPY	C	Williamson, W. Va.	WBTH	
	KGA	NB	Williamsport, Pa.	WRAK	
	KHQ	NR	Wilmington, Del.	WDEL	NR
Springfield, Ill.	WCBS			WILM	
	WTAX		Wilmington, N. C.	WMFD	
Springfield, Mass.	WMAS	C	Wilson, N. C.	WGTM	
	WSPR	M	Winona, Minn.	KWNO	
Springfield, Mo.	KGBX	NB-NR	Winston Salem, N. C.	WAIK	M
	KWTO			WSJS	C
Sterling, Colo.	KGEK		Wolf Point, Mont.	KGCX	
Stevens Pt., Wisc.	WLBL		Woodside, N. Y.	WWRL	
Stockton, Calif.	KGDM		Worcester, Mass.	WORC	C
	KWG	NB		WTAG	NR
Suffolk, Va.	WLPM		Yakima, Wash.	KIT	M
Sumter, S. C.	WFIG		Yankton, S. Dak.	WNAX	C
Sunbury, Pa.	WKOK		York, Pa.	WORK	NB-NR
Superior, Wisc.	WDSM	M	Youngstown, Ohio	WKBN	C
Sweetwater, Tex.	KXOX			WFMJ	M
Syracuse, N. Y.	WFBL	C	Yuma, Arizona	KYUM	
	WOLF		Zanesville, Ohio	WHIZ	NB-NR
	WSYR-WSYU	NB	Zarephath, N. J.	WAWZ	



821 STANDARD BROADCASTING STATIONS OF THE UNITED STATES

Following list of stations is arranged in alphabetical order.

Every effort has been made to present accurate and complete information in a self explanatory method. In order to obtain this information, more than 800 questionnaires were sent to stations early in December. Corrections were made up to the time of going to press to insure keeping pace with late developments.

RADIO ANNUAL has purposely refrained from including such fluctuating data as belong to the rate card. For such information, the reader is referred to the station itself, its representative, advertising agency or the current issue of STANDARD RATE and DATA.

STATION COVERAGE

In this edition of RADIO ANNUAL coverage data has been added for both the benefit of the station and time-buyer. Approximately 95 per cent of this information has been supplied by the station itself. The rest was compiled from the most authoritative sources available. RADIO ANNUAL, however, does not assume responsibility for market data supplied by stations or taken from sources considered reliable.

ALABAMA

Population 2,895,000

Number of Families 670,000

Number of Radio Homes 375,200

Retail Sales \$370,938,700

Auto Registrations 307,254

WHMA

"ALABAMA'S MODEL CITY STATION"
ANNISTON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts.
OWNED BY: Harry M. Ayers. OPERATED BY:
John S. Pitts. BUSINESS ADDRESS: WHMA
Bldg., 14th & Noble Sts. PHONE: 2380-2381.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Same. TIME ON THE AIR: Unlimited.
6 a.m. to 10:15 p.m. NEWSPAPER AFFILIA-
TION: Anniston Star. NEWS SERVICE: United
Press. TRANSCRIPTION SERVICE: World
Broadcasting System, NBC Thesaurus.

Personnel

Owner.....Harry M. Ayers
General Manager.....John S. Pitts
Commercial Manager.....A. Lynne Brannen
Promotional Director.....Edwin Mullinax
Program Director.....Harold Russey
Chief Engineer.....Vernon Story

Coverage

	Daytime	Evening
Population—Primary	96,000	45,000
Radio Homes— "	19,300	10,500
Population—Secondary	33,000	12,000
Radio Homes— "	6,800	3,500

Source: Chamber of Commerce statistics and station survey.

WAPI

"THE VOICE OF ALABAMA"
BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1140 Kc. POWER: 5000 Watts.
OWNED BY: Alabama Polytechnic Institute,
University of Alabama and Alabama College.
PROGRAMMED BY: Voice of Alabama, Inc.
BUSINESS ADDRESS: Protective Life Bldg. STU-
DIO ADDRESS: 14th floor, same building.
TRANSMITTER LOCATION: Sandusky. TIME
ON AIR: 6:00 a.m. to 12:00 midnight; Sundays,
8: a.m. to 12:00 midnight. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:

Personnel

Chairman of Board.....Ed Norton
President & Genl. Mgr.....Thad Holt
Treasurer-Business Mgr.....H. H. Holthouser
Chief Announcer.....Lionel Baxter
Agricultural-Publicity Director...Harwood Hull

Coverage

	Daytime	Evening
Population—Primary	260,180*	124,740*

Radio Homes— "	155,620	88,690
Population—Secondary ..	197,250*	140,920*
Radio Homes— "	100,770	71,850

* Families

Source: CBS research.

Representative

Radio Sales

WBRC

"ALABAMA'S DOMINANT STATION"
BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 930 Kc. POWER: 5000 Watts,
d.; 1000 Watts, n. OWNED BY: Birmingham
Broadcasting Co. OPERATED BY: Same. BUSI-
NESS ADDRESS: Bankhead Hotel. PHONE:
3-9293. STUDIO ADDRESS: Bankhead Hotel.
TRANSMITTER LOCATION: Coalburg Moun-
tain. TIME ON THE AIR: 6:00 A.M. to 11:00
P.M. NEWSPAPER AFFILIATION: Birming-
ham Post. NEWS SERVICE: International News
Service. TRANSCRIPTION SERVICE: Standard
Radio, Davis & Schwegler.

Personnel

PresidentK. G. Marshall
Vice President and General Manager J. C. Bell
Secretary-TreasurerEloise Hanna
Ass't ManagerJohn M. Connolly
Musical DirectorHerbert C. Grieb
Chief EngineerJ. C. Bell

Coverage

	Daytime	Evening
Population—Primary	574,829	453,295
Radio Homes— "	103,300	88,467
Population—Secondary ..	1,190,285	571,566
Radio Homes— "	183,066	103,545

Source: Field intensity survey.

Representative

Paul H. Raymer Co.

WSGN

"THE NEWS-AGE HERALD STATION"
BIRMINGHAM—EST. 1926

NBC (BLUE)

ALABAMA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts,
d.; 100 watts, n. OWNED BY: R. B. Broyles
Co. OPERATED BY: The Birmingham News
Co. BUSINESS ADDRESS: Tutwiler Hotel.
PHONE: 4-3434. STUDIO ADDRESS: Tutwiler
Hotel. TRANSMITTER LOCATION: Druid Hills.
TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.,

daily; 7:00 A.M. to 11:00 P.M., Sundays.
CST. NEWSPAPER AFFILIATIONS: The Birmingham News, The Birmingham Age Herald.
NEWS SERVICE: Associated Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus, Langworth, Davis & Schwieger.

Personnel

V-P. and Gen. Mgr. Henry P. Johnston
 Chief Engineer P. B. Cram
 Program Director Bob McRaney
 Promotion Manager Carl Cannon

Coverage

Population—Primary 431,493
 Radio Homes— " 85,710
 Population—Secondary 782,267
 Radio Homes— " 124,800

Source: U. S. Census 1930.

Representative

Headley-Reed Company

W M S L

"THE MUTUAL SAVINGS
 LIFE INSURANCE CO."
DECATUR—EST. 1935

ALABAMA NETWORK

FREQUENCY: 1370 Kc. **POWER:** 250 watts.
OWNED BY: The Tennessee Valley Broadcasting Co. **OPERATED BY:** The Tennessee Valley Broadcasting Co. **BUSINESS ADDRESS:** 511 Bank St. **STUDIO ADDRESS:** 511 Bank St. **TRANSMITTER LOCATION:** 511 Bank St. **TIME ON THE AIR:** Daytime Schedule, 6:00 A.M. to local sunset, daily; 8:30 A.M. to local sunset, Sundays. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** World Broadcasting System.

Personnel

President M. K. Vickrey
 Vice-President Bryan McAfee
 Secy.-Treasurer-Genl. Mgr. Ted R. Woodard
 Commercial and Adv. Mgr. R. H. Albright
 Program Director Ken Vance
 Chief Engineer Ted Jeffries

Coverage

Daytime

Population—Primary 175,370
 Radio Homes— " 17,509
 Population—Secondary 98,705
 Radio Homes— " 12,640

Source: Local survey.

Representative

Headley-Reed Company

W A G F

"THE TRI-STATES STATION"
DOTHAN—EST. 1932

FREQUENCY: 1370 Kc. **POWER:** 250 watts.
OWNED BY: Dothan Broadcasting Co. **OPERATED BY:** Dothan Broadcasting Co. **BUSINESS ADDRESS:** 204½ E. Main St. **PHONE:** 1430. **STUDIO ADDRESS:** 204½ E. Main St. **TRAN-**

MITTER LOCATION: S. E. Ala. Fairgrounds.
TIME ON THE AIR: 8:00 A.M. to local sunset.
NEWS SERVICE: Transradio Press.

Personnel

Station Manager Julian C. Smith
 Commercial Manager Fred Moseley
 Chief Announcer Samuel Hall
 Chief Engineer John T. Hubbard

Coverage

Population—Primary 380,000
 Radio Homes— " 45,000

Source: Station estimate.

Representative

Burn-Smith Co.

W J B Y

GADSDEN—EST. 1928

ALABAMA NETWORK

FREQUENCY: 1210 Kc. **POWER:** 250 watts.
OWNED BY: Gadsden Broadcasting Co., Inc. **OPERATED BY:** Gadsden Broadcasting Co., Inc. **BUSINESS ADDRESS:** 108 Broad St. **PHONE:** 88. **STUDIO ADDRESS:** 108 Broad St. **TRANSMITTER LOCATION:** 108 Broad St. **TIME ON THE AIR:** 7:00 A.M. to 9:30 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

Personnel

President B. H. Hopson
 Station Manager J. W. Buttram
 Chief Engineer William Pigg

Coverage

Population—Primary 379,000
 Radio Homes— " 44,200
 Population—Secondary 189,000
 Radio Homes— " 21,700

Source: Mail analysis.

Representative

Sears & Ayer.

W B H P

HUNTSVILLE—EST. 1937

FREQUENCY: 1200 Kc. **POWER:** 100 Watts.
OWNED BY: W. H. Pollard. **OPERATED BY:** W. H. Pollard. **BUSINESS ADDRESS:** Time's Bldg. **PHONE:** 313. **STUDIO ADDRESS:** Time's Bldg. **TRANSMITTER LOCATION:** 1½ miles west of Huntsville. **TIME ON THE AIR:** 7:00 A.M. to 9:00 P.M. **NEWS SERVICE:** Transradio Press.

Personnel

President-Station Mgr. W. H. Pollard
 Chief Engineer M. C. Davie, Jr.

W A L A

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1380 Kc. **POWER:** 1000 watts, d.; 500 watts, n. (C.P., 1000 watts, unlimited.)
OWNED BY: W. O. Pape. **OPERATED BY:**

Pape Broadcasting Company. **BUSINESS ADDRESS:** 106 St. Joseph St. **PHONE:** Dexter 5893-4. **STUDIO ADDRESS:** 106 St. Joseph St. **TRANSMITTER LOCATION:** Mobile. **TIME ON THE AIR:** 6:00 A.M. to 11:00 P.M. **MAINTAINS ARTISTS' BUREAU. NEWS SERVICE:** International News Service. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

Personnel

General Manager.....W. O. Pape
 Assistant Manager.....J. H. Hunt
 Sales Manager.....H. K. Martin
 Chief Announcer-Artists' Bureau
 Head-Musical Director.....Jack Bridges
 Chief Engineer.....R. M. Cole

Coverage

Population—Primary 215,000
 Radio Homes— " 31,800
 Population—Secondary 390,000
 Radio Homes— " 48,500

Source: Station estimate.

Representative

John H. Perry Associates

W M O B

MOBILE—EST. 1939

FREQUENCY: 1200 Kc. **POWER:** 100 watts. **OWNED BY:** S. B. Quigley. **OPERATED BY:** S. B. Quigley. **BUSINESS ADDRESS:** 600 St. Louis St. **STUDIO ADDRESS:** 600 St. Louis St. **TRANSMITTER LOCATION:** 600 St. Louis St. **TIME ON THE AIR:** 7:00 A.M. to local sunset, daily; 8:00 A.M. to local sunset, Sundays. **NEWS SERVICE:** International News Service. **TRANSCRIPTION SERVICE:** World Broadcasting System.

Personnel

Owner-Manager.....S. B. Quigley
 Commercial Manager.....Richard Kingston
 Program Director.....Byron Jenkins

Coverage*

Population—Primary 300,000
 Radio Homes— " 60,000

* Primary area covers a 40-mile radius; secondary area covers a 75-mile radius.

Source: Station estimate.

W C O V

"CAPITAL'S OWN VOICE"
MONTGOMERY—EST. 1938

FREQUENCY: 1210 Kc. **POWER:** 100 Watts. **OWNED BY:** Capital Broadcasting Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Exchange Hotel. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Narrow Lane Road. **TIME ON THE AIR:** 6:00 A.M. to 11:00 P.M., daily; 6:45 A.M. to 11:00 P.M., Sundays. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

Manager.....G. W. Covington, Jr.

Executive Secretary.....Evelyn B. Robinson
 Commercial Manager.....R. B. Raney
 Program Director.....Weston Britt

Coverage

Population—Primary 104,310
 Radio Homes— " 23,180
 Population—Secondary 191,565
 Radio Homes— " 42,570

Source: Station estimate.

Representative

W. R. Stewart

W S F A

MONTGOMERY—EST. 1930

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1410 Kc. **POWER:** 1000 watts. d.; 500 watts, n. **OWNED BY:** Montgomery Broadcasting Co., Inc. **OPERATED BY:** Montgomery Broadcasting Co., Inc. **BUSINESS ADDRESS:** Jefferson Davis Hotel. **PHONE:** Cedar 5880. **STUDIO ADDRESS:** Jefferson Davis Hotel. **TRANSMITTER LOCATION:** Narrow Lane Road. **TIME ON THE AIR:** 6:00 A.M. to 11:00 P.M. **NEWS SERVICE:** International News Service. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

Personnel

President.....Howard E. Pill
 Local Sales Manager.....John B. DeMotte
 Publicity Director.....M. E. Price
 Musical Director.....E. Caldwell Stewart
 Chief Engineer.....Paul B. Duncan

Coverage

Population—Primary 340,000
 Radio Homes— " 76,000

Source: Station estimate.

Representative

Headley-Reed Co.

W M S D

MUSCLE SHOALS CITY—EST. 1933

ALABAMA NETWORK

FREQUENCY: 1420 Kc. **POWER:** 250 watts. **OWNED BY:** Muscle Shoals Broadcasting Corp. **OPERATED BY:** Muscle Shoals Broadcasting Corp. **BUSINESS ADDRESS:** Box 688, Sheffield. **PHONE:** 821. **STUDIO ADDRESS:** Highland Park. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** 6:30 A.M. to 10:00 P.M.

Personnel

Station Manager.....Joe Van Sandt
 Chief Announcer.....Don Campbell
 Advertising Manager.....Joe Van Sandt
 Program Director.....James Connolly
 Musical Director.....Ernest Ervin
 Chief Engineer.....J. V. Sanderson

Coverage

	Daytime	Evening
Population—Primary	134,561	75,000

ALABAMA — ARIZONA

Radio Homes— " 13,500 8,500
 Population—Secondary .. 222,000 102,000
 Radio Homes— " .. 21,600 10,200

Source: Station estimate.

Representative

Burn-Smith Co.

(CALL LETTERS UNASSIGNED)*

OPELIKA—EST. 1940

FREQUENCY: 1370 Kc. POWER 250 watts, d.; 100 watts, n. OWNED BY: Yetta G. Sanford, C. S. Shealy, Thomas D. Sanford, Jr. and J. H. Ord d/b as Opelika-Auburn Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Opelika. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

W H B B

"CREATING BUSINESS FOR YOU IS
OUR BUSINESS"

SELMA—EST. 1935

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Selma Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 26. PHONE: 1233. STUDIO ADDRESS: 209 Washington St. TRANSMITTER LOCATION: Highway 80 (2 miles from town). TIME ON THE AIR: 7:00 A. M. to 9:00 P. M. (unlimited). NEWS SERVICE: Transradio Press.

Personnel

President.....B. H. Hopson

Vice-President-Station Mgr....Julien Smith, Jr.
 Chief Engineer.....John Yarns

Coverage

Population—Primary 174,000
 Radio Homes— " 21,710

Source: Station estimate.

W J R D

"COVERING WEST ALABAMA"

TUSCALOOSA—EST. 1936

ALABAMA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: First National Bank Bldg., Box 921. PHONE: 1401-1022. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Greensboro Road on Southern Dairy Farm. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Manager.....J. L. Doss
 Commercial Manager.....J. Ed Reynolds
 Chief Announcer....William "Dick" DeFreltas
 Program Director.....Wilhelmina Quarles
 Chief Engineer.....Fred James

Coverage

	Daytime	Evening
Population—Primary	360,000	185,000
Radio Homes— "	75,000	35,000

Source: Station estimate.

Representative

Headley-Reed Company

ARIZONA

Population 412,000

Number of Families 104,000

Number of Radio Homes 79,600

Retail Sales \$133,191,300

Auto Registrations 130,350

K W J B

"THE GLOBE-MIAMI STATION"
GLOBE—EST. 1938

ARIZONA BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Sims Broadcasting Co. OPERATED BY: Same. BUSINESS OFFICE: South Globe. PHONE: 41. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

Manager.....Bartley T. Sims
 Commercial Manager.....Vester Sansing

K C R J

JEROME—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Central Arizona Broadcasting Co. OPERATED BY: Central Arizona Broadcasting Co. BUSINESS ADDRESS: Robinson's Jewelry

Bldg. STUDIO ADDRESS: Robinson's Jewelry Bldg. TRANSMITTER LOCATION: Near Jerome. TIME ON THE AIR: Unlimited (actual, 9:00 A.M. to 9:00 P.M.).

Personnel

Manager.....Howard Kuhn

Coverage

Population—Primary 205,900
 Radio Homes— " 41,500
 Source: Mail analysis survey.

K S U N

"BISBEE-DOUGLAS STATION"

LOWELL—EST. 1933

ARIZONA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Copper Electric Bldg. PHONE: 9. STUDIO ADDRESS: Lowell. TRANSMITTER LOCATION: Lowell. TIME ON THE AIR: 7:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press.

Personnel

President.....James S. Maffeo
 Station & Commercial Mgr...Carleton W. Morris
 Chief Engineer.....David C. Karbach

Coverage

	Daytime	Evening
Population—Primary	35,000	22,000
Radio Homes— "	6,000	
Population—Secondary ..	70,000	
Radio Homes— "	11,500	

Source: U. S. Census.

Representative

John Blair & Company

K O Y

PHOENIX—EST. 1921 (as KFCB)

1929 (as KOY)

COLUMBIA BROADCASTING SYSTEM

THE ARIZONA NETWORK

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: Salt River Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 838 N. Central. PHONE: 4-4144. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Camelback Road & 12th St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Transcription Service.

Personnel

PresidentWilliam A. Baldwin
 Business Manager.....Albert D. Johnson
 Chief AnnouncerJoe Dana
 Program DirectorJack Williams
 Station ManagerFred A. Palmer
 Publicity DirectorMarlene Ayers
 Musical Director.....Alfred Becker
 Chief Engineer.....Robert Thompson

Coverage

Population—Primary 190,200
 Radio Homes— " 32,770
 Population—Secondary 228,700
 Radio Homes— " 31,060

Source: CBS Listener and Dealer Study.

Representative

John Blair & Company

K T A R

"SERVING ARIZONA WITH THE BEST IN RADIO"

PHOENIX—EST. 1922

NBC (Red and Blue)

ARIZONA BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 1000 watts. OWNED BY: KTAR Broadcasting Co. OPERATED BY: KTAR Broadcasting Co. BUSINESS ADDRESS: "Atop the Heard Bldg." PHONE: 4-4161. STUDIO ADDRESS: "Atop the Heard Bldg." TRANSMITTER LOCATION: "Atop the Heard Bldg." TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 7:00 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Library and MacGregor Library.

Personnel

General Manager.....Dick Lewis
 Commercial Manager.....J. R. Heath
 News Editor.....Hal Roach
 Program Director.....J. Howard Pyle
 Chief Engineer.....A. C. Anderson

Coverage

	Daytime	Evening
Population—Primary	298,803	298,803
Radio Homes— "	55,800	55,800
Population—Secondary ..	74,483	74,483
Radio Homes— "	13,560	13,560

Source: U. S. Census 1930; Joint Committee; NBC Network Areas.

Representative

Paul H. Raymer Company

(CALL LETTERS UNASSIGNED)*
PHOENIX—EST. 1940

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: M. C. Reece. OPERATED BY: M. C. Reece. BUSINESS ADDRESS: Phoenix. STUDIO ADDRESS: Phoenix. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

KYCA *

PRESCOTT—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Southwest Broadcasting Co. TIME ON THE AIR: Unlimited Schedule.

*Station was licensed to operate under a C. P. at time of going to press.

KGLU

"IN THE HEART OF THE VALLEY
OF SMILES"

SAFFORD—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Gila Broadcasting Co. OPERATED BY: Same. BUSINESS AND STUDIO ADDRESS: Sixth Ave. and Relation St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. (12 hours per day on unlimited license). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor.

Personnel

President.....Louis F. Long
General Manager.....John Merino
Chief Technician.....Paul Merrill
Program Director.....Ralph W. Langley

Coverage

	Daytime	Evening
Population—Primary	25,000	25,000
Population—Secondary	45,310	25,000

Source: Mail survey, Chamber of Commerce.

KTUC

"THE VOICE OF TUCSON"

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
ARIZONA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Tucson Motor Service Co. OPERATED BY: Tucson Motor Service Co. BUSINESS ADDRESS: S. 6th Ave. 12th St. PHONE: Tucson 918 & 5800. STUDIO ADDRESS: Sixth & 12th St. TRANSMITTER LOCATION: Tucson. TIME ON THE AIR: Daily, 7:00 A.M. to 12:00 Midnight; Sundays, 9 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press (via Arizona Network). TRANSCRIPTION SERVICE: Lang-Worth Feature Programs, C. P. MacGregor.

Personnel

President.....Frank Z. Howe
Manager.....D. B. Roush
Studio Director.....R. H. Johnson
Traffic Manager.....Dick Johnson
Chief Engineer.....C. Livingston

Coverage

	Daytime	Evening
Population—Primary	75,000	55,000
Radio Homes— "	8,000	7,000
Population—Secondary	4,000	3,000
Radio Homes— "	3,240	2,240

Source: Joint Committee.

Representative

Joseph Hershey McGillvra (N. Y. and Chicago)

KVOA

"COVERS SOUTHERN ARIZONA LIKE
THE SUNSHINE"

TUCSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1260 Kc. POWER: 1000 Watts. OWNED BY: Arizona Broadcasting Co. OPERATED BY: Arizona Broadcasting Co. BUSINESS ADDRESS: P. O. Box 2911. PHONE: 3703. STUDIO ADDRESS: 48 East Broadway. TRANSMITTER LOCATION: 10th and Lee. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M., daily; 7:00 A.M. to 11:00 P.M. Sundays; NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....R. B. Williams
Sales Director.....S. H. Schaeffer
Program Director.....Andrew White
Technical Director.....Leonard L. Nalley

Representative

Paul H. Raymer Co.

KYUM *

YUMA—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Yuma Broadcasting Co. OPERATED BY: Yuma Broadcasting Co. BUSINESS ADDRESS: First National Bank Bldg., 22 Second St. STUDIO ADDRESS: First National Bank Bldg., 22 Second St. TRANSMITTER LOCATION: First Street & 19th Ave. TIME ON THE AIR: Unlimited Schedule. NEWSPAPER AFFILIATION: Yuma Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Representative

Paul H. Raymer Company

* Station was licensed to operate under a C. P. at time of going to press.

ARKANSAS

Population 2,048,000

Number of Families 501,000

Number of Radio Homes 254,800

Retail Sales \$264,796,400

Auto Registrations 232,500

K L C N

"ARKANSAS' OLDEST BROADCASTING STATION"

BLYTHEVILLE—EST. 1923

FREQUENCY: 1290 Kc. POWER: 100 watts. OWNED BY: Fred O. Grimwood. OPERATED BY: Same. BUSINESS ADDRESS: Second & Walnut Sts. PHONE: 1000. STUDIO ADDRESS: Railroad & Walnut Sts. TRANSMITTER LOCATION: Second & Walnut Sts. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio.

Personnel

Owner and Operator.....Fred O. Grimwood
Advertising Manager.....Fred O. Grimwood
Chief Announcer.....A. J. Bishop
Publicity Director.....Harold Sudbury
Chief Engineer.....Joe Harrington

Coverage

Population—Primary 446,000
Radio Homes— " 92,000
Source: Engineering survey.

K E L D

"IN TUNE WITH SOUTH ARKANSAS EL DORADO—EST. 1935

ARKANSAS NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 212 Exchange Bldg. PHONE: 1313-4. STUDIO ADDRESS: Country Club Colony. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

PresidentR. E. Meinert
Vice-President.....G. E. Zimmerman
Station ManagerF. E. Bolts
Assistant Manager.....Waymond Ramsey
Promotional & Adv. Mgr.....R. H. Laux
Chief Engineer.....Carl Wilson

Representative

Joseph Hershey McGillvra.

K F P W

FORT SMITH—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 watts. (C. P. 1370 Kc.; 250 watts.) OWNED BY: Southwestern Hotel Co. OPERATED BY: Same.

BUSINESS ADDRESS: Goldman Hotel. PHONE: 4106-7-7069. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press and local news. TRANSCRIPTION SERVICES: NBC Thesaurus & Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....John A. England
Commercial ManagerJimmie Barry
Advertising ManagerJimmie Barry
Station Manager.....Dorothy A. Gibson
News Bureau Director.....J. E. Garner
Musical DirectorAfton Blake
Chief Engineer.....D. W. Hoisington

K T H S

"SERVING ARKANSAS FROM HOT SPRINGS"

HOT SPRINGS—EST. 1924

NBC (RED and BLUE)

FREQUENCY: 1060 Kc. POWER: 10,000 watts. OWNED BY: H. S. Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: 135 Benton St., P. O. Box 916. PHONE: 212-3. STUDIO ADDRESS: 135 Benton St. TRANSMITTER LOCATION: Malvern Highway. TIME ON THE AIR: 6:00 A.M. to Local Sunset, 8:00 P.M. to Midnight daily; 7:00 A.M. to Local Sunset, 8:00 P.M. to Midnight, Sundays. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

President.....S. A. Kemp
Chairman, C of C. Radio Board...Lewis Brenner
General Manager.....John I. Prosser
Commercial Manager.....Edward C. Appller
Program Director.....Ewald Kockritz
Chief EngineerJ. Clinton Norman

Coverage

Population—Primary 451,360
Radio Homes— " 72,150
Population—Secondary 462,159
Radio Homes— " 58,320

Source: Field intensity survey and mail analysis.

Representative

John Blair & Co.

K W F C *

HOT SPRINGS—EST. 1940

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Clyde E. Wilson and Howard A. Shuman d/b as Hot Springs Broadcasting Co. BUSINESS ADDRESS: Hot Springs. STUDIO ADDRESS: Hot Springs. TRANSMITTER LOCATION: Hot Springs. TIME ON THE AIR: Unlimited Schedule.

* Station was licensed to operate under a C. P. at time of going to press.

K B T M

"NORTHEAST ARKANSAS' FRIENDLY VOICE"

JONESBORO—EST. 1930

ARKANSAS NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Jay P. Beard. OPERATED BY: Jay P. Beard. BUSINESS ADDRESS: 104½ W. Washington. PHONE: 433-866. STUDIO ADDRESS: W. Washington. TRANSMITTER LOCATION: State Highway No. 1. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. NEWS SERVICE: Transradio Press MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager-Owner Jay P. Beard
 President..... W. J. Beard
 Chief Announcer..... Otis Roush
 Publicity Director..... Clarence Adams
 Chief Engineer..... J. C. Warren

Coverage

	Daytime	Evening
Population—Primary	192,198	64,056
Radio Homes— "	44,685	14,895
Population—Secondary ..	165,500	55,167
Radio Homes— " ..	38,589	12,893

Source: Mail response survey; Joint Committee.

K A R K

LITTLE ROCK—EST. 1931

NBC (Southwest Red)

ARKANSAS NETWORK

TRI-STATE GROUP (WMC-KARK-KWKH-KTBS)

FREQUENCY: 890 Kc. POWER: 1000 watts. OWNED BY: Ark. Radio & Equipment Co. OPERATED BY: Ark. Radio & Equipment Co. BUSINESS ADDRESS: 11th Floor, Professional Bldg. PHONE: 2-1841. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to Midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Arkansas Farmer. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

V.P. and Gen. Mgr..... G. E. Zimmerman
 Commercial Manager..... C. K. Beaver
 Program Director..... Jack Lewis
 Sales Manager..... C. K. Beaver
 Musical Director..... Harris Owen
 Chief Engineer..... Dan Winn

Coverage

	Daytime	Evening
Population—Primary	616,092	368,983
Radio Homes— "	87,780	54,170
Population—Secondary ..	1,333,186	347,109
Radio Homes— " ..	166,920	43,610

Source: NBC coverage map; Joint Committee.

Representative

Edward Petry & Company

K G H I

LITTLE ROCK—EST. 1927

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: Arkansas Gazette Bldg. STUDIO ADDRESS: Arkansas Gazette Bldg. TRANSMITTER LOCATION: Little Rock. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Arkansas Gazette. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager R. G. Terrill
 Program Director..... Dorothy Weise
 Chief Engineer..... W. O. Van Dusen

K L R A

"VOICE OF ARKANSAS"

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: P. O. Box 550. PHONE: LD 132. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: Adjacent to North Little Rock. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Arkansas Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Transcription System.

Personnel

President..... A. L. Chilton
 General Manager..... S. C. Visonhaler
 Chief Engineer..... K. F. Tracy

Coverage

Population—Primary	375,000
Radio Homes— "	56,000

Source: Field intensity survey.

Representative

The Katz Agency.

KOTN

"COTTON CENTER OF ARKANSAS"
PINE BLUFF—EST. 1934

FREQUENCY: 1500 Kc. POWER: 100 watts.
OWNED BY: Universal Broadcasting Corp.
OPERATED BY: Universal Broadcasting Corp.
BUSINESS ADDRESS: 505½ Main St. PHONE:
721. STUDIO ADDRESS: 505½ Main. TRANS-
MITTER LOCATION: 505½ Main. TIME ON
THE AIR: 7:00 A.M. to 9:00 P.M., CST. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: C. P. MacGregor.

Personnel

President.....B. J. Parrish
Commercial Manager.....R. W. Etter
Station Manager.....B. J. Parrish
Musical Director.....Lucille Grubbs
Chief Engineer.....J. R. Whitworth

Coverage

	Daytime	Evening
Radio Homes—Primary..	31,800	31,800

Source: Station Estimate.

KUOA

"VOICE OF THE OZARKS"
SILOAM SPRINGS—EST. 1923

FREQUENCY: 1260 Kc. Power: 5000 Watts.
OWNED BY: KUOA, Inc. OPERATED BY:
KUOA, Inc. BUSINESS ADDRESS: Siloam
Springs. PHONE: Long distance 77. STUDIO
ADDRESS: Siloam Springs. TRANSMITTER
LOCATION: 1 mile west of Siloam Springs.
TIME ON THE AIR: 6:00 A.M. to local sunset.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICES: World Broadcasting System,
Lang-Worth Programs, NAB Bureau of Copy-
rights.

Personnel

Chairman of Board.....John E. Brown
President.....Richard Hodges
Station Manager.....Storm Whaley
Program Director.....Leslie Wright
Asst. Program Director.....Elnora Kincaid
Chief Engineer.....J. L. Miller

Coverage

Population—Primary	992,655
Radio Homes— "	231,470

Source: Station estimate.

Representative

Furgason & Walker, Inc.

CALIFORNIA

Population 6,154,000

Number of Families 1,818,000

Number of Radio Homes 1,719,800

Retail Sales \$2,462,909,000

Auto Registrations 2,597,536

KERN

BAKERSFIELD—EST. 1932

NBC (RED & BLUE) CALIFORNIA RADIO
SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts.
OWNED BY: McClatchy Broadcasting Co. OP-
ERATED BY: Same. BUSINESS ADDRESS:
Elk's Bldg. PHONE: 5700-1. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 7:00 A.M. to mid-
night; Sundays, 8:00 A.M. to midnight. NEWS-
PAPER AFFILIATIONS: Fresno Bee, Sacra-
mento Bee. NEWS SERVICE: International
News Service. TRANSCRIPTION SERVICE:
Standard Radio. MAINTAINS ARTISTS' BU-
REAU.

Personnel

President.....Guy C. Hamilton
Commercial Manager.....Howard Lane
Station & Sales Mgr.....Robert L. Stoddard
Publicity Director.....Walter Baziuk
Chief Engineer.....Verne Shatto

Coverage

	Daytime	Evening
Population—Primary	120,000	120,000
Radio Homes— "	24,000	24,000

Source: Station estimate.

Representative

Paul H. Raymer Co.

KPMC

BAKERSFIELD—EST. 1933
MUTUAL—DON LEE BROADCASTING
SYSTEM; CBS

FREQUENCY: 710 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: Pioneer Mer-
cantile Co. OPERATED BY: Pioneer Mercantile
Co. BUSINESS ADDRESS: Twentieth & Eye Sts.
PHONE: 4500, 5100. STUDIO ADDRESS: 307½
E. 21st St. TRANSMITTER LOCATION: Same.
TIME ON THE AIR: 6:45 A.M. to 12:00 P.M.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: World Broadcasting System.

Personnel

President.....F. G. R. Schamblin
 Station Manager.....L. A. Schamblin
 Commercial Manager.....L. A. Schamblin
 Chief Announcer.....C. C. Sturm
 Chief Engineer.....L. P. Jarvis

Coverage

Population—Primary 198,000
 Radio Homes— " 53,600
 Source: Field intensity survey.

K R E

BERKELEY—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: Central California Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 601 Ashby Ave. PHONE: Ashberry 7715. STUDIO ADDRESS: 601 Ashby Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service.

Personnel

Station & Commercial Mgr.... Arthur Westlund
 Advertising & Sales Mgr.... Donald Hambly
 Musical Director.....Harold S. Hawley
 Chief Engineer.....Ralph Kennedy

Coverage

	Daytime	Evening*
Population—Primary	1,258,174	1,500,000
Radio Homes— "	357,500	400,000
Population—Secondary ..	413,400	500,000
Radio Homes— " ..	102,380	150,000

* Estimate.
 Source: Field intensity survey and mail analysis; U. S. Department of Commerce.

K M P C

BEVERLY HILLS—EST. 1928

FREQUENCY: 710 Kc. POWER: 500 watts. (C. P. 5000 watts, d.; 1000 watts, n. OWNED BY: G. A. Richards. OPERATED BY: Same. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: Woodbury 61166; Oxford 6211. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset; 9:30 P.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, NBC Thesaurus.

Personnel

President.....G. A. Richards
 Vice-PresidentLeo Fitzpatrick
 Vice-PresidentJohn Patt
 Vice-President-General Manager..Leo B. Tyson
 Publicity Director.....Lois Cowan
 Chief Engineer.....Roger Love

Coverage

Population—Primary 3,100,000
 Radio Homes— " 914,000

Source: Field survey.

Representative

Furgason & Walker, Inc.

K H S L

"YOUR STATION"

CHICO—EST. 1935

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 250 watts. (C. P. 5000 watts, d.; 1000 watts, n.) OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 303. PHONE: 237-8. STUDIO ADDRESS: 2nd & Flume Sts. TRANSMITTER LOCATION: Hooker & Madrone Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: Marysville Appeal-Democrat. NEWS SERVICE: Don Lee Press Bureau. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....Horace Thomas
 Vice-President.....Hugh McClung
 Secretary-General Mgr.....M. F. Woodling
 Chief Announcer.....Oral Phillips
 Musical Director.....Earl Wright
 Chief Engineer.....Morton Weibers

Coverage

	Daytime	Evening
Population—Primary	307,717	307,717
Radio Homes— "	103,662	103,662
Population—Secondary ..	47,701	47,701
Radio Homes— " ..	16,054	16,054

Source: Field strength measurements and mail response survey.

Representative

John Blair & Co.

K X O

EL CENTRO—EST. 1927

**MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM**

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: E. R. Irey and F. M. Bowles. OPERATED BY: F. M. Bowles. BUSINESS ADDRESS: 793 Main Street. PHONE: El Centro 1100. STUDIO ADDRESS: 793 Main Street. TRANSMITTER LOCATION: El Centro. TIME ON THE AIR: Unlimited (actual, 7:00 A.M. to 11:00 P.M.).

Personnel

Manager.....E. R. Irey
 Promotion Manager.....F. M. Bowles

Coverage

Population—Primary	83,800
Radio Homes— "	17,000
Population—Secondary	86,750
Radio Homes— "	20,300

Source: Field intensity survey.

K I E M

"THE VOICE OF THE REDWOODS"
EUREKA—EST. 1933

MUTUAL—DON LEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Redwood Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Vance Hotel. PHONE: 93-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eureka Inlet, Humboldt Bay. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Titan, C. P. MacGregor, Lang-Worth.

Personnel

Station Manager.....Wm. B. Smullin

Coverage

Population—Primary 120,000
Radio Homes— " 34,000
Source: Mail analysis.

Representative

John Blair & Company

K A R M

"THE VOICE OF CENTRAL CALIFORNIA"
FRESNO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: George Harm. OPERATED BY: George Harm. BUSINESS ADDRESS: 1333 Van Ness Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First & Clinton Sts. TIME ON THE AIR: Full Time License (Daily, 18 hours; Sundays, 18 hours). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station ManagerLou Keplinger
Program DirectorDick Wegener
Chief EngineerJohn Scales

Representative

Weed & Co.
Walter Biddick Co. (Coast)

K M J

FRESNO—EST. 1922

NBC (RED AND BLUE)

CALIFORNIA RADIO SYSTEM

FREQUENCY: 580 Kc. POWER: 1000 watts. (C. P. 5000 watts, d.) OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Van Ness & Calaveras. PHONE: 2-8817—(transmitter) 2-0311. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1st and Shields. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: McClatchy Newspapers. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

PresidentGuy Hamilton
Commercial Manager.....Howard Lane
National Sales Manager (N. Y. C.)
Humboldt J. Gregg
Station Manager.....Keith Collins

Coverage

Population—Primary 512,600
Radio Homes— " 137,000
Population—Secondary 115,000
Radio Homes— " 32,000
Source: Station estimate.

Representative

Paul H. Raymer Co.

K I E V

"THE CHOICE SPOT ON THE DIAL"
GLENDALE—EST. 1932

FREQUENCY: 850 Kc. POWER: 250 Watts. OWNED BY: Cannon System, Ltd. OPERATED BY: Cannon System, Ltd. BUSINESS ADDRESS: 701 E. Broadway. STUDIO ADDRESS: 701 E. Broadway. TRANSMITTER LOCATION: Glendale. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press.

Personnel

Co-ownerD. H. Cannon
Co-ownerReed Callister
General ManagerL. W. Peters
Program Director.....W. R. McLain

K F O X

LONG BEACH—EST. 1924

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1250 Kc. POWER: 1000 watts (C. P. 5000 watts, d.). OWNED BY: Hal G. Nichols. OPERATED BY: Same. BUSINESS ADDRESS: 220 E. Anaheim St. PHONE: 672-81. STUDIO ADDRESS: 220 E. Anaheim St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

PresidentHal G. Nichols
Commercial Manager..Lawrence W. McDowell
Publicity Director.....Lou Huston
Musical Director.....Rolly Wray
Chief Engineer.....Lawrence W. McDowell

Coverage

	Daytime	Evening
Population—Primary	*740,000	*825,000
Radio Homes— "	420,000	468,000
Population—Secondary ..	*20,000	*20,000
Radio Homes— " ..	8,000	8,000

* Families.

Source: Station estimate.

Representative

Walter Biddick Co.



**THE BILLION DOLLAR -
SOUTHERN CALIFORNIA
"Buy Minded"
MARKET**

780
KECA
NBC BLUE NETWORK
5000 watts day
1000 watts night

FREE & PETERS, Inc.
KECA National Sales Representative

Owned and Operated by
Frank C. Anthony, Inc.
LOS ANGELES, CALIFORNIA

640
KFI
NBC RED NETWORK
50,000 watts
clear channel

EDWARD PETRY & CO.
KFI National Sales Representative

KGER

"THE HARBOR STATION"
LONG BEACH—EST. 1925

FREQUENCY: 1360 Kc. POWER: 1000 Watts.
OWNED BY: Consolidated Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
Dobyns Footwear Bldg., 643 S. Olive St.
PHONE: 660-41. STUDIO ADDRESS: Dobyns
Footwear Bldg.; 643 S. Olive St., Los Angeles;
County Hall of Records, Los Angeles. TRANS-
MITTER LOCATION: North Long Beach. TIME
ON THE AIR: 6:00 A.M. to midnight. NEWS-
PAPER AFFILIATION: Long Beach Press, Tele-
gram and Sun. NEWS SERVICE: Transradio
Press, KGER News Bureau, and local news.
TRANSCRIPTION SERVICE: World Broadcast-
ing System, Standard Radio, NAB Transcrip-
tions.

Personnel

President-Gen'l Manager...C. Merwyn Dobyns
Commercial ManagerJohn A. Dobyns
Business ManagerTom Hunter
Sales Manager.....Don Alderman
Chief Announcer.....Paul Masterson
Program Director.....Helene Smith
Publicity and Production Director

Iola Josephson

News Editor.....Kelly Woolpert
Public Relations Manager.....Lee Wynne
Director of Educational Programs

Evalyn E. Dobyns

Office Manager.....Constance Brown
Chief Engineer.....Jay Tapp

Coverage

Population—Primary 2,440,000
Radio Homes— " 725,000
Population—Secondary 501,000
Radio Homes— " 145,000

Source: Field intensity survey and mail analysis.

Representative

Howard H. Wilson Company

K E C A

LOS ANGELES—EST. 1929

NBC—BLUE

FREQUENCY: 780 Kc. POWER: 5000 Watts,
d.; 1000 Watts, n. OWNED BY: Earle C. An-
thony, Inc. OPERATED BY: Same. BUSINESS
ADDRESS: 141 N. Vermont Ave. PHONE: Fair-
fax 2121. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: 2951 Maynier Lane. TIME
ON THE AIR: 6:30 A.M. to midnight. NEWS
SERVICE: United Press. TRANSCRIPTION SER-
VICE: Standard Transcription Library.

Personnel

President.....Earle C. Anthony
General and Station Manager

Harrison Holliday

Commercial and Sales Manager...Clyde Scott
Program Manager.....Glan Heisch
Musical Director.....Claude Sweeten
Production Manager.....John I. Edwards

Chief EngineersCurtis Mason.
H. L. Blatterman

Coverage

Population-Primary 3,154,380
Radio Home- " 896,830

Source: Station estimate

Representative

Free & Peters, Inc.

K F A C

"HOME, CHURCH AND SCHOOL"

LOS ANGELES—EST. 1932

FREQUENCY: 1300 Kc. POWER: 1000 watts.
OWNED BY: Los Angeles Broadcasting Co.
OPERATED BY: Los Angeles Broadcasting Co.
BUSINESS ADDRESS: 645 So. Mariposa.
PHONE: Fitzroy 1234. STUDIO ADDRESS: 645
So. Mariposa. TRANSMITTER LOCATION:
8581 W. 18th St. TIME ON THE AIR: 24 hours
daily. NEWS SERVICE: United Press.

Personnel

President and Gen'l Manager...Calvin J. Smith
Sales Manager.....Chas. T. Hughes
Program Manager.....R. Van Des Autels
Publicity Director.....Lucille Dinsmore
Traffic Manager.....Ruth Brown
Chief Engineer.....H. W. Anderson

Coverage

Population—Primary 3,000,000
Radio Homes- " 851,210

Source: Station estimate

K F I

LOS ANGELES—EST. 1922

NBC—RED

FREQUENCY: 640 Kc. POWER: 50,000
watts. OWNED BY: Earle C. Anthony, Inc. OP-
ERATED BY: Same. BUSINESS ADDRESS: 141
N. Vermont St. PHONE: Fairfax 2121. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Buena Park. TIME ON THE AIR: 6:45 A.M.
to midnight. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: Standard Tran-
scription Library.

Personnel

President.....Earle C. Anthony
General and Station Manager

Harrison Holliday

Sales Manager.....Clyde Scott
Program Manager.....Glan Heisch
Production Manager.....John I. Edwards
News Editor.....Jose Rodriguez
Chief Engineers.....Curtis Mason.
H. L. Blatterman

Coverage

	Daytime	Evening
Population—Primary	4,739,129	4,739,129
Radio Homes— " "	1,300,000	1,300,000

Source: Station estimate

Representative

Edward Petry & Co., Inc.

K F S G

"THE VOICE OF ANGELUS TEMPLE"

LOS ANGELES—EST. 1923

FREQUENCY: 1120 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Echo Park Evangelistic Association. OPERATED BY: Echo Park Evangelistic Association. BUSINESS ADDRESS: 1100 Glendale Blvd. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Los Angeles. TIME ON THE AIR: 7:45 P.M. to 12:00 Midnight, daily except Friday; 10:30 A.M. to 12:30 P.M., 3:00 P.M. to 4:15 P.M., and 9:00 P.M. to 1:00 A.M., Sundays.

Personnel

President.....Dr. Giles N. Knight
Program Director.....Phil Kerr

K F V D

"CENTER OF THE DIAL"

LOS ANGELES

FREQUENCY: 1000 Kc. POWER: 1000 Watts. OWNED BY: Standard Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 338 S. Western Ave. PHONE: Drexel 2391. STUDIO ADDRESS: 338 S. Western. TRANSMITTER LOCATION: 9300 Cattaraugua St., Palms, Calif. TIME ON THE AIR: 6:00 A.M. to local sunset, 10:00 P.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

Personnel

Owner.....J. F. Burke
Station Manager.....Frank Burke
Commercial Manager.....F. J. Smalley, Jr.
Chief Announcer.....Howard Gray
Chief Engineer.....Jack Smithson

K F W B

"WARNER BROS. MOTION PICTURE
STUDIOS IN HOLLYWOOD"

LOS ANGELES—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 watts. OWNED BY: Warner Bros. Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 5833 Fernwood Ave. PHONE: Hempstead 5151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Baldwin Hills. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

Personnel

President.....J. L. Warner
Station Manager.....Harry Maizlish
Commercial Manager.....Jack O. Gross
Chief Announcer.....Harry Hall
Production Manager.....Manning Ostroff
Publicity Director.....David Davidson
Musical Director.....Leon Leonardi
Chief Engineer.....Harry Myers

Coverage

Population—Primary 2,400,000
Population—Secondary 525,000
Source: Chamber of Commerce

Representative

Paul H. Raymer Co.
(See Page 40)

K G F J

"KEEPING GOOD FOLKS JOYFUL"

LOS ANGELES—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Ben S. McGlashan. OPERATED BY: Ben S. McGlashan. STUDIO ADDRESS: 1417 S. Figueroa St. PHONE: Prospect 2434. TRANSMITTER LOCATION: 1828 Oak St. TIME ON THE AIR: Full Time License. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service; Standard Radio.

Personnel

ManagerBen S. McGlashan
Assistant ManagerH. Duke Hancock
Program Director.....Thelma Kirchner

Representative

Cox & Tanz

K H J

"KINDNESS, HAPPINESS AND JOY"

LOS ANGELES—EST. 1923

MUTUAL & DON-LEE BROADCASTING
SYSTEMS

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1076 W. 7th St. PHONE: VA. 7111. STUDIO ADDRESS: Seventh & Bixel Sts. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 8:00 A.M. to 12:00 Midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

PresidentThomas Lee
Vice-President and General Manager
Lewis Allen Weiss
Assistant Manager.....Willet H. Brown
General Sales Manager.....Wilbur Eickelberg
Television Director.....Harry Lubcke
Program Director.....Van C. Newkirk
Commercial Manager.....Sydney Gaynor
Publicity Director.....Mark Finley
Musical Director.....William Krauth
Chief EngineerFrank Kennedy

Coverage

	Daytime	Evening
Population—Primary	2,283,847	2,283,847
Radio Homes— "	693,800	693,800
Population—Secondary ..	385,823	385,823
Radio Homes— "	96,455	96,455

Source: Joint Committee.

Representative

John Blair & Company

K M T R

"TOP OF THE DIAL"

LOS ANGELES—EST. 1924

FREQUENCY: 570 Kc. POWER: 1000 Watts.
 OWNED BY: KMTR Radio Corp. OPERATED
 BY: KMTR Radio Corp. BUSINESS ADDRESS:
 1000 Cahuenga Blvd. PHONE: Hillside 1161.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Same. TIME ON THE AIR: 5:00
 A.M. to 12:30 P.M. (on unlimited license).
 NEWS SERVICE: Transradio Press. MAIN-
 TAINS ARTISTS' BUREAU.

Personnel

PresidentVictor E. Dalton
 General Manager.....Kenneth O. Tinkham
 Production Manager.....Mort Werner
 Musical DirectorSalvatore Santaella
 Chief TechnicianCarroll Hauser

Representative

Burn-Smith Co.

K N X

"THE VOICE OF HOLLYWOOD"
LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1050 Kc. POWER: 50,000
 Watts. OWNED BY: Columbia Broadcasting
 System. OPERATED BY: Same. BUSINESS
 ADDRESS: 6121 Sunset Blvd., Columbia
 Square, Hollywood. PHONE: Hollywood
 1212. STUDIO ADDRESS: Same. TRANS-
 MITTER LOCATION: Columbia Park, Torrance,
 Calif. TIME ON THE AIR: 6:00 A.M. to 1:00
 A.M.; Sundays, 7:00 A.M. to 1:00 A.M. NEWS
 SERVICE: United Press, International News
 Service. ARTISTS' BUREAU: Columbia Man-
 agement of California, Inc. TRANSCRIPTION
 SERVICE: Associated Library Service.

Personnel

General Manager...Donald W. Thornburgh
 Pacific Coast Sales Manager...Arthur J. Kemp
 S. Calif. Sales Manager.....Harry W. Witt
 N. Calif. Sales Manager.....Henry M. Jackson
 National Network Sales...William E. Forbes
 CBS Western Program Director.Charles Vanda
 KNX-Pacific Network Program
 DirectorRuss Johnston
 Pacific Network Sales Promotion
 Manager.....George L. Moskovics
 Chief Engineer.....Lester H. Bowman
 Director of Public Relations.....Fox Case
 Director of Publicity.....Hal Rorke
 Traffic Manager.....Alan Cormack
 Auditor.....Charles D. Ryder, Jr.
 Assistant Program Director.....Ben Paley
 Musical Director.....Lud Gluskin
 Continuity Chief.....Paul Pierce
 Production Manager.....Edith Todesca
 Sound Effects Chief.....Alfred Span
 Managing News Editor.....Nelson Pringle
 Announcing Supervisor.....William Gay
 Director of Education...Frances Farmer Wilder

Coverage

	Daytime	Evening
Population—Primary	3,322,600	7,069,700
Radio Homes— "	836,030	1,553,920
Population—Secondary	2,800,400	4,743,900
Radio Homes— "	664,280	1,105,810

Source: Market Research Division of Colum-
 bia Broadcasting System.

Representative

Radio Sales.

K R K D

LOS ANGELES—EST. 1927

FREQUENCY: 1120 Kc. POWER: 2500 watts,
 d.; 1000 watts, n. OWNED BY: Radio Broad-
 casters, Inc. OPERATED BY: Same. BUSINESS
 ADDRESS: 541 South Spring St. PHONE:
 Tucker 7111. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 1100 Glendale
 Blvd. TIME ON THE AIR: Shares Time with
 KFSG. NEWS SERVICE: United Press.

Personnel

General Manager.....John A. Driscoll
 Studio Manager & Program Director
 Howard R. Bell
 Publicity Director.....Joe Micciche
 Chief Engineer.....Willis O. Freitag

Representative

Joseph Hershey McGillvra.

(CALL LETTERS UNASSIGNED)*

MARYSVILLE—EST. 1940

FREQUENCY: 1420 Kc. POWER: 100 Watts.
 OWNED BY: Marysville-Yuba City Broad-
 casters, Inc. OPERATED BY: Marysville-Yuba
 City Broadcasters, Inc. BUSINESS ADDRESS:
 Marysville. STUDIO ADDRESS: Same. TRANS-
 MITTER LOCATION: Same. TIME ON THE
 AIR: Unlimited License.

* Station was licensed to operate under a
 construction permit subject to approval of
 site at time of going to press and no further
 information was available.

K Y O S

"THE GATEWAY TO YOSEMITE"
MERCED—EST. 1936

MUTUAL—DON LEE BROADCASTING SYSTEM
 FREQUENCY: 1040 Kc. POWER: 250 Watts.
 OWNED BY: Merced Broadcasting Co. OP-
 ERATED BY: Same. BUSINESS ADDRESS:
 Merced. PHONE: 1430-1-2. STUDIO ADDRESS:
 Merced. TRANSMITTER LOCATION: 2 miles
 N.E. of Merced on G Street Grade. TIME ON
 THE AIR: 6:00 A.M. to sunset. NEWS SER-
 VICE: United Press. NEWSPAPER AFFILIA-
 TION: Merced Star. TRANSCRIPTION SERV-
 ICE: C. P. MacGregor.

Personnel

PresidentHugh McClung
 Station Manager.....John W. Crews
 Production Manager-Chief
 Announcer.....Charles Kingsley, Jr.
 Sales ManagerJohn W. Crews
 Publicity Director.....Larue Curd
 Chief EngineerMorton Weibers

Coverage

Population—Primary 88,161
 Population—Secondary 365,321
 Source: Station estimate.

Representative

John Blair & Co.

K T R B

"VOICE OF CENTRAL CALIFORNIA"
MODESTO—EST. 1934

FREQUENCY: 740 Kc. POWER: 250 Watts.
 OWNED BY: T. R. McTammany and Wm. H. Bates, Jr. OPERATED BY: Central California Broadcasters Co. BUSINESS ADDRESS: P. O. Box 405. PHONE: Modesto 774. STUDIO ADDRESS: McHenry and Sylvan Aves. TRANSMITTER LOCATION: McHenry and Sylvan Aves. TIME ON THE AIR: 6:30 A.M. to sunset. NEWS SERVICE: United Press and local news.

Personnel

General Manager.....William H. Bates, Jr.
 Commercial Manager.....T. R. McTammany

Representative

Walter Biddick Co. and Cox & Tanz

K D O N

"MUTUAL'S VOICE FOR THE MONTEREY
 BAY AREA"

MONTEREY—EST. 1935

DON LEE—MUTUAL

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: Monterey Peninsula Broadcasting Co. OPERATED BY: Monterey Peninsula Broadcasting Co. BUSINESS ADDRESS: 275 Pearl Ct. PHONE: 8111. STUDIO ADDRESS: 275 Pearl St., Monterey; Casa Del Rey Hotel, Santa Cruz; 137 Monterey St., Salinas. TRANSMITTER LOCATION: Municipal Wharf, Monterey, Calif. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Monterey Peninsula Herald, Salinas Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Allen Griffin
 Station ManagerHoward V. Walters
 Commercial Manager.....H. V. Walters
 Chief Announcer.....Jack Eliassen
 Publicity Director.....Bob Pinkerton
 Chief Engineer.....Melvin Johnson

Coverage

	Daytime	Evening
Population—Primary	128,690	97,650
Radio Homes "	30,182	22,050

Population—Secondary .. 421,000 336,800
 Radio Homes " .. 90,100 72,080
 Source: Field intensity survey.

Representative

John Blair & Co.

K L S

OAKLAND—EST. 1921

FREQUENCY: 1280 Kc. POWER: 250 Watts, day and night. OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327-21st St. PHONE: Higate 1212. STUDIO ADDRESS: 327-21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: International News Service.

Personnel

Station Manager.....S. W. Warner
 Commercial Manager.....F. W. Morse

Coverage

Radio Homes—Primary 412,630
 Radio Homes—Secondary 80,990
 Source: Station estimate.

K L X

OAKLAND—EST. 1922

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Tribune Building Co. OPERATED BY: Tribune Building Co. BUSINESS ADDRESS: Tribune Tower, 13th & Franklin. PHONE: Templebar 6000. STUDIO ADDRESS: Tribune Tower, 13th & Franklin Sts. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M.; Sundays, 12:00 noon to 11:00 P.M. NEWSPAPER AFFILIATION: The Oakland Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

ManagerPreston D. Allen

K R O W

OAKLAND—EST. 1925

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: Educational Broadcasting Corp. OPERATED BY: Educational Broadcasting Corp. BUSINESS AND STUDIO ADDRESS: Radio Center Bldg., 19th & Broadway. SAN FRANCISCO OFFICE AND STUDIO ADDRESS: Bellevue Hotel. PHONE: Glencourt 6774. PHONE: Ordway 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: Unlimited (18 hours, daily). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

President.....W. I. Dumm
 Vice-President-General
 Manager.....Philip G. Lasky

Coverage

	Daytime	Evening
Population—Primary	1,920,000	1,920,000
Radio Homes— "	460,960	460,960
Population—Secondary	212,000	212,000
Radio Homes— "	52,200	52,200

Source: Joint Committee.

Representative

Free & Peters, Inc.

K P P C

PASADENA—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Pasadena Presbyterian Church. OPERATED BY: Same. BUSINESS ADDRESS: 585 E. Colorado St. PHONE: Sycamore 3-2193. STUDIO ADDRESS: 585 E. Colorado. TRANSMITTER LOCATION: 585 E. Colorado. TIME ON THE AIR: (Sunday) 9:00 A.M. to 1:00 P.M. & 6:45 P.M. to 9:00 P.M. (Wednesday 7:00 P.M. to 9:30 P.M. Non-Commercial).

Personnel

Station Manager David Black
 Chief Announcer Vincent Parsons
 Program Director Leon Hall
 Chief Engineer N. V. Parsons

Coverage

	Daytime	Evening
Population—Primary	344,000	344,000
Population—Secondary	625,000	625,000

Source: Chamber of Commerce.

K V C V

"VOICE OF THE SHASTA DAM AREA"
REDDING—EST. 1936
 MUTUAL

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 477. PHONE: 900. STUDIO ADDRESS: Highway No. 99. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWSPAPER AFFILIATION: Redding Searchlight. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President Hugh McClung
 Vice-President M. F. Woodling
 Station Manager E. P. Milburn
 Commercial Manager Clyde Wiegand
 Advertising Manager Carl Winther
 Production Manager-Publicity Director Clyde Wiegand
 Chief Announcer E. Dawson
 Chief Engineer Robert Boren

Coverage

	Daytime	Evening
Population—Primary	14,000	17,000
Radio Homes— "	3,325*	4,040*

Population—Secondary	36,000	32,000
Radio Homes— "	8,550*	7,600*

* Approximation.

Source: Chamber of Commerce; Joint Committee; Mail analysis.

Representative

John Blair & Company

K F B K

"THE CAPITOL STATION OF CALIFORNIA"

SACRAMENTO—EST. 1922

NBC (RED & BLUE)—CALIFORNIA RADIO SYSTEM

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 708 Eye St. PHONE: Main 5000. STUDIO ADDRESS: 708 Eye St. TRANSMITTER LOCATION: Yolo County, California. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Sacramento Bee. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Vice-President G. C. Hamilton
 Station & Business Manager Howard Lane
 Chief Announcer Tony Koester
 Sales Manager Leo Ricketts
 Publicity Director H. Jacobsen
 Musical Director George Breece
 Chief Engineer Norman D. Webster

Coverage

Population—Primary	730,000
Radio Homes— "	197,000
Population—Secondary	276,000
Radio Homes— "	79,000

Source: Field intensity survey and mail response analysis.

Representative

Paul H. Raymer Company

K R O Y

"THE ROY MILLER STATION"
SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Royal Miller. OPERATED BY: Same. BUSINESS ADDRESS: Sacramento Hotel. PHONE: Main 665-6. STUDIO ADDRESS: Sacramento Hotel. TRANSMITTER LOCATION: 14th Ave. & 65th St. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Owner Royal Miller
 Station Manager Will Thompson, Jr.
 Sales Manager D. E. Lundy
 Chief Engineer Milton Cooper

Coverage

Population—Primary 375,000
 Radio Homes— " 104,700
 Population—Secondary 145,000
 Radio Homes— " 42,000

Source: Mail response analysis.

Representative

Joseph Hershey McGillvra.
 Walter Biddick & Company (Coast).

K F X M

“VOICE OF THE SUNKIST VALLEY”
SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: J. C. & E. W. Lee. OPERATED
 BY: Lee Bros. Broadcasting Co. BUSINESS
 ADDRESS: California Hotel. PHONE: 4761-2.
 STUDIO ADDRESS: Same. TRANSMITTER
 LOCATION: Same. TIME ON THE AIR;
 6:00 A.M. to 12:00 P.M. except Wednesday;
 Sunday, 1:00 P.M. to 6:45 P.M. and 9:00 P.M.
 to 12:00 midnight; Wednesday, 6:00 A.M. to
 7:00 P.M. and 9:30 to 12:00 midnight. NEWS
 SERVICE: United Press. TRANSCRIPTION SER-
 VICE: Standard Radio, Davis & Schwegler.

Personnel

Station Manager.....J. Clifford Lee
 Commercial Manager.....Gene W. Lee
 Chief Announcer.....Howard Baichly
 Sales Manager.....Maurice Vroman
 Publicity Director.....E. W. Lee
 Chief Engineer.....Richard T. Sampson

Coverage

	Daytime	Evening
Population—Primary	149,931	106,241
Radio Homes— "	41,657	25,379
Population—Secondary	43,121	27,491
Radio Homes— "	17,278	7,634

Source: Station survey.

Representative

John Blair & Company

K F S D

SAN DIEGO—EST. 1926

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 1000 Watts.
 OWNED BY: Airfan Radio Corp., Ltd. OPER-
 ATED BY: Airfan Radio Corp., Ltd. BUSINESS
 ADDRESS: U. S. Grant Hotel, 326 Broadway.
 PHONE: Franklin 6353. STUDIO ADDRESS:
 U. S. Grant Hotel, 326 Broadway. TRANSMIT-
 TER LOCATION: U. S. Grant Hotel, 326 Broad-
 way. TIME ON THE AIR: (daily) 7:00 A.M. to
 midnight; (Sunday) 8:00 A.M. to midnight.
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: NBC Thesaurus.

Personnel

President-Station Manager....Thomas E. Sharp
 Assistant Manager.....Sam Lipsett
 Commercial Manager.....John Babcock
 Sales Manager.....John Babcock

Program-Publicity DirectorLeah McMahon
 Musical DirectorLeah McMahon
 Chief EngineerHarold Hasenbeck

Coverage

Population—Primary 2,591,700
 Radio Homes— " 825,000

Source: Field intensity measurement; Joint
 Committee; U. S. Census.

Representative

Paul H. Raymer Company

K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

FREQUENCY: 1330 Kc. POWER: 1000 Watts
 (C.P. 5000 Watts). OWNED BY: Don Lee
 Broadcasting System. OPERATED BY: Same.
 BUSINESS ADDRESS: 1012 First Ave. PHONE:
 Franklin 6151. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sun-
 day) 8:00 A.M. to midnight. NEWS SERVICES:
 Transradio Press, International News Service.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System.

Personnel

Genl. Mgr.....Lewis Allen Weiss
 Station Manager.....S. W. Fuller
 Sales Manager.....D. J. Donnelly
 Program Director.....Edgar L. Tidwell
 Chief Engineer.....Milam Cater

Coverage

	Daytime	Evening
Population—Primary	280,000	280,000
Radio Homes— "	54,300	54,300

Source: Station survey.

Representative

John Blair & Co.

K F R C

SAN FRANCISCO—EST. 1924

MUTUAL—DON LEE BROADCASTING
 SYSTEMS

FREQUENCY: 610 Kc. POWER: 5,000 Watts,
 d.; 1,000 Watts, n. OWNED BY: Don-Lee
 Broadcasting System. OPERATED BY: Same.
 BUSINESS ADDRESS: 1000 Van Ness Ave.
 PHONE: Prospect 0100. STUDIO ADDRESS:
 1000 Van Ness Ave. TRANSMITTER LOCA-
 TION: Same. TIME ON THE AIR: 6:30 A.M.
 to midnight; Sundays, 8:00 A.M. to midnight.
 NEWS SERVICE: International News Service.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System.

Personnel

PresidentThomas S. Lee
 Station Manager.....William D. Pabst
 Commercial Manager.....Ward D. Ingram
 Production Supervisor.....Robert Bence
 Sales-Traffic Manager.....Enes Canata
 Publicity Director.....Phil Stearris

Musical Director.....Cy Trobbe
 Chief Engineer.....Ernest G. Underwood

Coverage

	Daytime	Evening
Population—Primary	2,467,010	2,136,890
Radio Homes— "	663,120	580,940
Population—Secondary ..	3,270,260	
Radio Homes— " ..	841,710	780,670

Source: Joint Committee.

Representative

John Blair & Co.

K G O

SAN FRANCISCO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 790 Kc. POWER: 7,500 Watts.
 OWNED BY: General Electric Co. OPERATED
 BY: National Broadcasting Co. BUSINESS
 ADDRESS: 111 Sutter St. PHONE: Sutter
 1920. STUDIO ADDRESS: Same. TRANS-
 MITTER LOCATION: Oakland. TIME ON THE
 AIR: (daily) 6:30 A.M. to midnight—(Sunday)
 7:30 A.M. to midnight. NEWS SERVICE: In-
 ternational News Service and United Press.
 TRANSCRIPTION SERVICE: NBC Thesaurus,
 Davis & Schwegler.

Personnel

PresidentCharles Wilson
 Station Manager.....A. E. Nelson
 Sales Promotion Manager...Robert McAndrews
 Program Director.....Glenn Dolberg
 Production Manager.....Robert Seal
 Office Manager.....S. P. Dorais
 Chief Announcer.....Paul Gates
 Sales Manager.....William B. Ryan
 Traffic Manager.....George Fuerst
 Education & Agriculture
 DirectorJennings Pierce
 Publicity Director.....Milton Samuel
 Musical Director.....Robert Seal
 Station Engineer.....Curtis D. Peck

Coverage

	Daytime	Evening
Population—Primary	2,428,600	2,480,500
Radio Homes— "	660,900	672,000
Population—Secondary ..	803,300	2,644,600
Radio Homes— " ..	221,500	683,400

Source: NBC circulation airtel method.

Representative

National Broadcasting Co., Inc.

K J B S

SAN FRANCISCO—EST. 1925

KJBS-KQW COMBINATION

FREQUENCY: 1070 Kc. POWER: 500 Watts.
 OWNED BY: Julius Brunton & Sons Co. OP-
 ERATED BY: Julius Brunton & Sons Co. BUSI-
 NESS ADDRESS: 1470 Pine St. PHONE: Ord-
 way 4148. STUDIO ADDRESS: 1470 Pine St.
 TRANSMITTER LOCATION: 1470 Pine St.
 TIME ON THE AIR: (Mon., Tues., Wed., Thurs.,
 Fri. & Sunday) 10:00 A.M. to local sunset.

(Saturday) 10:30 A.M. to local sunset. NEWS
 SERVICE: United Press, KJBS News Service.
 TRANSCRIPTION SERVICE: Standard Radio,
 Langlois & Wentworth. NAB Library.

Personnel

General Manager.....Ralph R. Brunton
 Manager.....E. P. Franklin

Coverage

Population—Primary	1,497,000
Radio Homes— "	400,000

Source: Field intensity measurements.

Representative

Homer Owen Griffith, Los Angeles

K P O

"THE VOICE OF THE GOLDEN WEST"

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 680 Kc. POWER: 50,000
 Watts. OWNED BY: National Broadcasting
 Co. OPERATED BY: Same. BUSINESS AD-
 DRESS: 111 Sutter St. PHONE: Sutter 1920.
 STUDIO ADDRESS: Same. TRANSMITTER
 LOCATION: Belmont. TIME ON THE AIR:
 (daily) 6:00 A.M. to midnight; (Sunday) 7:00
 A.M. to midnight. NEWS SERVICE: Inter-
 national News Service and United Press.
 TRANSCRIPTION SERVICE: NBC Thesaurus,
 Davis & Schwegler.

Personnel

President.....Lenox R. Lohi
 Station Manager.....A. E. Nelson
 Sales Promotion Manager..Robert McAndrews
 Program Director.....Glenn Dolberg
 Production Manager.....Robert Seal
 Office Manager.....S. P. Dorais
 Chief Announcer.....Paul Gates
 Sales Manager.....William B. Ryan
 Traffic Manager.....George Fuerst
 Education & Agriculture

DirectorJennings Pierce
 Publicity Director.....Milton Samuel
 Musical Director.....Robert Seal
 Station Engineer.....Curtis D. Peck

Coverage

	Daytime	Evening
Population—Primary	2,736,500	2,624,600
Radio Homes— "	741,200	714,100
Population—Secondary ..	293,100	3,034,300
Radio Homes— " ..	80,800	753,300

Source: NBC circulation airtel method (field
 intensity strength plus mail response).

Representative

National Broadcasting Co., Inc.

K S A N

"SAN FRANCISCO'S TWENTY-FOUR
 HOUR STATION"

SAN FRANCISCO—EST. 1925

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts.
 OWNED BY: Golden Gate Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS: 1355 Market St. PHONE: Market 8171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Station Manager.....S. H. Patterson
 Assistant Manager.....William C. Grove
 Sales Manager.....C. E. Hopkins
 Publicity Director.....Les. Malloy
 Musical Director.....Dudley Manlove
 Chief Engineer.....Wm. C. Grove

Coverage

	Daytime	Evening
Population—Primary	1,561,528	1,561,528
Radio Homes— "	391,000	391,000
Population—Secondary	1,753,460	1,753,460
Radio Homes— "	451,030	451,030

Source: Station survey.

Representative

Forje & Co.

K S F O

SAN FRANCISCO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Associated Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Palace Hotel Bldg., 140 Esse St. PHONE: Garfield 4700. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Islia Creek. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Langlois & Wentworth.

Personnel

President.....W. I. Dumm
 General Manager.....Lincoln Dellar
 National Sales Manager.....Charles Morin
 Program Director.....Arthur E. Stowe
 Publicity Director.....Marie Houlihan
 Musical Director.....Dick Aurandt
 Chief Engineer.....R. V. Howard

Coverage

	Daytime	Evening
Population—Primary	2,152,392	2,179,825
Radio Homes— "	635,450	638,860
Population—Secondary	566,480	148,575
Radio Homes— "	159,720	47,250

Source: Joint Committee; county auditor's estimate (1939).

Representative

Free & Peters, Inc.

K Y A

"SERVING NORTHERN CALIFORNIA"

SAN FRANCISCO—EST. 1926

FREQUENCY: 1230 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Hearst Ra-

dio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hearst Bldg. PHONE: Douglas 2536. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Candlestick Point, Bay View Park. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: American Newspapers, Inc. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Service.

Personnel

President.....J. V. Connolly
 General Manager.....Reiland Quinn
 Commercial & Assistant
 Manager.....Gurden Mooser
 National Advertising Manager.....John Livingston
 Chief Announcer.....David S. Vaile
 Publicity Director.....J. Clarence Meyers
 Musical Director.....Edward Fitzpatrick
 Chief Engineer.....Paul C. Schulz

Coverage

Population—Primary	1,552,000
Radio Homes— "	457,000
Population—Secondary	1,960,000
Radio Homes— "	578,000

Source: Field intensity measurement; Joint Committee; U. S. Census.

Representative

International Radio Sales.

K Q W

SAN JOSE—EST. 1910

MUTUAL—DON LEE

FREQUENCY: 1010 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Pacific Agricultural Foundation, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 87 East San Antonio St. PHONE: Ballard 2616. STUDIO ADDRESS: 87 East San Antonio St. TRANSMITTER LOCATION: Alviso Bay. SAN FRANCISCO OFFICE AND STUDIO ADDRESS: 1470 Pine St. PHONE: Ordway 4148. TIME ON THE AIR: 6:15 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: San Jose Mercury Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Program Library, Davis & Schwegler.

Personnel

President.....Ralph R. Brunton
 General Manager.....C. L. McCarthy
 Sales Manager.....H. O. Fiebig

Coverage

	Daytime	Evening
Population—Primary	2,834,542	2,834,542
Radio Homes— "	545,870	545,870

Source: Joint Committee; Chamber of Commerce.

Representative

Joseph Hershey McGillvra

K V E C

SAN LUIS OBISPO—EST. 1937
MUTUAL—DON LEE

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: Mt. View and Hill Sts. PHONE: San Luis Obispo 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Roosevelt Highway, California Polytechnic property. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

ManagerLes Hacker
 Commercial ManagerJohn C. Clifton
 Sales Manager.....Jack Wasson
 Program Director.....Aram Rejebian
 Chief Announcer.....H. Fleming Wood

Coverage

Population—Primary* 74,033
 Radio Homes— " 17,763

* San Luis Obispo County and parts of Santa Barbara, Monterey, King, Kern and Fresno counties.

Source: Station survey.

Representative

John Blair & Co.

K V O E

"THE VOICE OF THE ORANGE EMPIRE"
SANTA ANA—EST. 1926
DON LEE—MUTUAL

FREQUENCY: 1500 Kc. POWER: 100 Watts.
 OWNED BY: The Voice of the Orange Empire, Inc., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Walter L. Moore Bldg., Room 100. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and General Manager,
 Ernest L. Spencer
 Commercial Manager.....Ed McCaffrey
 Merchandising & Promotion
 ManagerVic Rowland
 Chief EngineerWallace S. Wiggins

Coverage

Population—Primary Evening
 580,000
 Radio Homes— " 117,500
 Source: U. S. Census.

Representative

John Blair & Company

K D B

"THE VOICE OF SANTA BARBARA"
SANTA BARBARA—EST. 1929
MUTUAL—DON-LEE BROADCASTING SYSTEMS

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Santa Barbara Broadcasters, Ltd. OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 15 E. Haley. PHONE: 4131. STUDIO ADDRESS: 15 E. Haley. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Thomas S. Lee
 Station Manager.....Earl Pollock
 Production Manager & Chief
 AnnouncerRobert Boyd
 Sales Manager.....Arthur Manuel
 Chief Engineer.....Robert Arne

Coverage

	Daytime	Evening
Population—Primary	118,400	118,400
Radio Homes— "	37,000	37,000
Population—Secondary ..	26,000	26,000
Radio Homes— " ..	8,000	8,000

Source: Station survey.

Representative

John Blair & Co.

K T M S

SANTA BARBARA—EST. 1937
NATIONAL BROADCASTING CO.
CALIFORNIA RADIO SYSTEM

FREQUENCY: 1220 Kc. POWER: 500 Watts.
 OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Manager.....Frank V. Webb
 Program Director.....William Sanford

Coverage

	Daytime	Evening
Population—Primary	138,958	138,958
Radio Homes— "	34,450	34,450

Source: U. S. Census.

Representative

Weed & Company

K S R O

SANTA ROSA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Press Democrat Publishing Co. OPERATED BY: The Press Democrat Publishing Co. BUSINESS ADDRESS: Press Democrat Bldg. PHONE: Santa Rosa 110. STUDIO ADDRESS: 427 Mendocino Ave. TRANSMITTER LOCATION: Vallejo & Fresno Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWSPAPER AFFILIATION: Santa Rose Press-Democrat, Santa Rosa Republican. NEWS SERVICE: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....E. L. Finley
 ManagerWilt Gunzendorfer

Coverage

	Daytime	Evening
Population—Primary	34,495	34,495
Radio Homes— "	15,710	15,710
Population—Secondary ..	32,985	32,985
Radio Homes— " ..	14,145	14,145

Source: Mail response survey.

Representatives

Joseph Hershey McGillvra
 Walter Biddick Co.

K G D M

STOCKTON—EST. 1926

FREQUENCY: 1100 Kc. POWER: 1000 Watts. OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. STUDIO ADDRESS: 42 S. California St. TRANSMITTER LOCATION: South of Stockton. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager.....Joe D. Carroll
 Program Director.....Lillian Best Parkin

K W G

"VOICE OF SAN JOAQUIN VALLEY"

STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 580 J. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 7:00 A.M. to Midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Guy C. Hamilton
 Station & Sales Manager.....George Ross
 Chief Announcer.....Howard Thurston
 Chief Engineer.....Russell Bennett

Representative

Paul H. Raymer Company

K T K C

VISALIA—EST. 1937

FREQUENCY: 890 Kc. POWER: 1000 Watts. OWNED BY: Tulare-Kings Counties Radio Assoc. OPERATED BY: Same. BUSINESS ADDRESS: Visalia, P. O. Box 511. PHONE: 574-5. STUDIO ADDRESS: Visalia. TRANSMITTER LOCATION: 1½ miles south of Visalia. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily except Saturday; 6:00 A.M. to 12:00 midnight, Saturdays. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: Time-Delta-Visalia Recorder, Porterville, Times & Advance Register, Tulare; Sentinel & Journal, Hanford. TRANSCRIPTION SERVICE: C. P. MacGregor, Langworth, NBC Thesaurus.

Personnel

General Manager.....Chas. A. Whitmore
 Station Manager.....Chas. P. Scott

**CALIFORNIA
 RADIO
 EXECUTIVES
 READ
 RADIO
 DAILY
 REGULARLY**

CALIFORNIA — COLORADO

Sales Manager.....Milliard Kibbe
 Program Director.....Charles B. Foll
 Chief Announcer.....Sheldon Anderson
 Chief Engineer.....Bert Williamson

Coverage

	Daytime	Evening
Population—Primary	455,400	350,000
Radio Homes— "	93,650	
Population—Secondary	*750,000	

* Approximation.

Representative

John Blair & Company

K H U B

"THE VOICE OF THE MONTEREY
 BAY AREA"
 WATSONVILLE—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: John P. Scripps. OPERATED BY:
 Same. BUSINESS ADDRESS: P. O. Box 349.
 PHONE: 1700-1. STUDIO ADDRESS: Watson-
 ville. TIME ON THE AIR: 7:00 A.M. to 11:00
 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays.
 NEWSPAPER AFFILIATION: Watsonville Reg-
 ister-Pajaronian. NEWS SERVICE: Associated
 Press. TRANSCRIPTION SERVICE: World
 Broadcasting System.

Personnel

Manager.....M. S. Walker
 Production Manager.....Jack R. Wagner
 Chief Announcer.....Gordon Roth
 Publicity Director.....Phil Bernheim
 Musical Director.....Helen Farrell
 Women's Director.....Helen Farrell
 Chief Engineer.....Jack R. Wagner

Representative

Walter Biddick Co.

COLORADO

Population 1,071,000

Number of Families 288,000

Number of Radio Homes 233,500

Retail Sales \$332,814,900

Auto Registrations 341,000

K G I W

"THE VOICE OF THE GREAT SAN LUIS
 VALLEY"

ALAMOSA—EST. 1929

FREQUENCY: 1420 Kc. POWER: 100 Watts.
 OWNED BY: E. L. Allen. OPERATED BY: E. L.
 Allen. BUSINESS ADDRESS: Alamosa, Colo.
 PHONE: Alamosa 26. STUDIO ADDRESS:
 Alamosa and Monte Vista. TRANSMITTER LO-
 CATION: East Alamosa, Colo. TIME ON THE
 AIR: 7:30 A.M. to 9:30 P.M. NEWS SERVICE:
 Transradio Press. TRANSCRIPTION SERVICE:
 C. P. MacGregor, Standard Radio.

Personnel

Owner.....E. L. Allen
 News Editor.....John R. Thomas
 Chief Engineer.....Will M. Thomas

K V O R

"VOICE OF THE ROCKIES"

COLORADO SPRINGS—EST. 1922

CBS

FREQUENCY: 1270 Kc. POWER: 1000 Watts.
 OWNED BY: Outwest Broadcasting Co. OP-

ERATED BY: Same. BUSINESS ADDRESS:
 Antlers Hotel. PHONE: Main 278. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Platte Ave. east of city limits. TIME ON THE
 AIR: 6:45 A.M. to midnight. NEWSPAPER AF-
 FILIATIONS: Colorado Springs Gazette & Tele-
 graph. NEWS SERVICE: Associated Press.
 TRANSCRIPTION SERVICES: NBC Thesaurus,
 Standard Radio, & Lang-Worth Features.
 MAINTAINS ARTISTS BUREAU.

Personnel

PresidentE. K. Gaylord
 Station ManagerHugh B. Terry
 Artists Bureau Head.....Duane Osborn
 Program and Publicity
 DirectorLucille Santarelli
 Musical DirectorArbor Fuller
 Chief Engineer.....Cozine Strang

Coverage

Population—Primary	166,000
Radio Homes— "	38,000
Population—Secondary	59,300
Radio Homes— "	11,500

Source: Mail response analysis.

Representative

The Katz Agency

EXCLUSIVE

ON **K F E L**

IN **DENVER**

MUTUAL NETWORK CO-OPERATIVE PROGRAMS

offer EXCLUSIVE sponsorship identification with the major audience of live coast-to-coast network programs like these:

THE SHADOW

THE LONE RANGER

FULTON LEWIS, JR.

THE JOHNSON FAMILY

SHOW OF THE WEEK

KEEP FIT TO MUSIC

MARRIAGE LICENSE ROMANCES



Complete information, availabilities and low pro-rata talent costs on request to:

GENE O'FALLON — KFEL, Manager

OR ASK A JOHN BLAIR MAN

K F E L

"THE NEW CRY OF THE OLD WEST"

DENVER—EST. 1923

MUTUAL

COLORADO NETWORK

FREQUENCY: 920 Kc. POWER: 1000 Watts.
 OWNED BY: Eugene P. O'Fallon, Inc. OPERATED BY: Eugene P. O'Fallon, Inc. BUSINESS ADDRESS: Albany Hotel. PHONE: Keystone 0178. STUDIO ADDRESS: Albany Hotel. TRANSMITTER LOCATION: 5580 West 20th Ave. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M., daily; 7:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth, Standard Radio, Davis & Schwegler.

Personnel

President-Station Manager.....Gene O'Fallon
 Director.....Frank Bishop
 Commercial Manager.....Holly Moyer
 Traffic Manager.....Don McCaig
 News Service Manager.....Bill Welsh
 Chief Announcer.....Herb Trackman
 Chief Engineer.....J. P. Veatch

Coverage

	Daytime	Evening
Population—Primary	526,445	526,445
Radio Homes— "	125,786	124,780
Population—Secondary ..	323,300	526,445
Radio Homes— "	162,230	125,780

Source: Mail analysis.

Representative

John Blair & Company

K L Z

"PIONEER BROADCASTING STATION OF THE WEST"

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KLZ Broadcasting Co. OPERATED BY: KLZ Broadcasting Co. BUSINESS ADDRESS: Shirley Savoy Hotel. PHONE: Main 4271. STUDIO ADDRESS: Shirley Savoy Hotel. TRANSMITTER LOCATION: Englewood. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (daily); 7:00 A.M. to 12:00 midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Program Service.

Personnel

President.....E. K. Gaylord
 Station Manager.....F. W. Meyer
 Sales Manager.....Fred L. Allen
 Program Director.....Arthur Wuth
 Production Manager..Howard R. Chamberlain
 Promotion Director.....Charles Inglis
 Musical Director.....Les Weelans
 Chief Engineer.....T. A. McClelland

Coverage

	Daytime	Evening
Population—Primary	1,286,193	1,051,055
Radio Homes— "	255,000	214,990

Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

K M Y R *

DENVER—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: F. W. Meyer. OPERATED BY: F. W. Meyer. BUSINESS ADDRESS: Denver. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a C.P. at the time of going to press and no further information was available after the usual requests.

K P O F

DENVER—EST. 1928

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Pillar of Fire (A Corporation). OPERATED BY: Pillar of Fire (A Corporation). BUSINESS ADDRESS: 1845 Champa St. STUDIO ADDRESS: 1845 Champa St.

K V O D

"THE VOICE OF DENVER"

DENVER—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Colorado Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Tenth Floor, Midland Savings Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Pecos St., North of Denver. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Library, Davis & Schwegler.

Personnel

President and General Manager... W. D. Pyle
 Secretary-Treasurer.....T. C. Ekrem
 Station & Commercial Manager...T. C. Ekrem
 Chief Announcer.....J. E. Finch
 Publicity Director.....B. H. Stanton
 Musical Director.....J. E. Finch
 Chief Operator.....D. Garretson

Coverage

	Daytime	Evening
Population—Primary	761,025	524,260
Radio Homes— "	172,960	119,150
Population—Secondary ..	434,280	185,460
Radio Homes— "	98,700	42,150

Source: U. S. Census; Joint Committee.

Representative

Edward Pety & Co.

So The Advertiser May Know WHICH Station Is

FIRST in DENVER

in Everything!

**POWER • AUDIENCE • SHOWMANSHIP
PROGRAMS • ADVERTISING • SALES RESULTS**

in **AUDIENCE...**

Vast audiences throughout the nation follow with keen interest the great NBC Red Network programs which lead America in popularity polls. On KOA these same most popular programs in America also assure you of audience superiority.

To make doubly sure, 8,000,000 yearly screen impressions in Denver's 12 leading movie theaters constantly remind 160,000 weekly theater fans in Denver of KOA's splendid programs. In addition, from time to time KOA trailers likewise are run in 97 Fox Intermountain Theaters throughout Colorado and portions of Wyoming, Kansas, Nebraska, New Mexico, and Utah.

Thus, in addition to all other values, you find the West's greatest listening audience on this 50,000 watt station.

KOA

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

WORLD'S GREATEST BROADCASTING SYSTEM

BOSTON-SPRINGFIELD
WBZ & WBZA
CHICAGO—WENR & WMAQ
CLEVELAND—WTAM

DENVER—KOA
NEW YORK—WEAF & WJZ
PHILADELPHIA—KYW

PITTSBURGH—KDKA
SAN FRANCISCO—KGO & KPO
SCHENECTADY—WGY
WASHINGTON, D. C.—WMAL & WRC

K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 830 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 1625 California St. PHONE: Main 6211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Aurora, Colo. TIME ON THE AIR: 6:00 A.M. to 12:00 Midn'ght. NEWS SERVICE: Denver Post. TRANSCRIPTION SERVICES: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

Personnel

President Charles Wilson
 General Manager Lloyd E. Yoder
 Assistant Manager Robert H. Owen
 Program Director Clarence C. Moore
 Promotion & Publicity
 Director James MacPherson
 Sales Manager A. W. Crapsey
 Artists Bureau Head Duncan McColl
 Chief Engineer Robert H. Owen

Coverage

	Daytime	Evening
Population—Primary	1,099,400	1,113,400
Radio Homes— "	239,200	249,100
Population—Secondary ..	568,200	3,255,100
Radio Homes— " ..	44,100	201,500

Source: NBC Airea method of field strength measurements and mail response analysis.

Representative

National Broadcasting Co., Inc.

K I U P

DURANGO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: San Juan Broadcasting Co., Inc. OPERATED BY: San Juan Broadcasting Co., Inc. BUSINESS ADDRESS: 2800 Main Ave. PHONE: 117. STUDIO ADDRESS: 2800 Main Ave. TRANSMITTER LOCATION: 2800 Main Ave. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

Station Manager Raymond M. Beckner
 Chief Engineer G. L. Schmehl

Coverage

	Daytime	Evening
Population—Primary	50,000	50,000
Radio Homes— "	10,340	10,340
Population—Secondary ..	125,000	125,000
Radio Homes— " ..	30,000	30,000

Source: Field intensity survey and mail response analysis.

K F X J

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM
 COLORADO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: R. G. Howell and Chas. Howell doing business as Western Slope Broadcasting Co. OPERATED BY: Western Slope Broadcasting Co. BUSINESS ADDRESS: La Court Hotel. PHONE: Grand Junction 126. STUDIO ADDRESS: La Court Hotel and Hillcrest Manor. TRANSMITTER LOCATION: Hillcrest Manor. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sun^{day}, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press, Radio News Association, Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting System.

Personnel

General Manager Rex Howell
 Secretary-Treasurer Chas. Howell
 Chief Engineer Fred Mendenhall

Coverage

Radio Homes—Primary 15,000
 Source: Field strength measurements.

K F K A

GREELEY—EST. 1922

MUTUAL BROADCASTING SYSTEM
 COLORADO RADIO NETWORK

FREQUENCY: 880 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Mid-Western Radio Corp. OPERATED BY: Mid-Western Radio Corp. BUSINESS ADDRESS: 620 Eighth Ave. PHONE: 450-1. STUDIO ADDRESS: 620 Eighth Ave. TRANSMITTER LOCATION: Hoover Park. TIME ON THE AIR: 5:30 A.M. to 7:15 A.M., 9:00 A.M. to 2:30 P.M., 4:30 P.M. to 6:30 P.M. and 8:30 P.M. to 12:30 A.M., daily; 9:00 A.M. to 11:00 A.M., 12:30 P.M. to 3 P.M., 4:30 P.M. to 6:00 P.M. and 9:00 P.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Managing Director H. E. Green

Coverage

	Daytime
Population—Primary	983,170
Radio Homes— "	230,180

Source: U. S. Census; Joint Committee.

Representative

Bassler & Co.

K O K O

LA JUNTA—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: The Southwest Broadcasting Co. OPERATED BY: The Southwest Broadcasting Co. BUSINESS ADDRESS: Box 225. Phone: 42. STUDIO ADDRESS: La Junta. TRANSMITTER LOCATION: La Junta. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. NEWS SERVICES: Radio News Assn. TRANSCRIPTION SERVICE: Standard Radio.

More "REACH" For Your Money

A new antenna system is at work for WTIC advertisers in 1940. Giving our 50,000 Watts—and your money—greater "reach" than ever.

Our area of full-strength reception has been extended to 10,000 square miles, including a primary population of 2,570,000—a notable increase over our former 6,000 square mile primary area embracing 1,863,570 people.



BETTER RECEPTION

Not only has our new equipment extended our "reach" but it also has brought a marked improvement in reception quality and in fidelity of tone.

This new and wider coverage and improved facilities mark another step in the 16-year record of progress which has kept WTIC Southern New England's most popular station with listeners—and a clear-cut "must" with advertisers who want to make the most of this prosperous billion-dollar market.

REACHING UP AND OUT

Our new antenna system consists of two uniform cross-section Blaw-Knox towers 483 feet high, a buried ground system employing over 26 miles of 2-inch copper ribbon weighing nearly 8 tons—together with the latest type of transmission line, coupling and phasing equipment. This new system has extended WTIC's "reach" 72% in area, and includes 38% more families than formerly.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

Personnel

Station Manager.....Leonard E. Wilson
 Commercial Manager.....R. B. Miller
 Chief AnnouncerJack Lund
 Chief Engineer.....Jack Lund

K I D W

LAMAR—EST. 1932

FREQUENCY: 1420 Kc. POWER: 100 Watts.
 OWNED BY: The Lamar Broadcasting Co.
 OPERATED BY: Leonard E. Wilson. BUSINESS ADDRESS: 129 W. Elm St. PHONE: 16. STUDIO ADDRESS: 129 W. Elm St. TRANSMITTER LOCATION: Lamar. TIME ON THE AIR: 7:00 A.M. to 6:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

General Manager.....Harold Anderson

K G H F

PUEBLO—EST. 1928

NATIONAL BROADCASTING CO.
 (BLUE & RED)

FREQUENCY: 1320 Kc. POWER: 500 Watts.

OWNED BY: Curtis P. Ritchie. OPERATED BY: Same. BUSINESS ADDRESS: 113 Broadway. PHONE: 3877. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Maryland & Lake Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Local paper tieup (A.P.). TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

Owner.....Curtis P. Ritchie
 Station Manager.....J. H. McGill
 Commercial Manager.....Maxson I. Bevens
 Program Director.....Fred Amos
 Chief Engineer.....George Ikelman

K G E K

STERLING—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts.
 OWNED BY: Elmer G. Beehler. OPERATED BY: Elmer G. Beehler. BUSINESS ADDRESS: Fleming Road. PHONE: 679. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:30 A.M. to 1:30 P.M. daily, and Tuesdays and Fridays 7:15 P.M. to 8:45 P.M.; Sunday, 11:00 A.M. to 12:15 P.M. and 2:30 P.M. to 3:30 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

CONNECTICUT

Population 1,741,000

Number of Families 437,000

Number of Radio Homes 402,100

Retail Sales \$612,394,200

Auto Registrations 444,590

W I C C

BRIDGEPORT (New Haven)—EST. 1926

NBC (BLUE)—YANKEE—COLONIAL

FREQUENCY: 600 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Hotel Stratfield. PHONE: 6-1121. STUDIO ADDRESS: Hotel Stratfield, 1110 Chapel St., New Haven. TRANSMITTER LOCATION: Pleasure Beach. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. NEWS SERVICES: International News Service, Yankee Network News Service. TRANSCRIPTION SERVICES: Associated Library, Davis & Schwegler. AFFILIATED with Yankee Network Artists' Bureau.

Personnel

President.....John Shepard 3rd
 Vice-President in Charge of
 Station Operations.....R. L. Harlow

Supervisor, New Haven

StudiosJudson LaHaye
 Station Manager.....Joseph Lopez
 Sales Manager.....Fred Rowe
 Publicity Director and
 Program Director.....Florence Bailou
 Chief Engineer.....Garro Ray

Coverage

	Daytime	Evening
Population—Primary	803,320	517,757
Radio Homes—"	184,764	119,064

Source: Field intensity measurements.

Representative


Edward Petry & Co., Inc.

W T H T


HARTFORD—EST. 1936

MUTUAL—COLONIAL

FREQUENCY: 1200 Kc. POWER: 100 Watts (C.P. 250 Watts, d.). OWNED BY: The Hart-



DAY IN



DAY OUT

**YOUR BEST BUY
IN THIS MARKET**

Pick your radio station the way your listeners do, according to the programs! Better than any claims, current program ratings show a station's popularity and point to WDRG, basic CBS outlet, as the best buy in this market.

IF YOU WANT MORE THAN PROGRAMMING

ADD WDRG's signal and prestige. In WDRG's Good Listening Area, there's a total population of 1,548,109. These people know WDRG as Connecticut's Pioneer Broadcaster (established in 1922), know too that WDRG consistently has showed the way for radio in Connecticut.

WDRG is exclusively a radio organization, and WDRG will continue to pioneer the improvements which are technically sound and in the public interest.

Look to WDRG for the best in radio, day in, day out.



WDRG

HARTFORD
CONNECTICUT'S PIONEER BROADCASTER
1330 ON YOUR DIAL

CONNECTICUT

ford Times. OPERATED BY: Same. BUSINESS ADDRESS: 983 Main St. PHONE: 7-6481. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Hartford Times. NEWS SERVICES: Associated Press and Yankee Network News. TRANSCRIPTION SERVICES: Associated Music Publishers, Standard Radio.

Personnel

Station Manager Cedric W. Foster
 Commercial Manager..... C. Glover Delaney
 Program Director..... Laureat H. Martineau
 Chief Engineer Richard K. Blackburn

Coverage

Population—Primary	262,000
Radio Homes— "	60,600
Population—Secondary	198,000
Radio Homes— "	45,500

Source: Field intensity measurements.

Representative

J. P. McKinney & Son

W D R C

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDRC, Inc. OPERATED BY: WDRC, Inc. BUSINESS ADDRESS: 750 Main St. PHONE: 7-1188-9. STUDIO ADDRESS: 750 Main St. TRANSMITTER LOCATION: Blue Hills Ave., Bloomfield. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily); 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press.

Personnel

President and Station
 Manager Franklin M. Doolittle
 Commercial & Advertising
 Manager..... Wm. F. Malo
 Program Manager-Publicity
 Director Walter Haase
 Chief Engineer..... Italo Martino

Coverage

	Daytime
Population—Primary	1,548,109
Radio Homes— "	341,959

Source: Station survey.

Representative

Paul H. Raymer Co.

W T I C

HARTFORD—EST. 1925

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1040 Kc. POWER: 50,000 Watts. OWNED BY: Travelers Indemnity Co. OPERATED BY: Travelers Broadcasting Service Corp. BUSINESS ADDRESS: 26 Grove St.

PHONE: Hartford 2-3181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avon. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler, Lang-Worth, Miller Transcription Tape.

Personnel

Station Manager P. W. Morency
 Sales Promotion Manager..... J. F. Clancy
 Sales Manager..... Walter Johnson
 Chief Announcer Fred Wade
 Publicity Director G. Malcolm-Smith
 Musical Director Moshe Paranov
 Chief Engineer J. C. Randall

Coverage

	Daytime
Population—Primary	1,863,570
Radio Homes— "	431,200
Population—Secondary	1,788,430
Radio Homes— "	416,860

Source: U. S. Census; Joint Committee.

Representative

Weed & Company
 (See Page 336)

W N B C

"CENTRAL CONNECTICUT STATION"
NEW BRITAIN-HARTFORD—

EST. 1935

NBC—BLUE

FREQUENCY: 1380 Kc. POWER: 1000 Watts. OWNED BY: State Broadcasting Corp. OPERATED BY: State Broadcasting Corp. BUSINESS ADDRESS: 147 Main St. and 54 Pratt St., Hartford. PHONE: 240-1 and 7-9131. STUDIO ADDRESS: 147 Main St. and 54 Pratt St., Hartford. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

Personnel

President..... Patrick J. Goode
 Vice-President Harold Lafount
 Treasurer Rosalyn Richman
 General Manager..... Richard W. Davis
 Program Director..... Doris Peck
 Commercial Manager. Laurence C. Edwardson

Representative

Headley-Reed Company

W E L I

"NEW HAVEN'S OWN STATION"

NEW HAVEN—EST. 1935

FREQUENCY: 930 Kc. POWER: 500 Watts, d.; 250 Watts, n. OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE:

CONNECTICUT

8-1133. STUDIO ADDRESS: 221 Orange St.
 TRANSMITTER LOCATION: Hamden, Conn.
 TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS' BUREAU. TRANSCRIPTION SERV-
 ICE: World Broadcasting System.

Personnel

President.....Patrick J. Goode
 Manager.....James T. Milne
 Artists' Bureau Head.....Marion Reynolds
 Chief Announcer.....Charles Wright
 Publicity Director.....Vincent E. Palmeri
 Musical Director.....Marion Reynolds
 Chief Engineer.....J. Gordon Keyworth

Coverage

Population—Primary	1,200,000
Radio Homes— "	276,000
Population—Secondary	2,500,000
Radio Homes— "	315,000

Source: Field strength measurements.

Representative

Gene Furgason & Co.

W N L C

"THE FRIENDLY VOICE OF THE
 THAMES"

NEW LONDON—EST. 1936
 YANKEE-COLONIAL-MUTUAL

FREQUENCY—1500 Kc. POWER: 100 Watts.
 OWNED BY: Thames Broadcasting Corp.
 OPERATED BY: Thames Broadcasting Corp.
 BUSINESS ADDRESS: Mohican Hotel. PHONE:
 New London 4900. STUDIO ADDRESS: Mohi-
 can Hotel. TRANSMITTER LOCATION: Win-
 throp Point. TIME ON THE AIR: 7:30 A.M. to
 Midnight. NEWS SERVICE: Yankee Network
 News Service. MAINTAINS ARTISTS' BU-
 REAU.

Personnel

President.....R. L. Morey
 Station Manager.....G. J. Morey
 Commercial & Advertising
 Manager.....Ivon B. Newman
 Artists' Bureau Head.....Len Stevens
 Publicity Director.....Edwin J. Morey
 Musical Director.....Richard Benvenuti
 Chief Engineer.....Francis C. Garufy

Coverage

	Daytime	Evening
Population—Primary	192,090	192,090
Radio Homes— "	30,575	30,575
Population—Secondary	32,240	
Radio Homes— "	6,934	

Source: U. S. Census.

W A T R

"VOICE OF WATERBURY"
WATERBURY—EST. 1934
 MUTUAL—COLONIAL—YANKEE

FREQUENCY: 1290 Kc. POWER: 250 Watts.
 OWNED BY: WATR Co., Inc. OPERATED BY:
 WATR Co., Inc. BUSINESS ADDRESS: 71
 Grand St. PHONE: 3-5161. STUDIO AD-
 DRESS: 71 Grand St. TRANSMITTER LOCA-
 TION: Baldwin Ave. TIME ON THE AIR: 8:00
 A.M. to 12:00 Midnight. NEWS SERVICE:
 Yankee Network News Service. TRANSCRIP-
 TION SERVICE: Standard Radio. MAINTAINS
 ARTISTS' BUREAU.

Personnel

President-Station Manager.....Harold Thomas
 Commercial & Advertising.....Sam Elman
 Chief Announcer.....James Parker
 Publicity Director.....Chas. Cutler
 Musical Director.....Romeo Delfino
 Chief Engineer.....Norman Blake

Coverage

	Daytime	Evening
Population—Primary	178,813	178,813
Population—Secondary ..	268,298	268,298

Source: Field intensity measurements.

Representative

Gene Furgason & Co.

W B R Y

"THE PIONEER HIGH FIDELITY
 BROADCASTING STATION"
WATERBURY-NEW HAVEN
 EST. 1934

CBS

FREQUENCY: 1530 Kc. POWER: 1000 Watts.
 OWNED BY: American-Republican, Inc. OP-
 ERATED BY: Same. BUSINESS ADDRESS:
 136 Grand St., Waterbury—152 Temple St.,
 New Haven. PHONE: Waterbury 3-1125—
 New Haven 7-1243. TIME ON THE AIR: 8:30
 A.M. to 12:00 midnight. NEWSPAPER AF-
 FILIATION: Waterbury Republican and Water-
 bury American. NEWS SERVICE: Transradio
 Press. MAINTAINS ARTISTS' BUREAU.
 TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....W. J. Pape
 Station Manager.....E. J. Frey
 Program Director.....Jack Henry
 Manager—New Haven Office.....D. E. Halpern
 Chief Engineer.....S. E. Warner

Coverage

Population—Primary	478,000
Radio Homes— "	116,000
Population—Secondary	240,000
Radio Homes— "	59,000

Source: Field intensity survey.

Representative

Joseph Hershey McGillvra

DELAWARE

Population 261,000

Number of Families 67,000

Number of Radio Homes 57,600

Retail Sales \$84,564,700

Auto Registrations 66,500

WDEL

WILMINGTON—EST. 1922

NBC—MASON-DIXON GROUP

FREQUENCY: 1120 Kc. POWER: 1000 watts, d.; 250 watts, n. OWNED BY: WDEL, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 10th and King Sts. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Governor Printz Boulevard. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station & Commercial

Manager.....J. Gorman Walsh
Program Manager.....Edw. Browning
Publicity Director.....Lonny Starr

Coverage

	Daytime	Evening
Population—Primary	3,817,944	879,242
Radio Homes—	832,866	193,264

Source: U. S. Census; Joint Committee; Field intensity measurements; mail response analysis.

Representative

Paul H. Raymer Co.

WILM

WILMINGTON—EST. 1922

MBS—INTERCITY NETWORK

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Delaware Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 920 King St. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Governor Printz Blvd. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

Station & Commercial

Manager.....J. Gorman Walsh
Program Manager.....Sidney Horwitz
Publicity Director.....Harvey Smith

Coverage

	Daytime	Evening
Population—Primary	541,467	319,810
Radio Homes—	108,004	66,316

Source: U. S. Census; Joint Committee; Field intensity measurements; mail response analysis.

Representative

Paul H. Raymer Co.

4,359,772 EARS

in Delaware, Maryland, New Jersey, Pennsylvania

CAN TUNE

WDEL

1120 Kc—1000 Watts

NBC BASIC RED NETWORK

Careful Network and Local Programming With a Clear Signal Means a Big Percentage of Ears in This Rich Territory Are Actually Tuned to WDEL Regularly Every Day.

DISTRICT OF COLUMBIA

Population 627,000

Number of Families 168,000

Number of Radio Homes 152,900

Retail Sales \$363,894,300

Auto Registrations 170,000

W J S V

"COLUMBIA'S STATION FOR THE NATION'S CAPITAL"

WASHINGTON, D. C.—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 50000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 817 Earle Bldg. PHONE: Metropolitan 3200. STUDIO ADDRESS: 817 Earle Bldg. TRANSMITTER LOCATION: Wheaton, Md. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....A. D. Willard, Jr.
Commercial Manager....William D. Murdock
Sales Promotion Director.....John Heiney

Program Director.....Lloyd W. Dennis, Jr.
Public Events Director.....Ann Gillis
Publicity Director.....William J. Slocum, Jr.
Auditor.....Harry R. Crow
Chief Engineer.....Clyde Hunt

Coverage*

	Daytime	Evening
Population—Primary	958,500	801,200
Radio Homes— "	187,760	163,870
Population—Secondary	939,100	1,583,400
Radio Homes— " ..	154,020	267,230

* Based on 10,000 watts; no data available for 50,000 watts; secondary figures are based on "regular listening" rather than "occasional listening."

Source: CBS Research Department.

Representative

Radio Sales

W M A L

WASHINGTON, D. C.—EST. 1925

NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 630 Kc. POWER: 500 Watts, d.; 250 Watts, n. (C.P. 5000 Watts). OWNED BY: National Broadcasting Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: Radio Center, 724—14th St., N. W. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R.F.D. No. 1, Hyattsville, Md. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M. Sundays. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

Personnel

Vice-President.....Frank M. Russell
General Manager.....K. H. Berkeley
Assistant Manager.....Carleton D. Smith
Assistant Manager.....Fred Shawn
Sales & Advertising Manager..John H. Dodge
Publicity Director.....Phebe M. Gale
Chief Engineer.....A. E. Johnson

Coverage

	Daytime	Evening
Population—Primary	905,000	824,400
Radio Homes— "	201,200	190,400
Population—Secondary ..	704,900	153,100
Radio Homes— " ..	126,700	23,600

Source: NBC Statistical Department.

Representative

National Broadcasting Co., Inc.

Selected as one of America's "10 Most Distinguished Young Men of the Year"

FULTON LEWIS JR.



"It is due entirely to his efforts that radio newscasters now have the same privileges as press representatives in covering Congressional activities and White House conferences."

Durward Howes, Editor,
"America's Young Men"

Fulton Lewis, Jr., became a news commentator for WOL in 1937. He is now heard on over 80 stations of the Mutual Broadcasting System! Fulton Lewis, Jr., is but one of the many features promoted by WOL and broadcast daily.

W O L

1000 WATTS—WASHINGTON, D. C.

Affiliated with Mutual Broadcasting System

Nat'l Reprs.: International Radio Sales

W O L

"MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA"

WASHINGTON, D. C.—EST. 1928

MUTUAL BROADCASTING SYSTEM—
INTERCITY BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 1000 Watts.
OWNED BY: American Broadcasting Co. OPERATED BY: American Broadcasting Co. BUSINESS ADDRESS: 1627 K St. N.W. PHONE: Metro 0012-3-4. STUDIO ADDRESS: 1627 K St. N.W. TRANSMITTER LOCATION: Chillum, Md. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M.; Sunday, 7:00 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth and NAB Library, Davis & Schwegler.

Personnel

Vice-President-General
Manager.....W. B. Dolph
Sales Manager.....James Fishback
Program Director.....Madeline Ensign
Publicity Director.....Walter Knobloch
Musical Director.....Frank Blair
Chief Engineer.....H. H. Lyon

Coverage

Population—Primary	773,000
Radio Homes— "	146,400
Population—Secondary	129,000
Radio Homes— "	40,400

Source: Field intensity survey.

Representative

William G. Rambeau Co.

W R C

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 950 Kc. POWER: 5000 Watts.
OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Radio Center, 724—14th St., N. W. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R.F.D. No. 1, Hyattsville, Md. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth.

Personnel

Vice-President.....Frank M. Russell
General Manager.....K. H. Berkeley
Assistant Manager.....Carleton D. Smith
Assistant Manager.....Fred Shawn
Sales & Advertising Manager..John H. Dodge
Publicity Director.....Phebe M. Gale
Chief Engineer.....A. E. Johnson

Coverage

	Daytime	Evening
Population—Primary	1,102,000	802,100
Radio Homes— "	237,500	187,200
Population—Secondary	873,900	465,800
Radio Homes— " ..	167,100	74,000

Source: NBC Statistical Department.

Representative

National Broadcasting Co., Inc.

FLORIDA

Population 1,670,000

Number of Families 443,000

Number of Radio Homes 297,900

Retail Sales \$468,387,700

Auto Registrations 449,000

W M F J

DAYTONA BEACH—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts (C.P. 250 Watts). OWNED BY: W. Wright Esch. OPERATED BY: W. Wright Esch. BUSINESS ADDRESS: 126½ Magnolia Ave. PHONE: 91. STUDIO ADDRESS: 126½ Magnolia Ave. TRANSMITTER LOCATION: 126½ Magnolia Ave. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 9:00 P.M. (Sunday). NEWS SERVICE: Radio News Assoc. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music.

Personnel

Manager.....W. Wright Esch
Commercial Manager.....Ed Sims
Program Director.....A. B. Esch
Chief Engineer.....W. K. Ellenwood

W F T L

"THE VOICE OF THE TROPICAL WONDERLAND"

FORT LAUDERDALE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tom M. Bryan. OPERATED BY: Fort Lauderdale Broadcasting

Co. BUSINESS ADDRESS: 2700 South Andrews Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Associated Library.

Personnel

Owner & Operator.....Tom M. Bryan
 Program Director-Chief
 Announcer.....Jim H. Knox
 Commercial Salesman.....Joseph Smedley
 Chief Engineer.....Francis Carroll

Coverage

This station was established on December 3, 1939 and no coverage figures were available at time of going to press. Estimated coverage gives radius of 30 miles for primary area.

WFTM *

FORT MEYERS—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts. OPERATED BY: Fort Meyers Broadcasting Co. OWNED BY: Fort Meyers Broadcasting Co. BUSINESS ADDRESS: Fort Meyers. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a C.P. at time of going to press and no further information was available after usual requests.

WRUF

“THE VOICE OF FLORIDA”
GAINESVILLE—EST. 1928

FREQUENCY: 830 Kc. POWER: 5000 Watts. OPERATED BY: University of Florida. BUSINESS ADDRESS: University Campus. PHONE: 1000 Ext. 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to sunset at Denver, Colo.; Sunday, 8:00 A.M. to sunset at Denver, Colo. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

Station Executive.....Garland Powell
 Asst. Director.....Russell McCaughan
 Chief Announcer.....Dan Riss
 Engineer.....F. Banks Duncan

Coverage

Population—Primary	Daytime 40,690
Radio Homes— “	22,780
Population—Secondary	150,400
Radio Homes— “	56,000

Source: Field intensity survey.

Representative

Burn-Smith Company

WJAX

(SUMMER) “WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF OCEAN BREEZES”

(WINTER) “WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF SUNSHINE”

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 900 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: City of Jacksonville. OPERATED BY: Same. BUSINESS ADDRESS: No. 1 Broadcast Place. PHONE: 5-5821-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hyde Park Country Club. TIME ON THE AIR: (daily) 6:00 A.M. to 1:00 A.M. (Sunday) 9:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commissioner in Charge.....Thos. C. Imeson
 Station Manager and Chief
 Engineer.....John T. Hopkins, III
 Merchandising

Representative

John Blair & Co.
 Harry Cummings, Atlanta

WJHP *

JACKSONVILLE—EST. 1938

FREQUENCY: 1290 Kc. POWER: 250 Watts. OWNED BY: The Metropolis Co. OPERATED BY: Same. BUSINESS ADDRESS: Jacksonville. TIME ON THE AIR: Full Time License.

WJAX
 JACKSONVILLE, FLORIDA

•

**THE
 MUNICIPAL
 BROADCASTING
 STATION**

900 Kc. 5000 Watts Day
 1000 Watts Night

•

AFFILIATED NBC
 Phone Jacksonville 5-5821

Representatives

John Blair & Co., New York, Chicago,
 Detroit and West Coast
 H. E. Cummings, Southeast

* Station was licensed to operate under a construction permit and because case was in the U. S. Court of Appeals no further information was available at time of going to press.

Population—Secondary . 265,000 265,000
 Radio Homes— " 28,956 28,956
 Source: Joint Committee; U. S. Census.

Representative
 John Blair & Co.

W M B R

JACKSONVILLE—EST. 1933
 COLUMBIA BROADCASTING SYSTEM
 FLORIDA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts.
 OWNED BY: Fla. Broadcasting Co. OPERATED BY: Fla. Broadcasting Co. BUSINESS ADDRESS: 118 West Adams St. PHONE: 5-4387-8. STUDIO ADDRESS: 118 West Adams St. TRANSMITTER LOCATION: Foot of Vine and Massachusetts Sts. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press.

Personnel

President Frank King
 Secretary-Treasurer Glenn Marshall
 Chief Announcer Chas. Stone
 Musical Director Clyde Gardner
 Chief Engineer H. B. Greene

Coverage

	Daytime	Evening
Population—Primary	196,835	196,835
Radio Homes— "	35,500	35,500
Population—Secondary	337,172	337,172
Radio Homes— "	38,800	38,800

Source: Department of Commerce.

Representative
 Paul H. Raymer Co.

W L A K

LAKELAND—EST. 1936
 NATIONAL BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: Lake Region Broadcasting Co. OPERATED BY: Lake Region Broadcasting Co. BUSINESS ADDRESS: 1300 East Lime St. PHONE: 2128. STUDIO ADDRESS: 1300 E. Lime St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

General Manager Bert Arnold
 Commercial Manager D. M. Brown
 Program Director Gordon Fletcher
 Musical Director Elvan B. Wilson
 Chief Engineer Powell Hunter

Coverage

	Daytime	Evening
Population—Primary	91,000	91,000
Radio Homes— "	14,234	14,234

W Q A M

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM
 FLORIDA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 1000 watts.
 OWNED BY: Miami Broadcasting Co. OPERATED BY: Miami Broadcasting Co. BUSINESS ADDRESS: Postal Bldg. PHONE: 26121. STUDIO ADDRESS: Postal Bldg. TRANSMITTER LOCATION: Biscayne Bay at 14th St. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General
 Manager Fred W. Borton
 Advertising Manager Norman MacKay
 Program Manager Hazel McGuire
 Sales Manager Fred Mizer
 Chief Engineer Eugene Rider

Coverage

Population—Primary	275,000
Radio Homes— "	61,000
Population—Secondary	57,500
Radio Homes— "	10,200

Source: Field intensity survey.

Representative
 John Blair & Co.

W K A T

MIAMI BEACH—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 Watts.
 OWNED BY: A. Frank Katzentine. OPERATED BY: Same. BUSINESS ADDRESS: 1759 N. Bay Rd. PHONE: 5-7471. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Library.

Personnel

Owner A. Frank Katzentine
 General Manager John C. McCloy
 Program Director Betty Lee Taylor
 Chief Engineer Walter Kinney

Coverage

Station has not determined present coverage owing to power increase and technical improvements.

W I O D

"BEST ON THE DIAL"

MIAMI—EST. 1926

NBC—(Red and Blue)

FREQUENCY: 610 Kc. POWER: 1000 Watts.
 OWNED BY: Isle of Dreams Broadcasting Co.
 OPERATED BY: Isle of Dreams Broadcasting Co.
 BUSINESS ADDRESS: 600 Biscayne Blvd., News Tower. PHONE: 3-6444. STUDIO ADDRESS: 600 Biscayne Blvd., News Tower.
 TRANSMITTER LOCATION: N. W. 18th Ave. and 32nd St. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M., daily; 8:00 A.M. to 12:00 Midnight, Sunday. NEWSPAPER AFFILIATION: Miami Daily News. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Library.

Personnel

President.....D. J. Mahoney
 Vice-Pres. and Genl. Mgr.....Hal I. Leyshon
 Secretary-Treasurer.....Ross A. Reeder
 Station Manager.....Martin S. Wales
 Commercial Manager.....S. A. Vetter
 Promotion Manager.....J. M. LeGate
 Musical Director.....Isabel Shaffer
 Chief Engineer.....Milton C. Scott Jr.

Coverage

	Daytime	Evening
Population—Primary	299,504	299,504
Radio Homes— "	62,170	62,170
Population—Secondary .	47,714	47,714
Radio Homes— "	8,670	8,670

Source: Joint Committee; State Census.

Representatives

George P. Hollingbery Co.
 Harry S. Cummings, Jacksonville and Atlanta

W T M C

OCALA—EST. 1939

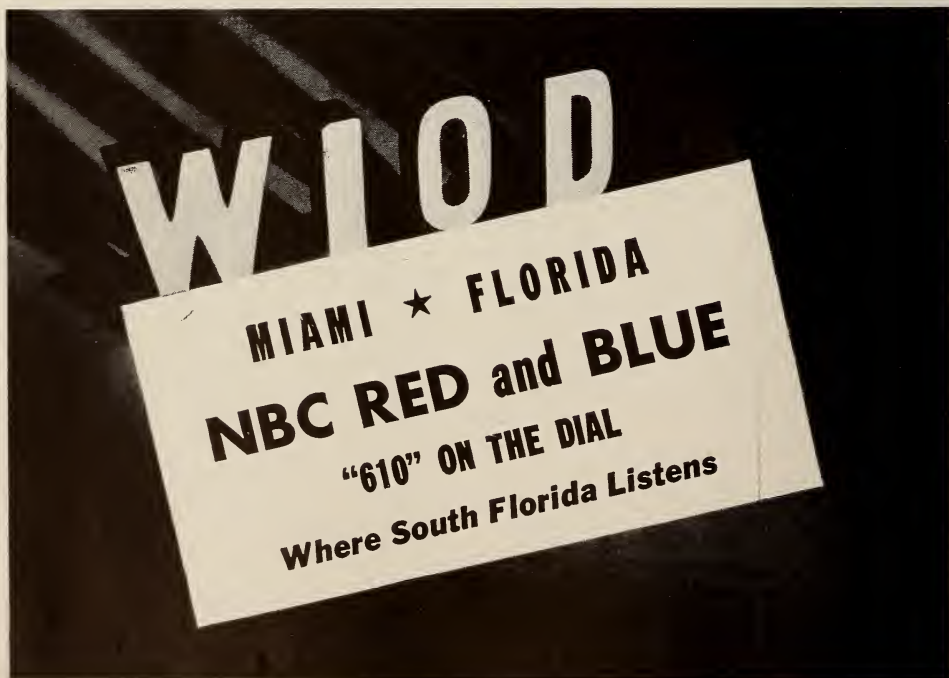
FREQUENCY: 1500 Kc. POWER: 100 Watts.
 OWNED BY: Ocala Broadcasting Co. OPERATED BY: Ocala Broadcasting Co. BUSINESS ADDRESS: Ocala. STUDIO ADDRESS: Ocala. TRANSMITTER LOCATION: Ocala. TIME ON THE AIR: Unlimited License; actual, 7:00 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President.....John T. Alsop, Jr.
 General Manager.....R. H. Powell
 Commercial Manager.....Hal Davis
 Chief Engineer.....G. E. Mead

Representatives

John H. Perry Associates
 R. J. Bidwell Company



W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 watts, n. OWNED BY: Orlando Broadcasting Co., Inc. OPERATED BY: Orlando Broadcasting Co., Inc. BUSINESS ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave. PHONE: 6181-5957. STUDIO ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave.; Deland Extension Studio: Chamber of Commerce Bldg., Deland. TRANSMITTER LOCATION: Dubsread Country Club, Near Fairvilla, Fla. TIME ON THE AIR: (daily) 7:00 a.m. to 12:05 a.m.; (Sunday) 7:30 a.m. to 12:05 a.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Library.

Personnel

President.....Col. Geo. C. Johnston
 Vice-President-General and Commercial
 ManagerHarold P. Danforth
 Local Advertising Manager.....J. M. Pedrick
 Educational Director-Chief Announcer,
 W. Gage McBride
 Publicity Director.....Orval Anderson
 Program Director.....Emily B. Humphries
 Musical Director.....Robert Willard
 Chief Engineer.....J. E. Yarbrough

Coverage

	Daytime	Evening
Population—Primary	510,960	275,541
Radio Homes— "	75,400	39,100
Population—Secondary	274,206	509,625
Radio Homes— "	45,500	81,800

Source: Field intensity survey.

Representative

Paul H. Raymer Company

W D L P *

PANAMA CITY—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Panama City Broadcasting Co. OPERATED BY: Panama City Broadcasting Co. BUSINESS ADDRESS: Panama City. STUDIO ADDRESS: Panama City. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a C.P. at time of going to press and further information was unavailable after usual requests.

W C O A

"THE ONLY STATION COMPLETELY COVERING WEST FLORIDA AND SOUTH ALABAMA"

PENSACOLA—EST. 1926

NATIONAL BROADCASTING COMPANY

W D B O is

**FLORIDA'S
 2nd
 STATION**

5000 WATTS DAY
 1000 WATTS NIGHT
 580 KILOCYCLES

CBS AFFILIATE—OWNED AND OPERATED BY
ORLANDO BROADCASTING COMPANY
 ORLANDO, FLORIDA

Spot Shot!

NOW AVAILABLE ON

WSUN

ST. PETERSBURG - TAMPA

620 KC
DAY
5000 W
NIGHT
1000 W

Honored by

VARIETY

with showmanship plaque

for 1939

FOR FURTHER DETAILS

In New York

call Plaza 8-2600

In Chicago

call Central 4547

In San Francisco

call Douglas 2536

In St. Petersburg

call 4747 or 4748



INTERNATIONAL RADIO SALES
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Business Office
ST. PETERSBURG, FLORIDA
HAROLD H. MEYER, Gen. Mgr.



FREQUENCY: 1340 Kc. **POWER:** 1000 Watts. **OWNED BY:** Pensacola Broadcasting Co. **OPERATED BY:** Pensacola Broadcasting Co. **BUSINESS ADDRESS:** P. O. Box 1669. **PHONE:** Pen 4111. **STUDIO ADDRESS:** San Carlos Hotel. **TRANSMITTER LOCATION:** Pensacola Bay Bridge. **TIME ON THE AIR:** 6:30 A.M. to 11:00 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. **NEWSPAPER AFFILIATION:** News-Journal Co. **NEWS SERVICE:** Associated Press. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President.....John H. Perry
 General Manager.....Henry G. Wells, Jr.
 Station Manager.....Irving F. Welch
 Program Director.....C. E. Vann
 Musical Director.....Ray Rogers
 Chief Engineer.....Beecher Hayford

Coverage

Population—Primary 162,500
 Radio Homes— " 21,020
 Population—Secondary 258,700
 Radio Homes— " 35,380

SOURCE: Joint Committee; station survey.

Representative

John H. Perry Associates

WFOY

"THE BIRTHPLACE OF A NATION"
ST. AUGUSTINE—EST. 1936

FREQUENCY: 1210 Kc. **POWER:** 250 watts. **OWNED BY:** Fountain of Youth Properties, Inc. **OPERATED BY:** Fountain of Youth Properties, Inc. **BUSINESS ADDRESS:** Fountain of Youth Park, St. Magnolia St. **PHONE:** 1400. **STUDIO ADDRESS:** Fountain of Youth Park, St. Magnolia St. **TRANSMITTER LOCATION:** Fountain of Youth Gardens. **TIME ON THE AIR:** 7:30 A.M. to 10:30 P.M. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President.....Walter B. Fraser
 Station Manager.....R. M. Tigert
 Commercial Manager.....John H. Cummins
 Program Director.....Ruth Tanksley
 Chief Engineer.....Ernest Raistrick

Coverage

	Daytime	Evening
Population—Primary	17,000	14,000
Radio Homes— "	5,000	4,000

SOURCE: Field intensity survey.

WSUN

ST. PETERSBURG—EST. 1927
NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. **POWER:** 5000 watts-d., 1000 watts-n. **OWNED BY:** Chamber of Commerce. **OPERATED BY:** Chamber of Commerce. **BUSINESS ADDRESS:** Recreation

Pier. PHONE: 4747-8. **STUDIO ADDRESS:** Recreation Pier. **TRANSMITTER LOCATION:** Bayview. **TIME ON THE AIR:** 7:00 a.m. to 12:00 midnight in connection with WFLA. **NEWS SERVICE:** International News Service. **MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE:** Associated Music Publishers.

Personnel

Chairman of Board.....Glenn V. Leland
 Director and Manager.....Harold H. Meyer
 Chief Engineer and Assistant Manager,

Louis J. Link

Artists Bureau Head.....B. Cunningham
 Program Director.....Bob Wilbur
 Chief Announcer.....Lynn Gearhart
 Production Chief.....Maurice F. Hayes
 Musical Director.....Joe Sherman

Coverage

Population—Primary 578,919
 Radio Homes— " 89,000
 Population—Secondary 607,980
 Radio Homes— " 65,900

Source: State Census; Joint Committee.

Representative

International Radio Sales

WTSP

ST. PETERSBURG—EST. 1939

FREQUENCY: 1370 Kc. **POWER:** 250 watts. **OWNED BY:** Pinellas Broadcasting Co. **OPERATED BY:** Pinellas Broadcasting Co. **BUSINESS ADDRESS:** 4th St., North at 35th Ave. **STUDIO ADDRESS:** 4th St., North at 35th Ave. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** 6:30 A.M. to 12:00 Midnight. **TRANSCRIPTION SERVICE:** World Broadcasting System. **MAINTAINS ARTISTS' BUREAU.**

Personnel

General Manager.....Fred Bugg
 Commercial Manager.....Heidt Swearingen
 Program Director.....Ralph Feather
 Musical Director.....Keeta Martin

Coverage

No survey had been made at time of going to press.

WSPB

SARASOTA—EST. 1939

FREQUENCY: 1310 Kc. **POWER:** 250 watts, d.; 100 watts, n. **OWNED BY:** WSPB, Inc. **OPERATED BY:** WSPB, Inc. **BUSINESS ADDRESS:** City Island, Sarasota. **STUDIO ADDRESSES:** City Island, Sarasota and Peninsula Telephone Bldg., Bradenton, Fla. **TRANSMITTER LOCATION:** City Island. **TIME ON THE AIR:** 7:00 A.M. to 11:00 P.M. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President.....S. H. Campbell, Jr.

Crossley Inc. finds

94% of All Sets in Use Tuned
to One Station . . . Tuned to
WJNO

As a Result

WJNO Showed a **207%**
Increase in Business in 1939 Over 1938.

The Conclusion Is Obvious

Only Through **WJNO** Can You Reach the
Wealthy Palm Beach Market And Its Environs.

No Other Station Gets In!

•

WJNO, WEST PALM BEACH, FLORIDA

COLUMBIA BROADCASTING SYSTEM • REP., WEED & CO., NEW YORK, N. Y.

Vice-President-General Manager,
 Frank S. Lane
 Treasurer.....S. H. Hutchinson

W T A L

TALLAHASSEE—EST. 1935

FLORIDA NETWORK

FREQUENCY: 1310 Kc. POWER: 250
 Watts-d., 100 Watts-n. OWNED BY: Fla. Cap-
 ital Broadcasters, Inc. OPERATED BY: Fla.
 Capital Broadcasters, Inc. BUSINESS AD-
 DRESS: Box No. 1237. PHONE: 1310-R.
 STUDIO ADDRESS: Thomasville Rd. TRANS-
 MITTER LOCATION: Thomasville Rd. TIME
 ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-
 PAPER AFFILIATION: Florida State News.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS' BUREAU. TRANSCRIPTION SER-
 VICES: Davis & Schwegler, Lang-Worth.

Personnel

PresidentGilbert Freeman
 Station Manager.....William C. Wyatt

Coverage

	Daytime	Evening
Population—Primary	100,000	25,000
Radio Homes— ".....	28,000	10,000
Population—Secondary .	350,000	
Radio Homes— ".....	100,000	

Source: Mail response analysis.

W D A E

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1220 Kc. POWER: 5000 Watts,
 OWNED BY: Tampa Times Company. OPER-
 ATED BY: Tampa Times Company. BUSINESS
 ADDRESS: Tampa Terrace Hotel. PHONE:
 M-1818. STUDIO ADDRESS: Tampa Terrace
 Hotel. TRANSMITTER LOCATION: Forest Hills
 Country Club, Area. TIME ON THE AIR: 7:00
 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to
 12:00 Midnight. NEWSPAPER AFFILIATION:
 Tampa Daily Times. NEWS SERVICE: Trans-
 radio Press. TRANSCRIPTION SERVICE: Stan-
 dard Radio, Davis & Schwegler.

Personnel

PresidentDavid E. Smiley
 Vice-President.....Ralph Nicholson
 Station ManagerL. S. Mitchell

Coverage

	Daytime	Evening
Population—Primary	343,600	416,500
Radio Homes— ".....	59,460	146,500
Population—Secondary .	210,100	70,910
Radio Homes— ".....	29,650	18,950

Source: CBS survey.

Representative

The Katz Agency

W F L A

"SERVES FLORIDA'S CENTER
 OF POPULATION"

TAMPA—EST. 1925

ORANGE NETWORK

FREQUENCY: 620 Kc. POWER: 5000 Watts.
 d.; 1000 Watts, n. OWNED BY: Fla. West
 Coast Broadcasting Co., Inc. OPERATED BY:
 Fla. West Coast Broadcasting Co., Inc. BUSI-
 NESS ADDRESS: Tarr Bldg., Tampa. PHONE:
 M H 1828 and H 1829, Tampa—Clearwater
 2754. STUDIO ADDRESS: Tarr Bldg., Tampa.
 TRANSMITTER LOCATION: Bayview. TIME
 ON THE AIR: 7:00 A.M. to midnight. NEWS-
 PAPER AFFILIATION: Tampa Tribune. NEWS
 SERVICE: United Press. MAINTAINS ART-
 ISTS' BUREAU. TRANSCRIPTION SERVICE:
 NBC Thesaurus.

Personnel

President.....S. E. Thomasson
 Vice-President-General Manager,

W. Walter Tison

Artists' Bureau Head.....Frank Grasso
 Program Director.....Paul Bell
 Sales Manager.....Melvin A. Myer (Local)
 Publicity Director.....Ronnie Rogers
 Musical Director.....Frank Grasso
 Chief Engineer.....Joe Mitchell

Coverage

Population—Primary	561,000
Radio Homes— ".....	111,000
Population—Secondary	515,000
Radio Homes— ".....	83,500

Source: Station survey.

Representative

John Blair & Co.

W J N O

"THE VOICE OF THE PALM BEACHES"

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: WJNO, Inc. OPERATED BY:
 WJNO, Inc. BUSINESS ADDRESS: P. O. Box
 189. PHONE: 5157-8. STUDIO ADDRESS: 1415
 Okeechobee Road. TRANSMITTER LOCATION:
 1415 Okeechobee Road. TIME ON THE AIR:
 7:00 A.M. to midnight. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: World
 Broadcasting System. MAINTAINS ARTISTS'
 BUREAU.

Personnel

President.....Jay O'Brien
 Secretary-Treasurer.....Louise De Lea
 General Manager.....Reginald B. Martin
 Chief Announcer.....Ben Decker
 Program Director.....Ronald Jenkins
 Chief Engineer.....John Moore

Coverage

Population—Primary	58,000
Radio Homes— ".....	12,350

Source: Station survey.

Representative

Weed & Company

**NEW OWNERSHIP
EQUIPMENT**

WISB

GREATER COVERAGE

**FOR 18 YEARS
THE VOICE OF THE SOUTH**

*In
Southern
Ohio*

**IT'S
WHIO
DAYTON**

*In
Florida*

**IT'S
WIOD
MIAMI**

The Atlanta Journal

50,000 WATTS — NBC — CLEAR CHANNEL

EDWARD PETRY & CO., INC.—National Representatives

GEORGIA

Population 3,085,000

Number of Families 716,000

Number of Radio Homes 370,800

Retail Sales \$533,162,300

Auto Registrations 470,800

WGPC

"VOICE OF S. W. GEORGIA"

ALBANY—EST. 1934

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 100 Watts.
OWNED BY: Albany Broadcasting Co. OPERATED BY: J. W. Woodruff, Sr. BUSINESS ADDRESS: 127½ N. Jackson St. PHONE: 1371-1370. STUDIO ADDRESS: 127½ N. Jackson St. TRANSMITTER LOCATION: 127½ N. Jackson St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....J. W. Woodruff, Sr.
General Manager.....J. W. Woodruff, Jr.
Resident Manager.....Stewart Watson
Chief Announcer.....Hubert Batey
Program Manager.....Louis B. Poole
Chief Engineer.....Byron Lindsey, Jr.

Coverage

Population—Primary 460,500
Radio Homes— " 24,970
Population—Secondary 480,349
Radio Homes— " 26,690

Source: U. S. Census; station estimate.

Representative

Sears & Ayer

WGAU

"YOUR CHOICE ON THE DIAL"

ATHENS—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 watts.
OWNED BY: J. K. Patrick & Co. OPERATED BY: J. K. Patrick & Co. BUSINESS ADDRESS: Bobbins Mill Road. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Athens Banner-Herald. NEWS SERVICE: International News Service. Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager-Chief Engineer.....M. C. Gorman
Program and Musical Director, Harry L. Grimes

Coverage

	Daytime	Evening
Population—Primary	292,433	292,433
Population—Secondary	500,000	500,000

Source: Mail response analysis.

WSB

"THE VOICE OF THE SOUTH"

ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 740 Kc. POWER: 50,000 Watts. OWNED BY: Atlanta Journal Co. OPERATED BY: Atlanta Journal Co. BUSINESS ADDRESS: Atlanta Biltmore Hotel. STUDIO ADDRESS: Atlanta Biltmore Hotel. TRANSMITTER LOCATION: Near Tucker, Ga. TIME ON THE AIR: Daily, 5:45 A.M. to 12:00 midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Atlanta Journal. TRANSCRIPTION SERVICE: NBC Thesaurus, Langworth.

Personnel

Manager.....J. Leonard Reinsch
Director of Public Service.....Lamdin Kay
Sales Manager.....John M. Outler, Jr.
Program Director.....Roy McMillen
Musical Director.....Marcus Bartlett
Continuity Editor.....Lessie Smithgall
Traffic Manager.....Herbert Harris
Transcription Editor.....Dana Waters
News Editor.....Walter Paschall
Director of School of Air.....Louis T. Rigdon
Chief Engineer.....C. F. Daugherty

Coverage

Population—Primary 3,780,000
Radio Homes— " 481,000
Population—Secondary 4,390,000
Radio Homes— " 631,000

Source: Field intensity survey and mail response analysis.

Representative

Edward Petry & Company

WAGA

ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1450 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Liberty Broadcasting Co. OPERATED BY: The Atlanta Journal. BUSINESS ADDRESS: Western Union Bldg. PHONE: Main 5101-3. STUDIO ADDRESS: Western Union Bldg. TRANSMITTER LOCATION: East Atlanta. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Atlanta Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Executive Director.....Lamdin Kay

Station Manager Jess M. Swicegood
 Chief Announcer Earle J. Pudney
 Chief Engineer Clif H. Hanson

Coverage

Population—Primary 436,196
 Radio Homes— " 87,160
 Population—Secondary 208,869
 Radio Homes— " 17,070
 Source: Station survey.

W A T L

"THE NEWS STATION OF ATLANTA"
ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
 GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: Atlanta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Henry Grady Bldg. PHONE: Walnut 4377-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 26 Cain St., N. W. TIME ON THE AIR: 6:00 A.M. to 1:05 A.M. (all night Sat.). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music, Davis & Schwegler, Lang-Worth.

Personnel

President.....J. W. Woodruff
 General Manager Maurice C. Coleman
 Chief Announcer.....Julian Flint
 Musical Director Ken Keese
 Chief Engineer Jim Comer Jr.

Coverage

Population—Primary 496,000
 Radio Homes— " 89,000
 Population—Secondary 372,500
 Radio Homes— " 37,800

Source: Mail response analysis.

Representative

Sears & Ayer

W G S T

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Georgia School of Technology. OPERATED BY: Southern Broadcasting Stations, Inc. BUSINESS ADDRESS: Ansley Hotel. PHONE: Walnut 8441. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cheshire Bridge Road. TIME ON THE AIR: Sundays, 7:00 A.M. to 12:00 midnight; Daily, 6:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager W. H. Summerville
 Treasurer.....P. J. Wilhite
 Program Director.....John Falter
 Promotion Director.....Frank Gaither
 Production Director.....Don Naylor
 Musical Director.....Lola Wallace

Coverage

Population—Primary 640,000
 Radio Homes— " 102,000
 Population—Secondary 215,000
 Radio Homes— " 21,800

Representative

The Katz Agency

W R D W

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Augusta Broadcasting Co. OPERATED BY: Augusta Broadcasting Co. BUSINESS ADDRESS: 10th & Broad Sts. PHONE: 2976-7-8. STUDIO ADDRESS: 10th & Broad Sts. TRANSMITTER LOCATION: Buena Vista Ave., North Augusta, S. C. TIME ON THE AIR: 6:55 A.M. to midnight; Sunday, 7:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....W. R. Ringson
 Sec. & Treas.....F. J. Miller
 Program Director.....James Davenport
 Sales Manager.....Thurston Bennett
 Musical Director.....James M. Harman
 Chief Engineer.....Harvey Aderhold

Coverage

	Daytime	Evening
Population—Primary	285,701	141,264
Radio Homes— "	30,100	19,530
Population—Secondary .	428,791	144,437
Radio Homes— "	37,700	10,570

Source: Mail response analysis.

Representative

Burn-Smith Co.

W M O G *

BRUNSWICK—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Coastal Broadcasting Co. OPERATED BY: Coastal Broadcasting Co. BUSINESS ADDRESS: Brunswick. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brunswick. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a construction permit and no further information was available after the usual requests at the time of going to press.

W R B L

"THE VOICE OF FRIENDLY SERVICE"
COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM

GEORGIA BROADCASTING SYSTEM
 FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: The Columbus Broadcasting Co.,

Inc. OPERATED BY: Same. BUSINESS ADDRESS: 1420 2nd Ave. PHONE: 4300-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 15th Ave.—30th St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System. Lang-Worth, Davis & Schwegler.

Personnel

President.....J. W. Woodruff, Sr.
General Manager.....J. W. Woodruff, Jr.
Chief Announcer Program Director, Jack Gibney

Coverage

Population—Primary 445,700
Radio Homes— " 57,000
Population—Secondary 281,000
Radio Homes— " 26,500

Source: Station survey.

Representative

Sears & Ayer

W M J M *

CORDELE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Cordele Dispatch Publishing Co. OPERATED BY: Cordele Dispatch Publishing Co. BUSINESS ADDRESS: Cordele. STUDIO ADDRESS: Cordele. TRANSMITTER LOCATION: Cordele. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Cordele Dispatch.

*Station was licensed to operate under a construction permit and no further information was available after usual requests at time of going to press.

W K E U

GRIFFIN—EST. 1934

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Radio Station WKEU. OPERATED BY: A. W. Marshall, Jr. BUSINESS ADDRESS: Griffin Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime to local sunset. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

ManagerA. W. Marshall, Jr.

Representative

Burn-Smith Co.

W M A Z

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1180 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Southeastern Broadcasting Co. OPERATED BY: Southeastern Broadcasting Co. BUSINESS ADDRESS: 211

Cotton Ave. PHONE: 3131-2. STUDIO ADDRESS: 211 Cotton Ave. TRANSMITTER LOCATION: Georgia Place. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight; NEWSPAPER AFFILIATION: Macon Telegraph & Evening News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Transcription System, Radio Transcription Co. of America, World Program Service.

Personnel

President, General Manager.....E. K. Cargill
Vice-President.....George P. Rankin
Secretary-Treasurer and Assistant Manager,

Wilton E. Cobb

Commercial Manager.....Frank Crowther
Musical Director.....Allie V. Williams
Chief Engineer.....George P. Rankin Jr.

Coverage

	Daytime	Evening
Population—Primary	180,371	180,371
Radio Homes— "	23,748	23,748
Population—Secondary .	524,864	524,864
Radio Homes— "	59,649	59,649

Source: Field intensity survey.

Representative

The Katz Agency

W M G A

MOULTRIE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Frank R. Pidcock, Sr. BUSINESS ADDRESS: Box 429. STUDIO ADDRESS: Moultrie. TRANSMITTER LOCATION: Moultrie. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Manager.....W. T. Hix
Executive Manager.....John Pidcock
Chief Engineer.....James W. Stewart

Coverage

Population—Primary	205,026
Radio Homes— "	23,644
Population—Secondary	294,066
Radio Homes— "	32,526

Source: Station survey.

W R G A

ROME—EST. 1929

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Rome Broadcasting Corp. OPERATED BY: Rome Broadcasting Corp. BUSINESS ADDRESS: National City Bank Bldg. PHONE: 1995. STUDIO ADDRESS: National City Bank Bldg. TRANSMITTER LOCATION: National City Bank Bldg. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 7:30 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: United Press.

Personnel

President.....John W. Quarles

Station Manager-Treasurer...Happy Quarles
Commercial Manager.....Price Selby
Chief Engineer.....R. L. Starr

W S A V

SAVANNAH—EST. 1939

FREQUENCY: 1310 Kc. POWER: 100 watts.
OWNED BY: WSAV, Inc. OPERATED BY:
WSAV, Inc. BUSINESS ADDRESS: Lib-
erty National Bank Bldg. STUDIO ADDRESS:
Liberty National Bank Bldg. TRANSMITTER
LOCATION: President St. TIME ON THE AIR:
6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M.
to 12:00 Midnight, Sundays. MAINTAINS ART-
ISTS' BUREAU.

Personnel

General Manager.....Harben Daniel
Advertising Manager.....N. W. Brandon
Chief Engineer.....Meredith Thompson

Coverage

	Daytime	Evening
Population—Primary	111,633	125,000
Radio Homes— "	22,350	23,000
Population—Secondary	125,000	130,000
Radio Homes— "	25,000	25,000

Source: WPA Census of Savannah.

W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: Savannah
Broadcasting Co. OPERATED BY: Savannah
Broadcasting Co. BUSINESS ADDRESS: 516
Abercorn St. STUDIO ADDRESS: 516 Abercorn
St. TRANSMITTER LOCATION: Louisville Rd.
TIME ON THE AIR: Daily, 6:30 A.M. to 12:00
Midnight; Sunday, 8:00 A.M. to 12:00 Mid-
night. NEWS SERVICE: United Press. TRAN-
SCRIPTION SERVICE: Lang-Worth, World
Broadcasting System.

Personnel

PresidentW. T. Knight, Jr.
Vice-President-Secretary.....S. P. Driscoll
Treasurer-Station Manager...Marjorie B. Willis
Promotion-Merchandising Director...W. B. Smart
Continuity Director.....Esther Shearouse
Chief Engineer.....James Reynolds Donovan

Coverage

Population—Primary	430,000
Radio Homes— "	53,800
Population—Secondary	522,000
Radio Homes— "	82,300

Source: Mail response analysis.

Representative

The Katz Agency, Inc.

W P A X

THOMASVILLE—EST. 1934

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: H. Wimpy. OPERATED BY: H.

Wimpy. BUSINESS ADDRESS: 117 Remington
Ave. PHONE: 909. STUDIO ADDRESS: 117
Remington Ave. TRANSMITTER LOCATION:
117 Remington Ave. TIME ON THE AIR: Un-
limited License. NEWSPAPER AFFILIATIONS:
Atlanta Georgian, Albany Herald, Albany, Ga.;
Pelham Journal, Pelham, Ga. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:
Records exclusively.

Personnel

Station Manager.....H. Wimpy

W A Y X

WAYCROSS—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: Jack Williams. OPERATED BY:
Same. BUSINESS ADDRESS: 620 Plant Ave.
PHONE: 965. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Waycross. TIME
ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-
PAPER AFFILIATION: Waycross Journal-Her-
ald. NEWS SERVICE: Associated Press. MAIN-
TAINS ARTISTS' BUREAU. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

PresidentJack Williams

Coverage

Population—Primary	303,815
Population—Secondary	404,834

Source: Mail response analysis.



K I D O

Exclusive outlet this
territory for NBC Red
and Blue

BOISE, IDAHO

IDAHO

Population 493,000

Number of Families 124,000

Number of Radio Homes 98,700

Retail Sales \$154,183,700

Auto Registrations 140,000

K I D O

"DEVOTED TO COMMUNITY SERVICE"
BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1350 Kc. POWER: 2500 watts, d., 1000 watts, n. OWNED BY: C. G. Phillips and Frank L. Hill. OPERATED BY: C. G. Phillips and Frank L. Hill. BUSINESS ADDRESS: Hotel Boise. PHONE: 660-1-3040. STUDIO ADDRESS: Hotel Boise. TRANSMITTER LOCATION: 4½ miles N.W. of city. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....C. G. Phillips
Commercial Manager...Richard G. McBroom
Chief Announcer.....Billy Phillips
Merchandising Manager.....Clete Lee
Publicity Director.....Leroy Civilee
Musical Director.....Vern Moore
Chief Engineer.....Harold Toedtemeier

Representative

John Blair and Company

K I D

"IDAHO'S MOST POWERFUL RADIO
STATION COVERING THE WEST
FROM IDAHO FALLS"

IDAHO FALLS—EST. 1928

FREQUENCY: 1320 Kc. POWER: 5000 Watts-d., 500 Watts-n. OWNED BY: KID Broadcasting Co. OPERATED BY: KID Broadcasting Co. BUSINESS ADDRESS: 3rd floor, KID Bldg. PHONE: 4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ammon Road. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and General Manager, J. W. Duckworth
Assistant Manager.....Maxine Chaffin
Chief Engineer.....W. J. Provis

Coverage

	Daytime	Evening
Population—Primary	160,000	160,000
Radio Homes—"	35,000	35,000
Population—Secondary	183,462	183,462
Radio Homes—"	33,692	33,692

Representatives

Sears & Ayer
Homer Owen Griffith

K R L C

LEWISTON—EST. 1935

FREQUENCY: 1390 Kc. POWER: 250 Watts. OWNED BY: H. E. Stuebaker. OPERATED BY: H. E. Stuebaker. BUSINESS ADDRESS: Lewis-Clark Hotel. PHONE 1950-1. STUDIO ADDRESS: Lewis-Clark Hotel. TRANSMITTER LOCATION: Lewiston Orchards. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 9:00 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Program Service, Lang-Worth Feature Programs, Inc., C. P. MacGregor.

Personnel

Owner.....H. E. Stuebaker
Station Manager.....Donald A. Wike

Coverage

	Daytime	Evening
Population—Primary	91,387	91,387
Radio Homes—"	24,100	24,100
Population—Secondary	77,921	77,921
Radio Homes—"	12,700	12,700

Representatives

Walter Biddick Co.—Pacific Coast
Sears & Ayers—Chicago
Cox & Tanz—Philadelphia

K F X D

NAMPA—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Frank E. Hurt. OPERATED BY: Frank E. Hurt. BUSINESS ADDRESS: 1024 Twelfth Ave., South. PHONE: 1200. STUDIO ADDRESS: 1024 Twelfth Ave., S.; Eighth and Grant Sts., Caldwell; Owyhee Hotel, Boise. TRANSMITTER LOCATION: 1024 Twelfth Ave., S. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M.; Sunday, 9:00 A.M. to 6:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, NBC Thesaurus, Lang-Worth, C. P. MacGregor, Davis & Schwegler.

Personnel

Owner and Station Manager.....Frank E. Hurt
Commercial Manager.....Doyle Cain
Chief Engineer.....Edward Hurt

Coverage

Population—Primary	250,000
Radio Homes—"	30,810
Population—Secondary	500,000
Radio Homes—"	55,000

Charlie McCarthy and
 Edgar Bergen——☆
 Jack Benny——☆
 Bing Crosby——☆
 Fibber McGee and
 Molly——☆
 Bob Hope——☆
 Fitch Bandwagon——☆
 Kay Kyser's Musical
 Klass——☆
 Good News of 1940 ☆
 One Man's Family ☆
 Fred Allen——☆
 Pot O'Gold——☆
 Those We Love——☆
 The Voice of Firestone
 Tommy Riggs—Betty
 Lou——☆
 Battle of the Sexes ☆
 Manhattan Merry-Go-
 Round——☆
 American Album of
 Familiar Music——☆
 Dr. I. Q.——☆
 Uncle Walter's
 Doghouse——☆
 Hollywood Playhouse
 Cities Service Concert
 Pepper Young's
 Family——☆
 Ma Perkins——☆
 Johnny Presents——☆
 Alec Templeton Time
 George Jessel——☆
 What's My Name——☆
 Waltztime——☆
 The Guiding Light ☆
 The Story of
 Mary Marlin——☆
 The Woman in White
 Milton Berle——☆
 Vic and Sade——☆
 I Love a Mystery——☆
 Fred Waring——☆



The greatest radio schedule of programs in the world will unquestionably attract the greatest number of listeners in any market.

In Chicago it's on

WMAQ

50,000 WATTS—670 KC. CHICAGO KEY
 STATION OF NBC RED NETWORK.

K S E I

NATIONAL BROADCASTING CO.
(RED AND BLUE)
POCATELLO—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts-d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960. STUDIO ADDRESS: Pocatello. TRANSMITTER LOCATION: Bannock County Fairgrounds. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth, Davis & Schwegler.

Personnel

President.....O. P. Soule
Vice-President and General Manager,
Henry H. Fletcher
Chief Announcer.....Harold A. Sparks
Publicity Director.....Ruthe A. Fletcher
Musical Director.....Ruthe A. Fletcher
Chief Engineer.....James E. Mitchell

Coverage

Population—Primary 164,443
Radio Homes— " 33,730

Representative

Furgason & Walker, Inc.

K T F I

NBC (RED AND BLUE)

TWIN FALLS—EST. 1928

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Radio Broadcasting Corp. OPERATED BY: Radio Broadcasting Corp. BUSI-

NESS ADDRESS: Radio Center Bldg. PHONE: 30. STUDIO ADDRESS: Radio Center Bldg. TRANSMITTER LOCATION: 4 miles west of Twin Falls. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. (daily), 8:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth, Davis & Schwegler.

Personnel

President.....O. P. Soule
Vice-President-General Manager,
John E. Gardner
Commercial Manager.....Jay Spracher
Production Manager-Chief Announcer,
Charles Crabtree
Program Director.....F. M. Soule
Musical Director.....Will E. Wright
Chief Engineer.....Franklin V. Cox

Coverage

	Daytime	Evening
Population—Primary	88,072	77,500
Radio Homes— "	16,900	14,600
Population—Secondary .	247,000	55,570
Radio Homes— "	49,830	11,700

Source: U. S. Department of Commerce; Joint Committee; U. S. Census of Business.

K W A L

WALLACE—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Chester Howarth and Clarence Berger. OPERATED BY: Same. BUSINESS ADDRESS: Wallace. STUDIO ADDRESS: Wallace and Kellogg, Ida. TRANSMITTER LOCATION: Between Wallace and Kellogg. TIME ON THE AIR: Full Time License. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

ILLINOIS

Population 7,878,000

Number of Families 2,063,000

Number of Radio Homes 1,857,100

Retail Sales \$2,390,375,900

Auto Registrations 1,848,500

W M R O

AURORA—EST. 1938

FREQUENCY: 1250 Kc. POWER: 250 watts. OWNED BY: Martin R. O'Brien. OPERATED BY: Martin R. O'Brien. BUSINESS ADDRESS: 34 S. River St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. NEWS SERVICE: Associated Press through Aurora Beacon News. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BU-REAU.

Personnel

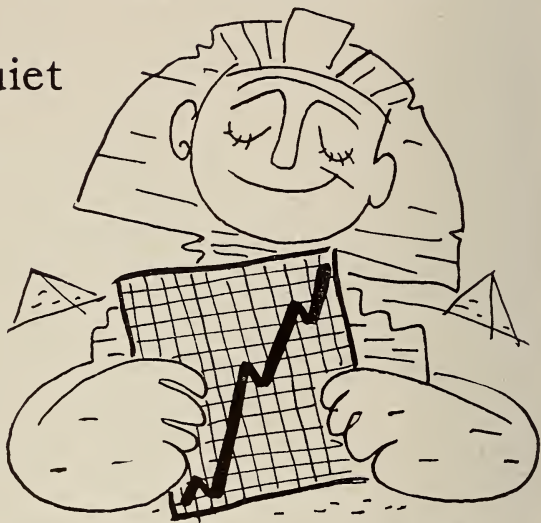
Owner-General Manager...Martin R. O'Brien
Chief Counsel.....Sam Alschuler
Program Director.....Russ Salter
Musical Director.....Mary Louise Brown
Chief Engineer.....Leo Burch

Coverage

Population—Primary 1,000,000
Population—Secondary 2,300,000
Source: U. S. Census; field intensity measurements.

Some of our advertisers
keep mighty quiet
about their
sales figures.

But their re-
newals tell us



loudly they get results with WBBM.

Because of these results . . . orders,
store traffic, sales, cash . . . WBBM
has led all other Chicago stations in
local and national spot advertising for
eight straight years.

It pays to use WBBM.

WBBM**50,000 WATTS • CHICAGO**

Represented nationally by RADIO SALES, a division
of the Columbia Broadcasting System: New York
Chicago • Detroit • Los Angeles • San Francisco

A CBS STATION

W J B C

BLOOMINGTON—EST. 1934

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: A. M. and D. C. McGregor (a partnership). OPERATED BY: A. M. McGregor. BUSINESS ADDRESS: Bloomington. PHONE: 535-534. STUDIO ADDRESS: Wesleyan University; Normal University, Normal. TRANSMITTER LOCATION: West Gregory St., Normal. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio and Lang-Worth Features.

Personnel

President and Station Manager, A. M. McGregor
Commercial Manager.....Hugh L. Gately

Coverage

	Daytime	Evening
Population—Primary	401,000	401,000
Radio Homes— "	95,200	95,200
Population—Secondary .	593,300	
Radio Homes— "	143,200	

Source: U. S. Census; station survey.

Representative

Cox & Tanz

W C A Z

CARTHAGE—EST. 1921

FREQUENCY: 1070 Kc. POWER: 100 Watts. OWNED BY: Superior Broadcasting Service, Inc. OPERATED BY: Superior Broadcasting Service, Inc. BUSINESS ADDRESS: 502 Wash Ave. PHONE: 520. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. F. D. Carthage. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: Own local news bureau.

Personnel

President and General Manager. Bob Compton
Com. Mgr. and Adv. Mgr.....John Palmer

W D W S

CHAMPAIGN—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: News Gazette, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 48 Main St. PHONE: 6-1855. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South of Champaign. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: News Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager.....Marajen Stevick

Coverage*

Population—Primary	85,000
Population—Secondary	300,000

*Station estimates that 90 per cent in both primary and secondary areas as being radio homes.

Source: Station survey.

Representative

Sears & Ayers

W A A F

CHICAGO—EST. 1922

FREQUENCY: 920 Kc. POWER: 1000 Watts. OWNED BY: Chicago Daily Drivers Journal. OPERATED BY: Chicago Daily Drivers Journal. BUSINESS ADDRESS: Palmer House. PHONE: Randolph 1932. STUDIO ADDRESS: Palmer House. TRANSMITTER LOCATION: Exchange Bldg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Chicago Daily Drivers Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated, Lang-Worth.

Personnel

President.....Ward A. Neff
General Manager.....William E. Hutchinson

Coverage

Population—Primary	5,000,000
Radio Homes— "	1,750,000
Population—Secondary	2,500,000
Radio Homes— "	700,000

Source: Field intensity measurements.

Representative

George P. Hollingbery Co.

W B B M

"WBBM AIR THEATER"
CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 770 Kc. POWER: 50000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 410 N. Michigan Ave. PHONE: Whitehall 6000. STUDIO ADDRESS: 410 N. Michigan Ave. TRANSMITTER LOCATION: Glenview. TIME ON THE AIR: 6:30 A.M. to 1:30 A.M. NEWS SERVICES: United Press & International News Service; MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

PresidentWm. S. Paley
Vice-President and Station
ManagerH. Leslie Atlass
Assistant Manager.....J. L. Van Volkenburg
Sales Promotion Manager...Wayde Grinstead
Program Director.....Robert N. Brown
Production Manager.....Robert Hafter
Sales ManagerJ. Kelly Smith
Publicity and Special Events Director,

.....James J. Kane
News Editor.....J. Oren Weaver
Office Manager.....John V. McLoughlin
Musical DirectorCarl Hohengarten
Chief Engineer.....Frank B. Falknor



YOU GET
More
FOR LESS!

WENR's new transmitter — 50,000 watts of power—clear channel—and increasingly popular program schedule assure advertisers a potential and profitable listening audience of 3,405,000 radio homes in the great Chicago market, the second largest in the United States. . . . Add to this WENR's new and attractive discounts and you have the best radio opportunity that Chicago has to offer.

WENR

CHICAGO KEY STATION NBC — BLUE NETWORK
870 ON YOUR DIAL

Coverage

	Daytime	Evening
Population—Primary	9,552,400	8,173,400
Radio Homes— "	2,248,000	1,884,410
Population—Secondary	8,998,400	9,419,000
Radio Homes— "	1,936,300	2,042,140

Source: CBS Listener Survey; U. S. Census.

Representative

Radio Sales

W C B D

"MIGHTY VOICE OF THE MID-WEST"
CHICAGO

FREQUENCY: 1080 Kc. POWER: 5000 Watts.
OWNED BY: WCB D, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 W. Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Church Road, Elmhurst. TIME ON THE AIR: 7:30 A.M. to 10:30 A.M., 1:00 P. M. to 3:00 and 5:00 P.M. to local sunset. Shares time with WMBL. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music Publishers, Davis & Schwegler.

Personnel

President Gene T. Dyer
Station and Commercial
Manager Joseph Rudolph
Chief Engineer Edward J. Jacker

W C F L

"CHICAGO'S MOST POWERFUL
INDEPENDENT FULL TIME
STATION"

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 970 Kc. POWER: 5000 Watts.
OWNED BY: Chicago Fed. of Labor (AFL).
OPERATED BY: Chicago Federation of Labor.
BUSINESS ADDRESS: 666 Lake Shore Drive.
PHONE: Superior 5300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Du Page County. TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 9:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President John Fitzpatrick
General Manager Maynard Marquardt
Commercial Manager M. B. Wolens
Program Director Miles Reed
Musical Director John Kelly
Chief Engineer Maynard Marquardt

Coverage

Population—Primary	4,900,000
Radio Homes— "	1,181,000
Population—Secondary	1,630,000
Radio Homes— "	378,000

Source: Field intensity measurements.

Representative

The Katz Agency

W C R W

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: Clinton R. White. OPERATED BY: Same. BUSINESS ADDRESS: 2756 Pine Grove Ave. PHONE: Diversey 4440. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M.—5 to 7:00 P.M. TRANSCRIPTION SERVICE: Has full facilities.

W E D C

"THE PIONEER OF FOREIGN-AMERICAN
PROGRAMS"

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Emil Denmark, Inc. OPERATED BY: Emil Denmark, Inc. BUSINESS ADDRESS: 3860 Ogden Ave. PHONE: Crawford 4100. STUDIO ADDRESS: 3860 Ogden Ave. TRANSMITTER LOCATION: 3860 Ogden Ave. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M.—3:30 P.M. to 5:00 P.M.—7:00 P. M. to 8:00 P.M.—10:00 P.M. to 11:00 P.M.—12:00 Midnight to 6:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

President Emil Denmark
Manager Frank J. Kotnour
Chief Announcer Al Lavelle
Musical Director William P. Brady
Chief Engineer C. K. Frisk

Coverage

	Daytime	Evening
Population—Primary	1,049,391	1,049,391
Population—Secondary	4,365,755	4,365,755

Source: Field intensity survey.

W E N R

"THE VOICE OF SERVICE"

CHICAGO—EST. 1925

NATIONAL BROADCASTING CO.

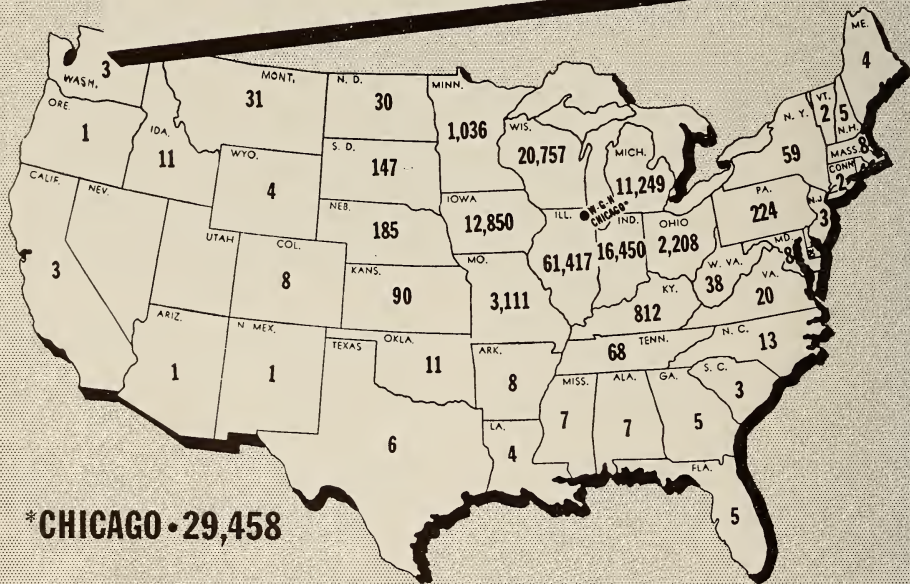
(BASIC BLUE)

FREQUENCY: 870 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: (Mon. thru Fri.) 3:00 P.M. to 6:30 P.M.—8:00 P.M. to 1:00 A.M. (Saturday) 3:00 P.M. to 6:30 P.M.—12:00 midnight to 1:00 A.M.; (Sunday) 12:00 noon to 7:00 P.M.—8:00 P.M. to 1:00 A.M. (Shares time with WLS.) NEWS SERVICES: International News Service, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President Lenox R. Lohr

W-G-N BASEBALL LISTENERS IN 44 STATES!



More than 130,000 baseball listeners in 44 states responded to a proof of purchase offer • These results can only be obtained by a station of W-G-N's strength, following, and super-merchandisable coverage • Ask us for details.



THE MUTUAL BROADCASTING SYSTEM
coast-to-coast



441 North Michigan Avenue
Chicago, Illinois

Paul H. Raymer Co.
San Francisco and Los Angeles

220 East 42nd Street
New York City

ILLINOIS

Manager, Central Division Sidney N. Strotz
 Division Engineer Howard C. Luttgens
 Supervisor of Music Library D. A. Marcotte
 Night Manager E. C. Cunningham
 Program Manager Jules Herbeveux
 Advertising and Sales Promotion Manager,

Emmons C. Carlson

Director of Agriculture William E. Drips
 Special Events Director Kenneth D. Fry
 Asst. to Manager A. W. Kaney
 Artists' Service Manager James Stirtion
 Chief Announcer William Kephart
 Publicity Director William Ray
 Continuity Editor Kenneth L. Robinson
 Musical Director Roy Shield
 Sales Manager Oliver Morton
 Educational Director Judith Waller
 Office Manager J. F. Whalley

Coverage

	Daytime	Evening
Population—Primary	10,910,000	11,147,500
Radio Homes— "	2,540,600	2,584,400
Population—Secondary	6,285,900	21,798,400
Radio Homes— "	505,500	821,200

Source: Field intensity measurements and mail response analysis.

Representative

National Broadcasting Co., Inc.

W G E S

"IN THE HEART OF CHICAGO"

CHICAGO—EST. 1924

FREQUENCY: 1360 Kc. POWER: 1000 Watts, Sundays: 500 watts, daily. OWNED BY: Oak Leaves Broadcasting Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4000 Washington Blvd. TIME ON THE AIR: 7:00 A.M. to 12:00 noon and 3:30 P.M. to 8:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music Publishers, Davis & Schwegler.

Personnel

Station Manager Gene T. Dyer
 Commercial Manager M. B. Arbeiter
 Chief Announcer Peter Bradley
 Publicity Director Dick Kross
 Musical Director Irma Gareri
 Chief Engineer George Bush

W G N

"THE VOICE OF THE PEOPLE"

CHICAGO—EST. 1924

MUTUAL

FREQUENCY: 720 Kc. POWER: 50,000 Watts. OWNED BY: WGN, Inc. OPERATED BY: WGN, Inc. BUSINESS ADDRESS: 441 N. Michigan Ave. PHONE: Superior 0100. STUDIO ADDRESS: 441 N. Michigan Ave. TRANS-

MITTER LOCATION: Roselle, Ill. TIME ON THE AIR: 6:45 A.M. to 1:30 A.M. (Saturdays, until 2:00 A.M.); Sunday, 8:30 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Chicago Tribune. NEWS SERVICE: Press Radio Bureau, Associated Press, United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President Col. Robert R. McCormick
 Managing Director W. E. Macfarlane
 General Manager Quin A. Ryan
 Sales Manager Edward W. Wood, Jr.
 Publicity Director Frank P. Schreiber
 Musical Director Henry Weber
 Chief Engineer Carl J. Meyers

Coverage

Population—Primary	11,683,000
Radio Homes— "	3,100,000
Population—Secondary	25,875,000
Radio Homes— "	5,427,000

Source: Mail response analysis.

Representatives

WGN, Inc. (New York)

Paul H. Raymer Co. (San Francisco and Los Angeles)

W I N D

(See Gary, Ind.)

W-I-N-D

"The Tip-Top Spot on Your Dial"

Gary, Indiana

560 Kilocycles

5000 WATTS DAYS • 1000 WATTS NIGHTS

CHICAGO'S FAVORITE SPORTS STATION

NATIONAL SALES OFFICE

201 North Wells Street, Chicago, Ill.

10 MILLION

For the tenth consecutive year—another year and another million! WLS, in 1939, again received over a million letters.

Over ten million letters (10,460,658 to be exact) have been received by WLS in the ten years under its present management. That's a lot of mail, representing a lot of listeners—an audience loyal and responsive to WLS programs and the advertisers who present them.

This responsive audience can be your audience. Ask WLS or any John Blair man.



THE PRAIRIE FARMER STATION
Burnidge D. Butler, President (Chicago) Glenn Snyder, Manager

KOY
PHOENIX, ARIZONA

1000 WATTS
DAY & NIGHT
CBS Affiliate

To sell goods in Phoenix—use KOY. Plenty of proof from prominent national advertisers that KOY gets results, too! Write Fred Palmer . . . or ask any John Blair man.

Represented by

JOHN BLAIR & COMPANY

New York Chicago Detroit St. Louis Los Angeles San Francisco

W J J D

CHICAGO—EST. 1932

FREQUENCY: 1130 Kc. POWER: 20,000 Watts. OWNED BY: WJJD, Inc. OPERATED BY: WJJD, Inc. BUSINESS ADDRESS: 201 N. Wells St. PHONE: State 5466-7. STUDIO ADDRESS: 201 N. Wells St. TRANSMITTER LOCATION: Des Plaines. TIME ON THE AIR: 6:00 A.M. to sunset, Salt Lake City. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Ralph L. Atlas
 Vice-President.....A. L. Linick
 Commercial Manager.....H. P. Sherman
 Program Manager.....J. L. Allabough, Jr.
 Studio Supervisor.....Hilton L. Remley
 Director of Public Relations.....Al Hollender
 Musical Director.....Ben Kanter
 Chief Engineer.....Walter Myers

Coverage

Population—Primary 6,877,376
 Radio Homes— " 1,535,612
 Source: Field intensity measurements.

Representatives

Paul H. Raymer Co.
 Walter Biddick Co. (West Coast)

W L S

CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 870 Kc. POWER: 50,000 watts. OWNED BY: Agricultural Broadcasting Co. OPERATED BY: Prairie Farmer. BUSINESS ADDRESS: 1230 W. Washington Blvd. PHONE: Haymarket 7500. STUDIO ADDRESS: 1230 W. Washington Blvd. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: 5:30 A.M. to 8:00 P.M. (midnight on Saturday). NEWSPAPER AFFILIATION: Prairie Farmer. NEWS SERVICE: United Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Usual Facilities.

Personnel

President.....Burridge D. Butler
 Station Manager.....Glenn Snyder
 Commercial Manager.....Wm. R. Cline
 Artists' Bureau Head.....George Ferguson
 Publicity and Sales Promotion
 Director.....Don Kelley
 Program Director.....Harold Safford
 Chief Engineer.....Thomas L. Rowe

Coverage

Population—Primary 19,209,500
 Radio Homes— " 4,408,800
 Source: Mail response analysis.

Representative

John Blair & Company

W M A Q

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.
 (BASIC RED)

FREQUENCY: 670 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bloomingdale, Ill. TIME ON THE AIR: (daily) 6:45 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press, International News Service. TRANSCRIPTION SERVICE: NBC The-saurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Lenox R. Lohr
 Manager, Central Division...Sidney N. Strotz
 Division Engineer.....Howard C. Lutgens
 Supervisor of Music Library...D. A. Marcotte
 Night Manager.....E. C. Cunningham
 Director of Agriculture.....William E. Drips
 Special Events Director.....Kenneth D. Fry
 Asst. to Manager.....A. W. Kaney
 Artists' Service Manager.....James Stirton
 Chief Announcer.....William Kephart
 Publicity Director.....William Ray
 Continuity Editor.....Kenneth L. Robinson
 Program Manager.....Jules Herbiveaux

EXCLUSIVE FEATURES
 ENTERTAINING PROGRAMS
 RADIO AS CHICAGO LIKES IT
 ASSURES YOU—

*"The Largest Audience per
 Dollar Spent in the Chicago
 Market"*

W J J D

20,000 WATTS
 CHICAGO

"THE NATION'S LARGEST
 INDEPENDENT STATION"

PAUL H. RAYMER CO.
 NATIONAL REPRESENTATIVES

ILLINOIS

Advertising and Sales Promotion Manager,

Emmons C. Carlson

Musical Director.....Roy Shield

Sales Manager.....Oliver Morton

Educational Director.....Judith Waller

Office Manager.....J. F. Whalley

Coverage

	Daytime	Evening
Population—Primary	14,123,500	12,291,600
Radio Homes— " "	3,272,600	2,855,700
Population—Secondary	10,209,300	23,101,000
Radio Homes— " "	628,900	1,218,300

Source: Field strength surveys and mail response analysis.

Representative

National Broadcasting Co., Inc.

(See Page 358)

W M B I

CHICAGO—EST. 1926

FREQUENCY: 1080 Kc. POWER: 5000 Watts.

OWNED BY: The Moody Bible Institute of Chicago. OPERATED BY: The Moody Bible Institute of Chicago. BUSINESS ADDRESS: 153 Institute Place. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Addison. TIME ON THE AIR: Shares Limited Time with WBT and WCBD.

Personnel

DirectorH. Coleman Crowell

Program Director...Rev. Wendell P. Loveless

W S B C

"THE FRIENDLY VOICE OF CHICAGOLAND"

CHICAGO—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts.

OWNED BY: WSBC, Inc. OPERATED BY: WSBC, Inc. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 8:30 A.M., 10:00 to 11:00 A.M., 2:00 P.M. to 3:30 P.M., 8:00 P.M. to 10:00 P.M. and 11:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

PresidentGene T. Dyer

Station Manager.....John A. Dyer

Chief Announcer.....John Steadman

Publicity Director.....Dick Kross

Musical Director.....Dean Remick

Chief Engineer.....Ed Jacker

W H F C

CICERO—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 watts.

OWNED BY: WHFC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 6138 W. Cermak

Rd. PHONE: Cicero 4305-Lawndale 8228. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press.

Personnel

President.....R. W. Hoffman

Manager.....M. E. Clifford

Coverage

	Daytime	Evening
Population—Primary	2,210,749	2,210,749
Radio Homes— " "	1,730,212	1,730,212
Radio Homes—Secondary	375,504	375,504

Source: Field strength measurements.

W D A N

"THE COMMUNITY STATION"
DANVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Northwestern Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolford. PHONE: Main 1700. STUDIO ADDRESS: Hotel Wolford. TRANSMITTER LOCATION: 1500 North Washington Ave. TIME ON THE AIR: 7:00 A.M. to 10:15 P.M. NEWSPAPER AFFILIATION: Danville Commercial News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....E. C. Hewes

Station Manager.....C. R. Richardson

Program Director.....Gleason Kistler

Chief Engineer.....Ted Magin

Coverage

Population—Primary	
and Secondary	171,211
Radio Homes—Primary	
and Secondary	32,720

Source: Field strength measurements.

Representative

J. P. McKinney & Sons

W S O Y

DECATUR—EST. 1925

MISSOURI-ILLINOIS BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Commodore Broadcasting, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 353-357 N. Main St. PHONE: 5371-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1891 N. Oakland Ave. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Decatur Herald, Decatur Review. NEWS SERVICE: International News Service, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

Personnel

President and General Manager, Merrill Lindsay
 Chief Announcer.....Berne Enterline
 Musical Director.....Cary Robards
 Technical Supervisor and In Charge of
 Production.....M. N. Stockwish

Coverage

	Daytime	Evening
Population—Primary	312,294	81,731
Radio Homes— "	82,183	21,508
Population—Secondary .	296,013	70,277
Radio Homes— "	74,003	17,569

Source: Field strength measurements (primary); mail response analysis (secondary).

W K B B

EAST DUBUQUE
 (See Dubuque, Ia.)

W T M V

EAST ST. LOUIS—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 watts.
 OWNED BY: Mississippi Valley Broadcasting Co. OPERATED BY: Mississippi Valley Broadcasting Co. BUSINESS ADDRESS: Hotel Broadview. PHONE: Bridge 3424—East 4390. STUDIO ADDRESS: Hotel Broadview. TRANSMITTER LOCATION: Hotel Broadview. TIME ON THE AIR: 5:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

PresidentWilliam H. West
 Vice-President-Promotion Manager,
 Carlin S. French
 Program Director.....George T. Case
 Business Manager.....E. White
 Chief Engineer.....Thos. R. McLean

Coverage

	Daytime	Evening
Population—Primary	1,347,600	1,347,600
Radio Homes— "	355,210	355,210
Population—Secondary .	416,900	416,900
Radio Homes— "	90,810	90,810

Source: U. S. Department of Commerce.

W G I L

GALESBURG—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts.
 OWNED BY: Galesburg Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hill Arcade Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Galesburg. TIME ON THE AIR: Daytime license. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and General
 Manager.....Howard A. Miller

Coverage

Population—Primary	350,000
Radio Homes— "	100,000

Source: Station survey.

Representative

Sears & Ayer

W E B Q

"VOICE OF SOUTHERN ILLINOIS"
 HARRISBURG—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Harrisburg Broadcasting Co. OPERATED BY: Harrisburg Broadcasting Co. BUSINESS ADDRESS: 100 East Poplar. PHONE: 28—Transmitter, 125. STUDIO ADDRESS: 100 East Poplar. TRANSMITTER LOCATION: 100 E. Poplar. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (sharing time with KFVS). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....I. M. Taylor
 Program Director.....Virginia Crane
 Chief Announcer-Artists' Bureau Head,
 Lindle Moore
 Publicity Director.....Bernie Smith
 Chief Engineer.....Joseph R. Tate

Coverage

	Daytime	Evening
Population—Primary	396,680	198,340
Radio Homes— "	99,170	49,585
Population—Secondary .	686,040	343,020
Radio Homes— "	171,510	85,755

Source: Field intensity measurements.

W J P F *

HERRIN—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Orville W. Lyerla. OPERATED BY: Orville W. Lyerla. BUSINESS ADDRESS: Herrin. STUDIO ADDRESS: Herrin. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

Personnel

Owner.....Orville Lyerla
 *Station was licensed to operate under a construction permit at time of going to press and no further information was available after the usual requests.

W C L S

JOLIET—EST. 1926

FREQUENCY: 1310 Kc. POWER: 100 Watts.
 OWNED BY: WCLS, Inc. OPERATED BY: WCLS, Inc. BUSINESS ADDRESS: 7 East Clinton. PHONE: 7133. STUDIO ADDRESS: 7 Clinton St. TRANSMITTER LOCATION: U. S. High-

ILLINOIS

way No. 6. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M., except Fri.; 7:00 A.M. to 10:30 P.M., Fridays; 9:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-General Manager.....L.W. Wood
 Program Director.....Robert M. Holt
 Continuity Chief.....Jack Sharp
 Chief Engineer.....George Ives

Coverage

Population—Primary	110,732
Radio Homes— "	23,558
Population—Secondary	305,123
Radio Homes— "	92,137

Source: U. S. Census; Joint Committee.

W M B D

"FROM THE HEART OF ILLINOIS"
PEORIA—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1440 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Peoria Broadcasting Co. OPERATED BY: Peoria Broadcasting Co. BUSINESS ADDRESS: Alliance Life Bldg. PHONE: 7133. STUDIO ADDRESS: Alliance Life Bldg. TRANSMITTER LOCATION: Route 29 between Peoria and Pekin. TIME ON THE AIR: 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President and Manager.....Edgar L. Bill
 Commercial Manager.....Charles C. Caley
 Program Manager.....Gene Trace
 Public Relations Director.....Gomer Bath
 Business Manager.....Paul Scherer
 News Editor.....Brooks Watson
 Artists' Bureau Head.....Milton Budd
 Musical Director.....Hod Hiatt
 Chief Announcer.....Harry Luedeke
 Chief Engineer.....Ted Giles

Coverage

	Daytime	Evening
Population—Primary	605,646	605,646
Radio Homes— "	133,737	133,737

Source: Field intensity measurements and mail response analysis.

Representative

Free & Peters, Inc.

W T A D

"VOICE OF THE MISSISSIPPI VALLEY"
QUINCY—EST. 1926

FREQUENCY: 900 Kc. POWER: 1,000 Watts. OWNED BY: Illinois Broadcasting Corp. OPERATED BY: Illinois Broadcasting Corp. BUSINESS ADDRESS: WCU Bldg. PHONE: 364 and 56. STUDIO ADDRESS: WCU Bldg. TRANSMITTER LOCATION: N. 24th St. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS

SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....W. Emery Lancaster
 Secretary-Treasurer.....H. G. Kreitemeyer
 Vice-President.....R. E. Whitfield
 General Manager.....C. Arthur Fifer
 Commercial Manager.....W. J. Rothschild
 Program Director.....Don Fischer
 News Editor.....William H. Schm
 Traffic Manager.....Zoula Gatewood
 Chief Engineer.....Francis Wentura

Coverage

Population—Primary	1,291,523
Radio Homes— "	315,500

Source: Station survey.

W R O K

"SERVING NORTHERN ILLINOIS AND
 SOUTHERN WISCONSIN"
ROCKFORD—EST. 1923

MUTUAL BROADCASTING SYSTEM
 FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Rockford Broadcasters, Inc. OPERATED BY: Rockford Broadcasters, Inc. BUSINESS ADDRESS: News Tower. PHONE: Main 5632. STUDIO ADDRESS: News Tower. TRANSMITTER LOCATION: Kilburn Ave. Road. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Rockford Morning Star, Rockford Register-Republic. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Ruth Hanna Simms
 Managing Director.....James Rodgers
 General Manager.....Walter Koessler
 Sales Manager.....William Carlson
 Program Director.....John Dixon
 Chief Announcer.....Maurice P. Owens
 Publicity Director.....Allen O. Brophy
 Musical Director.....Helene Kimberley
 Chief Engineer.....Thomas C. Cameron

Coverage

	Daytime	Evening
Population—Primary	350,221	350,221
Radio Homes— "	125,420	125,420
Population—Secondary	502,242	502,242
Radio Homes— "	200,841	200,841

Source: Department of Commerce.

Representative

Headley-Reed Co.

W H B F

"VOICE OF THE QUAD-CITIES"
ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM
 FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Rock Island Broadcasting Co. OPERATED BY: Rock Island Broadcasting Co. BUSINESS ADDRESS: Safety Bldg. PHONE:

R. I. 918-9. STUDIO ADDRESS: Safety Bldg., Rock Island; Fifth Ave. Bldg., Moline; Orpheum Theater Bldg., Davenport. TRANSMITTER LOCATION: 23 Ave. & 52 St., Moline, Ill. TIME ON THE AIR: (daily) 5:30 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Rock Island Argus. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....John W. Potter
 General Manager.....L. C. Johnson
 Commercial Manager.....Maurice Corken
 Program Director.....Ivan Streed
 Publicity Director.....Don Wright
 Musical Director.....Lucia Thompson
 Chief Engineer.....R. J. Sinnett

Coverage

	Daytime	Evening
Population—Primary	678,000	304,900
Radio Homes— "	167,600	77,500
Population—Secondary ..	1,175,000	570,600
Radio Homes— "	292,400	136,400

Source: U. S. Census.

Representative

Furgason & Walker, Inc.

W C B S

SPRINGFIELD—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: WCBS, Inc. OPERATED BY: WCBS, Inc. BUSINESS ADDRESS: 523 E. Capitol Ave. PHONE: 9855. STUDIO ADDRESS: 523 E. Capitol Ave. TRANSMITTER LOCATION: 2200 S. 6th St. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Illinois State Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Transcription Service.

Personnel

President.....Harold L. Dewing
 Vice-President.....A. W. Shipton
 Secretary-Program Director.....L. G. Pefferle
 Commercial Manager.....Jack Heintz
 Artists' Bureau Head.....Bill Nelms
 Chief Announcer.....John Connelly
 Publicity Director.....Miriam Hill
 Musical Director.....John Geil
 Chief Engineer.....Richard L. Ashenfelter

Coverage

Population—Primary	955,000
Radio Homes— "	201,300

Source: Joint Committee.

Representative

Sears & Ayers, Inc.

W T A X

SPRINGFIELD—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WTAX, Inc. OPERATED BY: WTAX, Inc. BUSINESS ADDRESS: 720 Reisch

Bldg. PHONE: 1600-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President and Station

Manager.....Jay A. Johnson

Representative

Burn-Smith Co.

W D Z

"THE RIGHT SPOT ON YOUR DIAL"
TUSCOLA—EST. 1920

FREQUENCY: 1020 Kc. POWER: 1000 watts. OWNED BY: W D Z Broadcasting Co. OPERATED BY: W D Z Broadcasting Co. BUSINESS ADDRESS: Star Bldg. PHONE: 98 and 153. STUDIO ADDRESS: Star Bldg. TRANSMITTER LOCATION: Tuscola. TIME ON THE AIR: 6:00 A.M. to sundown. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....E. L. Bill
 Station and Sales Manager.....Clair B. Hull
 Promotion Manager.....Tom McNutt
 Artists' Bureau Head.....Don Ebarsbach
 Chief Announcer.....Hank Fisher
 Publicity Director.....Fran Booton
 Musical Director.....Herbert L. Johnston
 Traffic Manager.....Ruth Moore
 Chief Engineer.....Mark C. Spies

Coverage

Population—Primary	1,158,049
Radio Homes— "	327,480

Source: Field intensity measurements.

Representative

Howard H. Wilson Co.

W I L L

URBANA—EST. 1922

FREQUENCY: 580 Kc. POWER: 5000 watts. OWNED BY: University of Illinois. OPERATED BY: Same. BUSINESS ADDRESS: Urbana. PHONE: 7-2616 — 7-2400. STUDIO ADDRESS: 400 S. Wright. TRANSMITTER LOCATION: S. First St. Road, Champaign. TIME ON THE AIR: 7:00 A.M. to local sunset (except Sunday). NEWSPAPER AFFILIATION: The Daily Illini. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth.

Personnel

Director.....Jos. F. Wright
 Artists' Bureau Head.....F. E. Schooley
 Program Director.....Frank E. Schooley
 Publicity Director.....Art Wildhagen
 Musical Director.....Lanson F. Demming
 Production Director.....Nat H. Cohen
 Chief Engineer.....A. James Ebel

INDIANA

Population 3,474,000

Number of Families 934,000

Number of Radio Homes 816,800

Retail Sales \$858,558,800

Auto Registrations 940,000

W H B U

ANDERSON—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Anderson Broadcasting Corp. OPERATED BY: Anderson Broadcasting Corp. BUSINESS ADDRESS: Citizens Bank Bldg. PHONE: 234. STUDIO ADDRESS: Citizens Bank Bldg. TRANSMITTER LOCATION: 1110 Meridian St. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President-General Manager.....L. M. Kennett
Commercial Manager.....L. Podhaski
Chief Engineer.....R. Fulwider

Coverage

Population—Primary 905,000
Radio Homes— " 238,000

Source: Field intensity measurements.

W T R C

ELKHART—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Truth Pub. Co. OPERATED BY: Elkhart Daily Truth. BUSINESS ADDRESS: Hotel Elkhart. PHONE: 948. STUDIO ADDRESS: Hotel Elkhart. TRANSMITTER LOCATION: Junction Mishawaka Road and Route 19. TIME ON THE AIR: (daily) 6:30 A.M. to 9:30 P.M.; (Sunday) 11:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Elkhart Daily Truth. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

Personnel

President.....C. D. Greenleaf
General Manager.....R. R. Baker
Studio Director.....Carl Schrock
Musical Director.....Ethel Geiss
Chief Engineer.....Kenneth Singleton

Coverage*

Population—Primary 260,000
Radio Homes— " 64,750

Source: U. S. Census.

*Station estimates primary daytime primary-area within a radius of 40 miles of Elkhart; and the night-time primary-area within a radius of 25 miles of Elkhart.

Representative

Tenney, Woodward & Conklin, Inc.

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St., Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 519 Vine St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....Martin L. Leich
Program Director.....Pat Roper
General Manager.....Clarence Leich
Chief Engineer.....John B. Caraway, Jr.

Coverage

	Daytime	Evening
Population—Primary	252,394	139,615
Radio Homes— "	44,350	27,300

Indiana's BRIGHT SPOT

covered by

WOWO

296,010

INDIANA RADIO HOMES
(plus 199,940 in Ohio and Michigan)

INDIANA'S LARGEST
ADVERTISING MEDIUM

Westinghouse **WOWO**
FORT WAYNE

1160 Kc. Clear Channel NBC Blue

See **FREE** and **PETERS**

Population—Secondary .. 63,816
 Radio Homes— " .. 9,466
 Source: U. S. Census; Joint Committee; field intensity measurements.

Representative

Weed & Co.

W G B F

EVANSVILLE—EST. 1925

NBC (Red and Blue)

FREQUENCY: 630 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St.; Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 8 miles north of Evansville. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M., daily; 8:30 to midnight, Mondays; 7:00 to midnight, Friday and Sunday; and 8:00 P.M. to midnight, Saturdays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....Clarence Leich
 Program Director.....Pat Roper
 Chief Engineer.....Fay Gehres

Coverage

Population—Primary & Secondary... 1,323,095
 Radio Homes— " " " .. 185,600

Source: U. S. Census; Joint Committee; field intensity measurements.

Representative

Weed & Co.

W G L

"FORT WAYNE'S METROPOLITAN STATION"

FORT WAYNE—EST. 1924

NBC—SUPPLEMENTARY BASIC RED & BLUE

FREQUENCY: 1370 Kc. POWER: 250 watts.

OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Westinghouse Bldg. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus, C. P. MacGregor.

Personnel

Vice-President.....Walter Evans
 Station Manager.....W. C. Swartley
 Sales Manager.....Ford Billings
 Auditor-Asst. Treasurer.....J. B. Conley
 Program Director.....W. C. Roe
 Sales Promotion Mgr.....Jack O'Mara
 Musical Director.....Jeane Brown
 Chief Engineer.....Fred W. Fischer

Coverage

	Daytime	Evening
Population—Primary	147,675	131,314

Radio Homes— "	41,250	36,680
Population—Secondary ..	15,343	
Radio Homes— " ..	4,286	

Source: NBC Airea method of circulation ascertainment.

Representative

Free & Peters, Inc.

W O W O

"INDIANA'S MOST POWERFUL BROAD-CASTING STATION"

FORT WAYNE—EST. 1925

NBC BASIC BLUE

FREQUENCY: 1160 Kc. POWER: 10,000 watts. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison, Westinghouse Building. PHONE: Anthony 2136-7. STUDIO ADDRESS: West- inghouse Bldg. TRANSMITTER LOCATION: Intersection Routes 30 and 33 R. R. Fort Wayne. TIME ON THE AIR: 6:00 A.M. to local sunset; shares evening time with WWVA. NEWS SER- VICE: United Press. TRANSCRIPTION SER- VICE: NBC The-saurus, C. P. MacGregor.

Personnel

Vice-President.....Walter Evans
 Station Manager.....W. C. Swartley
 Sales Manager.....Ford Billings
 Auditor & Asst. Treasurer.....J. B. Conley
 Program Manager.....Franklin Tooke
 Sales Promotion Mgr.....Jack O'Mara
 Musical Director.....Jeane Brown
 Chief Engineer.....Fred W. Fischer

Coverage

	Daytime	Evening
Population—Primary	1,816,456	1,993,594
Radio Homes— "	507,390	556,870
Population—Secondary ..	1,145,678	574,593
Radio Homes— " ..	320,022	160,501

Source: NBC Airea method of circulation ascertainment.

Representative

Free & Peters, Inc.

W I N D

"THE TWENTY-TWO-HOUR-A-DAY STATION"

GARY—EST. 1927

CBS

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Johnson-Ken- nedy Radio Corp. OPERATED BY: Johnson- Kennedy Radio Corp. BUSINESS ADDRESS: 504 Broadway. PHONE: Gary 9191. NATION- AL ADVERTISING OFFICE: 201 N. Wells St., Chicago, Ill. PHONE: State 4176. STUDIO ADDRESS: 504 Broadway. TRANSMITTER LO- CATION: Gary. TIME ON THE AIR: Sunday, 7:00 A.M. to 4:00 A.M.; Week Days, 6:00 A.M. to 4:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Ralph L. Atlas
 Manager E. S. Mittendorf
 Sales Manager John T. Carey
 Program Director Brooks Connelly
 Director of Public Relations Al Hollender

Coverage

Population—Primary 8,506,156
 Radio Homes— " 1,886,405

Source: Field intensity measurements.

Representative

Furgason & Walker, Inc.

(See Page 365)

W H I P

HAMMOND—EST. 1937

FREQUENCY: 1480 Kc. POWER: 5000 Watts.
 OWNED BY: Hammond-Calumet Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: Hammond 10000. SALES OFFICE ADDRESS: 25 E. Jackson Blvd. PHONE: Webster 4514. STUDIO ADDRESS: 5935 Hohman Ave. TRANSMITTER LOCATION: Outside of Hammond. TIME ON THE AIR: 6:00 A.M. to local sunset (at Buffalo, N. Y.). NEWSPAPER AFFILIATION: Lake County (Ind.) Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President-General Manager. George F. Courrier
 Managing Director Doris Keane

Coverage

Population—Primary 5,537,000
 Radio Homes— " 1,729,000
 Population—Secondary 1,661,000
 Radio Homes— " 337,500

Source: Station survey.

W W A E

HAMMOND

FREQUENCY: 1200 Kc. POWER: 100 Watts.
 OWNED BY: Hammond-Calumet Broadcasting Corp. OPERATED BY: Hammond-Calumet Broadcasting Corp. BUSINESS ADDRESS: 5935 Hohman Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hammond. TIME ON THE AIR: Shares time with WFAM in evening; daytime, unlimited. NEWSPAPER AFFILIATION: Lake County (Ind.) Times. TRANSCRIPTION SERVICE: Associated.

Personnel

President George F. Courrier
 Managing Director Doris Keane

W F B M

**"THE HOOSIER STATION"
 INDIANAPOLIS—EST. 1924**

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WFBM, Inc. OPERATED BY: WFBM, Inc. BUSINESS ADDRESS: 48 Monument Circle. PHONE: Lincoln 8506. STUDIO ADDRESS: 48 Monument Circle. TRANSMITTER LOCATION: Rural Route 13, Box 125-G, Indianapolis. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio Library, Associated Music Pub. MAINTAINS ARTISTS' BUREAU.

Personnel

President-General Mgr. Jesse L. Kaufman
 Commercial Manager Earl G. Thomas
 Program Director F. O. Sharp
 Musical Director William F. Wirges
 Chief Engineer M. R. Williams

Coverage

	Daytime	Evening
Population—Primary	1,509,700	678,697

Source: Field test measurements.

Representative

Edward Petry & Co., Inc.

W I B C

1050 K C—1000 WATTS

**Indiana's Fastest
 Growing Station!**

Well planned musical features, alert showmanship, and thoughtful consideration to community service—these are the things that have made WIBC the most talked of, and most listened to, station serving Central Indiana—an area wherein 300,000 radio families are influenced in the spending of \$238,000,000 yearly by the messages heard over Indiana's Friendly, Compelling Voice—WIBC!

W I B C

1050 K C—1000 WATTS

Indianapolis

Howard H. Wilson, Nat'l Rep.

W I B C

**"INDIANA'S FRIENDLY STATION"
 INDIANAPOLIS—EST. 1938**

FREQUENCY: 1050 Kc. POWER: 1000 Watts.
 OWNED BY: Indiana Broadcasting Corp. OPERATED BY: Indiana Broadcasting Corp. BUSINESS ADDRESS: 350 N. Meridian St. PHONE: Lincoln 2305. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: Millersville Road. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Theasurus.

Personnel

Vice-President Genl. Mgr. C. A. McLaughlin
 Program Director Robert Longwell
 Chief Announcer George Palmer
 Chief Engineer Harry Adams

Coverage

Population—Primary 1,235,391
 Radio Homes— " 454,360
 Source: Field intensity measurements.

Representative

Howard H. Wilson Co.

W I R E

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL
 FREQUENCY: 1400 Kc. POWER: 5,000 watts.
 OWNED BY: Indianapolis Broadcasting Co., Inc. BUSINESS ADDRESS: Claypool Hotel. PHONE: RI-4471-2-3. STUDIO ADDRESS: 540 N. Meridian. TRANSMITTER LOCATION: Ralston Road. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 7:30 A.M. to 1:00 A.M., Sundays. NEWS AFFILIATION: Central Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

Personnel

President Eugene C. Puliam
 Sales Manager R. E. Bausman
 Secretary-Treasurer N. G. Mason
 Merchandising Manager,

Lawrence O. Hammer

Publicity Director Eugene S. Pulliam
 Musical Director Harry Bason
 Chief Engineer Earl W. Lewis

Coverage

Population—Primary 1,569,900
 Radio Homes— " 393,500
 Population—Secondary 1,872,000
 Radio Homes— " 422,700

Source: Station survey.

Representative

George P. Hollingbery Co.

W L B C

"THE FRIENDLY VOICE OF THE TYPICAL AMERICAN CITY"

MUNCIE—EST. 1926

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Donald A. Burton. OPERATED BY: Donald A. Burton. BUSINESS ADDRESS: 8 Anthony Bldg. PHONE: 5411-2. STUDIO ADDRESS: 8 Anthony Bldg. TRANSMITTER LOCATION: 8 Anthony Bldg. TIME ON THE AIR: 5:30 A.M. to 11:30 P.M. NEWS SERVICES: United Press and local news department.

MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Owner Donald A. Burton
 Commercial Manager Wm. F. Craig
 Station Manager Donald A. Burton
 Sales Manager Wm. F. Craig
 Publicity Director Ed De Miller
 Musical Director Carl Noble
 Chief Engineer Maurice Crain

Coverage

Population—Primary 350,593
 Radio Homes— " 68,900
 Population—Secondary 411,757
 Radio Homes— " 72,500

Source: Station survey.

Representatives

William R. Stewart (Chicago)
 Forjoe & Co. (New York)

W G R C

NEW ALBANY—EST. 1936

MUTUAL BROADCASTING SYSTEM
 SOUTHERN NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Northside Broadcasting Corp. OPERATED BY: Northside Broadcasting Corp. BUSINESS ADDRESS: Indiana Theatre Bldg. PHONE: Wabash 3343. STUDIO ADDRESS: Indiana Theater Bldg.; Kentucky Home Life Bldg., Louisville; Jeffersonville. TRANSMITTER LOCATION: McCulloch Pike. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President and Manager S. A. Cisler
 Commercial Manager J. Porter Smith
 Business Manager C. L. Harris
 Program Director C. E. Schroeder
 Musical Director Rosalind Brown
 Chief Engineer William Tharp

Coverage

	Daytime	Evening
Population—Primary	448,300	420,000
Radio Homes— "	114,060	110,000
Population—Secondary	132,400	
Radio Homes— "	26,560	

Source: Station survey.

Representative

Burn-Smith Company

W K B V

RICHMOND—EST. 1926

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: Seventh and Main. TRANSMITTER LOCATION: North of Richmond. TIME ON THE AIR: Full

time license. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....William O. Knox

W F A M

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. Power: 100 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: 225 West Colfax Ave. PHONE: 3-6161. STUDIO ADDRESS: 225 West Colfax Ave. TRANSMITTER LOCATION: One-half mile west of city limits on U. S. No. 2. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 noon and 3:30 P.M. to 8:00 P.M.; (Sunday) 8:00 A.M. to 5:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library, Standard Radio.

Personnel

President.....F. A. Miller
Station Manager.....Franklin D. Schurz
Commercial Manager.....R. H. Swintz
Chief Announcer.....Robert Drain
Publicity Director.....Mary Stockdale
Musical Director.....Harlan Hogan
Chief Engineer.....H. Cole

Representative

Paul H. Raymer Company

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 500 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: 225 West Colfax Ave. PHONE: 3-6161. STUDIO ADDRESS: 225 West Colfax Ave. TIME ON THE AIR: (daily) 12:00-3:30 P.M. and 8:00 P.M. to midnight; (Sunday) 5:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library, Standard Radio.

Personnel

President.....F. A. Miller
Station Manager.....Franklin D. Schurz
Commercial Manager.....R. H. Swintz
Chief Announcer.....Robert Drain
Publicity Director.....Mary Stockdale
Musical Director.....Harlan Hogan
Chief Engineer.....H. Cole

Representative

Paul H. Raymer Company

W B O W

"THE FRIENDLY STATION"
TERRE HAUTE—EST. 1926

NBC (RED and BLUE)

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Banks of Wabash, Inc. OPERATED BY: Banks of Wabash, Inc. BUSINESS ADDRESS: 303 S. 6th St. PHONE: Crawford 3394. STUDIO ADDRESS: 6th & Ohio. TRANSMITTER LOCATION: First St. and Peyton Ave. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

Personnel

General Manager.....W. W. Behrman
Assistant Manager.....Luke Walton
Auditor.....Martha Turner
Chief Announcer.....Sig Rousch
Musical Director.....Leo Baxter
Chief Engineer.....Stokes Gresham, Jr.

Coverage

	Daytime	Evening
Population—Primary	320,465	217,000
Radio Homes—"	75,760	56,000
Population—Secondary	332,984	156,718
Radio Homes—"	75,580	43,803

Source: Field intensity measurements; Joint Committee.

Representative

Weed & Co.

W A O V *

VINCENNES—EST. 1939

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Vincennes Newspapers, Inc. OPERATED BY: Vincennes Newspapers, Inc. BUSINESS ADDRESS: Vincennes. STUDIO ADDRESS: Vincennes. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Vincennes Newspapers, Inc.

*Station was licensed to operate under a construction permit at time of going to press and reports that construction has not started.

W B A A

"THE VOICE OF PURDUE"

WEST LAFAYETTE—EST. 1922

FREQUENCY: 890 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Purdue University. OPERATED BY: Purdue University. BUSINESS ADDRESS: West Lafayette. PHONE: 6076. STUDIO ADDRESS: Electrical Engineering Bldg. TRANSMITTER LOCATION: Electrical Engineering Bldg. TIME ON THE AIR: 11:00 A.M. to 5:00 P.M. (Mon., Tues., Wed., Thurs., Fri.); 11:00 A.M. to 4:00 P.M. (Saturday).

Personnel

Station Manager, Program Director
Gilbert D. Williams
Asst. Program Director.... Mildred Chamberlin
Chief Engineer.....Ralph R. Townsley

IOWA

Population 2,552,000

Number of Families 680,000

Number of Radio Homes 577,800

Retail Sales \$715,031,900

Auto Registrations 747,820

W O I

AMES—EST. 1921 (as 9YI)

FREQUENCY: 640 Kc. POWER: 5000
Watts. OWNED BY: Iowa State College.
OPERATED BY: Iowa State College. BUSI-
NESS ADDRESS: Ames. PHONE: 2500. STU-
DIO ADDRESS: Ames. TRANSMITTER LO-
CATION: Ames. TIME ON THE AIR: 6:30
a.m. to local sunset. NEWS SERVICE:
United Press.

Personnel

Director..... W. I. Griffith
Assistant Director..... A. G. Woolfries
Chief Announcer..... Robert Miles
Musical Director..... Tolbert McRae
Chief Engineer..... Louie L. Lewis

K F G Q

BOONE

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Boone Biblical College. OPER-
ATED BY: Boone Biblical College. BUSINESS
ADDRESS: Boone, Ia. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: Same.
TIME ON THE AIR: Specified hours during
daytime.

Personnel

Manager.....Lois Crawford

W M T

CEDAR RAPIDS, WATERLOO—
EST. 1922

NBC (BLUE)—MUTUAL—THE COWLES
STATIONS

FREQUENCY: 600 Kc. POWER: 5,000 Watts,
d.; 1,000 Watts, n. OWNED BY: Iowa Broad-
casting Co. OPERATED BY: Same. BUSI-
NESS ADDRESS: Paramount Bldg., Cedar
Rapids—Russell Lamson Hotel, Waterloo.
PHONE: Cedar Rapids 6127, Waterloo 236.
STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: Marion. TIME ON THE AIR:
5:30 A.M. to 12:00 midnight; Sunday, 7:00
A.M. to 12:00 midnight. NEWSPAPER
AFFILIATION: Des Moines Register and
Tribune. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: World Broadcast-
ing System, NAB Library, Davis & Schwegler.

Personnel

President.....Gardner Cowles, Jr.
V.-P. and General Manager.....S. D. Quarton

Commercial Manager

W. B. Quarton (Cedar Rapids)

Commercial Manager...Don Inman (Waterloo)
National Sales Manager.....Ted Eans
Program Director.....Douglas B. Grant
Merchandising Director.....Leo F. Cole
Chief Engineer.....Charles F. Quentin

Coverage

Population—Primary 3,253,200
Radio Homes— " 768,100

Source: Field strength survey.

Representative

The Katz Agency

W O C

DAVENPORT—EST. 1922

COLUMBIA BROADCASTING SYSTEM
CORN BELT WIRELESS REBROADCASTING
SERVICE

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: Tri City Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
1000 Brady St. PHONE: 3521. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 6:00 A.M. to mid-
night; Sunday, 9:00 A.M. to 12:00 midnight.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: World Broadcasting System,
Associated.

Personnel

PresidentCol. B. J. Palmer
Vice-PresidentDave Palmer
General Manager.....J. Buryl Lottridge
National Sales Manager.....Clair Heyer
Commercial Manager.....Ben F. Hovel
Merchandising Manager.....J. Neff Wells, Jr.
Program Director.....J. Neil Reagan
Chief Engineer.....Harold Higby

Coverage

	Daytime	Evening
Population—Primary	180,800	198,100
Radio Homes— "	42,730	46,160
Population—Secondary ..	1,113,400	564,300
Radio Homes— "	264,550	138,600

Source: CBS Listener Study.

Representative

Free & Peters, Inc.

K G C A

DECORAH

FREQUENCY: 1270 Kc. POWER: 100 Watts.

OWNED BY: Charles Walter Greenley. OPERATED BY: Charles Walter Greenley. BUSINESS ADDRESS: Decorah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares daytime with KWLC.

KWLC

"THE RADIO VOICE OF LUTHER COLLEGE"

DECORAH—EST. 1926

FREQUENCY: 1270 Kc. POWER: 100 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: Luther College. PHONE: 690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dormitory. TIME ON THE AIR: Shares daytime with KGCA.

Personnel

Director..... F. C. Gamelin
Station Manager..... O. Eittrheim
Production Manager..... R. E. Lee
Music Director..... Professor T. H. Nickel
Chief Operator..... A. Woolery

KRNT

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Iowa Broadcasting Co. BUSINESS ADDRESS: Des Moines Register & Tribune Bldg. PHONE: Des Moines 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North of Des Moines. TIME ON THE AIR: 18½ hours daily. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Gardner Cowles, Jr.
General Manager..... Luther L. Hill
Assistant General Manager and
Commercial Manager..... Craig Lawrence
National Sales Manager..... Ted Enns
Program Director..... Ed Linehan
Sales Promotion Manager..... Wayne Welch
Chief Engineer..... Paul Huntsinger

Coverage

Population—Primary 1,057,141
Radio Homes— " 248,777

Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

KSO

DES MOINES—EST. 1932

NBC (BLUE)—MBS—THE COWLES STATIONS
FREQUENCY: 1430 Kc. POWER: 5000
Watts-d., 1000 Watts-n. OWNED BY: The
Iowa Broadcasting Co., subsidiary of the Des

Moines Register and Tribune. OPERATED BY: Same. BUSINESS ADDRESS: Reg. & Trib. Bldg. PHONE: 3-2111. STUDIO ADDRESS: Reg. & Trib. Bldg. TRANSMITTER LOCATION: 6 miles north of town. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 7:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, International News Service, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NAB Library.

Personnel

President..... Gardner Cowles, Jr.
General Manager..... Luther Hill
Assistant General and
Commercial Manager..... Craig Lawrence
National Sales Manager..... Ted Enns
Program Director..... Ed Linehan
Sales Promotion Manager..... Wayne Welch
Chief Engineer..... Paul Huntsinger

Coverage

Population—Primary 812,340
Radio Homes— " 192,968

Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

WHO

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS

REBROADCASTING SERVICE

FREQUENCY: 1000 Kc. POWER: 50000
Watts. OWNED BY: Central Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
914 Walnut St. PHONE: 3-7147. TRANSMITTER
LOCATION: Mitchellville. TIME ON THE AIR:
6:00 A.M. to 1:00 A.M.; Sundays, 8:00 A.M.
to 12:00 midnight. NEWS SERVICE: United
Press and Transradio Press. TRANSCRIPTION
SERVICE: NBC Thesaurus.

Personnel

President..... Col. B. J. Palmer
V.P. & Treasurer..... D. D. Palmer
V-P & Station Manager..... J. O. Maland
Secretary William Brandon
Sales Manager Hale Bondurant
Publicity Director Woody Woods
Program Director Harold Fair
Technical Director Paul A. Loyet

Coverage

Population—Primary 3,745,000
Radio Homes— " 866,000

Source: Field intensity measurements.

Representative

Free & Peters, Inc.

KDTH *

DUBUQUE—EST. 1937

FREQUENCY: 1340 Kc. POWER: 500 Watts.
OWNED BY: Telegraph Herald. OPERATED

BY: Telegraph Herald. BUSINESS ADDRESS: Eighth Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Not determined. TIME ON THE AIR: Daytime. NEWS AFFILIATION: Dubuque Telegraph Herald.

*Station was licensed to operate under a construction permit at time of going to press.

Representative

William J. Arndt

W K B B

"THE RADIO VOICE OF IOWA'S KEY CITY"

DUBUQUE—EST. 1933

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Sanders Bros. Radio Station. OPERATED BY: Sanders Bros. Radio Station. BUSINESS ADDRESS: Hotel Julien. PHONE: Dubuque 572. STUDIO ADDRESS: Hotel Julien. TRANSMITTER LOCATION: Rural Route No. 2. TIME ON THE AIR: 6:30 A.M. to midnight (daily), 8:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President.....Walter E. Klauer
Station Manager.....James D. Carpenter
Chief Announcer.....Vaughn Gayman
Publicity Director.....Sigmund Fritschel
Musical Director.....M. K. Galliard
Chief Engineer.....Leonard Carlson

Coverage

	Daytime	Evening
Population	379,549	
Radio Homes	85,517	40,140

Representative

International Radio Sales

K V F D

FORT DODGE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Northwest Broadcasting Co. OPERATED BY: Northwest Broadcasting Co. BUSINESS ADDRESS: Warden Bldg. PHONE: Walnut 2761. STUDIO ADDRESS: Warden Bldg. TRANSMITTER LOCATION: Fort Dodge. TIME ON THE AIR: 15 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Edward Breen
Commercial Manager.....Charles A. Kennedy

W S U I

IOWA CITY—EST. Code—1911—
Broadcast—1919

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. (C. P. 5000 watts, d.;

1000 watts, n.). OWNED BY: State Univ. of Iowa. OPERATED BY: State Univ. of Iowa. BUSINESS ADDRESS: Iowa City. PHONE: University 237-8162. STUDIO ADDRESS: Iowa City. TRANSMITTER LOCATION: Iowa City. TIME ON THE AIR: 8:30 A.M. to 10:00 P.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Usual facilities.

Personnel

Chairman Radio Board.....Bruce E. Mahan
Station Director.....Carl H. Menzer
Program Director.....Pearl B. Broxam
Production Manager

Prof. H. Clay Harshberger
Staff Announcer.....William Sener
Chief Engineer.....S. J. Ebert

K F J B

"IN THE HEART OF IOWA"

MARSHALLTOWN—EST. 1923

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Marshall Electric Co. OPERATED BY: Marshall Electric Co. BUSINESS ADDRESS: 1603 W. Main St. PHONE: 3361. STUDIO ADDRESS: 1603 W. Main St. TRANSMITTER LOCATION: 2 miles northwest of town. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. (daily); 11:00 to 7:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and Station Manager...Earl Peak
Chief Engineer.....Warren D. Bailey

Coverage

Population—Primary	191,700
Radio Homes— "	72,100
Population—Secondary	383,200
Radio Homes— "	91,700

Source: Mail response analysis.

Representative

Allied Representation Co.

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Mason City Globe Gazette Co. OPERATED BY: Mason City Globe Gazette Co. BUSINESS ADDRESS: Hotel Hanford. PHONE: 2800. STUDIO ADDRESS: Hotel Hanford. TRANSMITTER LOCATION: 2 miles west of M. C. on Highway 18. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. (daily); 7:00 A.M. to 12:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Mason City Globe-Gazette. NEWS SERVICES: United Press and Globe Gazette City Reporters and correspondents in North Iowa and Southern Minn. TRANSCRIPTION SERVICE: NBC The-saurus, Standard Radio, and NAB Library.

Personnel

Station Manager.....F. C. Eighmey

There's *only* ONE!

KSCJ, operating on 5000 watts day and 1000 watts night (soon 5000 day and night), is the ONE station . . . network or independent . . . of this or greater power whose transmitter is within 60 miles of Sioux City!

KSCJ is the ONE station, regardless of atmospheric conditions, that can be depended on to get your client's message across to the majority of the 1,688,810 listeners in this rich area!

KSCJ AFFILIATE
NBC
The JOURNAL
SIOUX CITY, IOWA
Represented by George Hollingbery
C. W. Corkhill, Manager

Program Director.....John Price
 Production Manager.....Jim Woods
 Publicity Director.....Henry Hook
 Chief Engineer.....Leo Born

Coverage

	Daytime
Population—Primary	178,700
Radio Homes— "	38,370
Population—Secondary	480,600
Radio Homes— "	106,280

Source: CBS Listener Study.

Representative

Weed & Co.

K F N F

"THE FRIENDLY FARMER STATION"
 SHENANDOAH—EST. 1924

FREQUENCY: 890 Kc. POWER: 5000 watts.
 d.; 1000 watts, n. OWNED BY: KFNF, Inc.
 OPERATED BY: KFNF, Inc. BUSINESS AD-
 DRESS: 407 Sycamore. PHONE: No. 1—de-
 partmental connections. STUDIO ADDRESS:
 407 Sycamore St. TRANSMITTER LOCATION:
 407 Sycamore St. TIME ON THE AIR: (daily)
 5:30 A.M. to 4:00 P.M.; 5:00 P.M. to 9:00 P.M.;
 (Saturday) 5:30 A.M. to 10:00 P.M. NEWS
 SERVICE: International News Service. TRAN-
 SCRPTION SERVICE: Standard Radio.

Personnel

Manager.....W. E. MacDonald

Coverage

Population—Primary	3,010,600
Radio Homes— "	761,500
Population—Secondary	3,625,400
Radio Homes— "	791,500

Source: Field intensity measurements and
 mail response analysis.

Representative

Reynolds-Fitzgerald, Inc.

K M A

SHENANDOAH—EST. 1925

NBC—BLUE AND MUTUAL

CORN BELT WIRELESS REBROADCASTING
 SERVICE

FREQUENCY: 930 Kc. POWER: 5000 watts,
 d.; 1000 watts, n. OWNED BY: Earl E. May
 Seed Co. OPERATED BY: Earl E. May Seed
 Co. BUSINESS ADDRESS: Lowell & Elm Sts.
 PHONE: 192. STUDIO ADDRESS: Lowell &
 Elm Sts. TRANSMITTER LOCATION: Shenan-
 doah Rt. 48. TIME ON THE AIR: 4:30 A.M.
 Press. TRANSCRIPTION SERVICE: World
 Broadcasting System. MAINTAINS ARTISTS'
 BUREAU.

Personnel

President.....Earl E. May
 Station & Commercial Mgr.....J. (Cy.) Rapp
 Program Director.....Fred Greenlee
 Production Manager.....Owen Saddler

Promotion Manager.....Frank Jaffe
 Musical Director.....Faylon Geist
 Chief Engineer.....Ray Schroeder

Coverage

	Daytime	Evening
Population—Primary	2,200,100	1,261,464
Radio Homes— "	476,440	285,330
Population—Secondary ..	1,884,060	1,792,410
Radio Homes— " ..	451,710	388,130

Source: Field intensity measurements and
 mail response analysis.

Representative

Howard Wilson & Co.

K S C J

"HEAR IT AS IT HAPPENS OVER KSCJ;
 READ IT IN THE SIOUX CITY JOURNAL"

SIOUX CITY—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: Perkins Bros.
 Co. OPERATED BY: Same. BUSINESS AD-
 DRESS: 415 Douglas. PHONE: 57993-4-5.
 STUDIO ADDRESS: Same. TRANSMITTER
 LOCATION: 4500 Floyd Ave. TIME ON THE
 AIR: 6:00 A.M. to midnight. NEWSPAPER AF-
 FILIATION: Sioux City Journal. NEWS SER-
 VICE: Associated Press. TRANSCRIPTION
 SERVICE: C. P. MacGregor, Davis & Schwegler.

Personnel

Station Manager.....C. W. Corkhill
 Studio Director.....Ruth Fachman
 Publicity Director.....Roberta Deany
 Musical Director.....Bertha Reese
 Chief Engineer.....S. C. Dier

Coverage

Population—Primary	1,189,871
Population—Secondary	1,688,810

Source: Field intensity measurements.

Representative

George P. Hollingsbery Co.

K T R I

SIOUX CITY—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts.
 OWNED BY: Sioux City Broadcasting Co. OP-
 ERATED BY: Dietrich Dirks and The Tribune
 Co. BUSINESS ADDRESS: Commerce Bldg., 6th
 & Nebraska Sts. PHONE: 8-0165. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 6:00 A.M. to mid-
 night. NEWSPAPER AFFILIATION: The Sioux
 City Tribune. NEWS SERVICE: United Press.
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-
 TION SERVICE: Standard Radio.

Personnel

President.....Eugene Kelly
 General Manager.....Dietrich Dirks
 Program Director.....Gordon Horner
 Commercial Manager.....Ray Jensen
 Chief Engineer.....Carleton Gray

Coverage

	Daytime	Evening
Population—Primary	476,940	476,940
Radio Homes— "	101,430	101,430

Source: Field intensity measurements and mail response analysis.

Representative
Furgason & Walker, Inc.

KANSAS

Population 1,864,000

Number of Families 501,000

Number of Radio Homes 367,800

Retail Sales \$493,087,100

Auto Registrations 589,474

K F B I

ABILENE—EST. 1923

FREQUENCY: 1050 Kc. POWER: 5000 Watts.
OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Farmers & Bankers Life Insurance Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 42nd St. & Broadway. TIME ON THE AIR: 6:00 A.M. to sunset (Pacific time). NEWS SERVICE: International News Service.

TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

Personnel

President H. K. Lindsley
Station Manager Herb Hollister
Chief Engineer K. W. Pyle

Coverage

Population—Primary	1,010,900
Radio Homes— "	199,700
Population—Secondary	1,669,000
Radio Homes— "	383,600

Source: Mail response analysis.

Representative

Howard H. Wilson Company

Confucius Says—

"A Well Programmed
Station
Brings Better Results"

K W B G

Hutchinson, Kansas
Is
Well Programmed

The Station in the
Center of the Nation

K V A K

"THE VOICE OF ATCHINSON, KANSAS"
ATCHINSON—EST. 1939

FREQUENCY: 1420 Kc. POWER: 100 Watts.
OWNED BY: Carl Latenser. OPERATED BY: Carl Latenser. BUSINESS ADDRESS: Latemer Bldg., 622 Commercial St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Atchinson. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, Davis & Schwegler.

Personnel

Owner & Director Carl Latenser
Manager W. H. Reity
Program Director L. V. Butcher

Coverage

Population—Primary	35,000
Population—Secondary	500,000

Source: Station survey.

K G G F

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM
FREQUENCY: 1010 Kc. POWER: 1000 Watts.
OWNED BY: Hugh J. Powell. OPERATED BY: Same. BUSINESS ADDRESS: Journal Bldg. PHONE: 147-41. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: South Coffeyville.
TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
NEWSPAPER AFFILIATION: The Coffeyville Journal.
NEWS SERVICE: The Associated Press.
TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

Personnel

Owner.....Hugh J. Powell
 General Manager.....Melvin Drake
 Program Director.....Clair A. Foster
 Chief Engineer.....J. Fred Case

Coverage

Population—Primary 717,900
 Radio Homes— " 132,800
 Population—Secondary 503,900
 Radio Homes— " 102,000

Source: Field intensity measurements.

Representative

The Katz Agency

K G N O

DODGE CITY—EST. 1930

FREQUENCY: 1340 Kc. **POWER:** 1000 Watts, d.; 250 Watts, n. **OWNED BY:** Dodge City Broadcasting Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Globe Bldg. **PHONE:** 1100. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Westview Park. **TIME ON THE AIR:** 6:30 A.M. to 2:00 P.M. and 4:00 P.M. to 9:00 P.M. **NEWSPAPER AFFILIATION:** Dodge City Globe. **NEWS SERVICE:** Associated Press. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President.....J. C. Denious
 Business Manager.....N. C. Petersen
 Commercial Manager.....Vaughn Kimball
 Chief Engineer.....Emil Doane

Representative

Arthur H. Hagg and Associates

K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. **POWER:** 250 Watts. **OWNED BY:** Emporia Broadcasting Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Emporia. **TIME ON THE AIR:** 6:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio, C. P. MacGregor.

Personnel

President.....S. B. Warren
 General & Commercial
 Manager.....K. W. Trimble
 Program Director.....Larry Simms
 Chief Engineer.....Paul H. Daniels

Representative

Sears & Ayer, Inc.

K I U L

**"VOICE OF WESTERN KANSAS"
 GARDEN CITY—EST. 1935**

FREQUENCY: 1210 Kc. **POWER:** 100 Watts. **OWNED BY:** Garden City Broadcasting Co. **OPERATED BY:** Garden City Broadcasting Co. **BUSINESS ADDRESS:** 404 N. Main. **PHONE:** 666-999. **STUDIO ADDRESS:** 404 N. Main. **TRANSMITTER LOCATION:** Warner Terrace. **TIME ON THE AIR:** 6:00 A.M. to 7:15 P.M., daily; 10:00 A.M. to 5:00 P.M., Sundays. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Lang-Worth, Davis & Schwegler.

Personnel

President.....F. D. Conard
 Station Manager.....Clem Morgan
 News Editor.....M. E. Pence
 Chief Engineer.....Ralph Childs

Coverage

Radio Homes—Primary 18,200
 Radio Homes—Secondary 22,510

Source: Station survey.

Representative

Cox and Tanz

K V G B

**"THE VOICE OF GREAT BEND"
 GREAT BEND—EST. 1937**

FREQUENCY: 1370 Kc. **POWER:** 100 Watts. **OWNED BY:** Helen Townsley. **OPERATED BY:** Helen Townsley. **BUSINESS ADDRESS:** Cork Bldg., P. O. Box 757. **PHONE:** 1080. **STUDIO ADDRESS:** Cork Bldg. **TRANSMITTER LOCATION:** 2 miles south of Great Bend on Highway No. 281. **TIME ON THE AIR:** 7:00 A.M. to 10:00 P.M., daily; 8:45 A.M. to 4:00 P.M., Sunday. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus, C. P. MacGregor.

Personnel

Manager.....H. T. Townsley
 Program Manager.....Dave Wilson
 Commercial Manager.....Everette Smart
 Chief Engineer.....Leo Legleiter

Coverage

Population—Primary 301,900
 Radio Homes— " 53,100

Source: Mail analysis.

K W B G

**"THE STATION IN THE CENTER
 OF THE NATION"
 HUTCHINSON—EST. 1935**

FREQUENCY: 1420 Kc. **POWER:** 100 Watts (C.P. 250 Watts). **OWNED BY:** Nation's Center Broadcasting Co., Inc. **OPERATED BY:** W. B. Greenwald. **BUSINESS ADDRESS:** 201 S. Main. **PHONE:** 5202. **STUDIO ADDRESS:** 201 S. Main.



**KANSAS
STATION
EXECUTIVES
READ
RADIO
DAILY
REGULARLY**



TRANSMITTER LOCATION: Hutchinson. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler.

Personnel

President.....W. B. Greenwald
Station Manager.....H. A. Delp
Commercial Manager.....Ken Irving
Chief Engineer.....Harold Bourrell

KCKN

KANSAS CITY—EST. 1925 (as WLBF)
1936 (as KCKN)
KANSAS NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: The KCKN Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 901 N. 8th St. PHONE: Drexel 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Operated by The Kansas City Kansan, Capper Publication, only daily newspaper in Kansas City, Kansas. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library.

Personnel

President.....W. A. Bailey
Vice-President-General
Manager.....Ellis Atteberry
Commercial Manager.....Owen Balch
Program Director.....George Engelter
Director of Publicity.....Ruth Kendall
Special Productions Manager.....John Drake
News Commentator.....Olaf Soward
Musical Director.....Ruth Royal
Chief Engineer.....C. E. Salzer, Jr.

Coverage

	Daytime	Evening
Population—Primary	797,703	600,000
Radio Homes—	210,530	180,000

Source: Field intensity measurements; Joint Committee.

Representative

Capper Publications

KFKU

LAWRENCE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: University of Kansas. OPERATED BY: University of Kansas. BUSINESS ADDRESS: Lawrence, Kans. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tonganoxie, Kans. TIME ON THE AIR: Shares time with WREN.

Personnel

Director.....Harold G. Ingham
Assistant Program
Director.....Mildred I. Seaman

W R E N

LAWRENCE—EST. 1926

NBC-BLUE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The WREN Broadcasting Co. OPERATED BY: The WREN Broadcasting Co. BUSINESS ADDRESS: WREN Bldg. PHONE: Lawrence 110. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Between Lawrence and Kansas City, Mo. TIME ON THE AIR: Shares time KFKU. Sunday 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 2:30 P.M. and 3:00 P.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Vernon H. Smith
 Assistant Manager.....Verl Bratton
 Commercial Manager.....Ernest Pontius
 Promotion Director.....John Bondeson

Coverage

Population—Primary 3,699,476
 Radio Homes— " 771,200
 Source: Field intensity measurements; U. S. Census; Joint Committee.

Representative

Howard H. Wilson Co.

K S A C

"AN EDUCATIONAL PROGRAM FOR EVERY LISTENING MEMBER OF THE FAMILY"

MANHATTAN—EST. 1924

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Kansas State College of Agriculture and Applied Science. OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Manhattan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daily except Sundays, 9:30 A.M. to 10:30 A.M.; 12:30 P.M. to 2:00 P.M.; 4:30 P.M. to 5:30 P.M.; and Saturdays, 9:30 A.M. to 10:30 A.M.; and 12:30 P.M. to 2:30 P.M. NEWS SERVICES: Associated Press.

Personnel

President F. D. Farrell
 Director H. Umberger
 Program Director..... L. L. Longsdorf

K O A M

"THE FOUR STATE STATION—KANSAS, OKLAHOMA, ARKANSAS AND MISSOURI"

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.
 (RED & BLUE)

FREQUENCY: 790 Kc. POWER: 1000 Watts. OWNED BY: Pittsburg Broadcasting Co. OPERATED BY: Pittsburg Broadcasting Co. BUSINESS ADDRESS: Commerce Bldg. PHONE: 2165-6. STUDIO ADDRESS: Commerce Bldg. TRANSMITTER LOCATION: 2½ miles southeast of Pittsburg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....E. Victor Baxter
 Station Manager.....R. E. Wade
 Sales Manager.....R. G. Patterson
 Program Director.....Bruce Robertson
 Chief Engineer.....W. L. Brown

Coverage

Population—Primary 920,451
 Radio Homes— " 187,483
 Source: U. S. Census; Joint Committee.

Representative

Furgason & Walker, Inc.

K S A L

"YOUR FRIEND OF THE AIRWAYS"

SALINA—EST. 1937

FREQUENCY: 1120 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: KSAL, Inc. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: Journal Bldg. PHONE: 100-104. STUDIO ADDRESS: Journal Bldg. TRANSMITTER LOCATION: State St. Road. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATION: Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus, Langworth.

Personnel

President.....R. J. Laubengayer
 Station Manager.....Owen Balch
 Commercial Manager.....H. C. Fagerstrom
 Chief Engineer.....N. E. Vance, Jr.

Coverage

Population—Primary 525,031
 Radio Homes— " 140,000
 Population—Secondary 1,000,000
 Radio Homes— " 300,000
 Source: Field intensity measurements.

Representative

The Katz Agency

Through Kansas Skies

WIBW

-NOT BOMBING PLANES



**FORMING TRUE AMERICAN PRINCIPLES IN KANSAS
AND HALF OF ALL ADJOINING STATES**

W I B W

"THE VOICE OF KANSAS"
TOPEKA—EST. 1925
 CBS—KANSAS NETWORK

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: **Capper Publications, Inc.** OPERATED BY: **Capper Publications, Inc.** BUSINESS ADDRESS: Box 119. PHONE: 3-2377. STUDIO ADDRESS: 1035 Topeka Blvd. TRANSMITTER LOCATION: Near Topeka. TIME ON THE AIR: 4:30 A.M. to midnight (daily); 7:30 A.M. to midnight (Sunday). CST. NEWSPAPER AFFILIATION: **Capper Publications, Inc.** NEWS SERVICE: **United Press.** TRANSCRIPTION SERVICES: **Standard Library, NAB Library.**

Personnel

General Manager.....**Ben Ludy**
 Chief Engineer.....**Karl Troeglen**

Coverage

Population—Primary 1,920,500
 Radio Homes— " 361,980
 Population—Secondary 6,819,100
 Radio Homes— " 1,300,100

Source: **CBS Listener Study.**

Representative

Capper Publications, Inc.

K A N S

WICHITA—EST. 1936

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 1210 Kc. POWER: 100 Watts (C.P. 250 Watts). OWNED BY: **The KANS Broadcasting Co.** OPERATED BY: **The KANS Broadcasting Co.** BUSINESS ADDRESS: **Hotel Lassen.** PHONE: 4-2387. STUDIO ADDRESS: **Hotel Lassen.** TRANSMITTER LOCATION: **Hotel Lassen.** TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. NEWS SERVICE: **United Press.** TRANSCRIPTION SERVICE: **NBC Thesaurus, Standard Radio.**

Personnel

President-General Manager.....**Herb Hollister**
 Commercial Manager.....**Phil McKnight**
 Chief Engineer.....**Glenn Ritter**

Coverage

Population—Primary	Daytime 365,080
Radio Homes— "	73,016

Source: **Field intensity measurements.**

Representative

The Katz Agency

K F H

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: **Radio Station KFH Co.** OPERATED BY: **Same.** BUSINESS ADDRESS: **York Rite Temple.** PHONE: 35254-5-6. STUDIO ADDRESS: **York Rite Temple.** TRANSMITTER LOCATION: 6 miles East of Downtown Wichita. TIME ON THE AIR: (Daily) 5:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: **United Press.** NEWSPAPER AFFILIATION: **The Wichita Eagle.** TRANSCRIPTION SERVICE: **Associated Libraries.**

Personnel

Vice President-General Mgr....**M. M. Murdock**
 Business Manager.....**P. S. Clark**
 Program Director.....**Vernon E. Reed**
 National Sales & Promotion
 Manager.....**Clark A. Luther**
 Chief Engineer.....**Amos C. Dadisman**

Coverage

Population—Primary	700,200
Radio Homes— "	142,800
Population—Secondary	1,127,200
Radio Homes— "	188,700

Source: **Mail response analysis.**

Representative

Edward Petry & Co.

KENTUCKY

Population 2,920,000

Number of Families 708,000

Number of Radio Homes 494,900

Retail Sales \$427,105,800

Auto Registrations 425,000

W C M I

"WHERE COAL MEETS IRON"
ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: **Ashland Broadcasting Co.** OPERATED BY: **Ashland Broadcasting Co.** BUSINESS ADDRESS: **WCMI Bldg.** PHONE: 3010-11.

STUDIO ADDRESS: **WCMI Bldg., First National Bank Bldg., Ironton, Ohio; Prichard Hotel, Huntington, W. Va.** TRANSMITTER LOCATION: **WCMI Bldg.** TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: **Ashland Daily Independent.** NEWS SERVICE: **United Press.** MAINTAINS **ARTISTS' BUREAU.** TRANSCRIPTION SERVICE: **Standard Radio.**

WAVE STILL ISN'T REACHING CHINA!

(OR CHICKEN BRISTLE, KENTUCKY!)

No, Suh—Station WAVE is glad to report that we're still content to be sitting on top of the *biggest market in Kentucky*. . . leaving the Whangpoo (and the Kentucky mountains) for the other fellows!

But still we say, *don't be deceived!* Louisville ALONE gives you 80.7% of the income-tax payers in the entire Trading Area—74% of the drug sales—67.8% of the food sales!

And the WAVE Listening Area still gives you almost twice as many income-tax payers as the remaining 93 Kentucky counties, combined!—63% more passenger cars—64% more wired homes!

Also—the cost of WAVE is so low that you'll hardly notice the addition to your budget. Why not write for the whole story?

An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives

Station **WAVE** *Louisville*
1000 WATTS INCORPORATED 940 K. C.

KENTUCKY

Personnel

President Gilmore Nunn
 Station & Sales Manager.... Robert MacKenzie
 Program Director..... Russell Hirsch
 In Charge of Huntington
 Studio Bert Georges
 In Charge of Ironton
 Studio Ken McClure

Coverage

Population—Primary *208,194
 Population—Secondary 454,775
 Radio Homes—Primary & Secondary 86,300

* Area covered includes 7 counties in Kentucky, 3 in Ohio and 4 in West Virginia.

Source: Station survey.

Representative

John H. Perry Associates

W L B J *

BOWLING GREEN—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: Bowling Green Broadcasting Co.
 OPERATED BY: Bowling Green Broadcasting Co.
 BUSINESS ADDRESS: Bowling Green.
 STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

W H O P

"THE VOICE OF THE PENNYRILE" HOPKINSVILLE—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: Paducah Broadcasting Co. OPERATED BY: Paducah Broadcasting Co. BUSINESS ADDRESS: P. O. Box 539. STUDIO ADDRESS: Princeton Pike. TRANSMITTER LOCATION: Princeton Pike. TIME ON THE AIR: 18 hours daily. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-General Manager..Pierce E. Lackey
 Managing Director.....Hecht S. Lackey
 Commercial Manager.....F. Ernest Lackey

W L A P

LEXINGTON—EST. 1928

MUTUAL—SOUTHERN NETWORK
 FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Radio Bldg., Walnut & Short Sts. PHONE: 1721-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walton Bldg., Main & Esplanade. TIME ON THE

AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-Genl. Mgr..... Gilmore N. Nunn
 Vice President..... J. Lindsay Nunn
 Secretary-Treasurer..... Warren G. Davis
 Chief Engineer..... Sanford Helt

Representative

John H. Perry Associates

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 940 Kc. POWER: 1000 Watts.
 OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Jackson 8391-2. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: Brown Hotel. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President.....Geo. W. Norton, Jr.
 Commercial Manager.....James F. Cox
 Station Manager.....Nathan Lord
 Sales Manager.....James F. Cox
 Program Director.....George Patterson
 Musical Director.....Clifford Shaw
 Chief Engineer.....Wilbur E. Hudson

Coverage

	Evening
Population—Primary	830,080
Radio Homes— "	136,160
Population—Secondary	241,834
Radio Homes— "	30,890

Source: NBC Aareas Survey.

Representative

Free & Peters, Inc.

W G R C

LOUISVILLE

(See New Albany, Ind.)

W I N N *

LOUISVILLE—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Kentucky Broadcasting Corp. OPERATED BY: Kentucky Broadcasting Corp. BUSINESS ADDRESS: Louisville. STUDIO ADDRESS: Louisville. TRANSMITTER LOCATION: Louisville. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

Roger Babson says..

"Well-balanced, well-diversified Louisville can look ahead confidently to the next six months . . . Practically all of Louisville's 500-odd factories will roar along at new post-depression peaks . . . I look for a gain of roughly 10 per cent in the national farm income during 1940. The rich Bluegrass country is certain to get more than her share of this increase. . . . Gains in home building will be continued. Industrial construction will be at the best levels of the last ten years. . . High factory employment, prosperous farmers, busy building artisans all add up to a good year for everyone in Louisville . . ."

TO PRODUCE maximum sales in this \$2,-214,269,000 market, use the key station in this prosperous area . . .

WHAS

50,000 WATTS
820 KILOCYCLES
Basic CBS Outlet

HERE'S WHAT HAPPENED IN LOUISVILLE IN 1939

Bank Deposits up \$21,000,000
Bank Clearings up \$163,000,000
Industrial Power Consumption up
13,000,000 kwh
Gas Consumption up 89,000,000
cu. ft.
L. & N. Carloadings up 121,000
cars
Retail Sales up 6 per cent
Wholesale Sales up 15 per cent
Construction in city almost double
Distillery production up 4,000,000
gallons
Brewery production up nearly
2,000,000 gallons

In the Kentuckiana market there were sustained gains in virtually every line of business and every index points to the continuance of this prosperity during 1940.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Owned and Operated by

The Courier-Journal — THE LOUISVILLE TIMES

W H A S

"IN THE HEART OF THE RICH OHIO RIVER VALLEY"

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 820 Kc. POWER: 50,000 Watts.

OWNED BY: Barry Bingham. OPERATED BY: Louisville Times Company. BUSINESS ADDRESS: 300 W. Liberty St. PHONE: Wa. 2211. STUDIO ADDRESS: 300 W. Liberty St. TRANSMITTER LOCATION: New Eastwood. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. daily; 8:00 A.M. to midnight Sunday. NEWSPAPER AFFILIATION: Courier Journal and Louisville Times. NEWS SERVICE: United Press, International News Service. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers Library.

Personnel

Owner Barry Bingham
Radio Director..... Credo Fitch Harris
Executive Manager W. Lee Coulson
Commercial Manager..... Joe Eaton
Program Manager..... Robert L. Kennett
Publicity Director..... John H. Hoagland
Technical Advisor..... Orrin W. Towner

Coverage

Population—Primary 4,907,600
Radio Homes— " 1,156,900

Source: Field intensity measurements.

Representative

Edward Petry & Company

W O M I

OWENSBORO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts.

OWNED BY: Owensboro Broadcasting Co., Inc.

OPERATED BY: Owensboro Broadcasting Co., Inc. BUSINESS ADDRESS: Byers Ave. & Livermore Road. PHONE: 420 & 421. STUDIO ADDRESS: Byers Ave. & Livermore Road. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 16 hours daily; 15 hours Sunday. NEWSPAPER AFFILIATIONS: Owensboro Messenger (morning); Owensboro Inquirer (evening). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... Lawrence W. Hager
General Manager..... Hugh O. Potter

Coverage

Population—Primary 146,705
Radio Homes— " 41,880
Population—Secondary 344,102
Radio Homes— " 96,400

Source: Field intensity survey.

W P A D

PADUCAH—EST. 1930

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Paducah Broadcasting Co., Inc. OPERATED BY: Paducah Broadcasting Co., Inc. BUSINESS ADDRESS: 9th and Terrell. PHONE: 4100. STUDIO ADDRESS: 9th and Terrell. TRANSMITTER LOCATION: 9th and Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Paducah-Sun Democrat. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting System.

Personnel

President & Genl. Mgr..... Pierce E. Lackey

Representative

Cox & Tanz

LOUISIANA

Population 2,132,000

Number of Families 510,000

Number of Radio Homes 297,400

Retail Sales \$378,832,300

Auto Registrations 344,900

K A L B

"IN THE HEART OF LOUISIANA"

ALEXANDRIA—EST. 1935

FREQUENCY: 1210 Kc. POWER: 250 Watts.

OWNED BY: Alexandria Broadcasting Co., Inc. OPERATED BY: Alexandria Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 788. PHONE: 65. STUDIO ADDRESS: 3rd & Jackson. TRANSMITTER LOCATION: Upper 4th St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sunday, 9:00 A.M. to 5:30 P.M. NEWS SERVICE: In-

ternational News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, NAB Library, Langworth, Standard Radio.

Personnel

President..... Walter H. Allen
Vice-President Grove Stafford
Secretary-Treasurer..... Mrs. W. H. Allen
General Manager..... C. Edly Rogers
Sales Manager..... Edgar Cappellini
Program Director..... Gordon Loudon
Musical Director..... John Pegues Kelley
Chief Engineer..... Truman Stanley

W J B O

BATON ROUGE—EST. 1934
 NATIONAL BROADCASTING CO.
 LOUISIANA NETWORK

FREQUENCY: 1120 Kc. POWER: 500 watts (C.P. 1000 watts). OWNED BY: Baton Rouge Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Magnolia and Fifth Sts. PHONE: 3647. STUDIO ADDRESS: Magnolia and 5th. TRANSMITTER LOCATION: Roosevelt Road. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Baton Rouge State-Times, Baton Rouge Morning Advocate. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Chas. P. Manship, Jr.
 Vice Pres. & Genl. Mgr....H. Vernon Anderson
 Secretary-Treasurer...Charles P. Manship, Sr.
 Production Supervisor.....W. H. Bland, Jr.
 Sales Manager.....J. Roy Dabadie
 Chief Engineer.....Wilbur T. Golson

Coverage

Population—Primary 344,291
 Radio Homes— " 41,700
 Source: Field intensity measurements; U. S. Census; Joint Committee.

Representative

George P. Hollingsbery Co.

K V O L

"VOICE OF LAFAYETTE"
LAFAYETTE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Evangeline Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 300 Jefferson St. PHONE: 336-1280. STUDIO ADDRESS: Evangeline Hotel. TRANSMITTER LOCATION: Scott Road. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Advertiser-Gazette. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

PresidentMorgan Murphy
 Station Manager.....Geo. H. Thomas
 Commercial Manager.....R. A. Escudier
 Chief Engineer.....J. G. Cooper

Coverage

	Daytime	Evening
Population—Primary	250,000	150,000
Radio Homes— "	75,000	50,000
Population—Secondary ..	300,000	250,000
Radio Homes— " ..	100,000	75,000

Source: Station survey.

K P L C

"VOICE OF THE POPULAR PORT"
LAKE CHARLES—EST. 1935

LOUISIANA NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts.

OWNED BY: Calcasieu Broadcasting Co. OPERATED BY: Calcasieu Broadcasting Co. BUSINESS ADDRESS: 333 Pujo St. PHONE: 81-82. STUDIO ADDRESS: Majestic Hotel. TRANSMITTER LOCATION: La Grange St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....T. B. Lanford
 Commercial Manager.....F. C. Carroll
 Chief Announcer.....K. McDaniel
 Station Manager.....C. R. Porter
 Publicity Director.....H. L. Barnett
 Chief Engineer.....E. C. Moses

Coverage

Population—Primary *110,900
 Radio Homes— " *14,800

* Includes portions of secondary area.
 Source: Station survey.

K M L B

"VOICE OF MONROE"
MONROE—EST. 1930

LOUISIANA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Liner's Broadcasting Station, Inc. BUSINESS ADDRESS: Frances Hotel. PHONE: 4321-4564. STUDIO ADDRESS: Frances Hotel. TRANSMITTER LOCATION: Milhaven Rd. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC The-saurus.

Personnel

President-General Manager....J. C. Liner, Sr.
 Commercial Manager.....J. C. Liner, Jr.
 Program Director.....Don Breitenmoser
 Chief Engineer.....O. L. Morgan

Coverage

	Daytime
Population—Primary	94,200
Radio Homes— "	11,640
Population—Secondary	132,000
Radio Homes— "	10,960

Source: Field intensity measurements.

W D S U

**"FIRST WITH THE LATEST AND ALWAYS
 A FEW HEADLINES AHEAD"**

NEW ORLEANS—EST. 1923

NBC (BLUE)—LOUISIANA NETWORK

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: WDSU, Inc. OPERATED BY: WDSU, Inc. BUSINESS ADDRESS: Hotel Monteleone. PHONE: Raymond 7135. STUDIO ADDRESS: Hotel Monteleone. TRANSMITTER LOCATION: Gretna. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President Joseph H. Uhalt
 Commercial Manager P. K. Ewing
 Station Manager Joseph H. Uhalt
 Sales Manager P. K. Ewing
 Chief Engineer Kenneth Ervin

Representative

John Blair & Co.

W J B W

"LOUISIANA'S ORIGINAL FRIENDLY ALL-NIGHT STATION"

NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts.
 OWNED BY: Charles C. Carlson. OPERATED BY: Charles C. Carlson. BUSINESS ADDRESS: 947 Howard Ave. STUDIO ADDRESS: 947 Howard Ave. TRANSMITTER LOCATION: 3617 Bruxelles St. TIME ON THE AIR: 6:30 A.M. to 12:00 noon, 5:00 P.M. to 8:00 P.M. and 11:00 P.M. to 1:30 A.M. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

General Manager C. C. Carlson

Coverage

	Daytime	Evening
Population—Primary	200,000	200,000
Radio Homes— "	100,000	100,000
Population—Secondary ..	500,000	500,000
Radio Homes— "	250,000	250,000

Source: Station estimate.

W N O E

NEW ORLEANS—EST. 1926

LOUISIANA NETWORK

FREQUENCY: 1420 KC. POWER: 250 Watts.
 OWNED BY: WNOE, Inc. OPERATED BY: WNOE, Inc. BUSINESS ADDRESS: 720 Common St. PHONE: Raymond 0423. STUDIO ADDRESS: St. Charles Hotel. TRANSMITTER LOCATION: S. White & Ephrosene. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President James A. Noe
 Vice-President-General
 Manager Raymond F. Huff
 Program Director Hubert J. Grant
 Educational Director Benet F. Cain
 Sales Manager Clark B. Alexander

Coverage

	Daytime	Evening
Population—Primary	1,000,000	750,000
Radio Homes— "	105,000
Population—Secondary ..	2,000,000	1,000,000
Radio Homes— "	250,000

Source: Station estimate.

Representative

Cox & Tanz

W S M B

NEW ORLEANS—EST. 1925

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 watts.
 OWNED BY: Maison Blanche & Saenger Theaters. OPERATED BY: WSMB, Inc. BUSINESS ADDRESS: 901 Canal St. PHONE: MA. 5920. STUDIO ADDRESS: 901 Canal St. TRANS-AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President E. V. Richards
 General Manager H. Wheelahan
 Sales Manager-Publicity Director,
 T. J. Fontelieu
 Chief Announcer-Artists' Bureau Head,
 William Bregel
 Musical Director E. Fontana
 Chief Engineer H. G. Nebe

Coverage

Population—Primary	836,700
Radio Homes— "	145,400
Population—Secondary	246,600
Radio Homes— "	28,000

Source: Field intensity measurements and mail response analysis.

Representative

Edward Petry & Company

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 50,000 Watts. OWNED BY: Loyola University. OPERATED BY: WWL Development Co., Inc. BUSINESS ADDRESS: Roosevelt Hotel. PHONE: Raymond 2196-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kannerville. TIME ON THE AIR: 5:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

Personnel

General Manager W. H. Summerville
 Commercial Manager Louis Read
 Program Manager Jimmie Willson
 Publicity Director Henry Dupre
 Musical Director Pinky Vidacovich
 Chief Engineer J. D. Bloom, Jr.

Coverage

Survey being conducted with directional antenna at time of going to press.

Representative

The Katz Agency

K R M D

"YOUR FRIENDLY STATION"

SHREVEPORT—EST. 1928

LOUISIANA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts.

LOUISIANA — MAINE

OWNED BY: KRMD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1712. PHONE: 6171-2. STUDIO ADDRESS: New Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President R. M. Dean
 Station Manager G. V. Wilson
 Sales Manager David Wilson
 Program Director Elizabeth Alford
 Chief Engineer W. J. Wilkinson

Coverage*

Population—Primary 92,000
 Radio Homes— " 29,000
 *Secondary area adds an additional 15-mile radius covering an additional 100,000 persons.
 Source: Station survey.

K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER 1000 Watts. OWNED BY: Tri-State Broadcasting System. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P.O. Box 17. PHONE: 2-8711. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Dixie Gardens. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President John D. Ewing
 General Manager John C. McCormack

Commercial Manager J. A. Oswald
 Program Director B. G. Robertson
 Chief Engineer C. H. Haddox

Coverage

Population—Primary* 398,700
 Radio Homes— " 54,000

* Includes portions of secondary area.
 Source: Mail response analysis.

Representative

The Branham Company

K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 10,000 Watts. OWNED BY: International Broadcasting Corp. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P. O. Box 17. PHONE: 2-8711. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Gamm Rd., Dixie, La. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President John D. Ewing
 General Manager John C. McCormack
 Commercial Manager J. A. Oswald
 Program Director Fred Ohl
 Promotion Manager B. G. Robertson
 Chief Engineer W. E. Antony

Representative

The Branham Company

MAINE

Population 856,000

Number of Families 221,000

Number of Radio Homes 201,000

Retail Sales \$255,858,900

Auto Registrations 206,000

WRDO

"THIS IS THE FRIENDLY VOICE FROM THE CAPITAL OF MAINE"

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.—

YANKEE NETWORK—COLONIAL NETWORK

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: WRDO, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 175 Water St. PHONE: 2285. STUDIO ADDRESS: 175 Water St. TRANSMITTER LOCATION: 341 Water St. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Net-

work News Service. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

Station Manager Jack S. Atwood
 Chief Engineer Harold T. Dinsmore

Coverage

Population—Primary 78,000
 Radio Homes— " 19,000
 Population—Secondary 150,000
 Radio Homes— " 36,000

Source: Station survey.

Representative

Weed & Co.

WABI

"MAINE'S OLDEST BROADCASTING SERVICE"

BANGOR—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: Community Broadcasting Service,
 Inc. OPERATED BY: Community Broadcasting
 Service, Inc. BUSINESS ADDRESS: 57 State
 St. PHONE: 6658-4243. STUDIO ADDRESS:
 57 State St. TRANSMITTER LOCATION:
 Brewer, Maine. NEWS SERVICE: Associated
 Press. TRANSCRIPTION SERVICE: C. P. Mac-
 Gregor.

Personnel

President F. B. Simpson
 Station Manager R. M. Wallace
 Chief Engineer Nelson Lawson

Coverage

Population—Primary 188,400
 Radio Homes— " 46,900
 Population—Secondary 143,700
 Radio Homes— " 34,100

Source: Field intensity measurements.

Representative

Furgason & Walker, Inc.

WLBS

"THE MAINE STATION FOR MAINE PEOPLE"

BANGOR—EST. 1926

NBC—MBS

FREQUENCY: 620 Kc. POWER: 1000 Watts,
 d.; 500 Watts, n. OWNED BY: Maine Broad-
 casting Co. OPERATED BY: Same. BUSINESS
 ADDRESS: 100 Main St. PHONE: 6023. STU-
 DIO ADDRESS: 100 Main St. TRANSMITTER
 LOCATION: Outer Broadway. TIME ON THE
 AIR: 8:00 A.M. to midnight; Sundays, 8:45
 A.M. to midnight. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: World
 Broadcasting System.

Personnel

General Manager Thompson L. Guernsey

Coverage

Population—Primary* 805,200
 Radio Homes— " 191,100

*Includes portions of secondary area.

Source: Station survey.

Representative

Weed & Company

WCOU

"MAINE'S BUSIEST STATION"

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM
 YANKEE-COLONIAL NETWORKS

FREQUENCY: 1210 Kc. POWER: 250 watts.

OWNED BY: Twin City Broadcasting Co. OP-
 ERATED BY: Same. BUSINESS ADDRESS: 223
 Lisbon St. PHONE: 3140. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: East End
 Ave. PHONE: 2904. TIME ON THE AIR: Full
 Time License (18 hours daily). TRANSCRIP-
 TION SERVICE: Standard Radio. MAINTAINS
 ARTISTS' BUREAU.

Personnel

President Jean B. Couture
 Treasurer Faust O. Couture
 Secretary Valdor L. Couture
 Manager Guy P. Ladouceur
 Program Director Elden Shute, Jr.
 Office Manager Oscar Normand
 Musical Director Bertrand Cote
 Chief Engineer Leslie R. Hall

Coverage

	Daytime	Evening
Population—Primary	70,154	70,154
Radio Homes— "	17,720	17,720
Population—Secondary	84,163	25,229
Radio Homes— "	21,023	6,744

Source: Field intensity measurements.

Representative

Forjoe & Co.

CALL YOUR SPOTS
 IN THE MAINE MARKET

W-C-O-U

Lewiston, Maine

COVERS MAINE'S RICHEST MARKET
 WITH YOUR SPOT CAMPAIGN

LEWISTON-AUBURN

"The Industrial
 Heart of Maine"

1st—In Payrolls

1st—In Wage Earners

1st—In Product Values

Represented by
FORJOE & COMPANY

W C S H

PORTLAND—EST. 1925

NBC-RED—YANKEE NETWORK

FREQUENCY: 940 Kc. POWER: 2500 Watts. d.; 1000 Watts, n. OWNED BY: Congress Square Hotel Co. OPERATED BY: Congress Square Hotel Co. BUSINESS ADDRESS: 579 Congress St. PHONE: Portland 3-9667. STUDIO ADDRESS: 579 Congress St. TRANSMITTER LOCATION: Scarborough, Maine. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Supervisor.....George F. Kelley, Jr.
 Station Manager.....Linwood T. Pitman
 Program Director.....Albert W. Smith
 Merchandising Director.....Arthur E. Bucknam
 Chief Engineer.....G. Fred Crandon

Coverage

Radio Homes—Primary 95,200
 Radio Homes—Secondary 18,412

Source: NBC Aareas Survey; Joint Committee.

Representative

Weed & Co.

W G A N

"640 ON THE DIAL"

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: Portland Broadcasting System, Inc. OPERATED BY: Portland Broadcasting System, Inc. BUSINESS ADDRESS: 645A Congress St. PHONE: 2-7480; 2-7489. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to approximately 3 hours after sunset. NEWSPAPER AFFILIATION: Gannett Publishing Co. TRANSCRIPTION SERVICE: Associated Recording Program Service.

Personnel

President-Treasurer.....Guy P. Gannett
 Assistant Treasurer.....Laurence H. Stubbs
 General Manager.....Creighton E. Gatchell
 Program Manager.....Richard E. Bates
 Chief Announcer.....Sam Henderson
 Chief Engineer.....Rodger D. Hodgkins

Representative

Paul H. Rayner Co.

W A G M

"WONDERFUL AROOSTOOK—GARDEN OF MAINE"

PRESQUE ISLE—EST. 1930

MAINE BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Aroostook Broadcasting Corp. OPERATED BY: Aroostook Broadcasting Corp. BUSINESS ADDRESS: Northern National Bank Bldg. PHONE: Presque Isle 8821. STUDIO ADDRESS: Northern National Bank Bldg. TRANSMITTER LOCATION: National Bank Bldg. TIME ON THE AIR: 11:00 A.M. to 7:00 P.M. NEWS SERVICE: Maine Radio News Service. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....H. I. McGuire
 Treasurer.....R. W. MacIntosh
 Chief Announcer.....Ted Coffin

Coverage

Population—Primary 80,000
 Radio Homes— " 14,600
 Source: Joint Committee.

Representative

Cox & Tanz

In Portland Maine, It's

WGAN



THE PRESS HERALD EXPRESS STATION

• **CBS** •

CREIGHTON E. GATCHELL

General Manager

Representative: Paul H. Raymer Co.

MARYLAND

Population 1,679,000

Number of Families 410,000

Number of Radio Homes 355,100

Retail Sales \$509,161,400

Auto Registrations 428,536

W B A L

"BALTIMORE'S POWERFUL VOICE"
"WBAL MEANS BUSINESS IN
BALTIMORE"

BALTIMORE—EST. 1925

NBC (Blue) MUTUAL

FREQUENCY: 1060 Kc. (6:30 A.M. to 12:00 midnight), 760 Kc. (9:00 P.M. to 12:00 midnight). POWER: 10,000 Watts. OWNED BY: WBAL Broadcasting Co. OPERATED BY: WBAL Broadcasting Co. BUSINESS ADDRESS: Lexington Bldg. PHONE: Plaza 4900. STUDIO ADDRESS: Lexington Bldg. TRANSMITTER LOCATION: Pikesville, Md. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to 12 midnight. NEWSPAPER AFFILIATIONS. Baltimore News-Post, Baltimore Sunday American. NEWS SERVICES: International News

Service, United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth Features. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....Harold C. Burke
Program Manager.....Paul Girard
Merchandising Manager.....G. W. Schults
Publicity Director.....Dorothy Schmitt
Chief Engineer.....Gerald W. Cooke

Coverage

Population—Primary 2,500,000
Radio Homes— " 309,430
Population—Secondary 1,500,000
Radio Homes— " 664,670

Source: Joint Committee.

Representative

International Radio Sales

WBAL

means business
in Baltimore

W C A O

"THE VOICE OF BALTIMORE"
"BALTIMORE'S OLDEST BROADCAST STATION"

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Monumental Radio Co. OPERATED BY: Same. BUSINESS ADDRESS: 811 West Lanvale St. PHONE: Madison 7222-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:30 A.M.; (Sunday) 8:45 A.M. to 12:30 A.M. NEWS SERVICE: International News Service.

Personnel

President.....Lewis M. Milbourne
Vice-President.....L. Waters Milbourne
Treasurer.....Melvin W. Woods
Secretary.....Clarence W. Miles
Chief Announcer.....William J. O'Toole
Publicity Director.....Dwight W. Burroughs
Musical Director.....Jack Lederer
Chief Engineer.....Martin L. Jones

Representative

Paul H. Raymer Co.

W C B M

BALTIMORE—EST. 1924
INTER-CITY

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Baltimore Broadcasting Corp. OPERATED BY: Baltimore Broadcasting Corp. BUSINESS ADDRESS: Hearst Tower Bldg. PHONE: University 8400; Calvert 2480-1. STUDIO ADDRESS: North Ave. at Harford. TRANSMITTER LOCATION: 1100 East Cold Spring Lane. TIME ON THE AIR: 7:00 A.M. to midnight, daily; 8:45 A.M. to midnight, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, Langworth, NAB Library.

Personnel

President and Commercial
Manager.....John Elmer
Vice-President.....J. Purdon Wright
Treasurer.....J. Lawrence Schanberger
Station Manager.....Geo. H. Roeder
Publicity Director.....Newell Warner
Chief Engineer.....G. Porter Houston

W F B R

"MARYLAND'S PIONEER BROADCAST STATION"

BALTIMORE—EST. 1922

NBC (RED)

MARYLAND COVERAGE NETWORK

FREQUENCY: 1270 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Baltimore Radio Show, Inc. OPERATED BY: Baltimore Radio Show, Inc. BUSINESS ADDRESS: 10 East North Ave. PHONE: Vernon 6900. STUDIO ADDRESS: 10 East North Ave. TRANSMITTER LOCATION: Westport, Baltimore. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Recorded Program Service.

Personnel

President.....Robert S. Maslin
Executive Vice-President.....Hope H. Barroll, Jr.
Treasurer.....Harold W. Batchelder
Assistant Treasurer.....Robert S. Maslin, Jr.
Commercial Manager.....Purnell H. Gould
Program Director.....Bert Hanauer
Musical Director.....Jos. Imbroglia
Chief Engineer.....Wm. Q. Ranft

Coverage

Population—Primary.....1,150,300
Radio Homes— ".....246,000
Population—Secondary.....727,900
Radio Homes— ".....172,000
Source: Field intensity measurements and mail analysis.

Representative

Edward Petry & Co., Inc.

W · C · B · M

Baltimore, Maryland

★ ★ ★

NEW, LARGER STUDIOS READY!

WCBM is now in even larger public influence through its potent new home. WCBM is now in a position to serve both advertiser and listener in a broader and uncommon way. WCBM is now in handsome, modern, larger studios! A great new auditorium is provided—and every modern facility known to broadcast engineering. WCBM moves ahead!

WCBM

Baltimore, Md.

John Elmer, Pres. G. H. Roeder, Gen. Mgr.

W T B O

CUMBERLAND—EST. 1928

MARYLAND COVERAGE NETWORK
QUAKER NETWORK

FREQUENCY: 800 Kc. POWER: 250 Watts.
OWNED BY: Associated Broadcasting Corp.
OPERATED BY: Associated Broadcasting Corp.
BUSINESS ADDRESS: 31 Frederick St. PHONE:
Cumberland 299. STUDIO ADDRESS: 31 Frederick St. TRANSMITTER LOCATION: Fort Hill.
TIME ON THE AIR: 7:00 A.M. to local sunset, at Dallas, Tex.; Sunday, 8:00 A.M. to local sunset at Dallas. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President-General Manager... Frank V. Becker
Vice-President Arnold Nygren
Treasurer..... L. E. Pamphilon
Secretary..... Chas. Z. Heskett
Commercial Manager..... William Mullen
Production Manager..... Stewart W. Phillips
Chief Announcer..... Willis Conover
Chief Engineer..... George H. Lenhert

Coverage

Population—Primary 357,081
Radio Homes— " 53,300
Population—Secondary 261,883

Radio Homes— " 45,100
Source: Field intensity measurements and mail response analysis.

Representative

Joseph Hershey McGillvra

W F M D

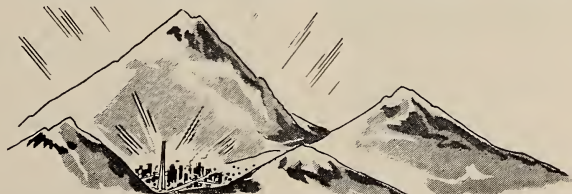
"IN THE HEART OF MARYLAND"
FREDERICK—EST. 1936

FREQUENCY: 900 Kc. POWER: 500 Watts.
OWNED BY: Monocacy Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
Winchester Hall. PHONE: 1466. STUDIO ADDRESS: Winchester Hall Bldg., and West Main St., Westminster, Md. TRANSMITTER LOCATION: Jefferson Pike. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

Vice-President and General Manager,
A. V. Tidmore
Commercial and Promotion Manager,
Arthur Symons
Program Director-Chief Announcer,
R. L. Longstreet
Musical Director-Artists' Bureau Head,
Winston Shipley
Chief Engineer..... John A. Fels

Don't Make Mole Hills of These Mountains



98,000 Families Without Effective Daytime Network Coverage!

But we eat down here—and brush our teeth, wash, furnish our homes, drive our cars, listen to our radios, and do everything else you'd expect us to do with \$100,000,000 cash to spend every year.

When Are YOU Comin' 'Round The Mountain?
Get Your Share in this Fertile Market!

800 Kc.
Clear Channel
250 Watts

W T B O

NBC and World
Transcriptions
United Press

Cumberland, Maryland

And Seventeen Adjacent Counties in Maryland,
West Virginia, Virginia, and Pennsylvania

Quaker Network
Maryland Coverage Network

Nat'l Representative
JOSEPH H. MCGILLVRA

Coverage

Population—Primary	476,567
Radio Homes— "	82,250
Population—Secondary	576,210
Radio Homes— "	155,540

Source: U. S. Census.

W J E J

"VOICE OF THE VALLEYS"
HAGERSTOWN—EST. 1932

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Hagerstown Broadcasting Co.
 OPERATED BY: Hagerstown Broadcasting Co.
 BUSINESS ADDRESS: Franklin Court. STUDIO
 ADDRESS: Franklin Court. TRANSMITTER
 LOCATION: Hagerstown. TIME ON THE AIR:
 7:00 A.M. to 12:00 midnight. NEWS SERVICE:
 Transradio Press. TRANSCRIPTION SERVICE:
 Standard Radio, Davis & Schwegler. MAIN-
 TAINS ARTISTS' BUREAU.

Personnel

Secretary-General Manager.. Grover C. Crilley
 Commercial Manager..... Clarence Myers
 Chief Engineer..... Harold Brewer

Coverage

Population—Primary	280,500
Radio Homes— "	60,000
Population—Secondary	184,000
Radio Homes— "	40,000

Source: Station survey.

W S A L

"THE EASTERN SHORE'S OWN STATION"
 "THE RADIO VOICE OF THE DELMARVA
 PENINSULA"

SALISBURY—EST. 1937

MARYLAND COVERAGE NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: Frank M. Stearns. OPERATED
 BY: Same. BUSINESS ADDRESS: 415 E. Main
 St. PHONE: 1540-1. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: (Daily) 6:30 A.M. to local sunset;
 (Sunday) 8:00 A.M. to local sunset. NEWS
 SERVICE: Transradio Press. TRANSCRIPTION
 SERVICES: Standard Library, NAB Library,
 Langworth.

Personnel

Owner and Station Manager.. Frank M. Stearns
 Program Manager and Chief

Announcer

Deane Long

Publicity Director..... Robert Rogers

Robert Rogers

Continuity Chief..... Jane Allen

Jane Allen

Chief Engineer..... Edward J. Hagert

Edward J. Hagert

Coverage

Population—Primary	45,876
Radio Homes— "	8,879
Population—Secondary	142,988
Radio Homes— "	28,531

Source: U. S. Census.

Representative

Weed & Co.

W J E J

"The Voice of the Valleys" Hagerstown, Md.



When you buy WJMJ in Hagerstown
 you buy two of the richest
 Valleys in the East

Serving
 The Public Interest

Convenience And
 Necessity

In And About

SALISBURY
 MARYLAND

W S A L

MASSACHUSETTS

Population 4,426,000

Number of Families 1,104,000

Number of Radio Homes 1,019,200

Retail Sales \$1,607,298,000

Auto Registrations 885,800

W A A B

"KEY STATION—COLONIAL NETWORK"
BOSTON—EST. 1930
MUTUAL—COLONIAL

FREQUENCY: 1410 Kc. POWER: 1000 watts. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 7:00 A.M. to 1:30 A.M.; Sunday, 7:30 A.M. to 2:00 A.M. NEWS SERVICE: Colonial Network News Service, International News Service, Universal Service. ARTISTS' BUREAU: Colonial Network Artists Bureau. TRANSCRIPTION SERVICE: Associated Library, Langworth, Davis & Schwegler.

Personnel

President.....John Shepard, 3rd
Vice-President in Charge of
Station Operations.....R. L. Harlow
Vice-President in Charge of
Sales and Production.....Linus Travers
Sales Manager.....Wm. Warner
Merchandising Manager.....C. McVarish
Promotion Director.....Frank P. Foster, 2nd
Artists Bureau Head.....Josephine White
Publicity Director.....A. J. Stephenson
Musical Director.....Andrew Jacobson
Chief Engineer.....Irving B. Robinson
Technical Director.....Paul A. DeMars

Coverage

	Daytime	Evening
Population—Primary	1,972,320	1,716,823
Radio Homes—"	453,634	394,870

Source: Field intensity measurements.

Representative

Edward Pejry & Co., Inc.

W H D H

"THE VOICE FROM HOME"
BOSTON—EST. 1929

FREQUENCY: 830 Kc. POWER: 1000 watts. OWNED BY: Matheson Radio Co., Inc. OPERATED BY: Matheson Radio Co., Inc. BUSINESS ADDRESS: Hotel Touraine, 62 Boylston St. PHONE: Hancock 0900-1-2. STUDIO ADDRESS: Hotel Touraine, 62 Boylston St. TRANSMITTER LOCATION: Saugus. TIME ON THE AIR: 7:00 a.m. until sunset in Denver

(approximately two hours after local sunset). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Langworth Features.

Personnel

President.....John J. Matheson
Station and Commercial Manager,
Ralph G. Matheson
Chief Announcer.....Frederick Garrigus
Chief Engineer.....Watson Kownaski

W M E X

BOSTON—EST. 1934

FREQUENCY: 1500 Kc. POWER: 250 watts (C.P. 1470 Kc., 5000 watts). OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: WMEX Bldg., 70 Brookline Ave. PHONE: Comm. 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea (has C. P. for 5000 watt transmitter on 1470 Kc. to be located at Milton). TIME ON THE AIR: 111 Hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NAB Library, Langworth, Davis & Schwegler.

Personnel

President-Program Director.....John E. Reilly
Managing Director.....Alfred J. Pote
Commercial Manager.....W. S. Pote
Office Manager.....Marie Wilson
Assistant Program Director, Vivienne Cameron


W B Z & W B Z A

"WBZ, BOSTON'S NEW LEADER IN RADIO"

BOSTON & SPRINGFIELD
EST. 1921

NATIONAL BROADCASTING CO.
(BASIC BLUE)

FREQUENCY: 990 Kc. POWER: WBZA-Springfield—1,000 Watts. WBZ-Boston—50,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. PHONE: WBZ—Hancock 4261, WBZA—Springfield 6-8336. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: WBZ—Millis. WBZA—Springfield. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M., daily; 8:00 A.M. to 1:00



WBZ

BOSTON'S 1940 LEADER

WESTINGHOUSE STATIONS WBZ-WBZA
50,000—1,000 Watts

Programmed by
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
BOSTON and SPRINGFIELD, MASS.

MASSACHUSETTS

A.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President Geo. H. Bucher
Station Manager John A. Holman
Assistant Manager Vincent F. Callahan
Program Manager John F. McNamara
Chief Announcer Robert E. White
Sales Manager Frank R. Bowes
Publicity Director George A. Harder
Musical Director John H. Wright
Plant Manager Dwight A. Myer (WBZ)
Plant Manager H. E. Randol (WBZA)

Coverage

Table with 3 columns: Category, Daytime, Evening. Rows include Population-Primary, Radio Homes, Population-Secondary, Radio Homes.

Source: NBC Statistical Department; Joint Committee; U. S. Census.

Representative

National Broadcasting Co., Inc.

W C O P

"BOSTON'S VOICE—BOSTON'S CHOICE" BOSTON—EST. 1935

FREQUENCY: 1120 Kc. POWER: 500 watts. OWNED BY: Mass. Broadcasting Corp. OPERATED BY: Mass. Broadcasting Corp. BUSINESS ADDRESS: Copley Plaza Hotel. PHONE: Commonwealth 1717. STUDIO ADDRESS: Copley Plaza Hotel. TRANSMITTER LOCATION: Speedway, Brighton. TIME ON THE AIR: Daytime to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President Harold A. Lafount
General Manager Gerald H. Slattery
Sales Manager Arthur Leary
Program Director Katherine F. Batchelder
Production Manager Arthur Hall
Public Relations Director John K. Gowen, 3rd
Chief Announcer Morton Blender
Artists' Bureau Head Eleanor Kane
Chief Engineer Whitman N. Hall

Coverage

Table with 3 columns: Category, Daytime, Evening. Rows include Population-Primary, Radio Homes, Population-Secondary, Radio Homes.

Source: Field intensity measurements.

Representative

Headley-Reed Co.

See Page 406

W E E I

"THE FRIENDLY VOICE OF THE COLUMBIA BROADCASTING SYSTEM IN BOSTON" BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM NEW ENGLAND NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts, d.; 1000 watts, n. (C.P. 5000 watts, unlimited). OWNED BY: Boston Edison Co. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 182 Tremont St. PHONE: Hubbard 2323. STUDIO ADDRESS: 182 Tremont St. TRANSMITTER LOCATION: Mystic Valley Parkway, Medford, Mass. TIME ON THE AIR: (daily) 6:30 A.M. to 2:00 A.M.; (Sunday) 8:00 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Boston Herald-Traveler. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager H. E. Fellows
Sales Manager Kingsley Horton
Production Manager L. G. Del Castillo
Musical Director C. R. Hector
Chief Engineer P. K. Baldwin
Publicity Director Dorothy Drake
Chief Announcer C. H. Dickerman

Coverage

Table with 3 columns: Category, Daytime, Evening. Rows include Population-Primary, Radio Homes, Population-Secondary, Radio Homes.

Source: CBS Market Research Division.

Representative

Radio Sales, Inc.

See Page 404

W N A C

"KEY STATION—YANKEE NETWORK" BOSTON—EST. 1922

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 6:00 a.m. to 1:05 a.m. (daily), 8:00 a.m. to 1:05 a.m. (Sunday). NEWS SERVICES: Yankee Network News Service, International News Service, Universal Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Library.

Personnel

President John Shepard, 3rd
Vice-President in Charge of Station Operations R. L. Harlow
Vice-President in Charge of Sales and Production Linus Travers
Merchandising Manager C. McVarish

• • • MASSACHUSETTS • • •

Promotion Director.....Frank P. Foster, 2nd
Artists Bureau Head.....Josephine White
Assistant Sales Manager.....Gerald Harrison
Publicity Director.....A. J. Stephenson
Musical Director.....Francis J. Cronin
Chief Engineer.....Irving B. Robinson
Technical Director.....Paul A. DeMars

Coverage

Daytime Evening
Population—Primary 2,296,726 2,021,665
Radio Homes— " 529,275 464,983
Source: Field intensity measurements.

Representative

Edward Petry & Co., Inc.

W O R L

"BOSTON'S OWN STATION"
BOSTON—EST. 1926

FREQUENCY: 920 Kc. POWER: 500 Watts.
OWNED BY: Broadcasting Service Organization, Inc. OPERATED BY: Broadcasting Service Organization, Inc. BUSINESS ADDRESS: Myles Standish Hotel, 610 Beacon St. PHONE: Commonwealth 5100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Needham. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

Personnel

President.....Harold A. Lafount
General Manager.....George Lasker
Promotion Manager.....Frederick Bailey
Program Director.....Robert N. Perry
Publicity Director.....Marjorie L. Spriggs

Coverage

Population—Primary 1,970,200
Radio Homes— " 443,800
Population—Secondary 750,000
Radio Homes— " 150,000
Source: Field intensity survey.

Representative

Burn-Smith Co.
See Page 408

W S A R

"WE SHOW ADVERTISING RESULTS"
FALL RIVER—EST. 1921

MUTUAL—COLONIAL & YANKEE
FREQUENCY: 1450 Kc. POWER: 1000 Watts.
OWNED BY: Doughty & Welch Elec. Co., Inc. OPERATED BY: Doughty & Welch Electric Co., Inc. BUSINESS ADDRESS: Academy Bldg. PHONE: Fall River 450-1. STUDIO ADDRESS: Academy Bldg. TRANSMITTER LOCATION: South Somerset. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Standard Radio, Langworth. MAINTAINS ARTISTS' BUREAU.

Personnel

President and Treasurer.....Wm. T. Welch
SecretaryPhilly J. Mauretjie
Program Director.....Josephine Y. Welch
Production Manager and
Publicity Director.....F. J. McLaughlin, Jr.
Commercial Mgr.....Leonard C. Cox
Chief Engineer.John C. Pavao

Coverage

Population—Primary 1,022,753
Radio Homes— " 132,121
Population—Secondary 2,519,621
Radio Homes— " 377,600
Source: Joint Committee; Editor & Publisher.

Representative

Furgason & Walker, Inc.

W H A I

"THIS IS THE TRI-STATE BROADCASTING SERVICE"

GREENFIELD—EST. 1938

MUTUAL—YANKEE & COLONIAL NETWORKS

FREQUENCY: 1210 Kc. POWER: 250 Watts.
OWNED BY: John W. Haigis. OPERATED BY: John W. Haigis. BUSINESS ADDRESS: Mansion House. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Woodard Road. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service, Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

OwnerJohn W. Haigis
Manager.....James L. Spates
Commercial Manager.....C. D. Barradale
Program Director.....Warren Greenwood

Coverage

Daytime Evening
Population—Primary 45,756 30,450
Radio Homes— " 10,630 7,095
Population—Secondary .. 209,407
Radio Homes— " 47,370
Source: State census.

Representative

Joseph Hershey McGillvra

W O C B *

HYANNIS—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Harriet M. Alleman and Helen W. MacLellan. OPERATED BY: Cape Cod Broadcasting Co. BUSINESS ADDRESS: Osterville, Mass. STUDIO ADDRESS: Hyannis. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License. NEWS SERVICE: Transradio Press.

*Station was licensed under a C. P. at time of going to press.

W C O P

COPLEY PLAZA HOTEL

BOSTON, MASS.



is *the* distinguished station in *the*
cultural center of America in *the*
manner befitting *the* best traditions
of BOSTON'S cherished position in
American history and American
culture.



WCOP is *the* station in Boston.



W C O P

COPLEY PLAZA HOTEL

BOSTON, MASS.

W L A W

"THE VOICE OF NORTHERN NEW ENGLAND"

LAWRENCE—EST. 1937

FREQUENCY: 680 Kc. POWER: 1000 Watts.
 OWNED BY: Hildreth & Rogers Co. OPERATED BY: Hildreth & Rogers Co. BUSINESS ADDRESS: 278 Essex St. PHONE: 4171 and 4107. STUDIO ADDRESS: 278 Essex St. TRANSMITTER LOCATION: Andover. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Lawrence Daily Eagle, The Evening Tribune. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....A. H. Rogers
 General Manager.....Irving E. Rogers
 Commercial Manager.....David M. Kimmel
 Program Director.....H. Harrison Flint
 Assistant Program Director..M. William Noble
 Chief Engineer.....Herbert W. Brown

Coverage

Population—Primary	325,000
Radio Homes— "	76,360
Population—Secondary	339,700
Radio Homes— "	79,060

Source: Field intensity survey.

Representative

Furgason & Walker, Inc.

W L L H

"VOICE OF THE MERRICK VALLEY"
LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

FREQUENCY: 1370 Kc. POWER: Lowell, 250 watts, d. and n.; Lawrence, 100 watts, d. and n. OWNED BY: Merrimac Broadcasting Co., Inc. BUSINESS ADDRESS: Rex Center. PHONE: Lowell 8715. STUDIO ADDRESS: Rex Center; also Cregg Bldg., Lawrence. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music, Langworth.

Personnel

President.....A. S. Moffat
 Station Manager.....Robert F. Donahue
 Commercial Manager.....Haskell Bloomberg
 Production Manager.....Thomas Clayton
 Chief Engineer.....Anthony Michaels

Coverage

Population—Primary	585,684
Radio Homes— "	131,040
Population—Secondary	1,041,216
Radio Homes— "	232,960

Source: Field strength measurements and mail response analysis.

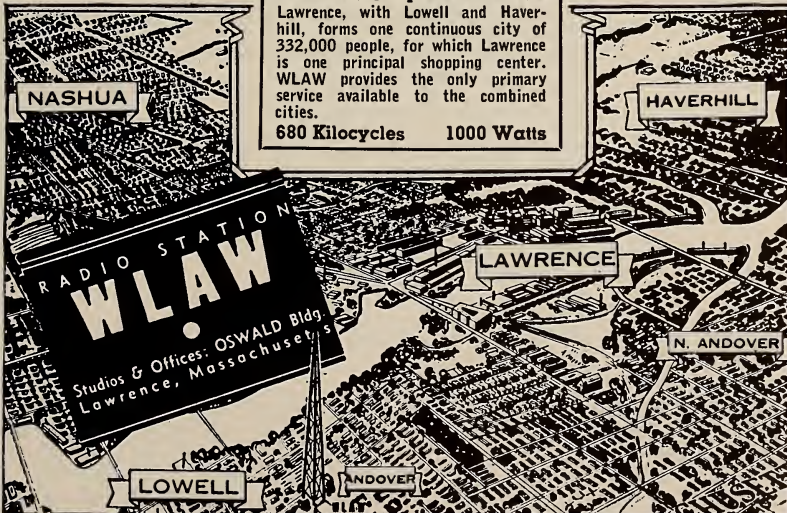
Representative

Edward Petry & Co., Inc.

THE LAWRENCE-LOWELL METROPOLITAN AREA

Ranks No. 37 among the nation's metropolitan districts Lawrence, with Lowell and Haverhill, forms one continuous city of 332,000 people, for which Lawrence is one principal shopping center. WLAW provides the only primary service available to the combined cities.

680 Kilocycles 1000 Watts



920 CLUB

BOSTON'S BIGGEST RADIO PROGRAM*

**(Participating)*

Excerpt from a 920 Club client's letter:

Roland D. Mahoney, President of JAMESWAY ADVERTISING, INC., re PEPSINIC SELTZER announcements says:

"These announcements . . . have been used on four major radio stations in the metropolitan district and over one network consisting of sixteen stations . . . Your station pulled very nearly as many requests as the other three stations and the network combined."

Another excerpt from a 920 Club client's letter:

Frank Hemeon, Manager of the Starck Piano Company of Boston, says:

"During Christmas week, 1939, the 920 Club was directly responsible for better than \$4,000 worth of business that week, at a cost of only \$150. We are glad to state, that in our estimation, the 920 Club has proven to be one of the best advertising mediums in Boston for us."

For further proof of the 920 Club's popularity, see page 46, July 1, 1939 issue of BROADCASTING, Broadcast Advertising, where the 920 Club of WORL is rated nationally among the first 12 programs not on networks by the RADIO GUIDE radio popularity contest based on 729,000 votes.

WRITE OR WIRE FOR OTHER SUCCESS STORIES

WORL 920 Kilocycles **BOSTON**

WNBH

"THE STANDARD-TIMES STATION"

NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. (C.P. 250 watts, unlimited.) OWNED BY: E. Anthony & Sons, Inc. OPERATED BY: E. Anthony & Sons, Inc. BUSINESS ADDRESS: 251 Union St. PHONE: 5533. STUDIO ADDRESS: 251 Union St. TRANSMITTER LOCATION: Fairhaven. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M. (daily); 7:30 A.M. to midnight (Saturday); 8:45 A.M. to 11:30 P.M. (Sunday). NEWSPAPER AFFILIATIONS: Standard-Times, Morning Mercury. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Irving Vermilya
Assistant Manager.....G. Brewer
Chief Engineer.....Clyde Pierce

WBRK

"VOICE OF THE BERKSHIRES"

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East and Newell Sts. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Owner.....Harold Thomas
Local Manager.....Levon Thomas
Commercial Manager.....Bruff W. Olin
Program Director.....Walcott A. Wyllie

Coverage

Population—Primary 155,700
Radio Homes— " 37,300

Source: Field intensity measurements.

Representative

Furgason & Walker, Inc.

WESX

SALEM—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: North Shore Broadcasting Co.

OPERATED BY: North Shore Broadcasting Co.
BUSINESS ADDRESS: 126 Washington St.
STUDIO ADDRESS: 126 Washington St. TRANSMITTER LOCATION: Marblehead. TIME ON THE AIR: Unlimited Schedule (actual, 6:30 A.M. to 12:00 midnight). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Charles W. Phelan
General Manager.....Van D. Sheldon
Commercial Manager.....Robert C. Taylor
Program Director.....Marjorie Leadbetter
Chief Announcer.....Charles Higgins
Chief Engineer.....Richard I. Hammond

Coverage

	Daytime	Evening
Population—Primary	400,000	300,000
Radio Homes— "	91,000	76,000

Sources: Department of Commerce; Field strength measurements.

DO YOU KNOW HOW MUCH ONE HUNDRED EIGHTY-SEVEN MILLION DOLLARS IS? — THAT'S WHAT WESX LISTENERS CAN SPEND IN ONE YEAR

WESX

SALEM, MASSACHUSETTS

THE BEST LOCAL STATION in the COUNTRY

— A N D —

We Can Prove It

1200 ON THE DIAL—FULL TIME

WMAS

"THE VOICE OF WESTERN MASSACHUSETTS"
SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1420 Kc. POWER: 250 watts.
 OWNED BY: Radio Station WMAS, Inc. OPERATED BY: Radio Station WMAS, Inc. BUSINESS ADDRESS: Hotel Charles. PHONE: 7-1414-5. STUDIO ADDRESS: Hotel Charles. TRANSMITTER LOCATION: Pyncheon Park, West St. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 8:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President.....A. S. Moffat
 Treasurer.....Josephine Dodge
 General Manager.....A. W. Marlin
 Program Director.....F. Turner Cooke
 Chief Announcer.....Frank Norton
 Chief Engineer.....Earl G. Hewinson, Sr.

Coverage

	Daytime	Evening
Population—Primary	427,900	351,600
Radio Homes—"	100,600	83,680
Population—Secondary	1,237,000	532,200
Radio Homes—"	279,530	130,000

Source: CBS Listener Study.

Representative

Edward Petry & Co., Inc.

WSPR

SPRINGFIELD—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE and COLONIAL NETWORKS
 FREQUENCY: 1140 Kc. POWER: 500 watts.
 OWNED BY: WSPR, Inc. OPERATED BY: WSPR, Inc. BUSINESS ADDRESS: 63 Chestnut St. PHONE: Springfield 6-2757. STUDIO ADDRESS: 63 Chestnut St. TRANSMITTER LOCATION: West Springfield. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press and Yankee Network News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Station Manager...Quincy A. Brackett
 Treasurer.....Lewis B. Breed
 Commercial Manager...Milton W. Stoughton
 Program Director.....W. H. Latham
 Chief Announcer.....Elwin Tracy
 Chief Engineer.....H. W. Holt

Coverage

	Daytime	Evening
Population—Primary	1,119,000	671,400
Radio Homes—"	267,100	170,000
Population—Secondary	618,500	370,000
Radio Homes—"	145,000	86,900

Source: Field strength survey.

Representative

George P. Hollingsbery Co.

WORC

"BROADCASTING HOUSE"
WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1280 Kc. POWER: 500 Watts.
 OWNED BY: A. F. Kleindienst. OPERATED BY: Same. BUSINESS ADDRESS: 65 Elm St. PHONE: 5-3101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburn. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner.....A. F. Kleindienst
 Station Manager.....Mildred P. Stanton
 Chief Engineer.....A. F. Kleindienst

Coverage

Population—Primary	459,159
Radio Homes—"	108,486

Source: Field intensity measurements.

Representative

Weed & Co.

WTAG

"THE VOICE FROM THE HEART OF NEW ENGLAND"

WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: Worcester Telegram Pub. Co., Inc. OPERATED BY: Worcester Telegram Pub. Co., Inc. BUSINESS ADDRESS: 18 Franklin St. PHONE: Worcester 5-4321. STUDIO ADDRESS: 18 Franklin St. TRANSMITTER LOCATION: Holden. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATIONS: Worcester Telegram, Evening Gazette, Sunday Telegram; (All published by the Worcester Telegram Pub. Co., Inc.). NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Vice-President-General
 Manager.....George F. Booth
 Director.....Edward E. Hill
 Chief Announcer.....Chester Gaylord
 Publicity Director.....Frederick L. Rushton
 Program Director.....William T. Cavanaugh
 Chief Engineer.....Hobart H. Newell

Coverage

	Daytime	Evening
Population—Primary	764,564	764,564
Radio Homes—"	159,030	159,030
Population—Secondary	731,738	731,738
Radio Homes—"	174,160	174,160

Source: Field intensity measurements; U. S. Census.

Representative

Edward Petry & Co., Inc.

MICHIGAN

Population 4,830,000

Number of Families 1,220,000

Number of Radio Homes 1,122,200

Retail Sales \$1,527,059,600

Auto Registrations 1,450,000

WELL

BATTLE CREEK—EST. 1925

NATIONAL BROADCASTING CO.

MICHIGAN RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Enquirer-News Co. OPERATED BY: Same. BUSINESS ADDRESS: 1 West Michigan Ave, 212-218 First National Bank Bldg. PHONE: 5655-7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Enquirer-News. NEWS SERVICE: Associated Press.

Personnel

President A. L. Miller
 General Manager D. E. Jayne
 Commercial Manager F. F. Owen
 Program Director A. H. Haight
 Chief Engineer R. B. Roof

Coverage

Population—Primary 93,600
 Radio Homes— " 19,140
 Population—Secondary 418,800
 Radio Homes— " 83,070

Source: Station survey.

Representative

Burn-Smith Co.

WBCM

"THE VOICE OF NORTHEASTERN MICHIGAN"

BAY CITY—EST. 1928

NBC—MICHIGAN RADIO NETWORK

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Bay Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 104 Center Ave. PHONE: 4700-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hampton Township. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M., daily; 8:00 A.M. to 12:30 A.M., Sundays. TRANSCRIPTION SERVICE: Standard Library, NBC Thesaurus.

Personnel

President James E. Davidson
 Station Manager S. W. Edwards
 Chief Engineer Ralph H. Carpenter

Coverage

Population—Primary 193,300
 Radio Homes— " 44,700
 Population—Secondary 425,900
 Radio Homes— " 97,300

Source: Field intensity measurements.

Representative

George P. Hollingbery Co.

WHDF

"MICHIGAN'S TIP-TOP STATION"

CALUMET—EST. 1929

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Hotel Scott, Hancock, Mich. PHONE: Hancock 1; and Calumet 869. STUDIO ADDRESS: 515 Scott St.; and Hotel Scott. TRANSMITTER LOCATION: Calumet. TIME ON THE AIR: 7:30 A.M. to 7:30 P.M., daily; 10:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: Associated Press and local news. NEWSPAPER AFFILIATIONS: Houghton Morning Gazette, Calumet Evening News-Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

General Manager John W. Rice
 Commercial Manager Merrill F. Trapp
 Program Director Albert W. Payne
 Technical Supervisor George L. Burgan

Coverage

Population—Primary 57,735
 Radio Homes— " 12,830
 Population—Secondary 53,177
 Radio Homes— " 11,595

Source: Signal strength survey; Joint Committee.

Representative

Mitchell & Ruddell, Inc.

WHEN ADVERTISING IN DETROIT
DON'T OVERLOOK THE 1,117,000
FOREIGN POPULATION



Pillsbury's Flour—Fifteen-minute Drama, Monday through Saturday. Scripts written by Station.

Oxydol—Marek Family, Transcribed. Fifteen minutes, Monday through Friday.

Pet Milk—Musical Program. Fifteen minutes, Monday through Saturday.

Shedd's Salad Dressing—Household Hints. Five minutes, Monday through Saturday.

Altes' Lager—Thirty-seven announcements weekly, covering all programs.

W J B K
DETROIT

ON THE AIR 24 HOURS A DAY

TWO AND A QUARTER MILLION LISTENERS IN OUR PRIMARY AREA

COMPLETE MERCHANDISING SERVICE
DISTRIBUTION SECURED • ORDERS TAKEN • ADVERTISING MATERIAL DISTRIBUTED

W J B K

"TWENTY-FOUR HOUR STATION"
DETROIT—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 watts.
OWNED BY: James F. Hopkins, Inc. OPERATED BY: James F. Hopkins, Inc. BUSINESS ADDRESS: 6559 Hamilton. PHONE: Trinity 2-2000. STUDIO ADDRESS: 6559 Hamilton. TRANSMITTER LOCATION: 15551 Woodrow Wilson. TIME ON THE AIR: 24 hours per day. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music, Standard Popular Library, NAB (Public Domain).

Personnel

President.....James F. Hopkins
Commercial Manager.....Art Croghan
Chief Announcer.....Charles Starrett
Station Manager.....James F. Hopkins
Publicity Director.....Frank Perkins
Musical Director.....Sybil Krieghoff
Chief Engineer.....Paul Frinke

Coverage

Population—Primary 1,999,000
Radio Homes— " 480,900
Source: Field intensity measurements.

W J R

"GOODWILL STATION"
DETROIT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 750 Kc. POWER: 50,000 watts.
OWNED BY: WJR Goodwill Station. OPERATED BY: WJR Goodwill Station. BUSINESS ADDRESS: Fisher Bldg. PHONE: Madison 4440. STUDIO ADDRESS: Fisher Bldg. TRANSMITTER LOCATION: R.F.D. No. 1, Wyandotte, Mich. TIME ON THE AIR: 5:30 A.M. to 2:00 A.M., daily; 8:00 A.M. to 2:00 A.M., Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

Personnel

President.....G. A. Richards
Executive Vice-President and General ManagerLeo Fitzpatrick
Vice-President.....John Patt
Assistant General Manager-Sales Manager, Owen Uridge
Secretary-Treasurer.....P. M. Thomas
Publicity DirectorNeal Tomy

Coverage

	Daytime	Evening
Population—Primary	7,961,800	7,176,100
Radio Homes— " "	1,689,960	1,532,300
Population—Secondary	11,678,500	22,904,800
Radio Homes— " "	2,500,510	4,974,470

Source: CBS Listener Study.

Representative

Edward Petry & Co.

C K L W

DETROIT
(See Windsor, Ont., Canada)

W M B C

DETROIT—EST. 1925

FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: Mich. Broadcasting Co. OPERATED BY: Mich. Broadcasting Co. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, Associated.

Personnel

President-General Manager....John L. Booth

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)
FREQUENCY: 920 Kc. POWER: 5,000 Watts.
OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 630 W. Lafayette. PHONE: Randolph 2000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 12700 W. Eight Mile Rd., Oak Park, Mich. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: The Detroit News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

Personnel

General Manager.....W. J. Scripps
Assistant General Manager.....E. L. Tyson
Sales Manager.....Harry Bannister
Program Manager.....Mel Wissman
Operations Manager.....Forrest Wallace
Chief Engineer.....Walter Hoffman

Coverage

	Daytime	Evening
Population—Primary	3,170,062	2,388,741
Radio Homes— " "	641,502	488,090
Population—Secondary	2,541,000	744,000
Radio Homes— " "	607,000	153,000

Source: Field intensity measurements.

Representative

George P. Hollingbery Co.

W X Y Z

"THE FAMILY STATION"
DETROIT—EST. 1930

NBC (BLUE)—CBC—MICHIGAN RADIO NETWORK (KEY STATION)
FREQUENCY: 1240 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: King-Trendle

MICHIGAN

Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17th Floor—Stroh Bldg. PHONE: PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: Joy Road at Greenfield. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Has wide range of transcription library.

Personnel

President.....George W. Trendle
 Treasurer and General ManagerH. Allen Campbell
 Commercial Manager.....Harry Sutton, Jr.
 Traffic Manager.....James Riddell
 Advertising and Sales Promotion Manager,
 Charles C. Hicks
 Studio ManagerHarold True
 Publicity Director.....Felix Holt
 Musical Director.....Benny Kyte
 Chief Engineer.....Roy Gardner

Coverage

	Daytime	Evening
Population—Primary	6,057,313	3,511,080
Radio Homes— "	1,373,797	788,795

Source: Department of Commerce.
 (See Pages 16 & 17)

Representative

Paul H. Raymer Co.

W K A R

EAST LANSING—EST. 1922

FREQUENCY: 850 Kc. POWER: 1000 watts (C. P. for 5000 watts). OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113. Ext. 398. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 6:00 A.M. to 5:00 P.M., daily except Sunday. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Robert J. Coleman
 Chairman, Radio Committee....R. J. Baldwin
 Production Manager.....L. D. Barnhart
 Chief Engineer.....Norris Grover

Coverage

Population—Primary	2,370,000
Radio Homes— "	536,640

Source: Joint Committee.

W F D F

"THE VOICE OF FLINT"
 FLINT—EST. 1922

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Flint Broadcasting Co. OPERATED BY: Flint Broadcasting Co. BUSINESS ADDRESS: Union Industrial Bldg. PHONE: 2-7158. STUDIO ADDRESS: Union

Industrial Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 6:00 a.m. to 12:00 midnight, (Sunday) 8:00 a.m. to 12:00 midnight. NEWS SERVICES: Transradio Press and WFDF News Bureau (local). TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....Howard M. Loeb
 Commercial Manager.....F. S. Loeb
 Program Director.....Adrian R. Cooper
 Publicity Director.....R. V. Osgood
 Musical Director.....William Geyer
 Chief Engineer.....Frank D. Fallain

Coverage

	Daytime	Evening
Population—Primary	279,400	304,540
Radio Homes— "	61,000	66,500
Population—Secondary ..	307,340	309,240
Radio Homes— "	67,100	69,340

Source: U. S. Census; Joint Committee; Station survey.

Representative

Burn-Smith Co.

W O O D - W A S H

"THIS IS GRAND RAPIDS"
 GRAND RAPIDS—EST. 1923

NBC (RED & BLUE)

MICHIGAN RADIO NETWORK

FREQUENCY: 1270 Kc. POWER: 500 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: King-Trendle Broadcasting Corp. BUSINESS ADDRESS: 16th floor, G. R. National Bank Bldg. PHONE: 9-4211. STUDIO ADDRESS: 16th floor, G. R. National Bank Bldg. TRANSMITTER LOCATION: Bridge Road. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Program Service.

Personnel

President.....George W. Trendle
 Station and Sales Manager, Stanley W. Barnett
 Traffic Manager.....David H. Harris
 Publicity Director.....T. Wilcox Putnam
 Musical Director.....Sandy Meek

Coverage

	Daytime	Evening
Population—Primary	240,000	240,000
Radio Homes— "	59,000	59,000
Population—Secondary ..	519,000	519,000
Radio Homes— "	126,000	126,000

Source: Field intensity measurements; Joint Committee.

Representative

Paul H. Raymer Co.

W J M S

"VOICE OF THE GOGEBIC RANGE"
IRONWOOD—EST. 1931

ARROWHEAD BROADCASTING SYSTEM
 FREQUENCY: 1420 Kc. POWER: 250 watts.
 OWNED BY: WJMS, Inc. OPERATED BY:
 WJMS, Inc. BUSINESS ADDRESS: St. James
 Hotel Annex. PHONE: 20. STUDIO ADDRESS:
 St. James Hotel Annex. TRANSMITTER LOCA-
 TION: North of Ironwood on U. S. No. 2 near
 Douglas Blvd. TIME ON THE AIR: Unlimited
 time; regular schedule 7:00 A.M. to 7:30 P.M.;
 Sunday, 10:00 A.M. to 10:30 P.M. NEWS SER-
 VICE: Transradio Press, Associated Press.
 NEWSPAPER AFFILIATION: Ironwood Daily
 Globe. TRANSCRIPTION SERVICE: Associated
 Recorded Program Service.

Personnel

Vice-President and General Manager,
 Noel C. Ruddell
 Program and Musical Director... Harry Wills
 Chief Engineer..... R. L. Johnson

Coverage

	Daytime	Evening
Population—Primary	75,000	75,000
Radio Homes— "	18,000	18,000
Population—Secondary ..	25,000	25,000
Radio Homes— "	7,000	7,000

Source: U. S. Census; Mail analysis.

Representative

Mitchell & Ruddell, Inc.

W I B M

JACKSON—EST. 1925

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: WIBM, Inc. OPERATED BY:
 Same. BUSINESS ADDRESS: Hayes Hotel, 228
 West Michigan Ave. PHONE: 6121. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 6:30 A.M. to 12:00
 midnight. MAINTAINS ARTISTS' BUREAU.
 TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President Herman Radner
 Vice-President and Station
 Manager Roy Radner
 Program Director..... Willie Dunn
 Musical Director..... William Cizek
 Chief Engineer..... C. W. Wirtanen

Coverage

Population—Primary	102,400
Radio Homes— "	25,200
Population—Secondary	184,100
Radio Homes— "	51,200

Source: Field intensity survey.

W K Z O

KALAMAZOO—EST. 1923
 MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 Watts,
 d. (C.P. for 1000 Watts, n.). OWNED BY: WKZO,
 Inc. OPERATED BY: WKZO, Inc. BUSINESS
 ADDRESS: Burdick Hotel. PHONE: Kalamazoo
 3-1223. STUDIO ADDRESS: Same. TRANSMIT-
 TER LOCATION: Parchment. TIME ON THE
 AIR: 7:00 A.M. to local sunset. NEWS SER-
 VICE: Transradio Press. TRANSCRIPTION
 SERVICE: NBC Thesaurus. MAINTAINS ART-
 ISTS' BUREAU.

Personnel

President-General Manager... John E. Felzer
 Program Director..... Merlin Stonehouse
 Chief Engineer..... Edwin Rector

Coverage

Population—Primary	675,200
Radio Homes— "	106,900
Population—Secondary	597,000
Radio Homes— "	146,200

Source: Station survey.

Representative

Howard H. Wilson Co.

W J I M

LANSING—EST. 1934

NBC (BLUE)—CBC

MICHIGAN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: WJIM, Inc. OPERATED BY: Same.
 BUSINESS ADDRESS: City Nat'l Bldg., 100 N.
 Washington Ave. PHONE: 2-1333-4-5. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 7:00 A.M. to 12:00
 midnight. NEWS SERVICE: Transradio Press.
 TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-General Manager... Harold F. Gross
 Publicity Director H. K. Finch

Coverage

	Daytime	Evening
Population—Primary	201,333	201,333
Radio Homes— "	183,213	183,213
Population—Secondary ..	175,867	175,867
Radio Homes— "	160,038	160,038

Source: Station survey.

W M P C

"WHERE MANY PREACH CHRIST"

LAPEER—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: The First Methodist Protestant
 Church of Lapeer. OPERATED BY: The First
 Methodist Protestant Church of Lapeer. BUSI-

NESS ADDRESS: 803 Liberty. PHONE: 455 J-455 M. STUDIO ADDRESS: 803 Liberty. TRANSMITTER LOCATION: Lapeer. TIME ON THE AIR: 9:00 A.M. to 10:30 P.M. except Saturday.

Personnel

President.....Frank S. Hemingway
 Chief Announcer.....Nora Eastman
 Station Manager.....Frank S. Hemingway
 Musical Director.....A. O. Voorheis
 Chief Engineer.....H. F. Hayes

W D M J

MARQUETTE—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Lake Superior Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 146 West Washington St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marquette. TIME ON THE AIR: 9:30 A.M. to 1:30 P.M., and 4:30 P.M. to 7:30 P.M.; Sunday, 9:00 A.M. to 1:30 P.M. NEWSPAPER AFFILIATION: The Daily Mining Journal. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager-Program Director..Gordon H. Brozek

Coverage

Population—Primary 77,200
 Radio Homes— " 17,900
 Source: Station estimate.

W K B Z

“THE VOICE OF WESTERN MICHIGAN”
 MUSKEGON—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Ashbacker Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Michigan Theater Bldg. PHONE: 26-051. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Muskegon Township. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library, Langworth, Davis & Schwegler.

Personnel

General Manager.....Grant F. Ashbacker
 Chief Announcer.....Hilliard Eudelsky
 Publicity Director.....Loran Haney
 Artists' Bureau Head-Musical Director,
 R. Van Wyck
 Chief EngineerGeo. Krivitzky

RADIO DAILY

IS RECEIVED AND READ
 BY IMPORTANT
 RADIO EXECUTIVES
EVERYWHERE

5 Days
 Each
 Week



52 Weeks
 Each
 Year

Coverage

Population—Primary	150,000	150,000
Radio Homes— "	40,000	40,000
Population—Secondary	400,000	200,000
Radio Homes— "	100,000	50,000

Source: Department of Commerce.

Representative

Burn-Smith Co.

W C A R

PONTIAC—EST. 1939

FREQUENCY: 1310 Kc. POWER: 1000 watts. OWNED BY: Pontiac Broadcasting Co. OPERATED BY: Pontiac Broadcasting Co. BUSINESS ADDRESS: 6th Floor, Riker Bldg. STUDIO ADDRESS: 6th Floor, Riker Bldg. TRANSMITTER LOCATION: Square Lake & Telegraph Roads. TIME ON THE AIR: Daytime License to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager H. Y. Levinson
 Program Director Stanley Schultz
 Commercial Manager W. K. Bailey
 Chief Engineer Wiley Wenger

W H L S

"THE BLUE WATER STATION"
 PORT HURON—EST. 1938

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Harmon LeRoy Stevens and Herman LeRoy Stevens. OPERATED BY: Port Huron Broadcasting Co. BUSINESS ADDRESS: WHLS Radio Building, 932 Military Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 540—32nd St. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library.

Personnel

Owners Harmon L. Stevens
 and Herman S. Stevens
 General Manager Angus Pfaff
 Production Manager Harmon L. Stevens
 Farm Relations Director Edward P. Dougherty
 Chief Announcer William Rice
 Chief Engineer Wayne F. McDonnell

Coverage

	Daytime	Evening
Population—Primary	101,644	56,083
Radio Homes— "	22,913	15,021
Population—Secondary	285,636
Radio Homes— "	65,588

Source: Station survey.

W E X L

ROYAL OAK—EST. 1925

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: Royal Oak Broadcasting Co. OPERATED BY: Royal Oak Broadcasting Co. BUSINESS ADDRESS: Royal Oak. PHONE: Elmhurst 6524. STUDIO ADDRESS: 212 W. 6th St. TRANSMITTER LOCATION: 212 W. 6th St. TIME ON THE AIR: 8:00 A.M. to 4:00 A.M.

Personnel

President G. B. Hartrick
 General Manager E. C. Thompson
 Publicity Director—Chief Announcer K. Knight
 Chief Engineer J. McFarland

W H A L *

SAGINAW—EST. 1939

FREQUENCY: 950 Kc. POWER: 500 watts. OWNED BY: Harold F. Gross and Edmund C. Shields. OPERATED BY: Harold F. Gross and Edmund C. Shields. BUSINESS ADDRESS: Saginaw. STUDIO ADDRESS: Saginaw. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Personnel

Owners Harold F. Gross & Edmund C. Shields
 * Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

W S A M *

SAGINAW—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Saginaw Broadcasting Co. OPERATED BY: Saginaw Broadcasting Co. BUSINESS ADDRESS: Saginaw. STUDIO ADDRESS: Saginaw. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Share-Time License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available after the usual requests.

W S O O *

SAULT STE. MARIE—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Hiawathaland Broadcasting Co. OPERATED BY: Hiawathaland Broadcasting Co. BUSINESS ADDRESS: Sault Ste. Marie. STUDIO ADDRESS: Sault Ste. Marie. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

S-t-r-e-t-c-h-i-n-g DOLLARS?

*just stretch a few into
America's richest farm area*

and **WATCH YOUR SALES**

RECORD CLIMB

The North Central Broadcasting System is a 15 station network covering this rich farming area thoroughly.

North and South Dakota, Minnesota, Western Wisconsin, and the Michigan peninsula are all yours for a surprisingly low cost.

NCBS trained merchandising men know how to open new territories for you and increase your sales.

Wire or write today:

NORTH CENTRAL BROADCASTING SYSTEM, INC.

Empire Bank Building, St. Paul, Minn.

or branch office

570 Lexington Avenue, New York, N. Y.

MINNESOTA

Population 2,652,000

Number of Families 652,000

Number of Radio Homes 556,900

Retail Sales \$902,011,000

Auto Registrations 837,260

KATE

"GATEWAY TO TEN THOUSAND LAKES COUNTRY"

ALBERT LEA—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts.

OWNED BY: Albert Lea-Austin Broadcasting

Co. OPERATED BY: Same. BUSINESS AD-

DRESS: 332 South Broadway. PHONE: 2338.

STUDIO ADDRESS: 332 Broadway; and Austin,

Minn. TRANSMITTER LOCATION: Same. TIME

ON THE AIR: 6:00 A.M. to 12:00 midnight,

daily; 8:00 A.M. to 12:00 midnight, Sundays.

NEWS SERVICE: United Press. TRANSCRIP-

TION SERVICE: C. P. MacGregor, World Broad-

casting Co. and Standard Radio.

Personnel

President and Station Manager... E. L. Hayek

Commercial Manager... Warren C. Tidemann

Program Director... Sherman Booen

Austin Studio Manager... Herbert E. Nelson

Publicity Director... Ernest Murray

Musical Director... Helen Davis

Chief Engineer... George Church

KDAL

"COLUMBIA'S STATION FOR THE DULUTH-SUPERIOR AREA"

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts,

d.; 100 watts, n. OWNED BY: Red River

Broadcasting Co. OPERATED BY: Red River

Broadcasting Co. BUSINESS ADDRESS: 218

Bradley Bldg. PHONE: Melrose 2230. STUDIO

ADDRESS: Bradley Bldg. TRANSMITTER LO-

CATION: Park Point. TIME ON THE AIR: 6:30

A.M. to 11:00 P.M. NEWS SERVICE: Trans-

radio Press - Radio Bureau. TRANSCRIPTION

SERVICE: Langworth, NAB Library, Davis &

Schwegler.

Personnel

Station Manager... Dalton LeMasurier

Commercial Manager... A. H. Flaten

Publicity & Promotion Director... Sam L. Levitan

Chief Engineer... Robert A. Dettman

Program Director... Gilbert Fawcett

\$100,000,000.

KATE is situated in the heart of prosperous Southern Minnesota and Northern Iowa, the much advertised dairy, poultry and livestock market with three meat packing plants in our primary area. **HORMEL & CO., WILSON & CO.,** and the **DECKER CO.** pay our farmer listener audience upwards of one hundred million dollars annually for livestock.

Operating from

6:00 A. M. to 12:00 P. M.

KATE

ALBERT LEA-AUSTIN
MINNESOTA

ALBERT LEA-AUSTIN BROADCASTING COMPANY

E. L. HAYEK, *President*

Rep.: Furgason & Walker, Inc.



Coverage

	Daytime	Evening
Population—Primary	180,600	173,300
Radio Homes—"	38,950	37,230
Population—Secondary	135,400	142,700
Radio Homes—"	28,420	30,140

Source: Department of Commerce.

W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY
ARROWHEAD BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Head of Lakes Broadcasting Co. OPERATED BY: Head of Lakes Broadcasting Co. BUSINESS ADDRESS: WEBC Bldg. PHONE: Melrose 1537. STUDIO ADDRESS: WEBC Bldg., Duluth; WEBC Bldg., Superior. TRANSMITTER LOCATION: Superior, Wisc. TIME ON THE AIR: Unlimited; Sunday, 16 hours per day; week days, 17 hours per day. NEWSPAPER AFFILIATION: Stockholders interested in newspapers in Wisconsin. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Walter C. Bridges
Business Manager.....Thomas W. Gavin

Coverage

Population—Primary	339,310
Radio Homes—"	70,894
Population—Secondary	182,591
Radio Homes—"	37,233

Source: Station survey.

Representative

George P. Hollingbery Co.

K G D E

"THE LAKE REGION STATION"
FERGUS FALLS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. L. Jaren. OPERATED BY: Same. BUSINESS ADDRESS: Fergus Falls. PHONE: 898. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M., daily; 9:00 A.M. to 10:00 P.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....C. L. Jaren
Program and Personnel

Manager.....A. B. Woodard
Chief Announcer and

Musical Director.....Hub Warner

Coverage

Population—Primary	250,100
Radio Homes—"	45,300

Population—Secondary 225,600
Radio Homes—" 40,200

Source: Mail response analysis.

Representative

Allied Representation Co.

W M F G

HIBBING—EST. 1935

COLUMBIA BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Head of the Lakes Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Androy Hotel. PHONE: 1150. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Superior (Wis.) Telegram. NEWS SERVICE: Press Radio News.

Personnel

PresidentMorgan Murphy
Commercial ManagerH. S. Hyett
Station ManagerH. S. Hyett
Chief EngineerC. B. Persons

Representative

George P. Hollingbery Co

K Y S M

"TO SERVE THE LISTENER FIRST IS TO SERVE THE ADVERTISER BEST"

MANKATO—EST. 1938

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: F. B. Clements & Co. OPERATED BY: F. B. Clements & Co. BUSINESS ADDRESS: 101 North Second St. PHONE: 4673. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Old U. S. Highway No. 14, Nicollet County. TIME ON THE AIR: Full time license (19 hours per day). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

Personnel

Manager.....Ray E. Schwartz
Program Director.....Clinton Johnson

Coverage

	Daytime	Evening
Population—Primary	311,165	311,165
Radio Homes—"	63,940	63,940

Source: Joint Committee.

Representative

Howard H. Wilson Co.

W C C O

"50,000 WATTS WHERE IT COUNTS THE MOST"

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 810 Kc. POWER: 50,000 watts.

MINNESOTA

OWNED BY: Columbia Broadcasting System.
 OPERATED BY: Columbia Broadcasting System.
 BUSINESS ADDRESS: 625 Second Ave., South.
 PHONE: Main 1202 (Minneapolis), Cedar 7666 (St. Paul).
 STUDIO ADDRESS: 625 Second Ave., South; Hotel Lowry, St. Paul.
 TRANSMITTER LOCATION: Anoka, Minn.
 TIME ON THE AIR: 6:00 A.M. to midnight.
 MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press.

Personnel

General Mgr. E. H. Gammons
 Production Manager Hayle C. Cavanor
 Sales Manager Carl J. Burkland
 Artists Bureau Head Al Sheehan
 Sales Promotion Director Robert L. Hutton, Jr.
 Chief Engineer Hugh S. McCartney

Coverage

	Daytime	Evening
Population—Primary	3,385,200	3,270,000
Radio Homes— "	704,240	684,760
Population—Secondary	3,016,100	2,299,300
Radio Homes— "	638,750	572,540

Source: CBS Listener Study.

Representative

Radio Sales

W D G Y

"THE FRIENDLY STATION"

MINNEAPOLIS-ST. PAUL—EST. 1923
 MUTUAL BROADCASTING SYSTEM
 FREQUENCY: 1180 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Geo. W. Young. OPERATED BY: Geo. W. Young.
 BUSINESS ADDRESS: Hotel Nicolle. PHONE: Bridgeport 7777-7778, Midway 6363. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior Blvd. TIME ON THE AIR: 6:00 A.M. to 8:15 P.M. NEWS SERVICES: Transradio Press and affiliation with Minneapolis Tribune. TRANSCRIPTION SERVICES: Standard Radio, NAB Library.

Personnel

Owner and General Mgr. Geo. W. Young
 Sales & Promotion Mgr. Wallace E. Stone
 Personnel & Traffic Mgr. Gertrude Faue
 Chief Engineer G. W. Young
 Merchandising Manager Grant Hopperstad
 Public Relations Director Margaret Ulseth
 Continuity Director E. A. Shea
 Promotion Director Jean Hadley
 Farm Program Director Edw. Courtney

Coverage

Population—Primary	2,440,900
Radio Homes— "	510,000
Population—Secondary	1,708,200
Radio Homes— "	331,100

Source: Station survey.

Representative

William G. Rambeau Co.

W L B

"FOR GOOD MUSIC, TUNE TO 760"

MINNEAPOLIS—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 watts. OWNED BY: University of Minnesota. OPERATED BY: University of Minnesota. BUSINESS ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Cleveland Ave. and County Rd. A-2, St. Paul. TIME ON THE AIR: Shares daytime hours with WCAL, WLB. NEWS SERVICE: United Press.

Personnel

Manager Burton Paulu
 Program Director Charles T. Harrell
 Chief Engineer Waldemar Klima

W T C N

"OUT OF THE BLUE TO YOU"

ST. PAUL-MINNEAPOLIS—EST. 1928

NATIONAL BROADCASTING CO. (BLUE)
 FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Minnesota Broadcasting Co. OPERATED BY: Minneapolis Tribune-Times Tribune & St. Paul Dispatch-Pioneer Press. BUSINESS ADDRESS: Wesley Temple Building. PHONE: Main 6562. TRANSMITTER LOCATION: Snelling Ave. and County Rd. B. TIME ON THE AIR: 124 hours weekly. NEWSPAPER AFFILIATION: Minneapolis Tribune-Times Tribune & St. Paul Dispatch-Pioneer Press. NEWS SERVICES: International News Service, Associated Press (non-commercial). TRANSCRIPTION SERVICE: Associated Music Library, Standard Radio.

Personnel

President G. B. Bickelhaupt
 Station Manager C. T. Hagman
 Commercial Manager L. L. Whiting
 Program Director Robert DeHaven
 Technical Director John M. Sherman

Coverage

	Daytime	Evening
Population—Primary	1,326,171	1,047,309
Radio Homes— "	259,084	224,400
Population—Secondary	2,869,345
Radio Homes— "	332,863

Source: Station survey.

Representative

Free & Peters

(CALL LETTERS UNASSIGNED)*

MINNEAPOLIS—EST. 1940

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Independent Merchants Broadcasting Co. OPERATED BY: Same. BUSINESS

MINNESOTA

ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a construction permit subject to approval of transmitter site at time of going to press and no further information was available.

KVOX

"THE VOICE OF THE VALLEY"
MOORHEAD—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM
—ASSOCIATED NORTHWEST
BROADCASTERS

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: KVOX Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Comstock Hotel. PHONE: 3-1523. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Moorhead. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....R. K. Herbst
Station Manager.....M. M. Marget
Commercial Manager.....Reinhart Steinley
Asst. Mgr.-Chief Engineer.....Robert Schulz

Coverage

Population—Primary	268,392
Radio Homes— "	50,013
Population—Secondary	244,345
Radio Homes— "	44,827

Source: Field intensity measurements; Joint Committee; U. S. Census.

WCAL

NORTHFIELD—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 Watts. OWNED BY: St. Olaf College. OPERATED BY: Same. BUSINESS ADDRESS: St. Olaf College. PHONE: 731. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

Personnel

Director.....Dr. Martin Hegland
Chief Announcer.....Alvar Sandquist
Station Manager.....M. C. Jensen
Musical Director.....O. R. Overby
Chief Engineer.....M. C. Jensen

KROC

"THE FRIENDLY STATION"
ROCHESTER—EST. 1935

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Southern Minn. Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 First Ave. Bldg. PHONE: 3924-5-2727. STUDIO ADDRESS: 100 First Ave. Bldg.; Owatonna,

Minn.; Fairbault, Minn. TRANSMITTER LOCATION: Cascade Township. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System. Associated Music Library.

Personnel

President and General

ManagerGregory Gentling
Secretary.....Maxine Jacobs
Commercial Manager.....E. Anson Thomas
Artists' Bureau Head.....Dwight Merriam
Studio Director.....Gerald Wing
Program Director.....La Vell Waltman
Chief Engineer.....Fred C. Clark
Assistant Chief Engineer.....Robert W. Cross

Coverage

	Daytime	Evening
Population—Primary	306,984	306,984
Radio Homes— "	61,109	61,109
Population—Secondary ..	1,025,108	922,000
Radio Homes— "	139,298

Source: U. S. Census; station survey.

Representative

Joseph Hershey McGillvra

KFAM

"THE TIMES JOURNAL STATION"
"THE VOICE OF CENTRAL MINNESOTA"
ST. CLOUD—EST. 1938

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: The Times Publishing Co. OPERATED BY: The Times Publishing Co. BUSINESS ADDRESS: 16-18 Sixth Ave., North. STUDIO ADDRESS: Weber Bldg. TRANSMITTER LOCATION: Military Highway. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: St. Cloud Times Journal. NEWS SERVICE: Associated Press, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Treasurer.....Fred Schilplin
General Manager.....George B. Bairey
Commercial Manager.....Edgar Parsons

Coverage

Population—Primary	197,396
Radio Homes— "	37,180
Population—Secondary	1,238,312
Radio Homes— "	289,290

Source: Field intensity measurements.

KSTP

"LOCALLY OWNED—NATIONALLY
KNOWN"
ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)

MINNESOTA RADIO NETWORK
FREQUENCY: 1460 Kc. POWER: 50,000 watts.
OWNED BY: National Battery Broadcasting Co.

OPERATED BY: National Battery Broadcasting Co. BUSINESS ADDRESS: St. Paul Hotel. PHONE: Cedar 5511-St. Paul; Bridgeport 3222-Minneapolis. STUDIO ADDRESS: St. Paul Hotel, Radisson Hotel. TRANSMITTER LOCATION: Highway 61. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily), A.M. to 1:00 A.M. (Sunday). NEWSPAPER AFFILIATION: Minneapolis Star-Journal. NEWS SERVICE: United Press, Radio News Assoc. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, NAB Library & Standard Radio.

Personnel

President.....Stanley E. Hubbard
 Vice President-Treasurer...Kenneth M. Hance
 Sales Manager.....Ray C. Jenkins
 Program Director.....Corrine Jordan
 Educational Director.....T. D. Rishworth
 Merchandising Director.....Fred Laws
 Artists Bureau Head.....Charles Smith
 Technical Supervisor.....Hector Skifter

Coverage

Population—Primary 1,619,118
 Radio Homes— " 338,413
 Population—Secondary 2,489,102
 Radio Homes— " 457,800

Source: U. S. Department of Commerce; station survey; U. S. Census; Joint Committee; Editor and Publisher.

Representative

Edward Petry & Co., Inc.

W M I N

"THE NEWS OF THE HOUR STATION"
ST. PAUL & MINNEAPOLIS
EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WMIN Broadcasting Co. OPERATED BY: WMIN Broadcasting Co. BUSINESS ADDRESS: 1287 St. Anthony St., St. Paul. PHONE: Nestor 6501, St. Paul; Atlantic 6293, Minneapolis. STUDIO ADDRESS: 1287 St. Anthony St., St. Paul; 200 Hodgson Bldg., Minneapolis. TRANSMITTER LOCATION: 1287 St. Anthony St., St. Paul. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Langworth, Standard Radio, Associated Music Publishers.

Personnel

President and General
 Manager Edward Hoffman
 Production Manager..... Warren Fritze
 Chief Engineer.....Mat Walz

Coverage

Population—Primary 825,000
 Population—Secondary 1,025,000

Source: Chamber of Commerce.

W H L B

"QUEEN CITY OF THE ARROWHEAD"
VIRGINIA—EST. 1936

COLUMBIA BROADCASTING SYSTEM
 ARROWHEAD NETWORK

NORTH CENTRAL BROADCASTING SYSTEM
 FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Head of the Lakes B/C Co. OPERATED BY: Head of the Lakes B/C Co. BUSINESS ADDRESS: 6th Ave., W. & 17th St., S. PHONE: 2000. STUDIO ADDRESS: Virginia. TRANSMITTER LOCATION: Virginia. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Superior Telegram. NEWS SERVICE: United Press.

Personnel

President.....W. C. Bridges
 Station Manager.....Barney Irwin
 Chief Announcer.....Wayne C. Byers
 Chief Engineer.....Chas. Persons

Coverage

Population—Primary 81,067
 Radio Homes— " 17,642
 Population—Secondary 98,929
 Radio Homes— " 21,529

Source: Station survey.

Representative

George P. Hollingbery Co.

K W N O

"VOICE OF THE CITY BEAUTIFUL"
WINONA—EST. 1938

NORTH CENTRAL BROADCASTING SYSTEM
 FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Winona Radio Service. OPERATED BY: Winona Radio Service. BUSINESS ADDRESS: 216 Center St. PHONE: 4321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 831 Sarnia St. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M., Daily; 9:00 A.M. to 10:30 P.M., Sundays. NEWS SERVICE: Associated Press, Transradio Press. NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....M. H. White
 Treasurer.....H. R. Wiekling
 General Manager.....L. L. McCurnin
 Program Director.....L. A. Gifford
 Chief Engineer.....Maurice Reutter

Coverage

Population—Primary 167,700
 Radio Homes— " 35,260
 Population—Secondary 476,500
 Radio Homes— " 93,670

Source: U. S. Census; mail response analysis.

MISSISSIPPI

Population 2,023,000

Number of Families 494,000

Number of Radio Homes 207,000

Retail Sales \$196,182,800

Auto Registrations 226,000

W J P R

"THE DELTA'S STATION"
GREENVILLE—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts.
OWNED BY: John R. Pepper. OPERATED BY:
John R. Pepper. BUSINESS ADDRESS: Green-
ville. STUDIO ADDRESS: Greenville. TRANS-
MITTER LOCATION: Greenville. TIME ON THE
AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE:
International News Service. TRANSCRIPTION
SERVICE: Associated Music Publishers.

Personnel

Owner.....John R. Pepper
Manager.....Paul Thompson
Program Director.....Bert Ferguson
Chief Engineer.....Charles Mathis

Representative

Frank Baldwin

1111. STUDIO ADDRESS: Markham Hotel.
TRANSMITTER LOCATION: Great Southern
Golf Club, Mississippi. TIME ON THE AIR:
7:00 A.M. to 9:00 P.M. NEWS SERVICE: Trans-
radio Press. TRANSCRIPTION SERVICE: C. P.
MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....P. K. Ewing
Vice-President.....F. C. Ewing
Secretary-Treasurer.....M. M. Ewing

Coverage

Population—Primary	26,149
Radio Homes— "	10,342
Population—Secondary	76,296
Radio Homes— "	28,319

Source: Station survey.

Representative

Burn-Smith Co.

W G R M

"THE FRIENDLY VOICE OF NORTH
MISSISSIPPI"
GRENADA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: P. K. Ewing. OPERATED BY:
P. K. Ewing. BUSINESS ADDRESS: 222 How-
ard St. PHONE: 1717. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: 1½ miles
north of Greenwood. TIME ON THE AIR: 6:30
A.M. to 10:30 P.M., daily; 9:00 A.M. to 8:30
P.M., Sundays. NEWS SERVICE: Associated
Press. TRANSCRIPTION SERVICE: C. P. Mac-
Gregor.

Personnel

President.....P. K. Ewing, Sr.
General Manager.....W. E. Williams
Commercial Manager.....P. K. Ewing, Jr.
Program Director.....Adrian Roberts
Chief Engineer.....C. A. Perkins

Coverage

Population—Primary	400,000
Radio Homes— "	58,000

Source: State Census.

W G C M

"THE VOICE OF MISSISSIPPI GULF
COAST"
GULFPORT—EST. 1929

FREQUENCY: 1210 Kc. POWER: 250 Watts,
d.; 100 Watts, n. OWNED BY: WGCM, Inc.
OPERATED BY: WGCM, Inc. BUSINESS AD-
DRESS: Gulfport, Box 207. PHONE: Gulfport

W F O R

"THE VOICE OF SOUTH MISSISSIPPI"
HATTIESBURG—EST. 1924

FREQUENCY: 1370 Kc. POWER: 100 watts.
(C.P. 250 watts, d.). OWNED BY: Forrest Broad-
casting Company. OPERATED BY: Same.
BUSINESS ADDRESS: 302 Hemphill St. PHONE:
1866-67. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Columbia Road. TIME
ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS
SERVICE: Transradio Press. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President and General Manager...C. J. Wright
Secretary.....B. M. Wright
Chief Announcer.....Les Carmichael
Chief Engineer.....C. H. Dyess

W J D X

"THE VOICE OF MISSISSIPPI"
JACKSON—EST. 1929

NATIONAL BROADCASTING COMPANY
FREQUENCY: 1270 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: Lamar Life
Insurance Co. OPERATED BY: Lamar Life
Insurance Co. BUSINESS ADDRESS: Lamar
Life Bldg. STUDIO ADDRESS: Lamar Life Bldg.
& Heidelberg Hotel. TRANSMITTER LOCA-
TION: Highway No. 51. TIME ON THE AIR:
7:00 A.M. to 11:00 P.M. (daily); 8:00 A.M.
to 11:00 P.M. (Sunday). NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:
NBC Thesaurus.

MISSISSIPPI

Personnel

Station Manager.....Wiley P. Harris
 Commercial and Advertising
 Manager.....C. A. Lacy, Jr.
 Chief Announcer.....Maurice Thompson
 Sales Manager.....Frank Gentry
 Publicity Director.....Ralph Maddox
 Musical Director.....Maurice Thompson
 Chief Engineer.....P. G. Root

Coverage

	Daytime	Evening
Population—Primary	1,401,660	647,418
Radio Homes— "	160,175	75,715
Population—Secondary ..	1,244,218	765,242
Radio Homes— "	115,425	35,250

Source: Station survey.

Representative

George P. Hollingsbery Co.

W S L I

"THE FRIENDLY VOICE OF STANDARD LIFE"

JACKSON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts.
 OWNED BY: Standard Life Insurance Co. OP-
 ERATED BY: Standard Life Broadcasting Co.
 BUSINESS ADDRESS: Robert E. Lee Hotel.
 PHONE: 3-2788. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: High at Larson St.
 TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.
 NEWS SERVICE: International News Service.
 TRANSCRIPTION SERVICE: Standard Radio.

Personnel

ManagerL. M. Sepaugh
 Commercial Manager.....F. E. Wilkerson, Jr.
 Merchandising Manager.....T. H. Lathrop
 Chief Announcer.....Roy Pickett
 Production Manager.....Vassar Dubard
 Program Director.....George Philp
 Chief Engineer.....Tommie Hubbard

W A M L

LAUREL—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: New Laurel Radio Station, Inc.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Central Ave. PHONE: 288. STUDIO AD-
 DRESS: 312½ Central Ave. TRANSMITTER
 LOCATION: Washington Road. TIME ON
 THE AIR: 6:00 A.M. to 7:00 P.M. NEWS SER-
 VICE: United Press. TRANSCRIPTION SER-
 VICE: World Broadcasting System.

Personnel

PresidentD. A. Mation
 Station & Commercial
 Manager.....H. M. Smith
 Program Director.....Bill Tracy
 Chief Engineer.....A. A. Touchstone

Coverage

Population—Primary	90,100
Radio Homes— "	12,400

Population—Secondary 112,000
 Radio Homes— " 9,600
 Source: Field intensity survey.

W S K B

McCOMB—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 Watts.
 OWNED BY: McComb Broadcasting Corp. OP-
 ERATED BY: McComb Broadcasting Corp.
 BUSINESS ADDRESS: McColgan Hotel, Box
 111. STUDIO ADDRESS: McColgan Hotel.
 TRANSMITTER LOCATION: Pike County,
 Miss. TIME ON THE AIR: 6:00 A.M. to 9:00
 P.M., daily except Saturday: 6:00 A.M. to 11:00
 P.M., Saturdays. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: World
 Broadcasting System. MAINTAINS ARTISTS'
 BUREAU.

Personnel

General Manager.....George Blumenstock
 Chief Engineer.....Robert Louis Sanders

Coverage

	Daytime	Evening
Population—Primary	500,000	300,000
Radio Homes— "	60,000	40,000
Population—Secondary ..	300,000	100,000
Radio Homes— "	30,000	15,000

Source: Station estimate.

W C O C

"DOWN IN OLD MAGNOLIA STATE"
 MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 880 Kc. POWER: 1000 Watts.
 OWNED BY: Mississippi Broadcasting Co.,
 Inc. OPERATED BY: Mississippi Broadcasting
 Co., Inc. BUSINESS ADDRESS: Strand Bldg.
 PHONE: 1042. STUDIO ADDRESS: Strand
 Bldg. TRANSMITTER LOCATION: Highway 45.
 TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS' BUREAU.

Personnel

General Manager.....D. W. Gavin

W Q B C

VICKSBURG

FREQUENCY: 1360 Kc. POWER: 1000 Watts.
 OWNED BY: Delta Broadcasting Co., Inc. OP-
 ERATED BY: Delta Broadcasting Co., Inc.
 BUSINESS ADDRESS: Hotel Vicksburg. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 East of Vicksburg. TIME ON THE AIR: Day-
 time. NEWSPAPER AFFILIATION: The Vicks-
 burg Evening Post. TRANSCRIPTION SER-
 VICE: Standard Radio, World Broadcasting
 System.

Personnel

President.....L. P. Cashman
 Station Director.....O. W. Jones
 Chief Engineer.....C. E. Drake

MISSOURI

Population 3,989,000

Number of Families 1,072,000

Number of Radio Homes 822,800

Retail Sales \$1,040,737,500

Auto Registrations 859,000

K F V S

CAPE GIRARDEAU—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Oscar C. Hirsch. OPERATED BY: Same. BUSINESS ADDRESS: KFVS Radio Home, 324 Broadway. PHONE: 2104-5. STUDIO ADDRESS: KFVS Radio Home, 324 Broadway; Hotel Marquette. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: Shares time, day and evening, with WEBQ. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

President-General Manager...Oscar C. Hirsch
Musical Director.....Virginia Bahn

K F U O

"THE GOSPEL VOICE" CLAYTON—EST. 1924

FREQUENCY: 550 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Evangelical Lutheran Synod of Missouri, Ohio and Other States. OPERATED BY: Board of Control of Concordia Seminary. BUSINESS ADDRESS: 801 DeMun Ave., St. Louis, Mo. PHONE: Cabany 2499. STUDIO ADDRESS: 801 DeMun. TRANSMITTER LOCATION: Clayton. TIME ON THE AIR: Shares time (26 hours weekly).

Personnel

Station Manager.....Herman H. Hohenstein

K F R U

"IN THE HEART OF MISSOURI" COLUMBIA—EST. 1925

FREQUENCY: 630 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th & Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th & Elm Sts. TRANSMITTER LOCATION: Campus of Stephens College. TIME ON THE AIR: 6:00 A.M. to L. S. (Share night with WGBF.) NEWSPAPER AFFILIATION: Star-Times Pub. Co. (St. Louis). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Elzey Roberts
Vice-President.....John C. Roberts, Jr.
Station Manager.....C. L. Thomas
Program Director.....George Guyan

Commercial Manager.....Clarence G. Cosby
Artists Bureau Head.....Wm. Haley, Jr.
Musical Director.....Carl Stepp
Chief Engineer.....Robert Haigh

Coverage

Population—Primary	790,000
Radio Homes— "	145,500
Population—Secondary	1,504,000
Radio Homes— "	321,600

Source: Station survey.

Representative

Weed & Co.

K W O S

"THE NEWS AND TRIBUNE STATION" JEFFERSON CITY—EST. 1936

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Tribune Printing Co. OPERATED BY: Tribune Printing Co. BUSINESS ADDRESS: 210 Monroe. PHONE: 4030-1. STUDIO ADDRESS: 400 East Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWSPAPER AFFILIATION: Capitol News and Post Tribune. NEWS SERVICES: Associated Press and United Press. TRANSCRIPTION SERVICES: Standard Radio and World Broadcasting System.

Personnel

President.....R. C. Goshorn
Station Manager.....R. L. Rose
Program Director.....John J. Corrigan

Coverage

Population—Primary	161,987
Radio Homes— "	30,450
Population—Secondary	302,123
Radio Homes— "	62,730

Source: Joint Committee; U. S. Census.

Representative

Sears & Ayer, Inc.

W M B H

"AT THE CROSSROADS OF AMERICA" JOPLIN—EST. 1933

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Joplin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Keystone Hotel at 4th & Main Sts. PHONE: 330-1.2. STUDIO ADDRESS: Keystone Hotel at 4th & Main Sts. TRANSMITTER LOCATION: 13th & Roosevelt. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Joplin Globe & News-Herald. NEWS

SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library, Davis & Schwegler.

Personnel

President-Station Manager.....D. J. Poynor
 Chief Announcer.....J. Chas. McIntire
 Sales Manager.....W. H. Clark
 News Editor.....Tom Aden
 Production Manager.....Stella Lukens
 Chief Engineer.....Baxter Burriss

Coverage

	Daytime	Evening
Population—Primary	285,000	225,000
Radio Homes— "	88,000	65,000
Population—Secondary ..	593,000	450,000
Radio Homes— " ..	118,490	96,000

Source: U. S. Census; Joint Committee.

Representative

Sears & Ayer

K C M O

"KANSAS CITY, MISSOURI"
 KANSAS CITY—EST. 1925

FREQUENCY: 1450 Kc. POWER: 1000 Watts (C.P. for 5000 Watts, d.). OWNED BY: KCMO Broadcasting Co. OPERATED BY: KCMO Broadcasting Co. BUSINESS ADDRESS: Commerce Trust Bldg. PHONE: Victor 0900. STU-

DIO ADDRESS: Commerce Trust Bldg. TRANSMITTER LOCATION: Kansas City. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

President.....T. L. Evans
 General & Sales Manager.....Jack Stewart

K I T E

KANSAS CITY—EST. 1934

FREQUENCY: 1530 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Fidelity Bldg. PHONE: Harrison 5818. STUDIO ADDRESS: Fidelity Bldg. TRANSMITTER LOCATION: 86th & Summit Sts. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Titan.

Personnel

Vice President and General Manager.....D. E. "Plug" Kendrick
 Station Manager.....L. L. Jaquier

Representative
 Radio Advertising Corp.

KCMO
KW
 KANSAS CITY'S
 FASTEST GROWING STATION
KCMO
 JACK STEWART, Director

K M B C

"TO KEEP IN TOUCH WITH THE TIMES,
KEEP TUNED TO KMBC"

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 Watts.

OWNED BY: Midland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Pickwick Hotel, 10th & McGee St. PHONE: Harrison 2650. STUDIO ADDRESS: Pickwick Hotel, 11th floor. TRANSMITTER LOCATION: 50th & Belinder Rd., Johnson County, Kans. TIME ON THE AIR: 5:00 A.M. to 12:03 A.M.; Sunday, 7:30 A.M. to 12:03 A.M. NEWS SERVICES: Transradio Press. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Program Library, NAB Public Domain Library, Langworth, Davis & Schwieger; Station maintains own transcription service.

Personnel

President and General

Manager Arthur B. Church
Vice-President Karl Koerper
Promotion Manager M. F. Allison
Artists Bureau Head J. W. McConnell
Director of Research &

Merchandising Mark N. Smith
Program Director Felix Adams
Sales Service Carter Ringlep
Director Natl. Program Sales... Geo. E. Halley
Studio Director Kenneth Krahl
News Editor Erle H. Smith
Farm Service Director Phil Evans
Educational Director Kenneth Graham
Publicity Director M. F. Allison
Musical Director P. Hans Flath
Technical Supervisor Ray Moler

Coverage

	Daytime	Evening
Population—Primary	2,720,544	1,388,949
Radio Homes—"	596,980	325,810

Source: Joint Committee; Field intensity measurements.

Representative

Free & Peters, Inc.
See Page 258

W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 610 Kc. POWER: 5000 watts. OWNED BY: The Kansas City Star Co. OPERATED BY: Same. BUSINESS ADDRESS: 1729 Grand Ave. PHONE: Harrison 1200. STUDIO ADDRESS: 1729 Grand Ave. TRANSMITTER LOCATION: 83rd & Mission Rd., Johnson County, Kansas. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Kansas City Star. NEWS SERVICES: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, Langworth.

Personnel

Station Manager H. Dean Fitzer
Assistant Manager V. S. Batton
Sales R. Gardner Reames
Program Manager Harry J. Kaufmann
Chief Engineer Joseph A. Flaherty

Coverage

	Daytime	Evening
Population—Primary	5,683,275	3,008,538
Radio Homes—"	979,113	509,675

Source: Field intensity measurements.

Representative

Edward Petry & Co.

W H B

"WHERE HEADLINERS BEGIN"
KANSAS CITY—EST. 1922

MUTUAL

FREQUENCY: 860 Kc. POWER: 1000 Watts. OWNED BY: WHB Broadcasting Co. OPERATED BY: WHB Broadcasting Co. BUSINESS ADDRESS: Scarritt Bldg. PHONE: Harrison 1161. STUDIO ADDRESS: Scarritt Bldg. (Station maintains 9 remote studios through Kansas City.) TRANSMITTER LOCATION: North Kansas City. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated, NAB Library, Titan.

Personnel

President Donald Dwight Davis
Station Manager John T. Schilling

Coverage

Population—Primary	1,350,800
Radio Homes—"	321,500
Population—Secondary	1,570,000
Radio Homes—"	322,700

Source: Mail response analysis.

K W O C

POPLAR BLUFF—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: A. L. McCarthy, C. A. Tedrick and J. H. Wolpers. OPERATED BY: Same. BUSINESS ADDRESS: 214 Poplar St. PHONE: 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Main St. TIME ON THE AIR: 7:00 A.M. to 7:00 P.M. NEWSPAPER AFFILIATION: Poplar Bluff American Republic. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager Bill Bates
Commercial Manager P. H. Cunningham
Chief Announcer Bob Mabry
Publicity Director Bill Tedrick
Musical Director Lola Sechrest
Chief Engineer Don Lidenton

Coverage

Population—Primary	40,000
Radio Homes— "	32,000
Population—Secondary	105,000
Radio Homes— "	79,000

Source: Chamber of Commerce.

K F E Q

"THE MIDWEST MARKET STATION"
ST. JOSEPH—EST. 1924

FREQUENCY: 680 Kc. POWER: 2500 Watts.
OWNED BY: KFEQ, Inc. OPERATED BY:
KFEQ, Inc. BUSINESS ADDRESS: Schneider
Bldg. PHONE: 6-1314. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: Southeast
of St. Joseph. TIME ON THE AIR: 6:00 A.M.
to Pacific Coast sunset. NEWSPAPER AFFILI-
ATIONS: St. Joseph News-Press and Gazette.
NEWS SERVICE: United Press. TRANSCRIPTION
SERVICE: NBC Thesaurus, Standard
Radio.

Personnel

President-Treasurer Barton Pitts
Secretary Beverly Pitts
Nat'l Advertising Manager.. Glen G. Griswold
Program Director..... Harry Packard
Promotion Manager..... J. Ted Branson
Chief Engineer..... J. Wesley Koch

Coverage

Population—Primary	1,694,680
Radio Homes— "	292,270
Population—Secondary	3,013,880
Radio Homes— "	619,220

Source: Mail response analysis.

Representative

Headley-Reed Co.

K M O X

"THE VOICE OF ST. LOUIS"
ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1090 Kc. POWER: 50,000
Watts. OWNED BY: Columbia Broadcasting
System. OPERATED BY: Same. BUSINESS
ADDRESS: Mart Bldg. PHONE: Central 8240.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Lemay Ferry and Baumgartner Rds.
TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.,
daily; 7:29 A.M. to 1:00 A.M., Sundays. NEWS
SERVICE: United Press, Transradio Press.
TRANSCRIPTION SERVICE: Associated Music.

Personnel

General Manager..... Merle S. Jones
Sales Manager..... Kenneth W. Church
Program Director..... Chester Renier
Sales Promotion Director.... J. Soulard Johnson
Public Affairs Dept. & Press
Relations Director..... Jurien Hoekstra
Chief Engineer..... Graham Tevis

Coverage

	Daytime	Evening
Population—Primary	2,572,100	2,033,100
Radio Homes— "	519,640	434,390

Population—Secondary ..	5,899,900	2,586,600
Radio Homes— " ..	1,080,790	465,330

Source: Market Research Division of CBS;
U. S. Census.

Representative

Radio Sales

K S D

ST. LOUIS—EST. 1922

NBC (RED)

FREQUENCY: 550 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: Pulitzer Pub.
Co. OPERATED BY: Same. BUSINESS AD-
DRESS: 12th & Olive St. PHONE: Main 1111.
STUDIO ADDRESS: Post-Dispatch Bldg. TRANS-
MITTER LOCATION: Same. TIME ON THE
AIR: 8:00 A.M. to midnight. NEWSPAPER AF-
FILATION: St. Louis Post-Dispatch. NEWS
SERVICE: Associated Press. TRANSCRIPTION
SERVICES: NBC Thesaurus, Lang-Worth.

Personnel

General Manager..... George M. Burbach
Commercial and Sales
Manager..... Edward W. Hamlin
Chief Engineer..... Robert L. Coe

Representative

Free & Peters, Inc.

K W K

ST. LOUIS—EST. 1927

NBC (BLUE)—MBS—MISSOURI-ILLINOIS
BROADCASTING SYSTEM

FREQUENCY: 1350 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: Thomas Pat-
rick, Inc. OPERATED BY: Same. BUSINESS
ADDRESS: Hotel Chase. PHONE: Rosedale
3210. STUDIO ADDRESS: Hotel Chase. TRANS-
MITTER LOCATION: Baden. TIME ON THE
AIR: 6:00 A.M. to 12:00 Midnight, daily; 7:00
A.M. to 12:00 Midnight, Sundays. NEWS SER-
VICE: United Press. TRANSCRIPTION SER-
VICE: World Broadcasting System.

Personnel

President..... R. T. Convey
Sales Manager..... V. E. Carmichael
Studio Supervisor..... Ray Dady
National Sales Manager..... R. M. Sampson
Chief Announcer..... Allan Anthony
Program Director..... John Tinnea
Publicity Director..... Louis C. Nelson
Production Manager..... Dan Seyforth
Musical Director..... Al Sarli
Continuity Chief..... Claire Harrison
Chief Engineer..... James Burke

Coverage

Population—Primary	1,494,444
Radio Homes— "	431,108
Population—Secondary	954,812
Radio Homes— "	173,500

Source: Field intensity measurements.

Representative

Paul H. Raymer Company

KXOK

ST. LOUIS—EST. 1939

FREQUENCY: 1250 Kc. POWER: 1000 Watts.
 OWNED BY: Star-Times Publishing Co. OPERATED BY: Star-Times Publishing Co. BUSINESS ADDRESS: Star-Times Bldg., 12th & Delmar. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Venice, Ill. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 7:30 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Star-Times. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated, Standard Radio.

Personnel

General Manager.....R. V. Hamilton
 Sales Manager.....Clarence G. Cosby
 Program Director.....Blaine Cornwell
 News Editor.....Bruce Barrington
 Publicity Director.....Dave Frederick
 Chief Engineer.....Art Rekart

Coverage

	Daytime
Population—Primary	2,319,950
Radio Homes— "	398,495
Source: Station survey.	

Representative

Weed & Co.

WEW

"THE STATION YOU'LL TUNE IN AGAIN"
 ST. LOUIS—EST. 1921

FREQUENCY: 760 Kc. POWER 1000 watts.
 OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 3642 Lindell Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3642 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

Faculty Director.....W. A. Burk, S.J.
 General Manager.....A. S. Foster
 Program Manager.....Arthur T. Jones
 Publicity Director.....C. L. Kelliher
 Musical Director.....Ralph Stein
 Chief Engineer.....George Rueppel

Representative

Furgason & Walker, Inc.

WIL

"THE MOST WELCOME SPOT
 ON THE DIAL"

ST. LOUIS—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: Missouri Brod. Corp. OPERATED BY: Same. BUSINESS ADDRESS: Melbourne Hotel, 3601 Lindell Blvd. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Melbourne Hotel. TRANSMITTER LOCATION: 16th Floor (Roof) Melbourne Hotel. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M., daily except Saturday and Sunday; 7:00 A.M. to 3:00 A.M., Saturdays; 8:30 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, NAB Library, Langworth.

Personnel

President and General
 Manager.....Lester A. Benson
 Vice-President

Vice-President	Clarence W. Benson
Program Director.....	Neil Norman
Continuity Editor.....	David Pasternak
Merchandising Director.....	William Durney
Publicity Director	Bart Slattery
Musical Director	Allister Wylie
Chief Engineer.....	Chal H. Stoup

Coverage

	Daytime	Evening
Population—Primary	1,385,840	1,347,527
Radio Homes— "	362,820	354,950

Source: Mail response analysis.

Representative

Reynolds-Fitzgerald, Inc.

KDRO

"KDRO, YOUR NEIGHBOR OF THE AIR IN
 SEDALIA, MISSOURI"
 SEDALIA—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 Watts.

For Concentrated Coverage
 in the St. Louis Market, Use

WEW



Write for case histories
 which tell a story of out-
 standing results for clients
 in the
ST. LOUIS Market

OWNED BY: Albert S. and Robert A. Drohlich
d/b as Drohlich Bros. OPERATED BY: Same.
BUSINESS ADDRESS: 2100 West Broadway.
STUDIO ADDRESS: 2100 West Broadway.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 6:00 A.M. to 11:00 P.M. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: Standard Radio. MAINTAINS ART-
ISTS' BUREAU.

Personnel

Station Manager.....Robert A. Drohlich
Promotion Manager.....Albert S. Drohlich
Program Director.....Randall Jessee
Commercial Manager.....A. W. Upchurch
Chief Engineer.....C. Laverne Omer

Coverage

	Daytime	Evening
Population—Primary	207,706	207,706
Radio Homes— "	46,100	46,100

Source: Mail response analysis.

K G B X

SPRINGFIELD—EST. 1924
NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1230 Kc. Power: 500 watts.
OWNED BY: Springfield Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
508 St. Louis. PHONE: 1360-1-2-3. STUDIO
ADDRESS: 508 St. Louis. TRANSMITTER LO-
CATION: Bolivar Road. TIME ON THE AIR:
7:00 A.M. to midnight. NEWSPAPER AF-
FILIATION: Springfield Newspapers, Inc.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: NBC Thesaurus, Standard
Radio, Davis & Schwegler.

Personnel

President.....T. W. Duvall
General Manager.....Ralph D. Foster
Business Manager.....C. Arthur Johnson
Promotion Manager.....Carl S. Ward
Chief Engineer.....Fritz Bauer
National Sales Manager.....John E. Pearson
Local Sales Manager.....Gordon Wardell

Coverage

Population—Primary	499,673
Radio Homes— "	73,900
Population—Secondary	641,673
Radio Homes— "	87,700

Source: Mail response analysis; Joint Com-
mittee; U. S. Census.

Representative

Howard H. Wilson & Co.

K W T O

"KEEP WATCHING THE OZARKS"
SPRINGFIELD—EST. 1933

FREQUENCY: 560 Kc. POWER: 5000 watts.
OWNED BY: Ozarks Broadcasting Co. OP-
ERATED BY: Same. BUSINESS ADDRESS: 508
St. Louis. PHONE: 1360-1-2-3. STUDIO AD-
DRESS: 508 St. Louis. TRANSMITTER LOCA-
TION: Bolivar Road. TIME ON THE AIR:
5:00 A.M. to local sunset. NEWSPAPER AF-
FILIATION: Springfield Newspapers, Inc.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: Standard Radio, Davis &
Schwegler, NBC Thesaurus.

Personnel

President and Station
Manager.....Ralph D. Foster
Business Manager.....Arthur Johnson
Production Manager.....G. E. Wilson
Chief Announcer.....Russ Davis
National Sales Manager.....John E. Pearson
Local Sales Manager.....Gordon Wardell
Promotion Manager.....Carl S. Ward
Program Director.....Terry Moss
Chief Engineer.....Fritz Bauer

Coverage

Population—Primary	1,231,110
Radio Homes— "	284,900
Population—Secondary	3,945,251
Radio Homes— "	541,900

Source: U. S. Census; Joint Committee.

Representative

Howard H. Wilson & Co.

MONTANA

Population 539,000

Number of Families 142,000

Number of Radio Homes 114,600

Retail Sales \$208,402,700

Auto Registrations 177,500

K G H L

BILLINGS—EST. 1928
NBC (RED AND BLUE)

FREQUENCY: 780 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: Northwestern
Auto Supply Co. OPERATED BY: Northwest-
ern Auto Supply Co. BUSINESS ADDRESS:
5th and North Broadway. PHONE: 2222.

STUDIO ADDRESS: 5th and North Broadway.
TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
(daily); 9:00 A.M. to 11:00 P.M. (Sunday). NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: Standard Radio, NBC Thesaurus.

Personnel

President.....C. O. Campbell
Station Manager.....Ed Yocum
Chief Engineer.....Jeff Kiichli

Coverage

Population—Primary	444,000
Radio Homes— "	94,400
Population—Secondary	181,200
Radio Homes— "	45,000

Source: Mail response analysis.

Representative

The Katz Agency

K R B M

BOZEMAN—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: KRBM Broadcasters. OPERATED BY: KRBM Broadcasters. BUSINESS ADDRESS: Bozeman. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Bozeman. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M.

Personnel

Owner-General Manager..... A. J. Breitbach
 Owners..... Arthur L. Roberts—R. B. McNab

Representative

Furgason & Walker, Inc.

K G I R

BUTTE—EST. 1929

NATIONAL BROADCASTING CO. — Z-NET
 PACIFIC NORTHWEST COVERAGE GROUP
 FREQUENCY: 1340 Kc. POWER: 5000 Watts.
 OWNED BY: KGIR, Inc. OPERATED BY: KGIR.

K G I R

KPFA

KRBM

Montana's Major
 Market

60% of the population

90% of the payroll

Available under single contract.

Box 1956

Butte, Mont.

Inc. BUSINESS ADDRESS: Butte. PHONE: 22-3-44. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunday, 9:00 A.M. to midnight; Week Days, 7:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Standard Radio, Titan, Langworth, NAB.

Personnel

Manager Ed. B. Craney
 Sales Manager..... M. E. Dunn
 Musical Director B. R. Sprague
 Chief Engineer Jack Nicholas
 Program Director..... Syd Lines

Representative

Furgason & Walker, Inc.

K F B B

"VOICE OF THE TREASURE STATE"
 GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buttrey Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: 300 Central. PHONE: 4377. STUDIO ADDRESS: 300 Central Ave. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 10:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Great Falls Tribune. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor, Davis & Schweeler.

Personnel

President..... F. A. Buttrey
 Station Manager..... Jessie Jacobsen
 Advertising Manager..... Joe Wilkins
 Program Director..... John Alexander
 Publicity Director..... Jack McNichol
 Special Events Director..... Phil Allen
 News Editor..... LeRoy Mattingly
 Chief Engineer..... Wilbur Myhre

Coverage

	Daytime	Evening
Population—Primary	129,200	73,900
Radio Homes— "	26,260	14,260
Population—Secondary ..	121,000	179,400
Radio Homes— "	23,350	46,000

Source: CBS Listener Study.

Representatives

Weed & Company

Walter Biddick Co. (Los Angeles & Seattle)

K P F A

"CAPITAL CITY STATION"
 HELENA—EST. 1937

NATIONAL BROADCASTING CO.—Z BAR NET
 FREQUENCY: 1210 Kc. POWER: 250 Watts.
 OWNED BY: Peoples Forum of the Air. OPERATED BY: Peoples Forum of the Air. BUSINESS ADDRESS: 1306 East 11th. PHONE: 857. STUDIO ADDRESS: 1306 East 11th. TRANSMITTER LOCATION: 1306 East 11th St. TIME

ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

Personnel

President.....Barclay Craighead
Station Manager.....K. O. MacPherson

Representative

Furgason & Walker, Inc.

K G E Z

KALISPELL—EST. 1927

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Donald C. Treloar. OPERATED BY: Same. BUSINESS ADDRESS: 203 — 1st Ave. E. PHONE: 32-332. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2¼ miles south on Highway No. 93. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: United Press.

Personnel

General ManagerDonald C. Treloar

K G V O

“THE GARDEN CITY STATION”
MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Mosby's, Inc.

OPERATED BY: Mosby's, Inc. BUSINESS ADDRESS: 132 W. Front St. PHONE: 2155. STUDIO ADDRESS: 132 W. Front St. TRANSMITTER LOCATION: 4 miles west on Highway 10. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Langworth, Davis & Schwegler.

Personnel

President and Station Manager...A. J. Mosby
Secretary-Treasurer.....Edna Mae Mosby
Commercial Manager.....Jack Burnett
ComptrollerHarry Miller
Advertising Manager.....Nick Moriana
Artists Bureau Head.....Duane Bowler
Chief Announcer.....Alan Davis
Sales Manager.....Fred Elsethagen
Program and Publicity

Director.....James Alden Barber
Musical Director.....Margaret Castle
Merchandising Manager.....Marion Dixon
Traffic Manager.....Loretta Matthiesen
Chief Engineer.....Tom Atherstone

Coverage

Population—Primary	135,200
Radio Homes— "	34,430
Population—Secondary	435,400
Radio Homes— "	110,200

Source: Station survey.

Representative

Burn-Smith Co.

KGVO

- A \$50,000,000 MARKET

Covering the 5 great valleys of Western Montana, KGVO serves a population of 570,600 within its primary and secondary areas.

Retail sales in Missoula are \$635 per capita—nearly three times the national average. A complete merchandising service will help you tap this rich empire of the Northwest.

A. J. MOSBY, PRESIDENT

**KGVO, MISSOULA, MONTANA, 5000 WATTS 1260 KC
AFFILIATE OF COLUMBIA BROADCASTING SYSTEM**

K G C X

WOLF POINT—EST. 1926

FREQUENCY: 1450 Kc. POWER: 1000 watts. OWNED BY: E. E. Kresbach. OPERATED BY: E. E. Kresbach. BUSINESS ADDRESS: Main and 4th St. PHONE: 102. STUDIO ADDRESS: Main and 4th St. TRANSMITTER LOCATION: Wolf Point. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, World Broadcasting System.

Personnel

President.....E. E. Kresbach
 Station and Commercial
 Manager.....Milton J. Severson
 Promotion Manager.....Adolph Jystad
 Chief Engineer.....Harold Klempil

Coverage

Population—Primary 109,500
 Radio Homes— " 20,000
 Population—Secondary 230,000
 Radio Homes— " 43,000
 Source: Field intensity measurements.

NEBRASKA

Population 1,364,000

Number of Families 352,000

Number of Radio Homes 284,100

Retail Sales \$395,732,700

Auto Registrations 410,280

K O R N *

FREMONT—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Nebraska Broadcasting Corp. OPERATED BY: Nebraska Broadcasting Corp. BUSINESS ADDRESS: 6th & Broad Sts. STUDIO ADDRESS: 6th & road Sts. TRANSMITTER LOCATION: East 16th St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-ManagerClark Standiford
 Commercial Manager.....Randall Ryan
 Program Director.....Larry Coke
 Chief Engineer.....E. A. Blackburn

Coverage

Population—Primary 134,000
 Population—Secondary 375,000
 Source: Station estimate.

* Station was licensed to operate under a construction permit at time of going to press.

K M M J

"NEBRASKA'S FRIENDLY STATION"
GRAND ISLAND—EST. 1925

FREQUENCY: 740 Kc. POWER: 1000 Watts. OWNED BY: KMMJ, Inc. OPERATED BY: KMMJ, Inc. BUSINESS ADDRESS: 315½ North Locust St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Phillips, Nebr. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS-PAPER AFFILIATION: Clay County Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

PresidentDon Searle
 General Manager.....Ted Matthews

Coverage

Station data being compiled; no information available at time of going to press because of move from Clay Center to Grand Island.

Representative

Howard H. Wilson Co.

K H A S *

HASTINGS—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Nebraska Broadcasting Co. OPERATED BY: Nebraska Broadcasting Co. BUSINESS ADDRESS: Hastings. STUDIO ADDRESS: Hastings. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

K G F W

"THE FRIENDLY MIDWAY STATION OF THE NATION"

KEARNEY—EST. 1928

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: Federal Annex. PHONE: 31551. STUDIO ADDRESS: South Central Ave. TRANSMITTER LOCATION: South Central Ave. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....Lloyd C. Thomas
 Commercial Manager.....Warren Binkley
 Program Manager.....Fred Christensen
 Chief Engineer.....Walter M. Ely

Coverage

Population—Primary 454,497
 Radio Homes— " 87,140
 Source: Mail response analysis.

K F A B

"NEBRASKA'S MOST POWERFUL
 BROADCAST STATION"
LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 770 Kc. POWER: 10,000
 Watts. OWNED BY: KFAB Broadcasting Co.
 OPERATED BY: KFAB Broadcasting Co. BUSI-
 NESS ADDRESS: Hotel Lincoln. PHONE: 2-3214.
 STUDIO ADDRESS: Hotel Lincoln. TRANS-
 MITTER LOCATION: 17th St. and Holdredge.
 TIME ON THE AIR: 4:45 A.M. to 12:00
 midnight. NEWSPAPER AFFILIATIONS: State
 Journal, Lincoln Star. NEWS SERVICES: Inter-
 national News Service. TRANSCRIPTION
 SERVICE: World Broadcasting System.

Personnel

President.....Frank D. Throop
 Vice-President.....Joe W. Seacrest
 Vice-President.....C. L. Carper
 Secretary-Assistant
 Treasurer.....Charles T. Stuart
 Treasurer—Assistant
 Secretary.....Sarry B. Sidles
 General Manager.....Don Searle
 Station Manager.....W. Judson Woods

1310 ON **KGFW BULLETIN** PHONE
 THE DIAL 31551

"THE MIDWAY STATION OF THE NATION"

OWNED AND OPERATED BY
 CENTRAL NEBRASKA BROADCASTING CORPORATION
 KEARNEY, NEBRASKA

RADIO DAILY, NEW YORK
 57,900 FARM HOMES AND 18,430 CITY HOMES
 WITH RADIO SETS IN KGFW PRIMARY AREA
 ARE REJOICING OVER HEAVY WINTER SNOWS
 THAT INSURE MILLIONS OF DOLLARS IN 1940
 CROPS. KGFW IS ONLY FULL TIME STATION
 SERVING THIS RICH AGRICULTURAL AREA,
 WITH 386,402 POPULATION. WILL GLADLY
 SUPPLY NATIONAL AND REGIONAL ADVER-
 TISERS AND THEIR AGENCIES WITH FULL IN-
 FORMATION. WATCH KGFW AND ITS AREA.

LLOYD C. THOMAS
 GENERAL MANAGER KGFW

KEARNEY, NEBRASKA
 FEBRUARY 15, 1940

Sales Manager.....Frank Pellegrin
 Local Sales Manager.....W. Judson Woods
 Chief Announcer.....C. D. "Chuck" Miller
 Publicity Director.....Bruce Wallace
 Program Director.....Lowell "Jiggs" Miller
 Chief Engineer.....Mark Bullock

Coverage

Population—Primary 1,534,513
 Radio Homes— " 311,230
 Population—Secondary 1,810,960
 Radio Homes— " 368,590
 Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

K F O R

"THE VOICE OF LINCOLN"
LINCOLN—EST. 1924

MUTUAL BROADCASTING SYSTEM
CENTRAL STATES BROADCASTING SYSTEM
 FREQUENCY: 1210 Kc. POWER: 250 Watts,
 d.; 100 Watts, n. OWNED BY: Cornbelt Broad-
 casting Corp. OPERATED BY: Cornbelt Broad-
 casting Corp. BUSINESS ADDRESS: Hotel Lin-
 coln. PHONE: 2-3214. STUDIO ADDRESS:
 Hotel Lincoln. TRANSMITTER LOCATION:
 4607 South 48th. TIME ON THE AIR: 7:00 A.M.
 to midnight. NEWSPAPER AFFILIATIONS:
 State Journal, Lincoln Star. NEWS SERVICES:
 International News Service. TRANSCRIPTION
 SERVICE: World Broadcasting System.

Personnel

President.....Frank D. Throop
 Vice-President.....Joe W. Seacrest
 Vice-President.....C. L. Carper
 Secretary-Assistant
 Treasurer.....Charles T. Stuart
 Treasurer-Assistant
 Secretary.....Harry B. Sidles
 General Manager.....Don Searle
 Station Manager.....W. Judson Woods
 Sales Manager.....Frank Pellegrin
 Local Sales Manager.....W. Judson Woods
 Chief Announcer.....C. D. "Chuck" Miller
 Program & Musical Director....John Hanssen
 Publicity Director.....Angus Nicoll
 Chief Engineer.....Mark Bullock

Coverage

Population—Primary 270,990
 Radio Homes— " 58,770
 Population—Secondary 155,652
 Radio Homes— " 44,530
 Source: U. S. Census.

Representative

The Katz Agency

W J A G

"WITH JOY AND GLADNESS"
NORFOLK—EST. 1922

FREQUENCY: 1060 Kc. POWER: 1000 Watts.
 OWNED BY: Norfolk Daily News. OPERATED
 BY: Norfolk Daily News. BUSINESS AD-

DRESS: 116 N. Fourth St. PHONE: 432. STUDIO ADDRESS: Hotel Norfolk. TRANSMITTER LOCATION: W. Koenigstein Ave. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 10:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Norfolk Daily News. NEWS SERVICE USED: Associated Press. TRANSCRIPTION SERVICE: Langworth.

Personnel

PresidentGene Huse
 Station Manager.....Art Thomas
 Program Director.....Russell Jensen
 Chief Engineer.....Frank Weidenbach

Coverage

Population—Primary 291,595
 Radio Homes— " 51,890
 Population—Secondary 1,358,649
 Radio Homes— " 283,750
 Source: U. S. Census.

Representative

Howard H. Wilson Co.

K G N F

"WESTERN NEBRASKA'S DEPENDABLE
 DAYTIME STATION"

NORTH PLATTE—EST. 1930

FREQUENCY: 1430 Kc. POWER: 1000 Watts.
 OWNED BY: Great Plains Broadcasting Co.
 OPERATED BY: Same. BUSINESS ADDRESS:
 1521 W. 12th. PHONE: 132. STUDIO AD-
 DRESS: 1521 W. 12th. TRANSMITTER LOCA-
 TION: 1521 W. 12th. TIME ON THE AIR:
 7:00 A.M. to local sunset. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE: C.
 P. MacGregor.

Personnel

President and Station
 Manager W. I. LeBarron
 Secretary-Treasurer LeBarron
 Chief Engineer J. B. Eaves

Coverage

Population—Primary 468,800
 Radio Homes— " 94,680
 Source: Joint Committee; CBS survey.

K O I L

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: Central States
 Broadcasting Co. OPERATED BY: Central
 States Broadcasting Co. BUSINESS ADDRESS:
 Omaha National Bank Bldg. PHONE: Jackson
 7626. STUDIO ADDRESS: Omaha Nat. Bank
 Bldg. TRANSMITTER LOCATION: Council
 Bluffs, Iowa. TIME ON THE AIR: 6:30 A.M.
 to midnight, daily except Saturday and Sun-
 day; 6:30 A.M. to 12:30 P.M., Saturdays; 8:00
 A.M. to midnight, Sundays. NEWSPAPER AF-
 FILIATION: Lincoln Star, Nebraska State Jour-
 nal. NEWS SERVICE: International News

Service. TRANSCRIPTION SERVICE: World
 Broadcasting System.

Personnel

PresidentFrank Throop
 General Manager.....Don Searle
 Sales Manager.....Frank Pellegrin
 Program Director.....Harold Hughes
 Merchandising Manager...R. Bruce Wallace
 Chief Engineer.....Mark Bullock

Coverage

Population—Primary 529,237
 Radio Homes— " 122,400
 Population—Secondary 422,726
 Radio Homes— " 90,080
 Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

K O W H

OMAHA—EST. 1922

FREQUENCY: 660 Kc. POWER: 500 Watts.
 OWNED BY: World Publishing Co. OP-
 ERATED BY: Omaha World Herald. BUSI-
 NESS ADDRESS: 8th Floor, World-Herald Bldg.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Northwest of Omaha. TIME ON THE
 AIR: Daytime. NEWS SERVICE: United Press,
 Omaha World-Herald. TRANSCRIPTION SER-
 VICE: Standard Radio, Davis & Schwegler.

Personnel

Manager.....Vernon H. "Bing" Smith
 Assistant Manager.....Frank E. Shoppen
 Commercial Manager.....Clem Young

Representative

William G. Rambeau Co.

W O W

"YOUR VOICE OF THE AIR"

OMAHA—EST. 1923

NBC (Basic Red)

CORNBELT WIRELESS REBROADCASTING
 SERVICE

FREQUENCY: 590 Kc. POWER: 5000 watts.
 OWNED BY: Woodmen of the World Life In-
 surance Society. OPERATED BY: Woodmen
 of the World Life Insurance Society. BUSI-
 NESS ADDRESS: Insurance Bldg. PHONE:
 WE 3400. STUDIO ADDRESS: Insurance
 Bldg. TRANSMITTER LOCATION: 56th and
 Kansas Ave. TIME ON THE AIR: 5:45 A.M.
 to 1:00 A.M. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: NBC Thesaurus
 NAB Recorded Library, Langworth.

Personnel

President.....De E. Bradshaw
 Personnel Director.....William Ruess
 Station Manager.....John J. Gillin, Jr.
 Program Manager & Chief
 AnnouncerHarry Burke
 Promotion Manager.....Howard O. Peterson
 Publicity Director.....Bill Wiseman

• • • NEBRASKA—NEVADA—NEW HAMPSHIRE • • •

Director of News & Special Events Foster May
 Chief Engineer.....Wm. J. Kotera

Coverage

Population—Primary* 4,003,800
 Radio Homes— " 816,690

* Based on mail return from counties in six states.

Representative

John Blair & Company

K G K Y

"THE VOICE OF AMERICA'S VALLEY OF THE NILE"

SCOTTSBLUFF—EST. 1930

FREQUENCY: 1500 Kc. POWER: 250 Watts.
 OWNED BY: Hilliard Co., Inc. OPERATED BY: Hilliard Co., Inc. BUSINESS ADDRESS: 1517½

Broadway. PHONE: 856. STUDIO ADDRESS: 1517½ Broadway. TRANSMITTER LOCATION: South Broadway. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

Personnel

President and Station Manager...L. L. Hilliard
 Vice-President-Commercial Manager.....R. M. Stewart
 Publicity Director-Chief AnnouncerBill Walter
 Chief Engineer.....Harlan Morrison

Coverage

	Daytime	Evening
Population—Primary	63,358	47,942
Radio Homes— "	12,208	10,087
Population—Secondary ..	109,867	51,490
Radio Homes— " ..	20,463	11,397

Source: U. S. Census; Department of Commerce.

NEVADA

Population 101,000

Number of Families 30,000
 Retail Sales \$48,325,200

Number of Radio Homes 28,500
 Auto Registrations 38,800

K O H

"THE VOICE OF NEVADA"
RENO—EST. 1930

NATIONAL BROADCASTING SYSTEM
 CALIFORNIA RADIO SYSTEM

FREQUENCY: 630 Kc. POWER: 1000 Watts.
 OWNED BY: The Bee, Inc. OPERATED BY: McClatchy Broadcasting Co. BUSINESS ADDRESS: 440 N. Virginia. PHONE: 5106-7. STUDIO ADDRESS: 440 N. Virginia. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M.

to midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

Vice-PresidentG. C. Hamilton
 Business Manager.....Howard Lane
 Station Manager.....Wallie D. Warren
 Chief Announcer.....Merrill Inch
 Chief Engineer.....Hewitt Kees

Representative

Paul H. Raymer Company

NEW HAMPSHIRE

Population 510,000

Number of Families 136,000
 Retail Sales \$167,841,300

Number of Radio Homes 124,400
 Auto Registrations 126,400

W L N H

"SERVING CENTRAL NEW HAMPSHIRE"
LACONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE NETWORKS

FREQUENCY: 1310 Kc. POWER: 250 watts.
 OWNED BY: Northern Broadcasting Co. OP-

ERATED BY: Northern Broadcasting Co. BUSINESS ADDRESS: Masonic Temple Bldg. PHONE: 501. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sanbornton, N. H. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News, United Press.

Personnel

President.....Malcolm Jenney
 General Manager.....Earle Clement
 Chief Announcer.....Sherwin Greenlaw
 Chief Engineer.....William MacDonald

Coverage

Population—Primary 107,347
 Radio Homes— " 27,836
 Source: Station survey.

Representative

Weed & Company

WKNE

"RADIO CAPITOL OF VERMONT & NEW HAMPSHIRE"

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts.
 OWNED BY: Twin State Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Keene. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Harry C. Wilder
 Station and Commercial
 ManagerHerman Steinbruch

THE BIG NEWS OF 1940

A New Station in the Heart of New England

WKNE
KEENE

New Hampshire

New Transmitter—Increased Coverage — An Ideal Test Market for New England

COLUMBIA NETWORK

PAUL H. RAYMER CO., Nat'l Representatives

(Formerly WNBX—located in Springfield, Vermont)

Program and Publicity Director....Nick Carter
 Chief Engineer.....Willis F. Moore

Coverage

Population—Primary 348,900
 Radio Homes— " 85,100
 Population—Secondary 265,000
 Radio Homes— " 65,800

Source: Field strength survey.

Representative

Paul H. Raymer Co.

WFEA

MANCHESTER—EST. 1932

NBC (OPTIONAL BLUE AND RED)—YANKEE AND COLONIAL NETWORK

FREQUENCY: 1340 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: N. H. Broadcasting Co. OPERATED BY: N. H. Broadcasting Co. BUSINESS ADDRESS: Carpenter Hotel. PHONE: 7970-7520. STUDIO ADDRESS: Carpenter Hotel. TRANSMITTER LOCATION: Merrimack. TIME ON THE AIR: (daily) 7:30 A.M. to Midnight; Sunday 8:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....Mrs. Henry P. Rines
 Manager.....C. G. H. Evans

Coverage

Population—Primary 280,000
 Radio Homes— " 62,300
 Population—Secondary 198,700
 Radio Homes— " 42,000

Source: Mail response analysis.

Representative

Weed & Company

WHEB

PORTSMOUTH—EST. 1932

GRANITE STATE NETWORK

(WHEB—WFEA—WLNH—WNBX)

FREQUENCY: 740 Kc. POWER: 1000 Watts. OWNED BY: Granite State Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 39 Congress St. PHONE: 2670-1. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to one hour after local sunset; Sunday, no commercial schedule. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor. MAINTAINS ARTISTS BUREAU.

Personnel

PresidentH. J. Wilson
 General Manager.....H. C. Wilson

Coverage

Population—Primary 1,779,430
 Radio Homes— " 400,210
 Population—Secondary 671,140
 Radio Homes— " 125,280

Source: Station survey.

NEW JERSEY

Population 4,343,000

Number of Families 1,098,000

Number of Radio Homes 1,022,500

Retail Sales \$1,342,328,900

Auto Registrations 1,023,226

W C A P

"THE VOICE OF CITY OF ASBURY PARK"
ASBURY PARK—EST. 1927

FREQUENCY: 1280 Kc. POWER: 500 Watts.
 OWNED BY: Radio Industries Broadcasting Co. OPERATED BY: Radio Industries Broadcasting Co. BUSINESS ADDRESS: 4 Convention Hall. PHONE: 1911-2955. STUDIO ADDRESS: 8, 10, 12 Convention Hall. TRANSMITTER LOCATION: Whitesville, N. J. TIME ON THE AIR: Shares time with WCAM and WTNJ. NEWS SERVICE: local news. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....George S. Ferguson
 Station Manager.....V. N. Scholes
 Commercial Manager.....D. Johanson
 Technical Advisor.....Thomas F. Burley
 Musical Director.....G. H. Scott
 Chief Engineer.....Ernest G. Ruckle

Coverage

	Daytime	Evening
Population—Primary	491,486	491,486
Radio Homes— "	98,750	98,750
Population—Secondary	4,100,976	4,100,976
Radio Homes— "	1,385,700	1,385,700

Source: Station survey.

W B A B *

ATLANTIC CITY—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Press Union Publishing Co. OPERATED BY: Press Union Publishing Co. BUSINESS ADDRESS: Atlantic City. STUDIO ADDRESS: Atlantic City. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Atlantic City Press, Atlantic City Union.

*Station was licensed to operate under a construction permit and reported that construction had not begun on transmitter at time of going to press.

W S N J

"SERVING SOUTH JERSEY AND DELAWARE FROM BRIDGETON"

BRIDGETON—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Eastern States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Bridgeton. PHONE: Bridgeton 1600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Manager.....Howard S. Frazier
 Commercial Manager.....Jack Plumley
 Publicity Director.....Paul Alger
 Chief Engineer.....Russel Ely

Coverage

	Daytime	Evening
Population—Primary	106,380	106,380
Radio Homes— "	26,595	26,595
Population—Secondary	343,043

Source: Field intensity measurements; Joint Committee.

Representative

Cox & Tanz

W C A M

CAMDEN—EST. 1926

FREQUENCY: 1280 Kc. POWER: 500 Watts.
 OWNED BY: City of Camden. OPERATED BY: Same. BUSINESS ADDRESS: City Hall. PHONE: 9000-907-4523. STUDIO ADDRESS: City Hall. TRANSMITTER LOCATION: Civic Center. TIME ON THE AIR: 10:30 to 11:30 A.M., Mondays, Wednesdays and Fridays; 2:00 to 5:00 P.M., Mondays through Fridays; 8:00 P.M. to 12:00 Midnight, Mondays; 9:00 P.M. to 12:00 Midnight, Fridays; 10:15 A.M.,

to 12:30 P.M. and 3:00 P.M. to 5:00 P.M.,
Sundays. NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager.....Frederick Caperoon
Program Director and Chief
AnnouncerRobert Horn
Musical Director.....E. Nelson Layman
Chief Engineer.....C. E. Onens

Coverage

Population—Primary 2,696,919
Radio Homes— " 544,900
Population—Secondary 391,143
Radio Homes— " 82,400
Source: Station survey.

Representative

Mack Radio Sales Co.

W A A T

JERSEY CITY—EST. 1926

FREQUENCY: 940 Kc. POWER: 500 Watts.
OWNED BY: Bremer Broadcasting Corp. OP-
ERATED BY: Bremer Broadcasting Corp. BUSI-
NESS ADDRESS: 50 Journal Square. PHONE:
Journal Square 0716-78 and Market 3-0383.
NEW YORK OFFICE: RKO Bldg. PHONE:

Rector 2-5878 and Circle 5-5780. STUDIO
ADDRESS: 50 Journal Square. TRANSMIT-
TER LOCATION: Labor Bank Bldg. TIME
ON THE AIR: 6:00 A.M. to 6:00 P.M. (E.S.T.);
6:00 A.M. to 7:00 P.M. (E.D.S.T.). NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: NBC Thesaurus, Standard Radio.
MAINTAINS ARTISTS' BUREAU.

Personnel

President and General
Manager.....Paul H. LaStayo
Program Director.....Gabrielle Haas
Chief AnnouncerMaurice Hart
Sales Manager.....A. B. Schillin
Production Manager.....Louis Tappe
Publicity Director.....Jay Stanle
Musical DirectorFabe Nicholson
Chief Engineer.....Anthony Castellani

Coverage

Population—Primary12,000,000
Radio Homes— " 3,800,000
Population—Secondary 2,000,000
Radio Homes— " 587,000
Source: Station survey.

Representative

Burn-Smith Co.

W H O M

"ON YOUR DIAL AT 1450"
JERSEY CITY—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts.
OWNED BY: N. J. Broadcasting Corp. OP-
ERATED BY: N. J. Broadcasting Corp. BUSI-
NESS ADDRESS: 29 W. 57th St., New York
City. PHONE: Journal Square 2-9595, PLaza
3-4204, New York. STUDIO ADDRESS: 2870
Hudson Blvd., Jersey City, N. J.; 29 W. 57th
St., New York City. TRANSMITTER LOCA-
TION: Jersey City, N. J. TIME ON THE AIR:
6:45 A.M. to 12:00 midnight. NEWS SERVICE:
International News Service. TRANSCRIPTION
SERVICE: Langworth. MAINTAINS ARTISTS'
BUREAU.

Personnel

President.....Paul F. Harron
Station and Commercial
ManagerJoseph Lang
Program & Continuity
Director.....West W. Willcox
Musical Director.....G. DeLuca
Office Manager.....Ida Mortenghi
Chief Engineer.....Allison Burnham

Coverage

	Daytime	Evening
Population—Primary	10,000,000	12,000,000
Radio Homes— "	3,700,000	6,000,000

Source: Station survey.

(See Page 455)

**WHAT
MAKES
A STATION
A GOOD STATION?**

- GOOD* place on the dial (940 K.C.)
- GOOD* signal strength (received as well as any 50,000 watts)
- GOOD* market coverage (Metropolitan N. Y., Jersey City & Suburbs)
- GOOD* audience acceptance (just ask us to prove it)

And Most Important of All

LOW comparative cost (look at our rate card)

WAAT

JERSEY CITY

W H B I

NEWARK—EST. 1922

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: May Radio Broadcasting Corp. OPERATED BY: May Radio Broadcasting Corp. BUSINESS ADDRESS: 100 Shipman St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Newark. TIME ON THE AIR: Part time.

Personnel

President-General Manager..James L. Shearer

W O R

"ONE OF AMERICA'S GREAT STATIONS"
NEWARK—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 50,000 Watts. OWNED BY: Bamberger Broadcasting Service. OPERATED BY: Same. BUSINESS ADDRESS: 131 Market St. PHONE: (Newark) Market 2-1212. (New York) Pennsylvania 6-8383. STUDIO ADDRESS: 131 Market St., Newark and 1440 Broadway, N. Y. C. TRANSMITTER LOCATION: Carteret. TIME ON THE AIR: (daily) 6:16 A.M. to 2:00 A.M. (Sunday) 7:45 A.M. to 2:00 A.M. NEWS SERVICES: Transradio Press Service, General News Ticker (Sports). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; Complete facilities plus own recording equipment.

Personnel

President.....Alfred J. McCosker
Vice president and general manager.....Theodore C. Streibert
Vice president in charge of salesFrank Braucher
Vice-President in Charge of Program Operations...Julius F. Seebach, Jr.
Director of public relations and special features.....G. W. Johnstone
Chief Engineer.....J. R. Poppele
Director WOR Artists Bureau..Nat Abramson
Director of Sales Promotion.....Joe Creamer
Musical Director.....Alfred Wallenstein
Sales Manager.....Eugene S. Thomas

Coverage

Population—Guaranteed*18,070,855
Radio Homes— "*4,261,788

* Includes both primary and secondary areas.

Source: U. S. Census.

Representatives

Paul A. Belaire, Boston, Mass.
Harold C. Higgins, Chicago, Ill.
Edward S. Townsend, San Francisco

W B R B

"HOME TOWN STATION"
RED BANK—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 watts.

OWNED BY: Monmouth Broadcasting Co. OPERATED BY: Monmouth Broadcasting Co. BUSINESS ADDRESS: 63 Broad St. PHONE: 980. STUDIO ADDRESS: 63 Broad St. TRANSMITTER LOCATION: 63 Broad St. TIME ON THE AIR: Divides time with WFAS and WGBB. NEWS SERVICE: Local and country news gathered.

Personnel

President.....Thomas F. Burley, Jr.
Station Manager.....Lillian Mayhew
Commercial Manager.....V. N. Scholes
Chief Engineer.....Robert Johnson

Coverage

	Daytime	Evening
Population—Primary	359,417	359,417
Radio Homes— "	89,300	89,300

Source: U. S. Department of Commerce.

W T N J

TRENTON—EST. 1923

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: WOAX, Inc. OPERATED BY: WOAX, Inc. BUSINESS ADDRESS: 150 East State St. PHONE: Trenton 8149. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lincoln Highway. TIME ON THE AIR: 7:00 A.M. to 10:30 A.M. and 5:00 P.M. to 8:00 P.M.; Saturday, 7:00 A.M. to 10:30 A.M. and 4:00 P.M. to 8:00 P.M.; Sunday, 5:00 P.M. to 8:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION: NAB Library, Associated, Langworth.

Personnel

Vice-President-General Manager...F. J. Wolff

W A W Z

ZAREPHATH—EST. 1931

FREQUENCY: 1350 Kc. POWER: 1000 Watts. OWNED BY: Pillar of Fire Church. OPERATED BY: Same. BUSINESS ADDRESS: Zarephath. PHONE: Bound Brook 223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Alma White College. TIME ON THE AIR: 6:00 A.M. to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Monday, Wednesday, Thursday and Friday; 7:45 A.M. to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Tuesday and Saturday; 6:00 A.M. to 9:00 A.M., 11:00 A.M. to 12:30 P.M., 3:00 P.M. to 4:30 P.M. and 7:00 P.M. to 8:30 P.M., Sunday. TRANSCRIPTION SERVICE: Makes own transcriptions.

Personnel

PresidentBishop Alma White
Vice-President-Secretary-
Co-Manager.....Arthur K. White
Vice-President-Co-Manager.....Ray B. White
Musical Director.....Kenneth Randolph
Chief EngineerN. L. Wilson

Coverage

Population—Primary	92,200
Population—Secondary	504,484

Source: Field intensity measurements.

NEW MEXICO

Population 422,000

Number of Families 102,000
Retail Sales \$97,626,100

Number of Radio Homes 62,300
Auto Registrations 118,327

K G G M

"THE FRIENDLY VOICE OF
NEW MEXICO"

ALBUQUERQUE—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 1000 Watts.
OWNED BY: New Mexico Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
Kimo Theater Bldg. PHONE: 929-930. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Albuquerque. TIME ON THE AIR: 6:45 A.M.
to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M.
TRANSCRIPTION SERVICE: World Broadcast-
ing System.

Personnel

President N. M. Switzer
Vice-President A. R. Hebenstreit
General Manager Mike Hollander
Production Manager Elmer Fondren
Merchandising Manager C. E. Redman
Musical Director Ken Gorsuch
Chief Engineer Leonard Dodds

Coverage

Population—Primary 207,540
Radio Homes— " 29,920
Population—Secondary 381,328
Radio Homes— " 59,910

Source: Mail response analysis.

Representative

Howard H. Wilson Co.

K O B

"THE VOICE OF NEW MEXICO"
ALBUQUERQUE—EST. 1920

NBC (RED AND BLUE SUP.)

FREQUENCY: 1180 Kc. POWER: 10,000
watts. OWNED BY: Albuquerque Broadcast-
ing Co. OPERATED BY: Albuquerque Broad-
casting Co. BUSINESS ADDRESS: 424 W.
Gold Ave. PHONE: 1180. STUDIO ADDRESS:
424 W. Gold Ave. TRANSMITTER LOCATION:
Alameda. TIME ON THE AIR: 7:00 A.M. to
11:00 P.M. NEWS SERVICE: Transradio Press,
International News Service, United Press.
TRANSCRIPTION SERVICE: NBC Thesaurus,
MacGregor & Sollie.

Personnel

President T. M. Pepperday
Manager Frank Quinn
Chief Engineer Geo. S. Johnson

Coverage

Population—Primary 191,261
Radio Homes— " 28,770
Population—Secondary 545,495
Radio Homes— " 88,670

Source: Field intensity measurements and
mail response analysis; U. S. Census; Joint
Committee.

REPRESENTATIVE

The Katz Agency

K L A H

"THE CAVERN CITY STATION"
CARLSBAD—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Jack Hawkins and Barney Hubbs.
OPERATED BY: Jack Hawkins and Barney
Hubbs. BUSINESS ADDRESS: Crawford Ho-
tel. PHONE: 244 STUDIO ADDRESS: Craw-
ford Hotel. TRANSMITTER LOCATION: Carls-
bad. TIME ON THE AIR: 6:30 A.M. to 9:00
P.M. NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager Jack Hawkins
Commercial Manager Lucille Nelson
Chief Announcer Louis Pitchford
Chief Engineer Harry Boehnemann

K I C A

"THE BROADCASTING SERVICE OF
EASTERN NEW MEXICO AND
WEST TEXAS"

CLOVIS—EST. 1931

FREQUENCY: 1370 Kc. POWER: 100 watts.
OWNED BY: Western Broadcasters, Inc. OP-
ERATED BY: Western Broadcasters, Inc.
BUSINESS ADDRESS: 412 Pile. PHONE: 3 & 4.
STUDIO ADDRESS: 412 Pile. TRANSMITTER
LOCATION: Hillcrest Park. TIME ON THE
AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE:
Radio News Ass'n, NEA. TRANSCRIPTION
SERVICE: World Broadcasting System, C. P.
MacGregor.

Personnel

President and Station
Manager Chas. C. Alsup
Continuity Director Lyman Brown
Publicity Director Doris Williams
Program Director Karl William Schroeder
Musical Director Mrs. J. E. Alsup
Chief Announcer Olin Johnson
Chief Engineer Paul Cochran

K A W M

"IN THE LAND OF ENCHANTMENT"
GALLUP—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 watts,
d.; 100 watts, n. OWNED BY: A. W. Mills.
OPERATED BY: A. W. Mills. BUSINESS AD-

NEW MEXICO — NEW YORK

DRESS: 1100 E. Aztec. PHONE: 19. STUDIO ADDRESS: 1100 E. Aztec. TRANSMITTER LOCATION: 1100 E. Aztec. TIME ON THE AIR: 7:30 A.M. to 8:00 P.M.

Personnel

Station Manager A. W. Mills
Commercial Manager.....Don Mills

Representative

Cox & Tanz

K W E W

"KWEW IN HOBBS, THE FRIENDLY GATE TO THE SUNSHINE STATE"

HOBBS—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: W. E. Whitmore. OPERATED BY: W. E. Whitmore. BUSINESS ADDRESS: Hobbs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, Davis & Schwegler.

Personnel

General Manager.....W. E. Whitmore
Station Manager.....Orland A. Foster

K G F L

"THE VOICE OF THE PECOS VALLEY"

ROSWELL—EST. 1927

FREQUENCY: 1370 Kc. POWER: 100 Watts.

OWNED BY: KGFL, Inc. OPERATED BY: KGFL, Inc. BUSINESS ADDRESS: 502 W. 2nd St. PHONE: 288. STUDIO ADDRESS: 502 W. 2nd St. TRANSMITTER LOCATION: 511 W. 16th St. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M. and 4:00 P.M. to 7:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio, Davis & Schwegler.

Personnel

Station Manager.....W. E. Whitmore
Commercial Manager.....Charles Teas
Production Manager.....Ed Safford, Jr.
Chief Engineer.....James Simpson

K V S F

SANTE FE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: New Mexico Broadcasting Co. OPERATED BY: New Mexico Broadcasting Co. BUSINESS ADDRESS: 750 Cerrillos Road. PHONE: 1456. STUDIO ADDRESS: 759 Cerrillos Road. TRANSMITTER LOCATION: 759 Cerrillos Road. TIME ON THE AIR: 7:00 A.M. to 2:00 P.M. and 4:30 P.M. to 9:30 P.M.; Sunday, 10:00 A.M. to 3:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager-Chief Engineer...J. L. Martin
Chief Announcer.....M. D. Marshall

NEW YORK

Population 12,959,000

Number of Families 3,372,000

Number of Radio Homes 3,132,300

Retail Sales \$5,224,678,800

Auto Registrations 2,642,994

W A B Y

ALBANY—EST. 1934

NBC (Blue)

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Adirondack Broadcasting Co., Inc. OPERATED BY: Adirondack Broadcasting Co., Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4194. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: Colonie, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry Goldman
Chief Engineer.....James A. Corey

Coverage

Population—Primary	542,500
Radio Homes— "	136,300
Population—Secondary	112,400
Radio Homes— "	35,000

Source: Mail response analysis.

Representative

J. P. McKinney, Special Agent

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: WOKO, Inc. OPERATED BY: WOKO, Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4193. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: Central Ave. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Lang-Worth and NAB Library.

Personnel

President.....Raymond M. Curtis
 General Manager.....Harold E. Smith
 Assistant Manager.....Deuel Richardson

Coverage

Population—Primary	621,000
Radio Homes— "	156,200
Population—Secondary	368,300
Radio Homes— "	93,200

Source: Mail response analysis.

Representative

J. P. McKinney, Special Agent

W M B O

"THE VOICE OF THE FINGER LAKES"
 AUBURN—EST. 1926

NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: WMBO, Inc. OPERATED BY: WMBO, Inc. BUSINESS ADDRESS: 141 Geneva St. PHONE: 433 Studio—431 Transmitter. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: York and Division Sts. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATION: Auburn Citizen - Advertiser. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....William O. Dapping
 Station Manager.....Frederick L. Keesee
 Commercial Manager.....F. L. Keesee
 Publicity Director.....Dorothy Bolin
 Chief Engineer.....Herbert House

Coverage

Population—Primary	677,848
Radio Homes— "	167,890

Source: Station survey.

W N B F

"WHY NOT BINGHAMTON FIRST"
 BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts.

WOKO
 DOMINATING
 THE
 PROSPERITY
 BELT
 ALBANY, N.Y.
 CHECK YOUR SURVEYS

John Blair & Co.
 National Rep.

The
 Albany
 Combination

THE RADIO CENTER

Proved
 Profit
 Makers

Harold E. Smith
 General Manager

George P. Hollingbery Co.
 National Rep.

TRY IT WHERE FOLKS ARE
 IN THE MONEY
WABY
 ALBANY, N.Y.
 CHECK YOUR
 SURVEYS

OWNED BY: Howitt-Wood Radio Co. OPERATED BY: Cecil D. Mastin, Mgr. BUSINESS ADDRESS: Arlington Hotel. PHONE: Binghamton 2-3461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cleveland & Stokes. TIME ON THE AIR: (Daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press.

Personnel

President John C. Clark
 General Manager Cecil D. Mastin
 Sales Manager Harry Trenner
 Advertising Manager Virginia Howe
 Service Director Leonard Whitelaw
 Chief Announcer Durwood Finch
 Musical Director Elizabeth Lamb
 Chief Engineer Lester H. Gilbert

Coverage

	Daytime	Evening
Population—Primary	475,000	320,000
Radio Homes— "	119,000	78,000
Population—Secondary ..	428,000	581,000
Radio Homes— "	101,000	142,000

Source: Station survey.

Representative

John Blair & Company

WARD

"THE INDEPENDENT METROPOLITAN STATION"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: United States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 427 Fulton St. PHONE: Triangle 5-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Greenpoint, Brooklyn. TIME ON THE AIR: Shares time (actual, 29½ hours). MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

Station Manager Aaron Kronenberg
 Program Director Franklin H. Small
 Artists Bureau Head Samuel H. Cohen
 Publicity Director Dick Weaver
 Musical Director Samuel Medoff
 Chief Engineer Abraham Haas

Representative

Crown Advertising Inc.

WBBC

"BROOKLYN'S OWN STATION"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: Brooklyn Broadcasting Corp. OPERATED BY: Brooklyn Broadcasting Corp. BUSINESS ADDRESS: WBBC Bldg., 552-554 Atlantic Ave. PHONE: TRIangle 5-6690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avenue X & East 70th. TIME ON THE AIR: Shares time with WARD, WLTH and WVFW.

Personnel

General Manager and Chief
 Engineer Peter Testan
 Commercial Manager Arnold J. Jaffe

WBBR

BROOKLYN—EST. 1934

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Peoples Pulpit Assn. OPERATED BY: Peoples Pulpit Assn. BUSINESS ADDRESS: 124 Columbia Heights. PHONE: MAin 4-9735. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Staten Island. PHONE: HONEYwood 1379. TIME ON THE AIR: Shares time.

Personnel

Manager Andrew K. Wagner
 Musical Director Carl Klein
 Dramatic Director Max Freschel

WCNW

"THIS IS THE TRI-STATE BROADCASTING SYSTEM"

BROOKLYN—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Arthur Faske. OPERATED BY: Same. BUSINESS ADDRESS: 846 Flatbush Ave. PHONE: INGersoll 2-1500. STUDIO ADDRESS: 846 Flatbush Ave. and 101 Park Ave., New York City. TRANSMITTER LOCATION: 180 Morgan Ave. TIME ON THE AIR: Shares day and evening with WWRL. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

Owner-Chief Engineer Arthur Faske
 General Manager A. R. Steinberg
 Commercial Manager Ben Levin
 Program Director Roger Wayne
 Publicity Director Wellington Wright
 Musical Director Roger Wayne
 Chief Operator M. Goldberg

Coverage

	Daytime	Evening
Population—Primary	12,000,000	4,000,000
Radio Homes— "	3,000,000	2,000,000

Representative

William R. Stewart

WVFW

"VOICE OF THE VETERANS OF FOREIGN WARS"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: Paramount Broadcasting Corp. OPERATED BY: Paramount Broadcasting Corp. BUSINESS ADDRESS: One Nevins St. PHONE: TRI 5-0313 TRI 5-2628. STUDIO ADDRESS: One Nevins St. TRANSMITTER LOCATION: Flatbush. TIME ON THE AIR: Shares time with WARD, WBBC and WLTH. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

President.....Harold J. Burke
 Managing Director.....Salvatore D'Angelo
 Chief Announcer.....Frank Daniels
 Musical Director.....Lillian Delson
 Chief Engineer.....Hermann Florez

Coverage

Station claims coverage of the Metropolitan Area.

WBEN

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO. (RED)
 FREQUENCY: 900 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WBEN, Inc. OPERATED BY: WBEN, Inc. and The Buffalo Evening News. BUSINESS ADDRESS: Hotel Statler. PHONE: Cleveland 6400. STUDIO ADDRESS: Hotel Statler. TRANSMITTER LOCATION: Martinsville. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: United Press (also services of affiliated newspaper). TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler, Langworth.

Personnel

President.....Edward H. Butler
 Vice-President.....A. H. Kirchofer

Station Manager.....Edgar H. Twamley
 Commercial Manager.....Clifford M. Taylor
 Chief Announcer.....George Torge
 Publicity Directors.....Joe Betzer,
 Joe Haeffner
 Musical Director.....Robert Armstrong
 Chief Engineer.....Ralph J. Kingsley

Coverage

	Daytime	Evening
Population—Primary	1,890,780	1,043,630
Radio Homes— "	451,640	243,600
Population—Secondary	909,430	1,032,340
Radio Homes— "	219,480	251,370

Source: Statistical Department of National Broadcasting Co.

Representative

Edward Petry & Co., Inc.

WBNY

BUFFALO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 154 East Eagle St. TIME ON THE AIR: 7:00 A.M. to 8:30 A.M., 10:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

NBC RED NETWORK

WHEN YOU

tell

THE WBEN

AUDIENCE, YOU

sell

ALL BUFFALO

NEW YORK STATE'S
 SECOND MARKET

NEWS COMES FIRST

at

WBNY

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press service provides many outstanding beats . . . all Western New York follows WBNY's newscasts.

WBNY

Owned and Operated by
 ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

Personnel

Owner and General Manager.....Roy L. Albertson
 Program Director.....Robert A. Sherry
 Chief Engineer.....Thomas L. Vines

Coverage

Population—Primary 1,023,200
 Radio Homes— " 241,900
 Source: Field intensity measurements.

W E B R

"BUFFALO'S FRIENDLY STATION"
BUFFALO—EST. 1924

NBC (Blue)

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: WEBR, Inc. OPERATED BY:
 Buffalo Evening News. BUSINESS ADDRESS:
 Broadcasting House, 23 W. North St. PHONE:
 Lincoln 7133. STUDIO ADDRESS: 23 W. North
 St. TRANSMITTER LOCATION: Larkin Termi-
 nal Bldg. TIME ON THE AIR: (daily) 7:00 A.M.
 to 12:00 midnight; (Sunday) 8:30 A.M. to mid-
 night. NEWSPAPER AFFILIATION: Buffalo
 Evening News. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Edward H. Butler
 Vice-President.....A. H. Kirchofer
 Station Director.....C. Robert Thompson
 Sales Manager.....William Doerr, Jr.
 Program Director.....Kay Burkhardt
 Continuity Editor.....Roy Black, Jr.
 Chief Announcer.....Peter Krug
 Production Manager.....Albert Zink
 Chief Engineer.....Ralph Kingsley

Coverage

	Daytime	Evening
Population—Primary	908,266	908,266
Radio Homes— "	213,600	213,600

Source: Field intensity measurements.

Representative

Weed & Co.

W G R

BUFFALO—EST. 1922

MUTUAL-COLUMBIA BROADCASTING
 SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 watts,
 d.; 1000 watts, n. OWNED BY: Buffalo Broad-
 casting Corp. OPERATED BY: Buffalo Broad-
 casting Corp. BUSINESS ADDRESS: Rand
 Bldg. PHONE: Washington 3100. STUDIO
 ADDRESS: Rand Bldg. TRANSMITTER LO-
 CATION: Tonawanda. TIME ON THE AIR: 7:00
 A.M. to 1:00 A.M. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: World
 Broadcasting System, Inc., Associated Music.

Personnel

Executive Vice-President....I. R. Lounsberry
 Advertising Manager.....A. F. Busch
 Program Director.....H. C. Rice
 Sales Manager.....Lewis H. Avery

Publicity Director.....A. F. Busch
 Chief Engineer.....Karl B. Hoffman

Coverage

Population—Primary 1,282,000
 Radio Homes— " 303,100
 Population—Secondary 1,542,600
 Radio Homes— " 367,500

Source: Mail response analysis.

Representative

Free & Peters, Inc.

W K B W

BUFFALO—EST. 1925

MUTUAL-COLUMBIA BROADCASTING
 SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 watts.
 OWNED BY: Buffalo Broadcasting Corp. OP-
 ERATED BY: Buffalo Broadcasting Corp. BUSI-
 NESS ADDRESS: Rand Building. PHONE:
 Washington 3100. STUDIO ADDRESS: Rand
 Bldg. TRANSMITTER LOCATION: Tonawanda.
 TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.
 NEWS SERVICES: United Press. TRANSCRIP-
 TION SERVICE: World Broadcasting System,
 Associated Music.

Personnel

Executive Vice-President....I. R. Lounsberry
 Program Director.....Herbert C. Rice
 Sales Manager.....Lewis H. Avery
 Publicity Director.....A. F. Busch
 Chief Engineer.....Karl B. Hoffman

Coverage

Population—Primary 1,110,600
 Radio Homes— " 258,900

Source: Field intensity survey.

Representative

Free & Peters, Inc.

W S V S

"BUFFALO'S EDUCATIONAL STATION"
BUFFALO—EST. 1925

FREQUENCY: 1370 Kc. POWER: 50 Watts.
 OWNED BY: Board of Education. OPERATED
 BY: Seneca Vocational High School. BUSINESS
 ADDRESS: 666 E. Delavan Ave. PHONE: Fil-
 more 7190. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: 8:30 A.M. to 10:00 A.M. and 2:00
 P.M. to 3:00 P.M.

Personnel

Principal.....Elmer S. Pierce
 Station ManagerLowell C. Kitchen
 Chief Engineer.....Walter Bieda

W C A D

"VOICE OF THE NORTH COUNTRY"
CANTON—EST. 1924

FREQUENCY: 1220 Kc. POWER: 500 watts.
 OWNED BY: St. Lawrence University. OPER-
 ATED BY: St. Lawrence University. BUSINESS
 ADDRESS: Canton. PHONE: 276. STUDIO

ADDRESS: Canton. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:30 to 1:30—3:00 to 4:00 (daily except Sunday). NEWS SERVICE: Christian Science Monitor.

Personnel

President.....Dr. Laurens H. Seelye
 Chairman of Committee on Radio.....R. C. Ellsworth
 Station Manager.....H. K. Bergman
 Chief Announcer.....Jack Emmanuel
 Musical Director.....H. Wellington Stewart
 Chief Engineer.....Dr. Ward C. Priest
 Radio Workshop Director.....Ruth Willard

W E N Y

ELMIRA—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Elmira Star-Gazette Inc. OPERATED BY: Same. BUSINESS ADDRESS: Mark Twain Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmira. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M., daily; 9:00 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATION: Elmira Star-Gazette, Sunday Telegraph, Elmira Advertiser. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Director.....Dale L. Taylor
 Commercial Manager.....Joseph M. Cleary
 Program Director.....George R. Clapp
 Chief Engineer.....Perry Esten

Coverage

Population—Primary 150,000
 Radio Homes— " 40,595
 Source: Station survey.

Representative

J. P. McKinney, Special Agent

W E S G

ELMIRA—EST. (1921 as WEAL) 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 1000 Watts. OWNED BY: Cornell University. OPERATED BY: Elmira Star Gazette, Inc. (Commercially). BUSINESS ADDRESS: Mark Twain Hotel. PHONE: 5181. STUDIO ADDRESS: Mark Twain Hotel. TRANSMITTER LOCATION: Forest Home, N. Y. TIME ON THE AIR: 7:30 A.M. to sundown (New Orleans). NEWSPAPER AFFILIATIONS: Elmira Star Gazette, Inc., Elmira Sunday Telegram, Elmira Advertiser (all Gannett). United Press and Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....Dale L. Taylor
 Commercial Manager.....Ernest Oliver
 Program Director.....Hal Wagner
 Publicity Director.....Glenn Williams
 Musical Director.....Harry Springer

Coverage

Population—Primary 472,100
 Radio Homes— " 110,000
 Population—Secondary 2,714,200
 Radio Homes— " 651,280

Source: CBS Listener and Dealer Survey.

Representative

J. P. McKinney, Special Agent

W G B B

**"LONG ISLAND'S BROADCAST STATION"
 FREEPORT—EST. 1924**

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: H. H. Carman. OPERATED BY: Same. BUSINESS ADDRESS: 44 S. Grove St. PHONE: Freeport 2418. STUDIO ADDRESS: 44 S. Grove St. TRANSMITTER LOCATION: 215 L. dell St. TIME ON THE AIR: Shares time with WBRB, WFAS. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner and General Manager...H. H. Carman
 Chief AnnouncerJ. Dudley
 Publicity DirectorA. Cheesman
 Chief Engineer.....George Graham

Coverage

	Daytime	Evening
Population—Primary	400,000	200,000
Population—Secondary ..	200,000	100,000

Source: County Census.

W J T N

**"YOUR FRIEND AND NEIGHBOR"
 JAMESTOWN—EST. 1936**

NATIONAL BROADCASTING CO. (BLUE) NEW YORK BROADCASTING SYSTEM, INC. FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: James Broadcasting Co., Inc. OPERATED BY: James Broadcasting Co., Inc. BUSINESS ADDRESS: 208 Hotel Jamestown. PHONE: 5-151-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jones and Gifford Ave. TIME ON THE AIR: (daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Col. H. C. Wilder
 Vice-President.....Fred R. Ripley
 Treasurer.....N. L. Kidd
 Secretary-ManagerCharles Denny
 Station Manager.....Bosil F. Blizzard
 Sales Manager.....Simon Goldman
 Program Director.....G. T. Callison
 Chief Engineer.....Harold J. Kratzert

Coverage

Population—Primary	250,000
Radio Homes— "	62,000
Population—Secondary	380,000
Radio Homes— "	84,500

Source: Field intensity measurements.

Representative

Paul H. Raymer Company

W K N Y

KINGSTON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts.
 OWNED BY: Kingston Broadcasting Corp. OP-
 ERATED BY: Kingston Broadcasting Corp.
 BUSINESS ADDRESS: Governor Clinton Hotel.
 STUDIO ADDRESS: Governor Clinton Hotel.
 TRANSMITTER LOCATION: Yarmouth St.
 TIME ON THE AIR: 7:00 A.M. to local sunset.
 NEWS SERVICE: International News Service.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System.

Personnel

President.....John R. McKenna
 General Manager.....Leon Bernard
 Program Director.....Ezra McIntosh

W G N Y

"MID-HUDSON VALLEY'S OWN HOME
 STATION"

NEWBURGH—EST. 1933

FREQUENCY: 1220 Kc. POWER: 250 Watts.
 OWNED BY: WGNV Broadcasting Co. OP-
 ERATED BY: WGNV Broadcasting Co. BUSI-
 NESS ADDRESS: 161 Broadway. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Cocheton Turnpike. TIME ON THE AIR: Day-
 time Schedule. NEWSPAPER AFFILIATION:
 Newburgh Courier. NEWS SERVICE: Trans-

*"The Home Station of
 the Mid-Hudson Valley"*

The Only 250 Watt Station
 Between New York and Albany

W G N Y

1220 on the Dial



The Oldest and Only Local Station
 in the Mid-Hudson Valley on a
 Clear Regional Channel



Complete and Modern Studios
 Located in Newburgh and
 Poughkeepsie.

Newspaper Affiliation

radio Press. TRANSCRIPTION SERVICE: Asso-
 ciated Music Publishers.

Personnel

President.....Merritt C. Speidel
 Secretary.....Harry S. Bunker
 Treasurer & Director.....Edward A. Chappell
 Business Manager.....Dale Loughlin
 Station & Commercial
 Manager.....W. E. Dunkelbarger
 Program Director.....Janet Lumb
 Chief Engineer.....Patrick Simpson

Coverage*

Population—Primary 563,335
 Radio Homes— " 84,100
 * Information based on 100 watts power;
 station now operates on 250 watts on 1220
 kilocycles.

W A B C

"THE KEY STATION OF THE COLUMBIA
 BROADCASTING SYSTEM"

NEW YORK CITY—EST. 1928

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 860 Kc. POWER: 50,000
 Watts. OWNED BY: Columbia Broadcasting
 System. OPERATED BY: Same. BUSINESS
 ADDRESS: 485 Madison Ave. STUDIO AD-
 DRESS: 485 Madison Ave. and 799 Seventh
 Ave. TRANSMITTER LOCATION: Wayne
 Township, N. J. TIME ON THE AIR: 6:30 A.M.
 to 1:00 A.M.; Saturday, 6:30 to 2:00 A.M.;
 Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERV-
 ICE: United Press, International News Service.
 TRANSCRIPTION SERVICE: Associated (Tran-
 scriptions to 9:00 A.M. only).

Personnel

Sales Manager.....Arthur Hull Hayes
 Sales Promotion Manager...Edwin Reynolds
 Program Director.....George Allen
 Sales Representative.....Jerome B. Harrison
 Sales Representative.....Robert C. Mayo
 Sales Representative...Beverly M. Middleton
 (For additional personnel see listing of
 Columbia Broadcasting System, Inc., under
 networks.)

Coverage

	Daytime	Evening
Population—Primary	14,501,900	13,229,400
Radio Homes— " "	3,415,530	3,161,480
Population—Secondary	18,531,600	24,568,100
Radio Homes— " "	4,111,120	5,286,460

Source: Market Research Division of the
 Columbia Broadcasting System.

Representative Radio Sales

W B I L *

NEW YORK—EST. 1937

* Call letters eliminated early in 1940 and
 time taken over by WOY.

back in 1939

FIRST...

in national spot advertising among all independent stations in America's greatest market!

...WHY?

CALL BRY. 9-7800 FOR THE ANSWER

W H N

N E W Y O R K

AFFILIATED WITH LOEW'S THEATRES & M-G-M



CHICAGO OFFICE
360 N. MICHIGAN AVE.
TEL. RANDOLPH 5254

W B N X

"THE STATION THAT SPEAKS YOUR LANGUAGE"

NEW YORK—EST. 1927

FREQUENCY: 1350 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WBNX Broadcasting Co., Inc. OPERATED BY: WBNX Broadcasting Co., Inc. BUSINESS ADDRESS: 260 E. 161st St. PHONE: MELrose 5-0333-4-5-6-7. STUDIO ADDRESS: 260 E. 161st St. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 9:00 A.M. to 6:00 P.M. and 7:30 P.M. to 12:00 midnight; Sunday, 9:00 A.M. to 11:00 A.M., 12:30 P.M. to 3:00 P.M., 4:30 P.M. to 7:00 P.M. and 8:30 P.M. to 12:00 Midnight. NEWS SERVICE: International News Service.

Personnel

President.....A. L. Haskell
 Vice-President-General Manager.W. C. Alcorn
 Secretary & Commercial Manager.W. I. Moore
 Production Manager.....Edw. Ervin
 Program Director.....Frank Johnson
 Musical Director.....Fred Mendelsohn
 Consult. Engineer.....H. L. Wilson

Coverage

Population—Primary 9,583,087
 Source: Field intensity measurements.

W E A F

NEW YORK—EST. 1922

KEY STATION NBC (RED)

FREQUENCY: 660 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bellmore, Long Island. TIME ON THE AIR: (daily) 6:30 A.M. NEWS SERVICE: Associated Press, United Press, International News Service.

Personnel

Will Be Found Under NETWORKS

Coverage

	Daytime	Evening
Population—Primary	14,886,600	13,939,100
Radio Homes—"	3,532,600	3,321,800
Population—Secondary	12,595,600	17,649,200
Radio Homes—"	796,100	1,117,100

Source: NBC Circulation Studies; Joint Committee.

W E V D

NEW YORK—EST. 1927

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Debs Memorial Radio Fund.

OPERATED BY: Same. BUSINESS ADDRESS: 117 W. 46th St. PHONE: Bryant 9-2360. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1335 Grand St., Bklyn. TIME ON THE AIR: 7:00 A.M. to 10:00 A.M., 12:00 noon to 6:00 P.M. and 8:00 P.M. to 4:00 A.M.; No schedule Monday night.

Personnel

Chairman of Board.....Adolph Held
 Managing Director.....Henry Greenfield
 Chief Announcer.....Gene King
 Program Director.....George Field
 Musical Director.....Nicholas Saslavsky
 Chief Engineer.....Charles Brown

Coverage

Population—Primary	11,738,710
Radio Homes—"	2,754,834
Population—Secondary	4,815,860
Radio Homes—"	1,067,780

Source: Station survey.

W H N

"DIAL 1010"

NEW YORK—EST. 1922

FREQUENCY: 1010 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Marcus Loew Booking Agency; OPERATED BY: Marcus Loew Booking Agency. BUSINESS ADDRESS: 1540 Broadway. PHONE: BRYant 9-7800. STUDIO ADDRESS: 1540 Broadway. TRANSMITTER LOCATION: 20th Ave. & 31st St., Astoria, L. I. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

Personnel

President.....Nicholas Schenck
 Director.....Herbert L. Pettey
 Sales Director.....Bert Lebhar, Jr.
 Station Manager.....Frank Roehrenbeck
 Artists Bureau.....Leo Cohen
 Program Manager.....Fred Raphael
 Production Department.....Maurice Barrett
 Comptroller.....Jacques Van Straten
 Chief Announcer.....Russell Clancy
 Publicity Department.....Al Simon
 Musical Director.....Don Albert
 Chief Engineer.....Paul Fuelling

Coverage

Population—Primary	11,500,000
Radio Homes—"	2,917,512
Population—Secondary	2,250,000
Radio Homes—"	909,988

Source: Department of Commerce.

Representative

Chicago Office: 360 N. Michigan Ave.

Now the fact is **PROVED**

WNEW

is **1st**

**AMONG NEW YORK
NON-NETWORK STATIONS**

Put it **1st** *on your
New York schedule for
banner sales in 1940*

WNEW

NEW YORK 1250 *on the dial*

**SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY ★ 1250 KILOCYCLES ★ 1000 WATTS BY NIGHT**

New York Office: 501 MADISON AVENUE

FIRST in audience listening

(Hooper-Holmes Survey of New York listening)
WNEW has twice the listening audience of its nearest competitor. WNEW captures as much as 33.4% of the audience against 18.8% by any other local station.

FIRST in station publicity

No other New York station of any size has had as many spreads in national magazines in 1939: 3 page spread in LIFE, 2 page spread in PIC, 2 page article in COLLIER'S, 2 articles in TIME. All praise WNEW.

FIRST in classified billings

Based on the survey of NATIONAL RADIO RECORDS—the only complete study of billings among New York Stations—WNEW took first place in billings by sponsor classification... a testimonial to WNEW's ability to move products *fast*.

FIRST in program ideas

(Serving New York and New Jersey 24 hours a day) Milkman's Matinee is the only successful all-night program in the Eastern U. S. "Make Believe Ballroom" is the *best known* and *most salesworthy* dance recording show in the United States.

WINS

"W-I-N-S, WINS, NEW YORK"
 NEW YORK—EST. 1924
 COLONIAL—YANKEE

FREQUENCY: 1180 Kc. POWER: 1000 Watts.
 OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 110 East 58th St. PHONE: EL-5-6100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 6:30 A.M. to 2 hours after local sunset, E.S.T. NEWS-PAPER AFFILIATIONS: New York Journal American, New York Daily Mirror. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated and Langlois & Wentworth.

Personnel

Station Manager.....Carl Calman
 Program Director.....Hazel Bower
 Publicity Director.....B. S. Bercovici
 Musical Director.....Louis Katzman
 Production Manager.....Robert Cotton
 Chief Engineer.....Paul Von Kunitz

Coverage

Population—Primary 9,166,520
 Radio Homes— " 2,857,000
 Source: Station Survey.

Representatives

International Radio Sales

WJZ

NEW YORK—EST. 1921
 KEY STATION NBC (BLUE)

FREQUENCY: 760 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza, N. Y. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bound Brook, N. J. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, Associated Press, International News Service.

Personnel

Will Be Found Under NETWORKS

Coverage

	Daytime	Evening
Population—Primary	18,229,300	16,941,800
Radio Homes— " "	4,260,400	3,967,600
Population—Secondary	8,857,600	15,908,400
Radio Homes— " "	854,800	1,173,000

Source: NBC Circulation Studies; Joint Committee.

WLTH

"THE RADIO THEATRE OF THE AIR"
 NEW YORK—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 watts.
 OWNED BY: The Voice of Brooklyn, Inc.
 OPERATED BY: The Voice of Brooklyn, Inc.
 BUSINESS ADDRESS: 105 Second Ave., N. Y.

C. PHONE: ORchard 4-1203-4-5. STUDIO ADDRESS: 105 Second Ave., N. Y. C. TRANSMITTER LOCATION: 302 Green St., Greenpoint, N. Y. TIME ON THE AIR: Quarter Schedule. (Shares time with WARD, WBBC, WVFW). TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President and General

Manager.....Samuel J. Gellard
 Chief Announcer.....Norman H. Warembud
 Chief Engineer.....John Temple

Coverage*

Population—Primary 6,930,446
 Radio Homes— " 1,663,000
 *Station claims complete coverage of Jewish population.
 Source: U. S. Census; Brooklyn Edison Market Survey; Joint Committee.

WMCA

"FIRST ON YOUR DIAL, NEW YORK"
 NEW YORK—EST. 1925

INTER-CITY BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 1000 Watts.
 OWNED BY: Knickerbocker Broadcasting Co. OPERATED BY: Knickerbocker Broadcasting Co. BUSINESS ADDRESS: 1657 Broadway. PHONE: Circle 6-2200. STUDIO ADDRESS: 1657 Broadway. TRANSMITTER LOCATION: College Point, L. I. TIME ON THE AIR: 7:00 A.M. to 1:15 A.M. NEWS SERVICES: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Donald Flamm
 Executive Vice-President-General Manager,
 Don S. Shaw
 Vice President-Counsel...William Weisman
 Secretary-Assistant to President, Sidney Flamm
 Director of National Sales.....Charles Stark
 Artists' Bureau and Program Manager,
 Ed Scheuing
 Publicity Director.....Leon Goldstein
 Musical Director.....Lee Grant
 Chief Engineer.....Frank Marx

Coverage

	Daytime	Evening
Population—Primary	11,500,000	11,500,000
Radio Homes— " "	3,000,000	3,000,000

Source: Field intensity measurements.

Representative

Chicago Branch Office
 J. M. Ward

WNEW

"SERVING NEW YORK AND NEW JERSEY
 24 HOURS A DAY"

NEW YORK—EST. 1934

FREQUENCY: 1250 Kc. POWER: 2500 Watts.
 d.; 1000 Watts, n. OWNED BY: Wodaam Corp. OPERATED BY: Wodaam Corp. BUSI-



Tested Shows

60 Min. (Daily Partic.)	Italo-American Revue
30 Min. (Daily Partic.)	La Famiglia Italiana
6 — 15 Min. Weekly	Album of Love
5 — 15 Min. Weekly	The Veiled Lady
3 — 15 Min. Weekly	Sports by Spadaro
2 — 15 Min. Weekly	Here's Your Answer
1 — 60 Min. Weekly	Untold Glories of Italy

STATISTICS show that the Italo-American Market in the New York-Metropolitan District has a greater Population, more Radio Homes and bigger Retail Sales than many KEY cities in the different sections of the country.

That is why such progressive Advertisers as Oxydol, Old Gold, Pillsbury Flour, Ivory Soap, Family Finance, Camay, etc., etc., are using WOV, in addition to their English programs in New York. The low cost per sale results they enjoy convinces them of the need for such specialized advertising.

With any of the tested shows listed above, you, too, can capitalize on our definite buying influence with 1,500,000 Italo-Americans who spend over a Billion Dollars annually!

WOL
GREATER NEW YORK BROADCASTING CORPORATION • NEW YORK CITY
WOV

NESS ADDRESS: 501 Madison Ave. **PHONE:** Plaza 3-3300. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION** 277½ Paterson Plank Rd., Carlstadt, N. J. **TIME ON THE AIR:** 24 hours a day, except Sunday and Monday. (Sunday) 12:00 Midnight to 7:00 A.M.; 10:00 A.M. to 12:30 P.M.; and 6:30 P.M. to 9:00 P.M. (Monday) 7:00 A.M. to 2:00 P.M. and 5:00 P.M. to 8:00 P.M. and 10:00 P.M. to Sunday morning at 7:00 A.M. **NEWS SERVICE:** Associated Press, International News Service. **MAINTAINS ARTISTS' BUREAU.** **TRANSCRIPTION SERVICE:** Associated.

Personnel

Station ManagerBernice Judis
 Sales ManagerHerman Bess
 National Sales Manager.....Walter Duncan
 Artist Bureau HeadBernice Judis
 Sales Promotion Manager....Halsey V. Barrett
 Special Events and Publicity Director,
 Richard K. Bard
 Continuity Editor.....Doris Smith
 Production Head.....William McGrath
 Chief AnnouncerJohn Jaeger
 Chief EngineerM. J. Weiner
 Musical Director.....Merle Pitt

Coverage

Population—Primary 9,004,800
 Radio Homes— " 2,814,000
 Population—Secondary 947,200
 Radio Homes— " 296,000

Representative

John Blair & Co.

WNYC

"NEW YORK CITY'S OWN STATION"
NEW YORK—EST. 1924

FREQUENCY: 810 Kc. **POWER:** 1000 watts. **OWNED BY:** City of New York. **OPERATED BY:** Municipal Broadcasting System. **BUSINESS ADDRESS:** Municipal Bldg. **PHONE:** Worth 2-5600. **STUDIO ADDRESS:** Municipal Bldg. **TRANSMITTER LOCATION:** Greenpoint, Bklyn. **TIME ON THE AIR:** 7:00 A.M. to sunset (Minn., Minn.). **NEWS SERVICE:** International News Service, Associated Press.

Personnel

Director.....M. S. Novik
 Chief Announcer.....T. H. Cowan
 Program Director.....Seymour N. Siegel
 Publicity Director.....Richard Pack
 Musical Director.....Herman Neuman
 Chief Engineer.....Isaac Brimberg

WOR

(See Newark, N. J.)

WHOM

(See Jersey City, N. J.)

W O V

"1100, THE SPOT FOR SALES"

NEW YORK—EST. 1928

FREQUENCY: 1100 Kc. **POWER:** 5000 watts. **OWNED BY:** Greater New York Broadcasting Corp. **OPERATED BY:** Greater New York Broadcasting Corp. **BUSINESS ADDRESS:** 132 W. 43rd St. **PHONE:** BRYant 9-6080. **STUDIO ADDRESS:** 132 W. 43rd St. **TRANSMITTER LOCATION:** Kearney, N. J. **TIME ON THE AIR:** Full time license. **NEWS SERVICE:** International News Service. **TRANSCRIPTION SERVICE:** Lang-Worth. **MAINTAINS ARTISTS' BUREAU.**

Personnel

General Manager.....Hyla Kiczales
 Program Director.....John C. Schramm
 Sales Manager.....Ralph Nardella
 Artist Bureau Director.....Syd Leipzig
 Promotion Director.....Adrian J. Flanter
 Musical Director.....Julio Occhiboi
 Chief Engineer.....Robert E. Study

Coverage

Population—Primary 1,557,725*
 Radio Homes— " 300,000

*Station is exclusively an Italian-language outlet and figures include only foreign-language statistics.

THE
LITTLE STATION
with the
BIG AUDIENCES!

2,000,000 Jews
 1,250,000 Italians
 650,000 Germans
 450,000 Poles

**ALL WANTING TO
 Listen to Their
 Mother-Tongue
 Programs on**

WHOM

**COVERS THE NEW YORK
 METROPOLITAN AREA**

Let's Show You *How* to
 Increase Your Sales!



IN
LITTLE OLD
NEW YORK
RADIO
EXECUTIVES
READ
RADIO
DAILY
FIRST
THING
EVERY
MORNING



W Q X R

"NEW YORK'S HIGH-FIDELITY STATION"

NEW YORK—EST. 1934

FREQUENCY: 1550 Kc. POWER: 1000 watts. (C.P. for 5000 watts). OWNED BY: Interstate Broadcasting Co., Inc. OPERATED BY: Interstate Broadcasting Co., Inc. BUSINESS ADDRESS: 730 5th Ave. PHONE: COLUMBUS 5-6366. STUDIO ADDRESS: 730 Fifth Ave. TRANSMITTER LOCATION: 3104 Northern Blvd., Long Island City. TIME ON THE AIR: Full Time License (81 hours weekly). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....John V. L. Hogan
Station Manager.....Elliott M. Sanger
Sales Manager.....Robert M. Scholle
Publicity Director.....Dorothea Beckman
Musical Director.....Eddy Brown
Chief Engineer.....Russell Valentine

Coverage

Population—Primary10,000,000
Radio Homes— " 2,693,460

Source: Station survey.

Representative

International Radio Sales

W H L D *

NIAGARA FALLS—EST. 1939

FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Niagara Falls Gazette Publishing Co. OPERATED BY: Niagara Falls Gazette Publishing Co. BUSINESS ADDRESS: Niagara Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northeast of Niagara Falls, N. Y. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Niagara Falls Gazette.

Personnel

General Manager.....Earl C. Hull

Representative

Headley-Reed Co.

* WHLD is licensed to operate under a construction permit and at time of going to press was under construction with probable completion date set for April 1, 1940.

W S L B *

OGDENSBURG—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: St. Lawrence Broadcasting Corp. OPERATED BY: St. Lawrence Broadcasting Co. BUSINESS ADDRESS: Ogdensburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press.

Personnel

President.....Joseph R. Brandy
 Vice-President.....John D. VanKennen
 Secretary-Treasurer.....Harold J. Frank

Representative

Connaughton & Byrne

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

*Station was licensed to operate under a construction permit at time of going to press.

W H D L

"SERVING THE HIGH GRADE OIL METROPOLIS OF THE WORLD"

**OLEAN—EST. Tupper Lake, 1928;
 Olean, 1934**

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: WHDL, Inc. OPERATED BY:
 WHDL, Inc. BUSINESS ADDRESS: Main Of-
 fice—601-619 Exchange National Bank Bldg.
 Branch office—Citizens Nat'l Bank Bldg., Brad-
 ford, Pa. PHONE: Bradford 6000; Olean 3300,
 and 7597. STUDIO ADDRESS: Exchange
 National Bank Bldg.; Citizens Nat'l Bank Bldg.
 Bradford; St. Bonaventure College, Allegany,
 N. Y.; Alfred University, Alfred. TRANSMITTER
 LOCATION: Allegany. TIME ON THE AIR:
 Full daytime (EST). NEWSPAPER AFFILIA-
 TION: Olean Times-Herald. NEWS SERVICE:
 United Press. MAINTAINS ARTISTS BUREAU.
 TRANSCRIPTION SERVICE: Associated, NBC
 Thesaurus.

Personnel

President.....E. B. Fitzpatrick
 Station Manager.....Thomas L. Brown
 Sales Manager.....Everett Thompson
 Program Director.....Charles Sebastian
 Artists Bureau Head.....Albert De Luca
 Musical Director.....J. Walter Connell
 Chief Engineer.....Warren E. McDowell

Coverage

Population—Primary 69,398
 Radio Homes— " 16,900
 Population—Secondary 105,671
 Radio Homes— " 26,200

Source: Field signal measurements; Joint
 Committee.

Representative

J. P. McKinney, Special Agent

W M F F

"THE NORTH COUNTRY'S OWN STATION"

PLATTSBURG—EST. 1935

NBC—BLUE

FREQUENCY: 1310 Kc. POWER: 250 watts.
 OWNED BY: Plattsburg Broadcasting Corp.

OPERATED BY: Plattsburg Broadcasting Corp.
 BUSINESS ADDRESS: Hotel Cumberland.
 PHONE: 1600. STUDIO ADDRESS: Hotel Cum-
 berland. TRANSMITTER LOCATION: Boynton
 Ave. TIME ON THE AIR: 7:30 A.M. to 12:00
 Midnight; Sunday, 9:00 A.M. to 12:00 Midnight.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS' BUREAU. TRANSCRIPTION SER-
 VICE: NBC Thesaurus.

Personnel

President.....E. H. Bragg
 Vice-President.....L. E. Bragg
 Secretary-Treasurer.....George F. Bissell
 Assistant Secretary.....B. W. Bissell
 Station and Commercial Manager,
 George F. Bissell
 Publicity Director-Artists' Bureau Head,
 Dale Jackson
 Musical Director-Chief Announcer...Don Hart
 Chief Engineer.....Jack Nazak

Coverage

Population—Primary 147,000
 Radio Homes— " 31,800
 Population—Secondary 194,500
 Radio Homes— " 44,700

Source: Mail response analysis.

Representative

George P. Hollingbery Co.

W K I P *

POUGHKEEPSIE—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts.
 OWNED BY: Poughkeepsie Broadcasting Corp.
 OPERATED BY: Poughkeepsie Broadcasting
 Corp. BUSINESS ADDRESS: Poughkeepsie.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Same. TIME ON THE AIR: Unlimited
 License. NEWSPAPER AFFILIATION: Through
 stock ownership.

Personnel

President-Treasurer.....Richard E. Coon
 Vice-PresidentJames Townsend
 SecretaryJohn B. Grubb

*Station was licensed to operate under a
 construction permit and at time of going to
 press construction plans were being made.

WHAM LEADS

WHERE LEADERSHIP MEANS SALES

Western New York is a rich area. Its rolling farm lands produce profitable crops for better than average farm families. Smoke pours from the stacks of its industries the year 'round, creating bulging payrolls for its workers. Well housed, well fed, driving good cars, with ample to spend on luxuries, Western New Yorkers are happy folks—always in a buying frame of mind as they sit down before their radios.

HERE WHAM IS 1st IN COVERAGE

50,000 watts—clear channel—full time—means dial domination in all of WHAM's primary area 896,010 radio homes.

1st IN VALUE

WHAM gives complete one station coverage at approximately one third the cost of the 6 or 8 stations necessary for localized coverage of the same area.

1st IN LISTENERSHIP

NBC Blue and Red Networks' outstanding features—seven of Radio Daily's top ten (the eight coming April 3rd)—plus programs high in local interest—all add up to program leadership that creates listener loyalty.

WHAM

ROCHESTER N.Y.

National Representatives:
George P. Hollingbery Co.

50,000 Watts . . .
Clear Channel . . .
Full Time . . . NBC
Blue and Red Networks



"The Stromberg-Carlson Station"

WHAM

"WHAM, THE STROMBERG CARLSON STATION"

ROCHESTER—EST. 1926

NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1150 Kc. POWER: 50,000 watts. OWNED BY: Stromberg Carlson Telephone Mfg. Co. OPERATED BY: Stromberg Carlson Telephone Mfg. Co. BUSINESS ADDRESS: Sagamore Hotel. STUDIO ADDRESS: Sagamore Hotel. TRANSMITTER LOCATION: Victor, N. Y. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Wesley M. Angle
Vice-President.....Edward A. Hanover
Station Manager.....William Fay
Assistant Manager.....Jack Lee
Commercial Manager.....J. W. Kennedy, Jr.
Publicity Director.....Arthur Kelly
Program Director.....Chas. Siverson
Technical Supervisor.....John J. Long, Jr.

Coverage

Population—Primary 3,607,424
Radio Homes— " 896,010
Source: U. S. Census; Joint Committee.

Representative

George P. Hollingbery Co.

WSAY

"ROCHESTER'S FRIENDLY STATION"

ROCHESTER—EST. 1936

CBS—MBS—NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Brown Radio Service & Laboratory. OPERATED BY: Same. BUSINESS ADDRESS: 300 Taylor Bldg. PHONE: Stone 702-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press and local news.

Personnel

Owner & General Manager..Gordon P. Brown
Commercial Manager.....M. Nusbaum
Sales Manager.....W. Thornburg
Chief Announcer.....John Boothby
Program Director.....Harold Kolb
Chief EngineerGordon P. Brown

Coverage

	Daytime	Evening
Population—Primary	528,000	656,550
Radio Homes— "	128,700	167,500
Population—Secondary ..	823,000	1,110,100
Radio Homes— "	193,220	265,460

Source: Mail response analysis and field intensity survey.

WSAY

ROCHESTER'S FRIENDLY STATION

*Basic Mutual
Broadcasting System*

*Basic New York State
Broadcasting System*

WSAY is doing an outstanding job for leading national advertisers in this — the third greatest market of the Nation's Greatest State!

Feature programs include the 1940 play-by-play broadcasts of the Rochester Baseball Club, sponsored by Atlantic Refining Company; Amoco broadcasts of Edwin C. Hill (CBS); Make-Believe Ballroom programs of National Biscuit Company; News and Sports broadcasts of Bond Clothes and Network programs including Wheeling Steelmakers, Lucky Strike, Bayuk Phillies, Carnation Milk, and Ovaltine.

WSAY Gets Results

Get on the bandwagon!

For further details write or wire collect to
National Sales Manager, WSAY, Rochester.

1210 K.C. — Full Time — 250 Watts

W N B Z

"VOICE OF THE ADIRONDACKS"

SARANAC LAKE—EST. 1937

FREQUENCY: 1290 Kc. POWER: 100 watts.
 OWNED BY: Upstate Broadcasting Corp. OP-
 ERATED BY: Upstate Broadcasting Corp. BUSI-
 NESS ADDRESS: 70 Broadway. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 7:30 A.M. to local
 sunset. NEWS SERVICE: Transradio Press.
 TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....W. H. Carpenter

Representative

George P. Hollingsbery Co.

W H E C

"STATION OF THE STARS"

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts,
 d.; 500 Watts, n. OWNED BY: WHEC, Inc.
 OPERATED BY: Same. BUSINESS ADDRESS:
 40 Franklin St. PHONE: Stone 1320-1-2. STU-
 DIO ADDRESS: Same. TRANSMITTER LOCA-
 TION: Mt. Read Blvd., Cold Water, N. Y.
 TIME ON THE AIR: 6:45 A.M. to 12:30 A.M.,

daily except Saturdays; 6:45 A.M. to 1:00 A.M.,
 Saturdays; 8:30 A.M. to 12:30 A.M., Sundays.
 NEWSPAPER AFFILIATION: Gannett News-
 papers, Inc. NEWS SERVICE: International
 News Service. TRANSCRIPTION SERVICE:
 Associated Music Publishers.

Personnel

Vice-President Clarence Wheeler
 Treasurer-General Manager..Gunnar O. Wiig
 Commercial ManagerL. C. Wheeler
 Chief Engineer Maurice H. Clarke

Coverage

	Daytime	Evening
Population—Primary	533,000	533,000
Radio Homes— "	132,350	132,350
Population—Secondary ..	810,812
Radio Homes— "	210,361

Source: CBS Listening and Dealer Study.

Representative

Paul H. Raymer Company

W G Y

"MOST INVITED GUEST IN THE GREAT
 NORTHEAST"

SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 790 Kc. POWER: 50,000
 Watts. OWNED BY: General Electric Co.

WFBL

is the Preferred Station

in Syracuse and Central New York

HERE'S WHY:

1. Full Basic Columbia Network Programs—and that means more of the better types of programs of all kinds.
2. Favorite of Syracuse Listeners—WFBL not only carries more network programs, but more short wave broadcasts, more national and local special features.
3. 5000-Watt Coverage—WFBL is recognized among national advertisers as the high-coverage station in one of the best markets of the country.
4. Complete Equipment—WFBL uses the finest and most modern equipment, including a MOBILE transmitter.

These same reasons explain why WFBL carries more national and local advertising—why WFBL advertisers are ahead in results per-dollar spent—why WFBL advertisers renew year after year.

For full details about WFBL . . . and the results obtained by WFBL adver-
 tisers, write

5000
watts daytime

1000
watts nighttime

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

OPERATED BY: Same. BUSINESS ADDRESS: 1 River Road. PHONE: 4-2211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Schenectady. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M. (daily). 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President Charles Wilson
 Station Manager..... Kolin Hager
 Program Manager..... A. O. Coggeshall
 Sales Promotion Director..... A. MacDonald
 Publicity Director..... W. T. Meenam
 Chief Engineer..... W. J. Purcell

Coverage

	Daytime	Evening
Population—Primary	1,987,400	2,571,200
Radio Homes— "	488,000	600,300
Population—Secondary ..	2,453,100	2,273,600
Radio Homes— "	551,300	532,900

Source: NBC Statistical Department.

Representative

National Broadcasting Co., Inc.

WFBL

"YOUR FAVORITE STATION"
 SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1360 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Onondaga Radio Broadcasting Corp. OPERATED BY: Onondaga Radio Broadcasting Corp. BUSINESS ADDRESS: Onondaga Hotel. PHONE: 2-1147. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Collamer, N. Y. TIME ON THE AIR: Full time license. NEWS SERVICE: International News. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager..... S. Woodworth
 Vice-President..... Robert G. Soule
 Manager..... Charles F. Phillips

Coverage

Population—Primary	841,700
Radio Homes— "	205,800
Population—Secondary	2,501,600
Radio Homes— "	579,600

Source: Field intensity measurement and mail response analysis.

Representative

Free & Peters, Inc.

A Sound MOVE By WNBX

KEENE NEW HAMPSHIRE

WKNE
 KEENE, N. H.

WE have made a preliminary report, based on the allocation curve standards of the Federal Communications Commission, of what our new coverage range should include. When you see this data, you'll agree with us that the change from Springfield to Keene is a *sound* move.

And for coverage of Central New York, use WSYR, "Tops In Syracuse."

CBS AFFILIATE

W S Y R

"THE VOICE OF CENTRAL NEW YORK"
SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

FREQUENCY: 570 Kc. POWER: 1000 watts.
OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 224 Harrison St. PHONE: 3-7111—STUDIO ADDRESS: 223 Harrison Street. TRANSMITTER LOCATION: Valley Drive. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 12:00 mid-night. NEWS SERVICE: United Press. MAIN-TAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Harry C. Wilder
Vice-President.....Fred R. Ripley
Program Director.....Lansing B. Lindquist
Artists' Bureau Head.....Fred Jeske
Chief Announcer.....Bill Rothrum
Service Director.....Arnold Schoen
Musical Director.....Victor Miller
Chief Engineer.....Armand Belle Isle

Coverage

Population—Primary 878,263
Radio Homes— " 220,550
Population—Secondary 470,015
Radio Homes— " 121,340

Source: Station survey.

Representative

Paul H. Raymer Company

W S Y U *

SYRACUSE

FREQUENCY: 570 Kc. POWER: 1000 Watts.
OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Operates on WSYR Time.

* Operated by WSYR for exclusive use of Syracuse University.

**RADIO DAILY
READERS
ARE
EVERYWHERE**

W O L F *

SYRACUSE—EST. 1940

FREQUENCY: 1500 Kc. POWER: 100 watts.
OWNED BY: Civic Broadcasting Corp. OPERATED BY: Civic Broadcasting Corp. BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Syracuse. TRANSMITTER LOCATION: Van Tensselaer & Kirkpatrick Sts. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press.

Personnel

President-Manager.....T. S. Marshall

Coverage

	Daytime	Evening
Population—Primary	300,000	245,000
Radio Homes— "	60,000	50,000

Source: Field intensity measurements; U. S. Census; Joint Committee.

* Station was licensed to operate under a construction permit at time of going to press and was expected to start actual operations on February 15, 1940.

W H A Z

"LOCATED AT THE OLDEST SCHOOL OF
ENGINEERING AND SCIENCE IN
AMERICA"

TROY—EST. 1922

FREQUENCY: 1300 Kc. POWER: 1000 watts.
OWNED BY: Rensselaer Polytechnic Institute. OPERATED BY: Rensselaer Polytechnic Institute. BUSINESS ADDRESS: Troy. PHONE: Troy 6810. STUDIO ADDRESS: Troy. TRANSMITTER LOCATION: Troy. TIME ON THE AIR: 6:00 P.M. to midnight (Monday only).

Personnel

President.....Dr. W. O. Hotchkiss
Station Manager.....W. J. Williams
Commercial Manager.....Miss M. Bounds
Chief Announcer.....R. W. Schmelzer
Sales Manager.....W. C. Stoker
Musical Director.....A. Olin Niles
Chief Engineer.....H. D. Harris

W T R Y *

TROY—EST. 1939

FREQUENCY: 950 Kc. POWER: 1000 Watts.
OWNED BY: Troy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 92 Fourth St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Personnel

Manager.....Fred R. Ripley
Commercial Manager....Edward S. Robinson

* Station was licensed to operate under a C. P. but construction has been delayed pending the outcome of litigation before the Federal Court in the District of Columbia.

WIBX

"THE VOICE OF THE MOHAWK VALLEY"

UTICA—EST. 1924

COLUMBIA BROADCASTING SYSTEM
NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: WIBX, Inc. OPERATED BY: Same.
BUSINESS ADDRESS: First National Bank Bldg.
PHONE: 2-2101. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Schuyler St. TIME
ON THE AIR: (daily) 6:55 A.M. to 1:00 A.M.;
(Sunday) 8:00 A.M. to 1:00 A.M. NEWS SER-
VICE: United Press, Transradio Press. TRAN-
SCRIPTION SERVICES: Associated Music Pub-
lishers, Davis & Schwegler.

Personnel

President.....Scott H. Bowen
Business Manager.....E. K. Johnson
Public Relations.....Michael R. Hanna
Merchandising Manager....Nathan W. Cook
Musical Director.....Walter Griswold
Chief Engineer.....Hubert M. Hathaway

Coverage

	Daytime	Evening
Population—Primary	270,600	270,600
Radio Homes— "	63,090	63,090
Population—Secondary ..	571,700	571,700
Radio Homes— "	138,710	138,710

Source: CBS Listener and Dealer Survey.

Representative

John Blair & Co.

WFAS

"WESTCHESTER'S OWN STATION"

WHITE PLAINS—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: Westchester Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
Roger Smith Hotel. PHONE: White Plains
6400. STUDIO ADDRESS: Same. TRANSMIT-
TER LOCATION: Same. TIME ON THE AIR:
Part time schedule. NEWS SERVICE: County
Publishers, Inc. TRANSCRIPTION SERVICE:
World Broadcasting System.

Personnel

President.....J. Noel Macy
V-P-Managing Director.....Frank A. Seitz
Treasurer.....William Fanning
Secretary.....Harold F. Lippold
Chief Engineer.....Harry C. Laubenstein

Coverage

	Daytime	Evening
Population—Primary	480,000	480,000
Radio Homes— "	122,000	122,000

Source: Field intensity survey.

Representative

Headley-Reed Co.

WWR L

"THE VOICE OF QUEENS COUNTY"

WOODSIDE—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 watts,
d.; 100 watts, n. OWNED BY: L. I. Broad-
casting Corp. OPERATED BY: L. I. Broad-
casting Corp. BUSINESS ADDRESS: 41-30
58th St. PHONE: Newtown 9-3300-1. STUDIO
ADDRESS: 41-30 58th St. TRANSMITTER LO-
CATION: Woodside. TIME ON THE AIR: Part
time schedule. NEWS SERVICE: International
News Service. TRANSCRIPTION SERVICE:
Lang-Worth, NAB Library, Davis & Schwegler.

Personnel

President and General

Manager.....W. H. Reuman
Promotion Manager.....Emil Dorer
Commercial Manager.....Frank R. Clarke
Program Director.....Lou Cole
Office Manager.....Edith Dick
Special Events.....Dud Connolly
Production Manager and Musical Director,
Adolph Goebel

Coverage

	Daytime	Evening
Population—Primary	7,500,000	3,000,000

Source: Chamber of Commerce.

Westchester

Goes to a local listening post for intimate neighborhood news and entertainment. That's when families of wealth and distinction let down their hair.

That's the time to radio-cast your sales message over

WFAS

Roger Smith Hotel, White Plains, N. Y.

Representatives

HEADLEY-REED CO.

*3 out of every 4
are on for more . . .*

75% of all *current* WBT advertisers
were WBT advertisers a year ago.

WBT wears well! How else can we explain this record: three out of every four program sponsors who were on WBT a year ago are *still using WBT advertising today*. And here's a point that rounds out the picture of WBT's overwhelming popularity among Southern advertisers: more and more *new* clients are speaking their pieces over WBT—Columbia's 50,000 watts in the Carolina's!

WBT wins friends because it influences people . . . close to a million and a quarter radio listeners in 65 Carolina counties. WBT offers the only *one-station* coverage of all this four-hundred-million-dollar market—the "Blue Chip" market of the South. If you want thousands of friends with millions to spend, we suggest a WBT program.

WBT 50,000 WATTS • CHARLOTTE, N. C.

Owned and operated by Columbia Broadcasting System.
Represented by Radio Sales: New York • Chicago • Detroit
St. Louis • Charlotte, N.C. • Los Angeles • San Francisco

NORTH CAROLINA

Population 3,492,000

Number of Families 736,000

Number of Radio Homes 408,600

Retail Sales \$509,540.900

Auto Registrations 540,000

W I S E

"WISDOM IN SERVICE ENDURES"
ASHEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Harold H. Thoms. OPERATED BY: Harold H. Thoms. BUSINESS ADDRESS: Langren Hotel. STUDIO ADDRESS: Langren Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 17½ hours daily. NEWS-PAPER AFFILIATION: Asheville Advertiser. NEWS SERVICES: International News Service, Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Owner-Manager.....Harold H. Thoms

Coverage

Population—Primary	75,000
Radio Homes— "	20,000
Population—Secondary	100,000
Radio Homes— "	25,000

Source: Station survey.

W W N C

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Asheville Citizen-Times Co., Inc. OPERATED BY: Asheville Citizen-Times Co., Inc. BUSINESS ADDRESS: 14 O'Henry Ave. (Citizens Times Bldg.). PHONE: 5500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Flatiron Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Asheville Citizen-Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

Executive Director.....Don S. Elias
Commercial Manager.....John E. Thayer
Program and Production Director,

Robert B. Bingham
Assistant Program Director.....Steve Douglas
Musical Director.....John Eversman
Continuity Director.....Ralph Gram
Chief Engineer.....Cecil Hoskins

Coverage

Population—Primary	191,000
Radio Homes— "	27,100
Population—Secondary	595,600
Radio Homes— "	105,000

Source: Field intensity measurement.

Representative

The Branham Co.

W B T

"VOICE OF THE FRIENDLY CAROLINAS"
CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1080 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Columbia Broadcasting System, Inc. BUSINESS ADDRESS: Wilder Bldg. PHONE: 3-7107. STUDIO ADDRESS: Wilder Bldg. TRANSMITTER LOCATION: Nations Ford Road. TIME ON THE AIR: 5:30 A.M. to 2:00 A.M. (daily); 9:00 A.M. to 2:00 A.M. (Sunday). NEWS SERVICE: United Press.

Personnel

President.....Wm. S. Paley
Station Manager.....A. E. Joscelyn
Sales Manager.....Royal E. Penny
Sales Promotion Manager....Arthur L. Forrest
Artists' Bureau.....CBS, N. Y.
Program Director.....C. H. Crutchfield
Publicity Director.....William Winter
Musical Director.....John McAllister
Chief Engineer.....J. I. Beloungy

Coverage

	Daytime	Evening
Population—Primary	2,698,100	971,400
Radio Homes— "	289,700	107,750
Population—Secondary ..	5,334,700	7,901,200
Radio Homes— "	599,230	968,640

Source: CBS Research Division.

Representative

Radio Sales

W S O C

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM
FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Radio Station WSOC, Inc. OPERATED BY: Radio Station WSOC, Inc. BUSINESS ADDRESS: Mecklenburg Hotel. PHONE: 7139, 7130, 6655. STUDIO ADDRESS: Mecklenburg Hotel. TRANSMITTER LOCATION: Mecklenburg Hotel. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 9:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station Manager...E. J. Gluck
Commercial Manager.....W. C. Irwin
Chief Engineer.....L. L. Caudle

Coverage

Population—Primary 233,490
 Radio Homes— " 54,300
 Population—Secondary 421,701
 Radio Homes— " 98,070
 Source: Joint Committee.

Representative

Headley-Reed Co.

W D N C

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. **POWER:** 250 watts.
OWNED BY: Herald-Sun Papers. **OPERATED BY:** Herald-Sun Papers. **BUSINESS ADDRESS:** 138 East Chapel Hill St. **STUDIO ADDRESS:** 138 East Chapel Hill St. **TRANSMITTER LOCATION:** Cole Road. **TIME ON THE AIR:** 6:30 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. **NEWSPAPER AFFILIATION:** Herald-Sun papers. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President.....C. C. Council
 General Manager.....J. F. Jarman, Jr.
 Commercial Manager.....C. J. Woodhouse
 Chief Engineer.....R. A. Dalton

Coverage

	Daytime	Evening
Population—Primary	197,000	150,000
Radio Homes— "	30,840	29,000
Population—Secondary ..	247,900	176,000
Radio Homes— "	36,000	30,100

Source: Field intensity measurements.

Representative

The Katz Agency

W C N C

ELIZABETH CITY—EST. 1939

FREQUENCY: 1370 Kc. **POWER:** 250 watts, d.; 100 watts, n. **OWNED BY:** Aubrey G. McCabe and T. W. Aydlett d/b as Alemarle Broadcasting Co. **OPERATED BY:** Aubrey G. McCabe and T. W. Aydlett d/b as Alemarle Broadcasting Co. **BUSINESS ADDRESS:** Colonial Ave. **STUDIO ADDRESS:** Colonial Ave. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** 16 hours daily. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System.

Personnel

President-Manager.....T. W. Aydlett
 Vice-President.....John Dawson
 Secretary-Treasurer.....Julian Aydlett

Coverage

Population—Primary	488,379
Radio Homes— "	155,250

Source: Station survey.

W F N C *

FAYETTEVILLE—EST. 1939

FREQUENCY: 1340 Kc. **POWER:** 250 Watts. **OWNED BY:** W. C. Ewing and Harry Layman. **OPERATED BY:** Cumberland Broadcasting Co. **BUSINESS ADDRESS:** Fayetteville. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** Daytime License.

Personnel

Co-Owners...W. C. Ewing and Harry Layman
 * Station licensed to operate under a C. P. and no further information available at the time of going to press.

W G N C

GASTONIA—EST. 1939

FREQUENCY: 1420 Kc. **POWER:** 250 watts. **OWNED BY:** F. C. Todd. **OPERATED BY:** F. C. Todd. **BUSINESS ADDRESS:** National Bank of Commerce Bldg. **STUDIO ADDRESS:** National Bank of Commerce Bldg. **TRANSMITTER LOCATION:** Gastonia. **TIME ON THE AIR:** 6:00 A.M. to 12:00 Midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

Owner.....F. C. Todd
 Manager.....Pat McSwain
 Program Director.....W. Grady Newman

Coverage

	Daytime	Evening
Population—Primary	200,000	150,000
Radio Homes— "	50,000	38,000
Population—Secondary ..	125,000	80,000
Radio Homes— "	30,000	20,000

Source: Joint Committee.

Representative

Headley-Reed Co.

W G B R

GOLDSBORO—EST. 1939

CAROLINA NETWORK (SPECIAL)
FREQUENCY: 1370 Kc. **POWER:** 250 watts. **OWNED BY:** Eastern Carolina Broadcasting Co. **OPERATED BY:** Eastern Carolina Broadcasting Co. **BUSINESS ADDRESS:** P. O. Box 372. **STUDIO ADDRESS:** Goldsboro. **TRANSMITTER LOCATION:** Raleigh Highway. **TIME ON THE AIR:** 7:00 A.M. to 9:00 P.M. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

Personnel

Station Director.....A. T. Hawkins
 Secretary-Treasurer.....V. G. Herring
 Commercial Manager.....R. L. Zealy
 Chief Engineer.....H. H. Vance

Coverage

	Daytime	Evening
Population—Primary	300,000	50,000
Radio Homes— "	40,000	6,500

Source: Joint Committee.

W B I G

"WHERE BUSINESS IS GOOD"

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: North Carolina Broadcasting Co. OPERATED BY: North Carolina Broadcasting Co. BUSINESS ADDRESS: O. Henry Hotel. PHONE: 6125-6. STUDIO ADDRESS: O. Henry Hotel. TRANSMITTER LOCATION: Guilford Battleground Blvd. TIME ON THE AIR: 6:30 A.M. to 12 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Program Features, NAB Transcription Service, Davis & Schwegler.

Personnel

Station and Commercial

ManagerEdney Ridge
 Program Director.....Faye Kenyon
 Publicity Director..Virginia Wilson McKinney
 Chief Engineer.....Earl Allison

Coverage

	Daytime	Evening
Population—Primary	956,000	587,900
Radio Homes— "	112,300	97,200
Population—Secondary	2,110,000	1,644,000
Radio Homes— "	250,000	156,200

Source: Field strength survey and mail response analysis; U. S. Census.

Representative

George P. Hollingbery Co.

W G T C *

GREENVILLE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: J. J. White. OPERATED BY: Greenville Broadcasting Co.

W H K Y *

HICKORY—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Catawba Valley Broadcasting Co. OPERATED BY: Catawba Valley Broadcasting Co.

* Stations were licensed to operate under a construction permit at time of going to press.

W M F R

HIGH POINT—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Radio Station WMFR, Inc. OPERATED BY: Radio Station WMFR, Inc. BUSINESS ADDRESS: 156½ S. Main St. PHONE: 4593. STUDIO ADDRESS: 156½ S. Main St. TRANSMITTER LOCATION: 156½ S. Main St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.

**ALWAYS
A GOOD
SHOW!**

W B I G GREENSBORO
NORTH CAROLINA

George P. Hollingbery
Co.

Nat'l Reps.

ASK
EDNEY RIDGE

W B I G, GREENSBORO, N. C.

FOR

"COLD FACTS"!

5000 Watts, Day 1000 Watts, Night



SERVING NORTH CAROLINA'S RICHEST AREA!



VIRGIN?

Sure, virgin territory for far-sighted advertisers. 20-mile radius embraces ¼-million population, annual industrial payroll forty million, retail sales sixty million.

* Carolinas' most successful non-network local.

W M F R

1200 KC—250 W
HIGH POINT, N. C.
 "THE INDUSTRIAL CITY"

MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth, Davis & Schwegler. **Personnel**

President and Station Manager.....Wayne M. Nelson

W F T C

KINSTON—EST. 1936

CAROLINA BROADCASTING SYSTEM
 FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Jonas Weiland. OPERATED BY: Jonas Weiland. BUSINESS ADDRESS: 210 East King St. PHONE: 1200. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kinston. TIME ON THE AIR: 15 hours daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth.

Personnel

President.....Jonas Weiland
 Manager.....Rodney Prescott
 Chief Engineer.....Harry Layman

Coverage

	Daytime	Evening
Population—Primary	74,340	48,810
Radio Homes— "	5,800
Population—Secondary ..	25,530
Radio Homes— "	2,930

Representative

Burn-Smith Co.

W P T F

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 680 Kc. POWER: 5000 Watts.
 OWNED BY: WPTF Radio Co. OPERATED BY: WPTF Radio Co. BUSINESS ADDRESS: 324 Fayetteville. PHONE: 3007-8-9. STUDIO ADDRESS: 324 Fayetteville. TRANSMITTER LOCATION: Cary, N. C. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC The-saurus, Lang-Worth.

Personnel

President.....J. R. Weatherspoon
 General Manager.....Richard H. Mason
 Sales Manager.....John H. Field, Jr.
 Program Director.....Graham B. Poyner
 Publicity Director.....B. W. Huffington
 Technical Supervisor.....Henry Hulick

Coverage

	Daytime	Evening
Population—Primary	1,337,350	802,410
Radio Homes— "	161,760	97,056
Population—Secondary ..	1,937,705	1,162,623
Radio Homes— "	86,873	51,123

Source: Field intensity measurements and mail response analysis.

Representative

Free & Peters, Inc.

KINSTON, N. C.

"The World's Foremost Tobacco Center"

Where 20,000 tobacco farmers auction their product and spend their money.

•

The WFTC signal covers the fourteen counties whose farmers sell and spend in Kinston.



W F T C


1200 K.C. 250 W.

Representatives

Burn-Smith Company, Inc.

WPTF

Raleigh, North Carolina



A "MUST" IN THE SOUTH

Serving the South's greatest market between Washington, D. C. and Atlanta, WPTF includes a population of 745,000 within the 0.5 MV/M Contour line.

1938 Retail Sales of \$117,568,000 prove the richness of this great market within the half milivolt line—WPTF's home grounds.

WPTF 5000 WATTS RALEIGH, N. C.

NBC Red and Blue

W R A L

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM
FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Capitol Broadcasting Co. OPER-
ATED BY: Same. BUSINESS ADDRESS: 121 S.
Salisbury St. STUDIO ADDRESS: 121 S. Salis-
bury St. TRANSMITTER LOCATION: Davie
St. Extension. TIME ON THE AIR: 6:00 A.M.
to 1:00 A.M. NEWS SERVICE: Transradio
Press. TRANSCRIPTION SERVICE: Associated
Music Publishers.

Personnel

President-Director of Station... E. Johnston Neal
Vice-President-Treasurer..... A. J. Fletcher

Coverage

Population—Primary	200,000
Radio Homes— "	50,000
Population—Secondary	225,000
Radio Homes— "	54,000

Source: Station survey.

W E E D

"THE VOICE OF EASTERN CAROLINA"

ROCKY MOUNT—EST. 1933

CAROLINA BROADCASTING SYSTEM
FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: W. Avera Wynne. OPERATED
BY: W. Avera Wynne. BUSINESS ADDRESS:
Box 391. PHONE: 1420. STUDIO ADDRESS:
Rocky Mount. TRANSMITTER LOCATION:
Rocky Mount. TIME ON THE AIR: 7:30 A.M.
to 10:00 P.M. NEWS SERVICE: Transradio
Press. TRANSCRIPTION SERVICE: World
Broadcasting System, NAB Library.

Personnel

Owner-Manager..... W. Avera Wynne
Assistant Manager in
Charge of Sales..... B. W. Frank
Program-Production Manager, Thomas Snowden
Chief Engineer..... I. G. Murphrey

W S T P

"WE SERVE THE PIEDMONT"
SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM
FREQUENCY: 1500 Kc. POWER: 250 watts.
OWNED BY: Piedmont Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
Yadkin Hotel. PHONE: 2121. STUDIO AD-
DRESS: Yadkin Hotel. TRANSMITTER LOCA-
TION: Statesville Highway at Grant Creek.
TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight.
TRANSCRIPTION SERVICE: NBC Thesaurus,
World Broadcasting System, Associated Music
Publishers.

Personnel

Manager John W. Shultz
Chief Engineer..... James R. Yost

Representative

Sears & Ayer, Inc.

W M F D

WILMINGTON—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts.
(C. P. 250 watts, d.; 100 watts, n.). OWNED
BY: R. A. Dunlea. OPERATED BY: R. A.
Dunlea. BUSINESS ADDRESS: 320 N. Front
St. PHONE: 3. STUDIO ADDRESS: 320 N.
Front St. TRANSMITTER LOCATION: 320 N.
Front St. TIME ON THE AIR: 7:30 A.M. to 7:00
P.M. NEWS SERVICE: Transradio Press. TRAN-
SCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-General Manager.... R. A. Dunlea
Assistant Manager..... Julia M. Johnston
Advertising Manager... Arthur G. Montaigne

Coverage

Population—Primary	50,000
Radio Homes— "	10,000
Population—Secondary	65,000
Radio Homes— "	13,000

Source: Station survey.

Representative


Burn-Smith Co.

W G T M

"WORLD'S GREATEST TOBACCO MARKET"

WILSON—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts.
OWNED BY: WGTM, Inc. OPERATED BY:



And They
Call This
Tobacco Road!

W G T M

WILSON, N. C.

♦

250 Watts • Full Time

NORTH CAROLINA — NORTH DAKOTA

WGTM, Inc. BUSINESS ADDRESS: 115 W. Nash St. PHONE: 2188. STUDIO ADDRESS: 115 W. Nash St. TRANSMITTER LOCATION: two miles south of Wilson on U. S. Highway 301. TIME ON THE AIR: Unlimited. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Davis & Schwekler, Associated Recorded Program Service.

Personnel

President and General Manager.....H. W. Wilson
 Vice-President.....George C. McDonald
 Commercial Manager.....Allen Wanamaker
 Program Director.....Billy Steadman
 Chief Engineer.....Jack Hudson
 Assistant Engineer.....Bill Malone

Coverage

	Daytime	Evening
Population—Primary	50,000	50,000
Radio Homes— "	8,000	8,000
Population—Secondary	150,000	50,000
Radio Homes— "	22,000	8,000

Source: U. S. Census; station survey.

Representative

Cox & Tanz

W A I R

"IN WINSTON-SALEM IT'S WAIR"

WINSTON-SALEM—EST. 1937

MUTUAL BROADCASTING SYSTEM

SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 250 Watts.

OWNED BY: C. G. Hill, George D. Walker, and S. H. Walker. OPERATED BY: C. G. Hill, George D. Walker, and S. H. Walker. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 21133-4. STUDIO ADDRESS: Robert E. Lee Hotel. TRANSMITTER LOCATION: Reynolda. TIME ON THE AIR: 6:00 A.M. to local sunset.

MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....George D. Walker
 Commercial Manager.....C. G. Hill

Coverage

Radio Homes—Primary	111,510
Radio Homes—Secondary	275,270

Source: Mail response analysis.

Representative

Sears & Ayer

W S J S

WINSTON-SALEM—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts.

OWNED BY: Piedmont Pub. Co. OPERATED BY: Piedmont Pub. Co. BUSINESS ADDRESS:

416-420 N. Marshall St. PHONE: 4141. TRANSMITTER LOCATION: Liberia St. TIME ON THE

AIR: 6:00 A.M. to midnight (daily); 8:30 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: Winston-Salem Journal, Twin City

Sentinel. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated, Davis

& Schwegler, NAB Library, Lang-Worth.

Personnel

Station Manager.....N. L. O'Neil
 Chief Announcer.....John Miller
 Sales Manager.....Harold Essex
 Musical Director.....Bob Van Camp

Coverage

	Daytime	Evening
Population—Primary	199,940	199,940
Radio Homes— "	33,470	33,470
Population—Secondary	194,220	194,220
Radio Homes— "	27,630	27,630

Source: Field intensity measurements.

NORTH DAKOTA

Population 706,000

Number of Families 156,000

Number of Radio Homes 119,600

Retail Sales \$165,228,800

Auto Registrations 175,361

K F Y R

"THE REGIONAL STATION WITH
 CLEARED CHANNEL COVERAGE"

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Meyer Broadcasting Co. BUSINESS ADDRESS: 320 Broadway. PHONE: 19. STUDIO ADDRESS: 320 Broadway. TRANSMITTER LOCATION: Meno-

ken Township. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sundays) 8:00 A.M. to 12:00 midnight. NEWS SERVICES: Associated Press; Bismarck Tribune. TRANSCRIPTION SERVICE: Associated.

Personnel

President and General Manager..P. J. Meyer
 Station and Commercial

Manager.....F. E. Fitzsimonds
 Program and Musical Director...W. R. Griffin
 Chief Engineer.....Ivar Nelson

Coverage

	Daytime	Evening
Population—Primary	1,604,453	1,600,453
Radio Homes— "	305,563	305,563
Population—Secondary	985,156	985,156
Radio Homes— "	199,734	199,734

Source: Joint Committee.

Representative

John Blair & Co.

•
K D L R

"DEVILS LAKE RADIO VOICE"

DEVILS LAKE—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: KDLR, Inc. OPERATED BY: KDLR, Inc. BUSINESS ADDRESS: 1025-3rd St. PHONE: 1090. STUDIO ADDRESS: 1025-3rd St. TRANSMITTER LOCATION: East end 4th St. TIME ON THE AIR: 6:30 A.M. to 8:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler.

Personnel

President and General Manager . . . Bert Wick
Program Director Hildur Marie Wick
Chief Engineer Richard Moritz

Coverage

	Daytime	Evening
Population—Primary	89,509	89,509
Radio Homes— "	11,900	11,900

Source: Mail response survey.

Representative

Cox and Tanz, Inc.

•
W D A Y

"OLDEST BROADCASTING STATION
IN THE NORTHWEST"

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY
FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDAY, Inc. OPERATED BY: WDAY, Inc. BUSINESS ADDRESS: 118 Broadway. PHONE: 5357. STUDIO ADDRESS: 118 Broadway. TRANSMITTER LOCATION: Near West Fargo. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Fargo Forum. NEWS SERVICES: Radio News Ass.; United Press, Fargo Forum. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and General Manager . E. C. Reineke
Commercial Manager B. J. Lavin
Production Manager David Henley
Chief Announcer and
Artists' Bureau Head Ken Kennedy
Publicity Director Bill Dean
Chief Engineer Julius Heland

Coverage

	Daytime	Evening
Population—Primary	806,833	760,678
Radio Homes— "	149,510	140,000
Population—Secondary	487,885	381,905
Radio Homes— "	89,130	70,790

Source: Mail response analysis.

Representative

Free and Peters, Inc.

•
K F J M

GRAND FORKS

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: University of N. D. OPERATED BY: University of N. D. BUSINESS ADDRESS: 1st Nat'l Bank Bldg. PHONE: 1200. STUDIO ADDRESS: 1st Nat'l Bank Bldg. TRANSMITTER LOCATION: University of N. D. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager Dalton Le Masurier
Sales Manager E. O. Hanson

Coverage

Population—Primary	274,000
Radio Homes— "	60,200
Population—Secondary	201,700
Radio Homes— "	43,700

Source: Mail response analysis.

•
K R M C

"SO FAR AHEAD WE'RE LONESOME"

JAMESTOWN—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Roberts-MacNab Co. OPERATED BY: Roberts-MacNab Co. BUSINESS ADDRESS: Gladstone Hotel. PHONE: 100-358. STUDIO ADDRESS: Gladstone Hotel. TRANSMITTER LOCATION: South of city. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President R. B. MacNab
Station Manager Lloyd R. Amon
Program Director Verna Bekken

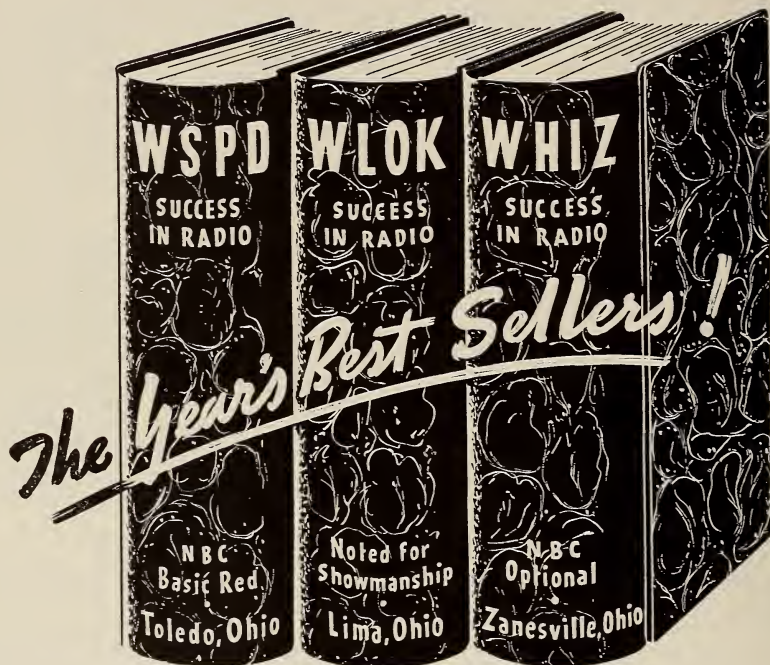
Coverage

Population—Primary	150,000
Radio Homes— "	22,191
Population—Secondary	225,000
Radio Homes— "	36,445

Source: Station survey.

Representative

Cox & Tanz



THREE VOLUMES DEDICATED TO YOU

We could write pages and pages about Radio Stations WSPD, WLOK and WHIZ — endless chapters relating the successes of these wide-awake, MERCHANDISING stations in selling Ohio's richest markets. But perhaps here it suffices to say that they SELL BEST BECAUSE THEY TELL BEST the story of your product. An inquiry from you will bring an immediate reply telling the story of any or all of these stations.

Operated by the Fort Industry Company
Toledo, Ohio

K G C U

"VOICE OF THE WEST"
MANDAN—EST. 1925

FREQUENCY: 1240 Kc. POWER: 250 Watts.
OWNED BY: Mandan Radio Association. OPERATED BY: Mandan Radio Association. BUSINESS ADDRESS: 205 First St., N.W. STUDIO ADDRESS: Kennelly Furniture Co. Bldg., Mandan; Prince Hotel, Bismarck. TRANSMITTER LOCATION: between Bismarck and Mandan on Memorial Highway No. 10. TIME ON THE AIR: 9:00 A.M. to 9:30 P.M.; Sunday, 11:00 A.M. to 6:00 P.M. NEWS SERVICE: Radio News Association, Associated Press TRANSCRIPTION SERVICE: C. P. MacGregor. MAIN-TAINS ARTISTS' BUREAU.

Personnel

President.....H. C. Schulte
Secretary.....Charles Toman, Jr.
Manager.....J. K. Kennelly
Chief Engineer-Assistant
Manager.....James Gilfoy
Program Director.....Arne Anzjon

Coverage

Population—Primary	107,583
Radio Homes— "	33,350
Population—Secondary	145,606
Radio Homes— "	18,940

Source: Station survey.

K L P M

"VOICE OF MAGIC CITY"
MINOT—EST. 1929

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: John B. Cooley. OPERATED BY: Same. BUSINESS ADDRESS: Fair Block. PHONE: 1267-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: S. E. Minot. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio

Press. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President.....John B. Cooley
Station Manager.....Richard J. Schmidt
Commercial Manager.....E. H. Cooley
Promotion Manager.....Leslie Maurin

Coverage

Population—Primary	277,285
Radio Homes— "	26,896
Population—Secondary	189,197
Radio Homes— "	36,402

Source: Station survey.

Representative

Transamerican Broadcasting & Television Corp.

K O V C

"THE RADIO VOICE OF VALLEY CITY"
VALLEY CITY—EST. 1936

DAKOTA NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc. BUSINESS ADDRESS: Rudolph Hotel. PHONE: 408. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press.

Personnel

General Manager.....Dalton LeMasurier
Station and Commercial Manager,
William L. Wallace
Program Director.....Robert E. Ingstad
Chief Engineer.....Bey Green

Coverage

	Daytime	Evening
Population—Primary	229,476	81,265
Radio Homes— "	41,870	14,330
Population—Secondary ..	58,265	22,616
Radio Homes— "	12,930	6,376

Source: U. S. Census.

OHIO

Population 6,733,000

Number of Families 1,777,000

Number of Radio Homes 1,641,500

Retail Sales \$2,152,635,100

Auto Registrations 1,940,000

W A K R *

AKRON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 1000 watts. OWNED BY: Summit Radio Corp. OPERATED BY: Summit Radio Corp. BUSINESS ADDRESS: Akron. STUDIO ADDRESS: Akron. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a construction permit at time of going to press.

W A D C

AKRON—EST. 1925

CBS—BASIC

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Allen T. Sim-

mons. OPERATED BY: Same. BUSINESS ADDRESS: Box 830. PHONE: Hemlock 5151-2-3. STUDIO ADDRESS: Talmadge, Ohio; Beacon Journal Bldg., Akron; Cleveland. TRANSMITTER LOCATION: Talmadge. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 8:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Library.

Personnel

Station and Commercial Manager, Allen T. Simmons
 Artists' Bureau HeadH. L. Hageman
 Production Manager.....R. B. Wilson
 Chief EngineerJohn Aitkenhead

Coverage

	Daytime	Evening
Population—Primary	2,626,000	1,886,000
Radio Homes— "	590,644	424,277

Source: Field intensity measurements.

Representative

George P. Hollingbery Co.

W J W

"WJW ADVERTISING DOESN'T COST;
IT PAYS"

AKRON—EST. 1932

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: WJW, Inc. OPERATED BY: WJW,

Inc. BUSINESS ADDRESS: 41 S. High St. PHONE: Jefferson 6111. STUDIO ADDRESS: 41 S. High St. TRANSMITTER LOCATION: 41 S. High St. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....John F. Weimer
 General Manager.....Edythe Fern Melrose

Coverage

Population—Primary	658,000
Radio Homes— "	168,000
Population—Secondary	1,485,000
Radio Homes— "	380,000

Source: Station survey.

Representative

Headley-Reed Co.

W I C A

"WELCOMING, INDUSTRY, COMMERCE,
AND AGRICULTURE"

ASHTABULA—EST. 1937

FREQUENCY: 940 Kc. POWER: 500 watts.
 OWNED BY: C. A. Rowley. OPERATED BY:
 WICA, Inc. BUSINESS ADDRESS: 221 Center
 St. PHONE: 1211-1311. STUDIO ADDRESS:
 221 Center St. TRANSMITTER LOCATION:
 Jefferson Road. TIME ON THE AIR: 7:00 A.M.
 to local sunset. NEWS SERVICE: United Press.

**IN AKRON
THEY'VE TURNED TO**



Department Stores

(Every Department Store in the City uses WJW!)

The M. O'Neill Company
 The A. Polsky Company
 The C. H. Yeager Company
 The Akron Dry Goods Company
 Federman's Department Store
 The Hower Company

Automobile Dealers

More Automobile Dealers using WJW than any Akron Station.
 DODGE—Dodge Dealers Association (Programs)
 HUDSON—Lloyd Oliver Motor Co. (Programs)
 PONTIAC—Shaffer Sales and Service (Announcements)
 CHEVROLET—City Chevrolet (Programs—Announcements)
 PLYMOUTH—Conart Motor Company (Announcements)
 FORD—Ford Dealers (Programs), Market Motors (Programs)

We have the LISTENERS, TOO! A New York Agency wired us:—"Make survey this week during 6:00 P.M. Newscast. Wire us result. Contract pending." We engaged a well-known outfit to make this survey. Their report sent to agency showed:—

WJW	43.3%
Other Akron Station.....	38.3%
Cleveland Station	15.1%
Others	3.3%

We got the contract . . . for ADVERTISERS AND LISTENERS have turned to WJW in AKRON.

EDYTHE FERN MELROSE
General Manager

Representatives—Headley-Reed Company

TRANSCRIPTION SERVICE: Standard Radio. Associated. **MAINTAINS ARTISTS' BUREAU.**

Personnel

President.....C. A. Rowley
 Manager.....R. B. Rowley
 Commercial Manager.....R. C. Marvin
 Program Director.....Walter W. Walgrath
 Publicity Director.....T. F. Sigman
 Chief Engineer.....George Gautney

Coverage

Population—Primary 250,000
 Radio Homes— " 80,000
 Population—Secondary 1,000,000
 Radio Homes— " 200,000

Source: Field strength and mail response survey.

Representative

Interstate Advertising Agency

W H B C

CANTON—EST. 1925

FREQUENCY: 1200 Kc. **POWER:** 250 watts. **OWNED BY:** Ohio Broadcasting Co. **OPERATED BY:** Ohio Broadcasting Co. **BUSINESS ADDRESS:** 550 S. Market Ave. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** 3 miles northwest of city. **TIME ON THE AIR:** 6:00 A.M. to 12:00 Midnight. **NEWSPAPER AFFILIATION:** Canton Repository (Brush-Moore, Inc.). **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus, World Broadcasting System. **MAINTAINS ARTISTS BUREAU.**

Personnel

General Manager.....Felix Hinkle
 Commercial Manager.....Bill Kirkendale
 Program Director.....Truesdale Mayers
 Chief Engineer.....Kenneth Sliker

Coverage

	Daytime	Evening
Population—Primary	1,079,223	1,079,223
Radio Homes— "	257,000	257,000

Source: U. S. Census; Joint Committee; Department of Commerce.

W C K Y

"POWERFUL AS ANY RADIO STATION IN THE UNITED STATES"

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. **POWER:** 50,000 watts. **OWNED BY:** L. B. Wilson, Inc. **OPERATED BY:** L. B. Wilson, Inc. **BUSINESS ADDRESS:** Gibson Hotel, Cincinnati. **PHONE:** Cherry 6565. **STUDIO ADDRESS:** Hotel Gibson. **TRANSMITTER LOCATION:** Near Crescent Springs, Ky. **TIME ON THE AIR:** (Daily) 5:45 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to

1:00 A.M. NEWS SERVICE: Transradio Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

Personnel

President and General Manager...L. B. Wilson
 Sales Director.....E. C. Krautters
 Promotion Manager.....Bev Dean
 Production Manager.....Mendel Jones
 Sales Promotion Manager...George H. Moore
 Traffic Manager.....O. J. Fuller
 Merchandising Director.....Thomas Mitchell
 Publicity Director-Continuity
 EditorElmer Dressman
 Chief Engineer.....C. H. Topmiller
 Assistant Chief Engineer...Arthur H. Gillette

Coverage

	Daytime	Evening
Population—Primary	2,212,275	2,212,275
Radio Homes— "	557,920	557,920

Source: Field intensity measurements.

Representative

Free & Peters, Inc.

W C P O

"CINCINNATI NEWS STATION"

CINCINNATI—EST. 1922

FREQUENCY: 1200 Kc. **POWER:** 250 Watts. **OWNED BY:** Scripps Howard Radio, Inc. **OPERATED BY:** Scripps Howard Radio, Inc. **BUSINESS ADDRESS:** Keith Bldg. **PHONE:** Main 3314-5-6-7-8-9. **STUDIO ADDRESS:** Keith Bldg. **TRANSMITTER LOCATION:** Daylight Bldg. **TIME ON THE AIR:** 6:00 A.M. to 12:00 midnight; Saturday, to 3:00 A.M. **NEWSPAPER AFFILIATIONS:** Scripps Howard Newspapers, Cincinnati Post. **NEWS SERVICE:** United Press. **MAINTAINS ARTISTS' BUREAU.** **TRANSCRIPTION SERVICES:** Standard Radio, Associated.

Personnel

President.....Jack Howard
 Vice President.....J. C. Hanrahan
 General Manager.....M. C. Watters
 Commercial Manager.....John P. Smith
 Program Director.....Andre Carlon
 Artists' Bureau Head.....Andre Carlon
 Chief Announcer.....Paul Hodges
 Publicity Director.....A. Stephan
 Musical Director.....Jesse Walker
 Chief Engineer.....Glen Davis

Coverage

	Daytime	Evening
Population—Primary	940,000	940,000
Radio Homes— "	202,800	202,800
Population—Secondary .	1,500,000	1,500,000
Radio Homes— "	296,000	296,000

Source: Field intensity measurements; U. S. Census.

WKRC

"FIRST ON YOUR DIAL"
 "TIMES STAR STATION"
 CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Cincinnati Times Star Co. OPERATED BY: Cincinnati Times Star Co. BUSINESS ADDRESS: Hotel Alms, Victory Parkway and Wm. H. Taft Rd. PHONE: Woodburn 0550. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M., daily; 8:00 A.M. to 2:00 A.M., Sundays; NEWSPAPER AFFILIATION: Cincinnati Times Star. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....Hulbert Taft, Jr.
 Sales Manager.....H. E. Fast
 Program Director.....Ruth Lyons
 Publicity and Special Events
 DirectorMargaret Maloney
 Sales Promotion Director.....Harold Coulter
 Chief Engineer.....John Tiffany

Coverage

	Daytime	Evening
Population—Primary	1,127,600	990,300
Radio Homes— "	247,730	222,770
Population—Secondary .	4,648,400	1,517,600

Radio Homes— " 950,000 312,310
 Source: Field intensity measurements and mail response analysis.

Representative
 Weed & Co.

WLW

"THE NATION'S STATION"
 CINCINNATI—EST. 1922

NBC (RED & BLUE)—MUTUAL

FREQUENCY: 700 Kc. POWER: 50,000 Watts. OWNED BY: The Crosley Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mason. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWS SERVICES: International News Service and United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

PresidentPowel Crosley, Jr.
 Vice-President-General Manager
 James D. Shouse
 Sales Manager.....R. E. Dunville
 Business Manager.....E. K. Bauer
 Sales Service Manager....Richard A. Garner
 Promotion Manager.....William Oldham
 Program Director—
 Artists' Bureau Head.....George Biggar

Use **WKRC's**

CLEAR TOP-OF-THE-DIAL SIGNAL

to Sell **CINCINNATI'S**

RICH TOP-OF-THE-NATION MARKET



WKRC

5000 WATTS DAY
 1000 WATTS NIGHT
 550 KILOCYCLES

OWNED AND OPERATED BY THE CINCINNATI TIMES-STAR
 CINCINNATI'S BASIC STATION FOR THE MUTUAL BROADCASTING SYSTEM
 NATIONAL REPRESENTATIVE: WEED & COMPANY, NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO



IN CINCINNATI

survey showed WLW has 51.8% of the average weekly listening audience. In the other 24 cities WLW's percent of the average weekly audience is as follows:

Charleston, W. Va.	36.8%
Columbus, O.	39.6%
Dayton, O.	49.9%
Fort Wayne, Ind.	34.7%
Indianapolis, Ind.	33.8%
Kokomo, Ind.	53.3%
Lexington, Ky.	47.3%
Lima, O.	53.0%
Louisville, Ky.	11.3%
Muncie, Ind.	62.4%
Newark, O.	69.2%
Springfield, O.	63.9%
Anderson, Ind.	70.8%
Huntington, W. Va.	50.2%
Ironton O., and Ashland, Ky.	54.1%
Marion, Ind.	55.0%
Marion, O.	48.8%
Portsmouth, O.	47.6%
Zanesville, O.	45.2%
Terre Haute, Ind.	31.7%
Richmond, Ind.	73.4%
Bloomington, Ind.	51.1%
Mansfield, O.	54.2%
Lancaster, O.	56.4%

25 Cities TURN SPOTLIGHT ON WLW

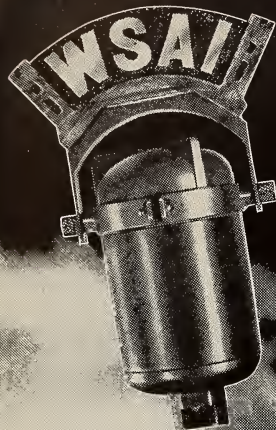


SPOTLIGHTED by 25 cities recently investigated is the remarkable dominance of WLW. These 25 cities in WLW's primary area were the subject of the greatest coincidental survey ever undertaken for an independent station. In the revealing light of this comprehensive study, 41.9% stands out as WLW's average weekly share of the listening audience in these cities.

10,000 times is the magnifying power of the huge new lens in the Mt. Palomar (Calif.) Observatory—small compared to the way WLW magnifies one selling message millions of times. Through WLW you can mirror the spotlight on YOUR product in all these 25 cities and to the millions of small town and rural consumers whose membership in the WLW audience has been repeatedly demonstrated.

WLW THE NATION'S
most "Merchandise-Able"
STATION

REPRESENTATIVES: TRANSAMERICAN BROADCASTING & TELEVISION CORPORATION—NEW YORK—CHICAGO



2 GATEWAYS TO CINCINNATI

TWO gateways lead into the \$600,000,000 Cincinnati market. Arriving at the world's most beautiful railway terminal, pictured here, your item is in the city limits. . . . To get it into the homes and hearts and buying habits of Greater Cincinnati, use WSAI. Cincinnati's Own Station opens up the market for your item by getting your sales messages into Greater Cincinnati's 400,000 homes — by backing your program with thorough promotion. In short, by making your product a "must" on the buying lists of 1,600,000 consumers

WSAI . . . Cincinnati's Own Station

REPRESENTED BY INTERNATIONAL RADIO SALES • NEW YORK • CHICAGO • LOS ANGELES

Chief AnnouncerPeter Grant
 News Editor.....J. N. Bailey
 Publicity Director.....Cecil Carmichael
 Musical Directors.....William Stoess,
 Josef Cherniavsky
 Chief EngineerR. J. Rockwell

Coverage

Data unavailable at time of going to press.

Representative

Transamerican Broadcasting and Television Corp.

W S A I

"CINCINNATI'S OWN STATION"
 CINCINNATI—EST. 1928
 NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 Watts,
 OWNED BY: Crosley Radio Corp. OPERATED
 BY: Same. BUSINESS ADDRESS: 1329 Arling-
 ton St. PHONE: Kirby 4800. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: Near Mt.
 Healthy, Ohio. TIME ON THE AIR: 6:00 A.M.
 to 2:00 A.M. (daily); 8:00 A.M. to 2:00 A.M.
 (Sunday). NEWS SERVICES: International News
 Service, United Press. MAINTAINS ARTISTS'
 BUREAU. TRANSCRIPTION SERVICE: Asso-
 ciated.

Personnel

PresidentPowel Crosley, Jr.
 Vice-President.....James D. Shouse
 General Manager.....Dewey H. Long
 Sales Manager.....Arch Grinald
 Artists' Bureau Head.....George Biggar
 Chief AnnouncerPeter Grant
 News Editor.....J. N. Bailey
 Program Director.....Clair Shadwell
 Musical Directors.....William Stoess,
 Josef Cherniavsky
 Chief EngineerR. J. Rockwell

Coverage

Station was in the process of changing both
 site and number of broadcasting towers at
 time of going to press and new estimates were
 unavailable.

Representative

International Radio Sales

W C L E

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts.
 OWNED BY: United Broadcasting Co. OPER-
 ATED BY: United Broadcasting Co. BUSINESS
 ADDRESS: 1311 Terminal Tower. PHONE:
 Prospect 5800. STUDIO ADDRESS: 1311 Termi-
 nal Tower; Higbee Bldg. TRANSMITTER LO-
 CATION: Seven Hills. TIME ON THE AIR:
 6:45 A.M. to local sunset. NEWSPAPER AF-
 FILIATION: Cleveland Plain Dealer. NEWS
 SERVICE: United Press. MAINTAINS ARTISTS'
 BUREAU. TRANSCRIPTION SERVICE: Lang-
 worth, Davis & Schwegler.

Personnel

President.....John S. McCarrens
 Vice-President and Station
 Manager.....H. K. Carpenter
 Sales Manager.....K. K. Hackathorn
 Program Director.....Russell Richmond
 Merchandising and Advertising
 Manager.....Robert Greenberg
 Continuity Director.....Leslie Biebl
 Production Manager.....Norman Drysdale
 Chief Announcer.....Alan Jenkins
 Publicity Director.....Milton Hill
 Musical Supervisor.....Louis Rich
 Musical Director.....Willard Pott
 Chief Engineer.....E. L. Gove

Coverage

	Daytime
Population—Primary	2,290,135
Radio Homes— "	749,531
Source: U. S. Census; Joint Committee.	

Representative

Radio Advertising Corp.

W G A R

"CLEVELAND'S FRIENDLY STATION"
 CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: WGAR Broad-
 casting Co. OPERATED BY: WGAR Broadcas-
 ting Co. BUSINESS ADDRESS: Hotel Statler.
 PHONE: Prospect 0200. STUDIO ADDRESS:
 Hotel Statler. TRANSMITTER LOCATION: 1000
 Harvard Ave., Cuyahoga Heights. TIME ON
 THE AIR: 6:30 A.M. to 2:00 A.M. NEWS
 SERVICE: International News Service. MAIN-
 TAINS ARTISTS' BUREAU. TRANSCRIPTION
 SERVICE: World Library, NAB Library, Davis
 & Schwegler.

Personnel

President.....George A. Richards
 Vice President-General Manager..John F. Patt
 Assistant Manager in Charge
 of Sales.....Eugene Carr
 Local Sales Manager.....Harry Camp
 Editorial Director.....Ellis VanderPyl
 Public Relations Director...Maurice Condon
 Program Director.....Carl George
 Production Manager.....David Baylor
 Chief Announcer.....Wayne Mack
 Artists' Bureau Head.....Worth Kramer
 Musical Director.....Walberg Brown
 Chief Engineer.....R. Morris Pierce

Coverage

	Daytime	Evening
Population—Primary	2,221,256	1,676,774
Radio Homes— "	539,988	409,103
Source: Field intensity measurements.		

Representative

Edward Petry & Co.

WTAM

CLEVELAND

HAS THE PROGRAMS

10 Out of 16 Leaders in Radio Daily's Third Annual Poll of Writers—Critics

Entertainers

JACK BENNY

Programs

JELL-O PROGRAM

Female Vocalist—Popular

CONNIE BOSWELL

Male Vocalist—Popular

BING CROSBY

Sports Commentators

BILL STERN

Dance Bands

GUY LOMBARDO

Serials

ONE MAN'S FAMILY

Female Vocalist—Classical

MARGARET SPEAKS

Male Vocalist—Classical

NELSON EDDY

Favorite Comedian

JACK BENNY

8 Out of the First 10 Entertainers 7 Out of the First 10 Programs

ENTERTAINERS

- 1st • Jack Benny WTAM
- 2nd • Edgar Bergen WTAM
- 3rd • Fred Allen WTAM
- 4th • Bing Crosby WTAM
- 5th • Bob Hope WTAM
- 6th • Kay Kyser WTAM
- 7th • Fibber Mc Gee & Molly . . . WTAM
- 8th • Orson Welles
- 9th • Alec Templeton WTAM
- 10th • Kate Smith

PROGRAMS

- 1st • Jell-O Program WTAM
- 2nd • Chase & Sanborn Program . WTAM
- 3rd • Kraft Music Hall WTAM
- 4th • Information Please
- 5th • Fred Allen Show WTAM
- 6th • Bob Hope Program WTAM
- 7th • Lux Radio Theatre
- 8th • Ford Sunday Evening Hour .
- 9th • Kay Kyser's College WTAM
- 10th • Good News of 1940 WTAM

These results are just one more explanation why WTAM usually has as many listeners as all other Cleveland stations put together.

VERNON H. PRIBBLE, MANAGER

RED NETWORK • CLEAR CHANNEL • 1070 KC • 50,000 WATTS
THE NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE

W H K

"CLEVELAND'S PIONEER STATION"

CLEVELAND—EST. 1921

NBC—(BLUE) MUTUAL

FREQUENCY: 1390 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: United Broadcasting Co. OPERATED BY: United Broadcasting Co. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; Higbee Bldg. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

Personnel

President.....John S. McCarrens
 Vice President and
 Station Manager.....H. K. Carpenter
 Sales Manager.....K. K. Hackathorn
 Program Director.....Russell Richmond
 Merchandising and Advertising
 Manager.....Robert Greenberg
 Continuity Director.....Leslie Biehl
 Production Manager.....Norman Drysdale
 Chief Announcer.....Alan Jenkins
 Publicity Director.....Milton Hill
 Musical Supervisor.....Louis Rich
 Musical Director.....Willard Pott
 Chief Engineer.....E. L. Gove

Coverage

	Daytime
Radio Homes—Primary	672,123
Source: Joint Committee.	

Representative

Radio Advertising Corp.

W T A M

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.
 (BASIC RED)

FREQUENCY: 1070 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 815 Superior Ave., N. E. PHONE: Cherry 0942. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brecksville Village. TIME ON THE AIR: 5:59 A.M. to 1:00 A.M. (daily). 6:59 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Lenox R. Lohr
 Station Manager.....Vernon H. Birtle
 Sales Manager.....Howard A. Barton
 Publicity Director.....Bob Dailey
 Program Director.....Hal Metzger
 Musical Director.....Walter Logan
 Chief Engineer.....S. E. Leonard

Coverage

	Daytime	Evening
Population—Primary	5,344,000	4,628,000
Radio Homes— "	1,253,600	1,103,100
Population—Secondary	6,758,800	9,702,600
Radio Homes— "	1,527,200	2,217,200

Source: NBC Statistical Department; Joint Committee: U. S. Census.

Representative

National Broadcasting Co., Inc.

W B N S

COLUMBUS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WBNS, Inc. OPERATED BY: WBNS, Inc. BUSINESS ADDRESS: 33 No. High St. PHONE: Adams 9265-7. STUDIO ADDRESS: 33 No. High St. TRANSMITTER LOCATION: 1035 Barnett Rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

Personnel

President.....Robert H. Wolfe
 Station Manager.....Richard A. Borel
 Sales and Commercial Manager....W. I. Orr
 Program Director.....Jack Price
 Chief Announcer.....Irwin A. Johnson
 Publicity Director.....Jerome R. Reeves
 Musical Director.....Lowell Riley
 Chief Engineer.....Lester H. Natzger

Coverage

	Daytime	Evening
Population—Primary	1,126,194	451,000
Radio Homes— "	255,440	113,000
Population—Secondary	2,297,200	713,000
Radio Homes— "	498,890	160,990

Source: Field intensity measurements.

Representative

John Blair & Company

W C O L

COLUMBUS—EST. 1934

NBC—(RED & BLUE)

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WCOL, Inc. OPERATED BY: WCOL, Inc. BUSINESS ADDRESS: 33 N. High St. PHONE: Main 4581. STUDIO ADDRESS: 33 N. High St. TRANSMITTER LOCATION: 33 N. High St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....K. B. Johnston
 Station Manager.....Neal Smith
 Production Manager.....Wallace Beavers
 Sales Manager.....Jack Kelly
 Program Director.....Ed Bronson
 Chief Engineer.....Ernest Lowe

Coverage

	Daytime	Evening
Population—Primary	390,000	390,000
Radio Homes— "	98,500	98,500

Source: U. S. Census.

Representative
Weed & Co.

W H K C

"THE VOICE OF OHIO"
COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts.
OWNED BY: United Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 22 E. Gay St. PHONE: Adams 1101. STUDIO ADDRESS: 22 East Gay St. TRANSMITTER LOCATION: Sharon Road. TIME ON THE AIR: 6:30 A.M. to sundown Los Angeles Time. NEWSPAPER AFFILIATION: Station is owned by the United Broadcasting Co. which is owned and operated by the Cleveland Plain Dealer. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

General Manager Carl M. Everson
Assistant Manager B. A. Manring
Sales Manager Harry H. Hoessly
Production Manager Robert S. French

Chief Engineer J. E. Anderson

Coverage

	Daytime	Evening
Population—Primary	1,845,822	1,845,822
Radio Homes— "	390,500	390,500

Source: U. S. Census.

Representative
Radio Advertising Corp.

W O S U

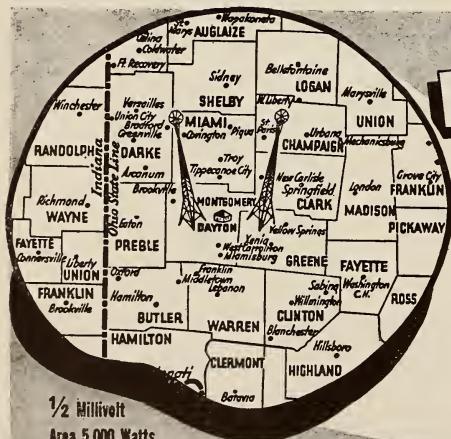
COLUMBUS—EST. 1922

MBS (Sustaining only)

FREQUENCY: 570 Kc. POWER: 1000 watts.
OWNED BY: Ohio State University. OPERATED BY: Ohio State University. BUSINESS ADDRESS: Communications Laboratory. PHONE: University 148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: University Golf Course. TIME ON THE AIR: 40 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Acting President of Ohio State University William McPherson
Station Director R. C. Higgy
Production Supervisor C. W. Pettegren
Program Supervisor W. F. Heimlich
Technical Supervisor A. L. Hammerschmidt



1/2 Millivolt
Area 5,000 Watts
Retail Sales 1935, \$661,023,000

BASIC MEMBER CBS
OWNED AND OPERATED BY
THE DAYTON DAILY NEWS
DAYTON, OHIO

BRIGHT SPOT
Any Year... Any Time

The primary area of WHIO, with its two million population, is big enough to produce quantity sales for any product — but it isn't too big for WHIO to get into the key towns and build community good will as well as listener loyalty.

WHIO

WHIO

"TEST STATION OF THE NATION"
 "ALWAYS A GOOD SHOW ON WHIO"
DAYTON—EST. 1935
 (CBS-BASIC)

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Miami Valley Broadcasting Corp. OPERATED BY: Miami Valley Broadcasting Corp. BUSINESS ADDRESS: 45 S. Ludlow. PHONE: Adams 2261-2-3-4 & 2652. STUDIO ADDRESS: 45 S. Ludlow St. TRANSMITTER LOCATION: Virginia Drive & Brandt Pike. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWSPAPER AFFILIATIONS: Dayton Daily News, Springfield News, Springfield Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager.....James Le Gate
 Commercial Manager.....D. A. Brown
 Production Manager.....Arch Robb
 Program Director.....Lester Spencer
 Chief Engineer.....Ernest L. Adams

Coverage

	Daytime	Evening
Population—Primary	167,100	128,300
Radio Homes—"	141,170	113,430
Population—Secondary	1,165,800	549,700
Radio Homes—"	1,028,940	490,550

Source: CBS Listeners and Dealers Survey.

Representative

George P. Hollingbery Co.

WING

DAYTON—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 1380 Kc. POWER: 500 watts, d.; 250 watts, n. OWNED BY: WSMK, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Loew Theatre Bldg., 121 N. Main. PHONE: Adams 3288-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Xenia Pike. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Ronald B. Woodyard
 Sales Manager.....Jack Thornquest
 Production and Program Manager,
 Walter Patterson
 Musical Director.....Charles Reeder
 Chief Engineer.....Paul Braden

Coverage

	Daytime	Evening
Population—Primary	573,800	369,500
Radio Homes—"	146,260	92,170
Population—Secondary	412,346	219,345

Source: Station survey.

Representative

International Radio Sales

WLOK

LIMA—EST. 1936

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Fort Industry Co. OPERATED BY: Herbert Lee Blye. BUSINESS ADDRESS: Lima Trust Bldg. PHONE: Main 1316. STUDIO ADDRESS: Lima Trust Bldg. TRANSMITTER LOCATION: 1424 Rice Ave. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

Managing Director-Commercial
 Manager.....Don Ioset
 Program Director.....Howard Donahoe
 Chief Engineer.....Russell Shettler

Coverage

Population—Primary	291,118
Radio Homes—"	76,877

Source: Signal strength and mail response survey.

WMAN

MANSFIELD—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts OWNED BY: Richland, Inc. OPERATED BY: Richland, Inc. BUSINESS ADDRESS: Ohio Theatre Bldg., 140 Park Ave., West. STUDIO ADDRESS: Ohio Theatre Bldg., 140 Park Ave., West. TRANSMITTER LOCATION: Longview and North Main St. TIME ON THE AIR: 7:00 A.M. to 5:00 P.M. except Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....George Satterlee
 Vice-President.....Clyde Kessel
 Secretary-Treasurer.....John Weimer
 Managing Director.....Marie W. Vandegrift
 Musical Director.....Earl Black
 Program Director.....Gwen Fields
 News Editor.....Chester Cook

WPAY

"THE VOICE OF SOUTHERN OHIO"
PORTSMOUTH—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Vee Bee Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1007 Gallia St. PHONE: 1011. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 821 Chillicothe St. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M.; Sunday, 9:30 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: Portsmouth Repository (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Chester B. Thompson
 General Manager.....Ralph H. Patt, Jr.
 Program Director.....Robert Horn
 Chief Engineer.....Maurice Myers

Business Is Good in Youngstown

Cover this rich market (31st in the United States in point of wages paid in 1937) with

**W
F
M
J**

The Station All
Youngstown
Listens To

W F M J • Youngstown, Ohio

National Representatives: Headley-Reed Co.
Graybar Building, New York City

New York

• Chicago

• Detroit

• Atlanta

Coverage

	Daytime	Evening
Population—Primary	164,000	118,000
Radio Homes— "	34,700	25,300
Population—Secondary	301,000	215,000
Radio Homes— "	60,600	45,200

Source: U. S. Census; Joint Committee.

Representative

Cox and Tanz

W S P D

"THE VOICE OF TOLEDO"
TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Fort Industry Co. OPERATED BY: The Fort Industry Co. BUSINESS ADDRESS: Commodore Perry Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R.F.D. No. 3, Perrysburg, Ohio. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth, Davis & Schwieger.

Personnel

President George B. Storer
Vice-President—Station Manager,
J. Harold Ryan
Commercial Manager E. Y. Flanigan
Program Director Russell Gohring
Publicity Director Merrill N. Pheatt
Chief Engineer William Stringfellow

Coverage

	Daytime	Evening
Population—Primary	1,203,574	900,000
Radio Homes— "	302,590	225,000
Population—Secondary	4,000,000	2,100,000
Radio Homes— "	1,000,000	525,000

Source: Station survey.

Representative

The Katz Agency

W T O L

"TOLEDO'S FRIENDLY STATION"
TOLEDO—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Community Broadcasting Co. OPERATED BY: Community Broadcasting Co. BUSINESS ADDRESS: Penthouse, Bell Bldg. PHONE: Adams 3291-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Toledo. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M., daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President Frazier Reams
Executive Vice-President Arch Shawd
Program Director Larry Payne
Chief Engineer Frank Ridgeway

Coverage

	Daytime	Evening
Population—Primary	700,000	700,000
Radio Homes— "	179,000	179,000
Population—Secondary	1,250,000	1,250,000
Radio Homes— "	336,000	336,000

Source: Mail Response analysis.

W F M J

YOUNGSTOWN—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: William F. Maag, Jr. OPERATED BY: Same. BUSINESS ADDRESS: 101 West Boardman St. STUDIO ADDRESS: 101 West Boardman St. TRANSMITTER LOCATION: 101 West Boardman St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

Manager William F. Maag, Jr.
Program Director Edward J. Lord
Advertising Manager Leonard E. Nasman
Chief Engineer Frank Dieringer

Coverage

	Daytime	Evening
Population—Primary	813,150	813,150
Radio Homes— "	187,505	187,505

Source: Field strength measurements; U. S. Department of Commerce.

Representative

Headley-Reed Co.

W K B N

YOUNGSTOWN—EST. 1926

CBS

FREQUENCY: 570 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WKBN Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17 No. Champion St. PHONE: 42122. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sunset Blvd. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

Personnel

President and Gen. Mgr. W. P. Williamson, Jr.
Station Director J. L. Bowden
National Sales Manager C. Alden Baker
Local Sales Manager Walter Link
Publicity and Musical Director G. Davidson
Production Manager Wayne Johnson
Chief Engineer B. T. Wilkins

Coverage

Population—Primary	542,000
Radio Homes— "	101,500
Population—Secondary	1,124,200
Radio Homes— "	219,500

Source: Field strength survey.

WHIZ

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 100 watts. (C.P. 250 watts). OWNED BY: WALR Broadcasting Corp. OPERATED BY: WALR Broadcasting Corp. BUSINESS ADDRESS: 48-52 North Fifth St., Lind Arcade. PHONE: 5044. STUDIO ADDRESS: 48-52 North Fifth St., Lind Arcade. TRANSMITTER LOCATION: Newark Road. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU.

TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

Personnel

Managing Director..... Stanton P. Kettler
 Program Director and Assistant Manager,
 Allen L. Haid
 Chief Engineer..... Wm. Hunt

Coverage

	Daytime	Evening
Population—Primary	150,000	65,000
Population—Secondary ..	230,000	100,000

Source: U. S. Census.

Representative

John Blair & Co.

OKLAHOMA

Population 2,548,000

Number of Families 619,000

Number of Radio Homes 454,300

Retail Sales \$478,272,300

Auto Registrations 553,062

KADA

"GATEWAY TO OKLAHOMA'S VACATION LAND"

ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Dr. C. C. Morris. OPERATED BY: Dr. C. C. Morris. BUSINESS ADDRESS: Highway No. 48, north of Ada. PHONE: 1212. STUDIO ADDRESS: Highway No. 48, north of Ada. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

Owner.....Dr. C. C. Morris
 Station and Commercial
 Manager.....John M. Whitney
 Chief Announcer and
 Publicity Director.....Russell Miller
 Chief Engineer.....Leiland Seay

Coverage

	Daytime	Evening
Population—Primary	225,000	150,000
Radio Homes— "	48,000	27,000

Source: U. S. Census.

Representative

Arthur H. Hagg & Associates

KVSO

"VOICE OF SOUTHERN OKLAHOMA"

ARDMORE—EST. 1935

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ardmoreite Pub. Co. OPERATED BY: Ardmoreite Pub.

Co. BUSINESS ADDRESS: 114-18 N. Washington. PHONE: 3030. STUDIO ADDRESS: Chickasaw and N. W. Blvd. TIME ON THE AIR: 7:00 A.M. to 11:00 P. M. NEWSPAPER AFFILIATION: Daily Ardmoreite. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Albert Riesen
 Station Manager.....James Griffith
 Commercial Manager.....T. E. "Pat" Perrin
 Chief Announcer.....Paul Duncan
 Musical Director.....Dolly Dutton
 Chief Engineer.....Paul Ross

Coverage

	Daytime	Evening
Population—Primary	202,413	110,184
Radio Homes— "	31,668	18,243
Population—Secondary ..	221,559	135,721
Radio Homes— "	33,533	19,286

Source: U. S. Census; Joint Committee.

KASA

ELK CITY—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: E. M. Woody. OPERATED BY: E. M. Woody. BUSINESS ADDRESS: Casa Grande Hotel. PHONE: 730. STUDIO ADDRESS: Elk City. TRANSMITTER LOCATION: Casa Grande Hotel. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President.....E. M. Woody
 Station Manager.....F. E. Mayhew
 Chief Engineer.....Geo. Patterson

K C R C

"THE VOICE OF THE WHEAT BELT"
ENID—EST. 1928

MUTUAL and OKLAHOMA NETWORK
FREQUENCY: 1360 Kc. POWER: 250 Watts.
OWNED BY: Enid Radiophone Co. OPERATED
BY: Enid Radiophone Co. BUSINESS AD-
DRESS: Willow & Kennedy Sts. PHONE: 447-8.
STUDIO ADDRESS: Willow & Kennedy Sts.
TRANSMITTER LOCATION: Willow & Kennedy
Sts. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.
NEWSPAPER AFFILIATIONS: Enid Morning
News, Enid Daily Eagle. NEWS SERVICE:
Associated Press (Non-Commercial). TRAN-
SCRIPTION SERVICE: World Broadcasting
System.

Personnel

President.....M. C. Garber
Station Manager.....Milton B. Garber
Advertising Manager.....James S. Stuart
Artists' Bureau Head.....Keith Painton
Sales Manager.....H. P. Hale
Publicity Director.....Glen Williams
Musical Director.....Mabel Waken
Chief Engineer.....A. B. Clopton

Coverage

Population—Primary 270,700
Radio Homes— " 44,700
Population—Secondary 761,700
Radio Homes— " 134,000
Source: Station survey.

Representative

Burn-Smith Co.

K B I X

MUSKOGEE—EST. 1936

MUTUAL—OKLAHOMA NETWORK
FREQUENCY: 1500 Kc. POWER: 100 Watts.
OWNED BY: Oklahoma Press Pub. Co. OP-
ERATED BY: Same. BUSINESS ADDRESS:
Barnes Bldg. PHONE: 302. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 7:00 A.M. to
12:00 midnight. NEWSPAPER AFFILIATION:
Phoenix-Times Democrat, Muskogee Daily.
NEWS SERVICE: Associated Press. TRAN-
SCRIPTION SERVICE: World Broadcasting
System.

Personnel

Vice-President.....Tam Bixby, Jr.
Commercial Manager.....Franklin Rough
Chief Engineer.....Lester Harlow

Coverage

Population—Primary 371,000
Radio Homes— " 53,000
Source: Mail response analysis.

Representative

The Branham Co.

W N A D

"THE VOICE OF SOONERLAND"
NORMAN—EST. 1922

FREQUENCY: 1010 Kc. POWER: 1000 Watts.
OWNED BY: University of Oklahoma. OP-
ERATED BY: University of Oklahoma (extension
division). BUSINESS ADDRESS: University of
Oklahoma. PHONE: 900 — Stations, 123 and
124. STUDIO ADDRESS: University of Okla-
homa. TRANSMITTER LOCATION: University
of Oklahoma. TIME ON THE AIR: Monday—
3:00 to 3:30 P.M.; Tuesday and Thursday—
2:00 to 3:00 P.M., 7:15 to 9:15 P.M.; Wednesday
—2:00 to 3:00 P.M., 8:15 to 9:15 P.M. NEWS
SERVICE Local Campus news through cour-
tesy of the "Oklahoma Daily," Christian Sci-
ence Monitor.

Personnel

Station Director.....Homer Heck
Director of Production.....H. H. Leake
Chief Engineer.....Clyde Farrar

K O C Y

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1310 Kc. POWER: 250 Watts.
OWNED BY: Plaza Court Broadcasting Co.
OPERATED BY: Plaza Court Broadcasting Co.
BUSINESS ADDRESS: Plaza Court. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Oklahoma City. TIME ON THE AIR: 17 hours
daily. NEWS SERVICE: United Press. TRAN-
SCRIPTION SERVICE: Lang-Worth, Associated,
C. P. MacGregor.

Personnel

Manager.....M. H. Bonnebrake
Commercial Manager.....Sam D. Jones
Production Manager.....Marvin Krause

Coverage

	Daytime	Evening
Population—Primary	352,507	352,507
Radio Homes— "	72,511	

Source: Field strength survey.

K O M A

OKLAHOMA CITY—EST. 1932
(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM
OKLAHOMA METROPOLITAN LINE

FREQUENCY: 1480 Kc. POWER: 5000
Watts. OWNED BY: KOMA, Inc. OPERATED
BY: Same. BUSINESS ADDRESS: Biltmore Hotel.
PHONE: 2-3291-2-3. STUDIO ADDRESS: Biltmore
Hotel. TRANSMITTER LOCATION: 7½ miles
N. E. of Oklahoma City on Highway No. 66.
TIME ON THE AIR: 6:00 A.M. to Midnight
(daily); 8:00 A.M. to midnight (Sunday), NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: World Broadcasting System. MAIN-
TAINS ARTISTS' BUREAU.

Personnel

President.....J. T. Griffin
 Station Manager.....Neal Barrett
 Commercial Manager.....Jack Howell
 Director of Promotion.....Bill Anderson
 Program Director.....Wilbur Lukenbill
 Accountant.....Marie Green
 Musical Director.....Paul Christenson
 Chief Engineer.....M. W. Thomas

Coverage

Population—Primary 1,407,200
 Radio Homes— " 254,730
 Population—Secondary 938,400
 Radio Homes— " 170,470

Source: CBS Research Department.

Representative

Free & Peters, Inc.

K T O K

OKLAHOMA CITY—EST. 1927

NBC-BLUE

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: Oklahoma Broadcasting Co., Inc.
 OPERATED BY: Harold V. Hough. BUSINESS
 ADDRESS: 1800 W. Main. PHONE: 3-8352-3.
 STUDIO ADDRESS: Same. TRANSMITTER LO-

CATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library, Lang-Worth.

Personnel

PresidentHarold V. Hough
 Station Manager.....Kenyon M. Douglass
 Commercial Manager Tom Johnson
 Program Director.....Harold Shreve
 Publicity Director.....Paul Buenning
 Chief Engineer.....Bernard Tullius

Coverage

	Daytime	Evening
Population—Primary	561,010	561,010
Radio Homes— "	114,200	114,200

Source: Joint Committee.

Representative

Burn-Smith Co.

W K Y

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Oklahoma Pub. Co. OPERATED BY: WKY Radiophone Co. BUSINESS ADDRESS: Skirvin Tower. PHONE: 3-4306—5-4406. STUDIO ADDRESS: Skirvin Tower. TRANSMITTER LOCATION:

" the oil capital of the World "

KVOO

tulsa

KVOO has the pass-key to the southwest's great Oil Bowl, for within 75 miles of Tulsa lie 40% of Oklahoma's population and 44% of Oklahoma's actual retail sales. KVOO alone covers this area effectively, and, in addition, has primary coverage counties in Kansas, Missouri and Arkansas.



25,000 WATTS — BOTH N. B. C. NETWORKS — EDWARD PETRY, Inc., Rep.

OKLAHOMA

Nine miles out on highway No. 66. **TIME ON THE AIR:** 6:00 A.M. to midnight. **NEWSPAPER AFFILIATIONS:** The Daily Oklahoman, Oklahoma City Times. **NEWS SERVICE:** Associated Press (Non-Commercial). **TRANSCRIPTION SERVICES:** NBC Thesaurus, Standard Supplementary Library. **MAINTAINS ARTISTS' BUREAU.**

Personnel

President..... E. K. Gaylord
 Secretary-Treasurer..... Edgar T. Bell
 Station Manager..... Gayle V. Grubb
 Commercial Manager..... R. E. Chapman
 Special Events Director-Chief Announcer,
 John C. Shafer
 Musical Director..... Allan Clark
 Chief Engineer..... Herman Lovell

Coverage

	Daytime	Evening
Population—Primary	1,624,799	942,547
Radio Homes— "	243,578	146,401
Population—Secondary ..	169,902	
Radio Homes— "	21,500	

Source: Field strength survey; mail response analysis; U. S. Census; Joint Committee.

Representative

The Katz Agency

K H B G

"SERVING EASTERN OKLAHOMA"
OKMULGEE—EST. 1937

FREQUENCY: 1210 Kc. **POWER:** 250 watts. **OWNED BY:** Okmulgee Broadcasting Corp. **OPERATED BY:** Okmulgee Broadcasting Corp. **BUSINESS ADDRESS:** Parkinson Hotel. **PHONE:** 3646. **STUDIO ADDRESS:** Parkinson Hotel. **TRANSMITTER LOCATION:** 20th and S. Okmulgee Sts. **TIME ON THE AIR:** Unlimited license. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President-Manager..... Pat Buford
 Secretary-Treasurer and Commercial
 Manager..... Lucille Buford
 Chief Engineer..... A. F. Schultz

Coverage

Population—Primary	158,000
Radio Homes— "	33,200
Population—Secondary	409,500
Radio Homes— "	82,000

Source: Station survey.

W B B Z

"THE VOICE OF NORTHERN OKLAHOMA"
PONCA CITY—EST. 1928

FREQUENCY: 1200 Kc. **POWER:** 250 watts. **OWNED BY:** Estate of C. L. Carrell. **OPERATED BY:** Adelaide Lillian Carrell, Executrix. **BUSINESS ADDRESS:** 615 West Grand Ave. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Ponca City. **TIME ON THE AIR:** 7:00 A.M. to 10:00 P.M. **NEWS SERVICE:** United Press.

TRANSCRIPTION SERVICE: Standard Radio. **MAINTAINS ARTISTS' BUREAU.**

Personnel

Managing Director A. L. Carrell
 Commercial Manager..... Frank J. Lynch
 Program Director Ted Compton
 Promotion and Publicity Manager,
 W. L. Stevens

Coverage

Population—Primary	420,000
Radio Homes— "	65,400

Source: Station survey.

Representative

Joseph Hershey McGillvra

K G F F

SHAWNEE—EST. 1927

MUTUAL and OKLAHOMA NETWORK
FREQUENCY: 1420 Kc. **POWER:** 250 watts. **OWNED BY:** KGFF Broadcasting Co., Inc. **OPERATED BY:** KGFF Broadcasting Co., Inc. **BUSINESS ADDRESS:** Aldridge Hotel. **PHONE:** 4390. **STUDIO ADDRESS:** Aldridge Hotel. **TRANSMITTER LOCATION:** Shawnee Country Club. **TIME ON THE AIR:** 7:00 A.M. to midnight. **NEWSPAPER AFFILIATIONS:** Shawnee Morning News, Shawnee Evening Star, Stauffer Publications, Inc. **NEWS SERVICE:** Associated Press.

Personnel

President..... Oscar Stauffer
 Secretary-Treasurer and General Manager,
 Joseph W. Lee
 Commercial Manager..... Weldon Stamps
 Chief Announcer..... Frank Jackson
 Publicity Director..... Maxine Eddy
 Chief Engineer..... John Molloy

Coverage

	Daytime	Evening
Population—Primary	437,563	179,931
Radio Homes— "	89,250	34,040

Source: Joint Committee; U. S. Census; field intensity measurements.

Representative

Arthur H. Hagg & Associates

K O M E

TULSA—EST. 1938

MUTUAL BROADCASTING SYSTEM—OKLAHOMA NETWORK
FREQUENCY: 1310 Kc. **POWER:** 250 watts. **OWNED BY:** Oil Capital Sales Corp. **OPERATED BY:** Oil Capital Sales Corp. **BUSINESS ADDRESS:** Radio Bldg., 910 S. Boston. **PHONE:** 3-4121. **STUDIO ADDRESS:** Radio Bldg.; Berryhill Bldg., Sapulpa. **PHONE:** 462. **TRANSMITTER LOCATION:** 3904 S. Newport, Tulsa. **TIME ON THE AIR:** 6:00 A.M. to 12:00 Midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio.

5000 WATTS FULL TIME

BUSINESS IS UP IN THIS RICH MARKET!

. . . Home building in Tulsa doubled—best since 1929—leads Oklahoma and the southwest — \$500,000 expansion started at Textile Mills . . . Two new \$100,000 apartment buildings started . . . \$1,600,000 expansion completed, Mid-Continent Refinery starts another \$2,500,000 expansion.

YES, BUSINESS IS GOOD IN THE KTUL AREA!

Remember also

Within a 75 mile radius of KTUL lies 28% of Oklahoma's area, 43% of Oklahoma's buying power plus 44% of Oklahoma's actual retail sales!



KTUL In Tulsa
• CBS •

FREE AND PETERS—REPRESENTATIVES

Personnel

PresidentHarry Schwartz
 General Manager.....Jack Neil
 Commercial Manager.....Harold Grimes
 Program Director.....R. H. Latting
 Chief Engineer.....James F. Manship

Representative

Allied Representation Co.

KTUL

"YOUR FRIENDLY COLUMBIA STATION"
 TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 5000 watts.
 OWNED BY: J. T. Griffin. OPERATED BY:
 Tulsa Broadcasting Co., Inc. BUSINESS AD-
 DRESS: National Bank of Tulsa Bldg. PHONE:
 4-8188. STUDIO ADDRESS: Same. TRANS-
 MITTER LOCATION: Route No. 8, Tulsa. TIME
 ON THE AIR: 18 hours daily. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE: C. P.
 MacGregor.

Personnel

President.....J. T. Griffin
 Vice President-General
 Manager.....Wm. C. Gillespie
 Commercial Manager.....Lawson Taylor
 Program Director.....Vivian Sandler
 Continuity Chief.....Ray Sollars
 Promotion & Publicity

DirectorJohn Esau
 Chief Engineer.....Nathan Wilcox

Coverage*

Population—Primary 682,600†
 Radio Homes— " 138,424†
 Population—Secondary 1,321,374‡
 Radio Homes— " 284,760‡

*No evening figures available; station has
 been granted power increase.

†Within .5 Millivolt area.

‡Regular listening area.

Source: Field intensity measurements; De-
 partment of Commerce; mail response analysis.

Representative

Free & Peters, Inc.

KVOO

"THE MOST POWERFUL STATION BE-
 TWEEN ST. LOUIS, DALLAS AND DENVER"
 TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1140 Kc. POWER: 25,000
 Watts. OWNED BY: Southwestern Sales Corp.
 OPERATED BY: Southwestern Sales Corp.
 BUSINESS ADDRESS: Philtower Bldg. PHONE:
 2-2254. STUDIO ADDRESS: Philtower Bldg.
 TRANSMITTER LOCATION: 11 miles east of
 Tulsa, Highway 66. TIME ON THE AIR: Un-
 limited Schedule. NEWS SERVICES: Interna-
 tional News Service, United Press. TRAN-
 SCRPTION SERVICES: World Broadcasting
 System, Lang-Worth. MAINTAINS ARTISTS'
 BUREAU.

Personnel

PresidentP. Q. Proctor
 Vice President-General

Manager.....William B. Way
 Commercial Manager.....Willard Egolf
 Program Director.....Norvell Slater
 Continuity Editor.....James Randolph
 News EditorKen Miller
 Publicity Director.....Allan Page
 Chief Announcer.....Eddie Coontz
 Artists' Bureau Manager....Herald Goodman
 Chief Engineer.....L. W. Stinson

Coverage

Population—Primary 2,184,058
 Radio Homes— " 418,890
 Population—Secondary 2,191,598
 Radio Homes— " 437,780

Source: Joint Committee.

Representative

Edward Pety & Company

(See Page 488)

OREGON

Population 1,027,000

Number of Families 299,000

Number of Radio Homes 285,400

Retail Sales \$369,436,100

Auto Registrations 367,432

KAST

"THE VOICE OF COLUMBIA"

ASTORIA—EST. 1935

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Astoria Broadcasting Co. OPER-
 ATED BY: Astoria Broadcasting Co. BUSINESS
 ADDRESS: 1006 Taylor Ave. PHONE: 95. STU-
 DIO ADDRESS: 1006 Taylor Ave. TRANSMIT-

TER LOCATION: 1006 Taylor Ave. TIME ON
 THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER
 AFFILIATION: Astorian-Budget. TRANSCRIP-
 TION SERVICE: Standard Radio, Lang-Worth.

Personnel

President.....M. R. Chessman
 Station Manager.....James C. Wallace
 Commercial Manager.....Frank E. Marrison
 Musical Director.....Sylvia Chandler
 Chief Engineer.....Lawrence King

Coverage

Population—Primary 60,000
 Radio Homes— " 15,000
 Source: Station survey.

Representatives

Cox & Tanz and Walter Biddick

K B K R

BAKER—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: Louis P. Thornton. OPERATED BY: Same. BUSINESS ADDRESS: Baker Loan & Trust Co. Bldg. STUDIO ADDRESS: Baker Loan & Trust Co. Bldg. TRANSMITTER LOCATION: East "H" St. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M., daily; 9:00 A.M. to 9:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Owner Louis P. Thornton
 Resident Manager..... Ellwood W. Lippincott
 Sales Manager..... Fred H. Pelger
 Program Director..... Herbert H. Haley
 Chief Engineer..... Robert B. Sutton

K B N D

**"THE VOICE OF CENTRAL OREGON"
 BEND—EST. 1938**

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Bend Bulletin. OPERATED BY: The Bend Bulletin. BUSINESS ADDRESS: 1121 Wail St. PHONE: 848. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: The Bend Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager..... Frank H. Loggan
 Commercial Manager..... Chet Wheeler
 Chief Technician..... Gene Lovejoy

Coverage

	Daytime	Evening
Population—Primary	20,000	20,000
Radio Homes— "	4,300	4,300
Population—Secondary ..	15,000	15,000
Radio Homes— "	3,000	3,000

Source: U. S. Census; Joint Committee.

K O A C

CORVALLIS—EST. 1922

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: Oregon State Agricultural College. OPERATED BY: Oregon State Agricultural College. BUSINESS ADDRESS: Corvallis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M.

Personnel

Director Luke L. Roberts
 Chief Engineer..... Grant S. Feikert

K O R E

**"VOICE OF THE WILLAMETTE VALLEY"
 EUGENE—EST. 1927**

MBS—DON LEE BROADCASTING SYSTEM. FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Eugene Broadcast Station. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: Route 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Owner..... Frank L. Hill
 Station Manager..... Glenn McCormick
 Chief Engineer..... Harold Gander

Coverage

Population—Primary	95,748
Radio Homes— "	20,100
Population—Secondary	39,220
Radio Homes— "	6,239

Source: Station survey.

Representative

John Blair & Co.

K U I N

GRANTS PASS—EST. 1939

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Southern Oregon Broadcasting Co. OPERATED BY: Southern Oregon Broadcasting Co. BUSINESS ADDRESS: P. O. Box 43. STUDIO ADDRESS: Grants Pass. TRANSMITTER LOCATION: Redwood Highway. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Grants Pass Courier. TRANSCRIPTION SERVICES: World Program Service, C. P. MacGregor.

Personnel

Manager John G. Bauriedel

Representative

John Blair & Co.

K F J I

KLAMATH FALLS—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KFJI Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Willard Hotel Bldg. PHONE: 2125. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President J. A. Kincaid
 Station & Commercial Manager.. Geo. Kincaid
 Chief Engineer..... Joe Carroll

Representative

Cox & Tanz

K L B M

"THE VOICE OF EASTERN OREGON"
LA GRANDE—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: Harold M. Finlay and Mrs. Eloise Finlay. OPERATED BY: Harold M. Finlay.
BUSINESS ADDRESS: Sacajawea Inn. PHONE: 220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near La Grande. TIME ON THE AIR: Full Time License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....H. M. Finlay

Representative

Cox & Tanz

K O O S

"THE VOICE OF SOUTHWESTERN
OREGON"

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM
FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: KOOS, Inc. OPERATED BY: KOOS, Inc. BUSINESS ADDRESS: Hall Bldg. PHONE: 432, 433. STUDIO ADDRESS: Hall Bldg. TRANSMITTER LOCATION: Hall Bldg. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. (PST). NEWSPAPER AFFILIATION: Coos Bay Times. NEWS SERVICE: United Press.

Personnel

President.....Sheldon F. Sackett
General Manager.....Ben E. Stone
Commercial Manager.....A. Thomas Morris
Program Director.....Roger Spough
Chief Engineer.....Paul Spargo

Coverage

Population—Primary	49,200
Radio Homes— "	12,700
Population—Secondary	114,000
Radio Homes— "	30,900

Source: Station survey.

Representative

Walter Biddick (Pacific Coast)

K M E D

MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.
(RED OR BLUE)

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 250 watts, n. OWNED BY: Mrs. W. J. Virgin. OPERATED BY: Mrs. W. J. Virgin. BUSINESS ADDRESS: Sparta Bldg., Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ross Lane. TIME ON THE AIR: Full Time License (95 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commercial Manager.....L. P. Bishop

Sales Manager.....A. A. Adler
Program Director.....Gladys La Marr
Chief Engineer.....D. H. Rees

K A L E

PORTLAND—EST. 1924

MUTUAL-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KALE, Inc. OPERATED BY: Same. BUSINESS ADDRESS: New Heathman Hotel. PHONE: At. 7209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sylvan Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: International News Service, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System, and Associated Recorded Program Service.

Personnel

President.....C. Roy Hunt
Vice-President.....S. R. Winch
Secretary-Treasurer.....C. W. Myers
Station Manager.....Ted Kooreman
Sales Manager.....Charles Couche
Program Director.....H. M. Swartwood, Jr.
Production Manager.....Ted W. Cooke
Publicity Director.....Lester Halpin
Chief Engineer.....Louis Bookwalter

Coverage

	Daytime	Evening
Population—Primary	600,000	600,000
Radio Homes— "	141,000	141,000
Population—Secondary ..	200,000	200,000
Radio Homes— "	45,000	47,000

Source: Mail response analysis.

Representative

Free & Peters, Inc.

K B P S

PORTLAND—EST. 1923

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Student Body Benson Polytechnic School. OPERATED BY: Same. BUSINESS ADDRESS: 546 N. E. 12th Ave. PHONE: EA 8131-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 1:00—3:00 to 5:00 P.M. (each school day).

Personnel

Station Manager.....William Allingham
Agent.....R. T. Stephens
Program Director.....Hazel Kenyon
Chief Engineer.....Fred Miller

Coverage

Population—Primary	350,000
--------------------------	---------

Source: U. S. Census.

KEX

PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE
 FREQUENCY: 1180 Kc. POWER: 5000
 Watts. OWNED BY: Oregonian Pub. Co. (Les-
 see). OPERATED BY: Oregonian Pub. Co.
 BUSINESS ADDRESS: The Oregonian Bldg.,
 6th and Alder Sts. PHONE: Atwater 2121.
 STUDIO ADDRESS: 801 Oregonian Bldg.
 TRANSMITTER LOCATION: North Portland.
 TIME ON THE AIR: (daily) 6:30 A.M. to 12:00
 midnight; (Sunday) 7:30 A.M. to 12:00 mid-
 night. NEWSPAPER AFFILIATIONS: The Ore-
 gonian. NEWS SERVICES: Transradio Press,
 International News Service. TRANSCRIPTION
 SERVICE: NBC Thesaurus.

Personnel

Station Manager.....W. Carey Jennings
 Sales Manager.....Paul H. Connet
 Traffic Manager.....Ralph Greer
 Program Director.....H. Q. Cox
 Continuity Director.....Barney Miller
 Chief Engineer.....Harold Singleton

Coverage

	Daytime	Evening
Population—Primary	799,383	815,200
Radio Homes—"	195,210	199,743
Population—Secondary	297,952	562,325
Radio Homes—"	72,260	137,320

Source: Joint Committee; NBC Circulation figures.

Representative

Edward Petry & Co., Inc.

KGW

PORTLAND—EST. 1922

NBC (Red Network)—NORTHWEST TRIANGLE
 FREQUENCY: 620 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: Oregonian
 Pub. Co. OPERATED BY: Oregonian Pub. Co.
 BUSINESS ADDRESS: The Oregonian Bldg.,
 6th & Alder Sts. PHONE: Atwater 2121.
 STUDIO ADDRESS: 801 Oregonian Bldg.
 TRANSMITTER LOCATION: North Portland.
 TIME ON THE AIR: (daily) 7:00 A.M. to mid-
 night; (Sunday) 8:00 A.M. to 12:00 midnight.
 NEWSPAPER AFFILIATION: The Oregonian.
 NEWS SERVICES: Transradio Press, Interna-
 tional News Service. TRANSCRIPTION SERV-
 ICE: NBC Thesaurus.

Personnel

Station Manager.....W. Carey Jennings
 Sales Manager.....Paul H. Connet
 Traffic Manager.....Ralph Greer
 Program Director.....H. Q. Cox
 Continuity Director.....Barney Miller
 Chief Engineer.....Harold Singleton

Coverage

	Daytime	Evening
Population—Primary	922,565	724,569
Radio Homes—"	225,290	176,940
Population—Secondary	269,248	356,717
Radio Homes—"	65,750	87,110

Source: Joint Committee; NBC Circulation figures.

Representative

Edward Petry & Co., Inc.

EVERYBODY IN RADIO

READS

RADIO DAILY

REGULARLY

K O I N

PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 940 Kc. POWER: 5000 watts. OWNED BY: KOIN, Inc. OPERATED BY: KOIN, Inc. BUSINESS ADDRESS: New Heathman Hotel. PHONE: Atwater 3333. STUDIO ADDRESS: New Heathman Hotel. TRANSMITTER LOCATION: Sylvan. TIME ON THE AIR: 6:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: Associated Music Publishers, World Program Library, Lang-Worth Public Domain.

Personnel

President.....C. W. Myers
Station Manager.....C. Roy Hunt
Sales and Promotion Manager...C. E. Couche
Artists' Bureau Head.....Johnnie Walker
Director of Public Relations.....Art Kirkham
Director of Public Affairs.....Stanly Church
Director of Commercial Relations,

Harry Buckendahl

Musical Director.....Joseph Sampietro
Technical Director.....Louis Bookwalter

Coverage

Population—Primary 828,600
Radio Homes— " 234,100
Population—Secondary 1,656,000
Radio Homes— " 454,000

Source: Station survey.

Representative

Free & Peters, Inc.
World Broadcasting System

K W J J

PORTLAND—EST. 1927

FREQUENCY: 1040 Kc. POWER: 500 Watts. OWNED BY: KWJJ Broadcasting Co., Inc. OPERATED BY: KWJJ Broadcasting Co., Inc. BUSINESS ADDRESS: 622 S. W. Salmon St. PHONE: Atwater 4393-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oaks Park, Portland, Ore. TIME ON THE AIR: 6:00 A.M. to local sunset—9:00 P.M. to 3:00 A.M. NEWS SERVICE: United Press.

Personnel

President.....Wilbur J. Jerman
Secretary-Treasurer & General
Manager.....John C. Egan
Commercial Manager.....L. D. Henderson
Chief Engineer.....W. J. Jerman

Representative

Cox & Tanz

K X L

PORTLAND—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: KXL Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: KXL Bldg.

PHONE: Broadway 6451. STUDIO ADDRESS: KXL Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Lang-Worth, Standard Radio.

Personnel

President and General
ManagerT. W. Symons, Jr.
Chief Engineer.....Ralph Mifflin

Coverage

Population—Primary 438,500
Radio Homes— " 123,900
Source: Station estimate.

Representative

Furgason & Walker, Inc.

K R N R

"VOICE OF UMPQUA VALLEY"

ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: News Review Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Umpqua. PHONE: No. 4. STUDIO ADDRESS: Hotel Umpqua. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (unlimited license). NEWSPAPER AFFILIATION: Roseburg News Review. NEWS SERVICE: Associated Press (non-commercial).

Personnel

General Manager.....M. H. Pengra

Representative

John Blair & Co.

K S L M

SALEM—EST. 1934

MBS-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Oregon Radio, Inc. OPERATED BY: Oregon Radio, Inc. BUSINESS ADDRESS: 633 N. Front St. PHONE: 6131. STUDIO ADDRESS: 633 N. Front St. TRANSMITTER LOCATION: 633 N. Front St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Morning Statesman. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-General ManagerH. B. Read
Station Manager.....Earl Hoadrick
Artists' Bureau Head.....Dwight Hoxie
Chief Announcer.....Goodwin Lein
Publicity Director.....Clarice Kolbe
Musical Director.....Herbert Johnston
Chief Engineer.....Les Vaught

The Pennsylvania

TRI-POLITAN

Market

WORK, York
WKBO, Harrisburg
WGAL, Lancaster

This triple-metropolitan market with broadcasting stations located at three points of the triangle is one of America's greatest buying centers covering more than a half-million population. The area has an annual industry payroll exceeding \$100,000,000; more than \$150,000,000 retail sales yearly and is located in the nation's richest farming area.

**Now Available At One
Cost On NBC Red or Blue
Networks or "Spot Radio"**

Address "Spot Radio" Time Clearance Requests:—

TRI-POLITAN RADIO MARKET

8 West King Street

Lancaster, Penna.

Represented Nationally:—

PAUL H. RAYMER CO.

New York • Chicago • Detroit • San Francisco • Los Angeles

PENNSYLVANIA

Population 10,176,000

Number of Families 2,452,000

Number of Radio Homes 2,206,400

Retail Sales \$2,740,001,000

Auto Registrations 2,067,321

W C B A - W S A N

ALLENTOWN—EST. 1923

NBC (Red and Blue)

QUAKER NETWORK—PENNSYLVANIA NETWORK

FREQUENCY: 1440 Kc. POWER: 500 watts.
 OWNED BY: Lehigh Valley Broadcasting Co.
 OPERATED BY: Lehigh Valley Broadcasting Co.
 BUSINESS ADDRESS: 39 N. 10th St. PHONE: 9511-6736. STUDIO ADDRESS: 39 N. 10th St.
 TRANSMITTER LOCATION: North 7th St. Highway.
 TIME ON THE AIR: 7:30 a.m. to midnight.
 NEWSPAPER AFFILIATIONS: Chronicle and News, Allentown Morning Call. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

Personnel

General Manager.....B. Bryan Musselman
 Chief Engineer.....Wm. A. McCutcheon

Coverage

Population—Primary 363,000
 Radio Homes— " 82,500
 Population—Secondary 5,000,000
 Radio Homes— " 1,100,000

Source: Mail response analysis.

Representative

Ferguson & Walker, Inc.

W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER 100 Watts
 OWNED BY: The William F. Gable Co. OPERATED BY: The Gable Broadcasting Co. BUSINESS ADDRESS: 1320 Eleventh Ave. PHONE: 6467. STUDIO ADDRESS: Gable Arcade Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 a.m. to 9:00 p.m. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Managing Director.....Roy Thompson
 Chief EngineerJames E. Moffat

Note: Commercial department is directed by the Managing Director.

Coverage

	Daytime	Evening
Population—Primary	108,300*	108,300*
Radio Homes— "	106,870	106,870
Population—Secondary ..	450,000	450,000

* Families.

Source: Station survey; Chamber of Commerce.

Representative

Cox & Tanz

W E S T

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Associated Broadcasters, Inc.
 OPERATED BY: Associated Broadcasters, Inc.
 BUSINESS ADDRESS: 516 Northampton St. PHONE: 8001. STUDIO ADDRESS: 516 Northampton St. TRANSMITTER LOCATION: Williams Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m.. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus, Lang-Worth.

Personnel

Station & Commercial

ManagerElwood C. Anderson
 Program Manager.....Wilbert Markle
 Publicity Director.....Pauline Davis

Coverage

	Daytime	Evening
Population—Primary	644,620	472,263
Radio Homes— "	144,543	106,377

Source: U.S. Census; Joint Committee; Field intensity measurements and mail response analysis.

Representative

Paul H. Raymer Co.

W L E U

ERIE—EST. 1935

NBC—(BLUE)

FREQUENCY: 1420 Kc. POWER: 250 watts.
 OWNED BY: WLEU Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Commerce Bldg., 12th & State Sts. PHONE: 22-129. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE

• • • **PENNSYLVANIA** • • •

AIR: (Daily) 7:00 a.m. to 12:00 midnight; (Sunday) 10:15 a.m. to 12:00 midnight. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** World Broadcasting System.

Personnel

General Manager.....V. Hamilton Weir
 Chief AnnouncerJames O'Shea
 Program Director.....James Hamilton
 Musical Director.....Anthony Conti
 Chief Engineer.....Harold Roess

Coverage

	Daytime	Evening
Population—Primary	400,000	250,000
Radio Homes— "	100,000	62,500

Source: Station survey.

•
(CALL LETTERS UNASSIGNED)*
ERIE—EST. 1940

FREQUENCY: 1500 Kc. **POWER:** 250 watts. d.; 100 watts, n. **OWNED BY:** Presque Isle Broadcasting Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Erie. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Erie. **TIME ON THE AIR:** Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

W I B G

"PHILADELPHIA'S SUBURBAN STATION"
GLENSIDE—EST. 1925

FREQUENCY: 970 Kc. **POWER:** 100 watts. **OWNED BY:** Seaboard Radio Broadcasting Corp. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Corner Mt. Carmel Ave. & Easton Rd. **PHONE:** Ogontz 3100 & Majestic 2675. **STUDIO ADDRESS:** Same. **SALES OFFICE:** 428 Perry Bldg., Philadelphia, Pa. **PHONE:** Rittenhouse 9182. **TRANSMITTER LOCATION:** Chenttenham Township, Montgomery County, Pa. **TIME ON THE AIR:** Local sunrise to sunset. **NEWS SERVICE:** United Press.

Personnel

President.....Paul F. Harron
 Vice-President-Manager.....Edward D. Clery
 Secretary-Treasurer.....Katharine A. Harron
 Program Director.....Douglas Arthur
 Publicity Director.....Rupe Werling
 Chief Engineer.....John H. Henninger

Coverage

Population—Primary	3,000,000
Radio Homes— "	691,000
Population—Secondary	4,000,000
Radio Homes— "	1,000,000

Source: Station survey.

•
W H J B

GREENSBURG—EST. 1933

FREQUENCY: 620 Kc. **POWER:** 250 Watts. **OWNED BY:** Pittsburgh Radio Supply House. **OPERATED BY:** Pittsburgh Radio Supply House. **BUSINESS ADDRESS:** 128 Pennsylvania Ave. **PHONE:** 3740. **STUDIO ADDRESS:** 128 Pennsylvania Ave. **TRANSMITTER LOCATION:** 128 Pennsylvania Ave. **TIME ON THE AIR:** 7:00 A.M. to local sunset.

Personnel

President.....H. J. Brennen
 Commercial Manager.....R. M. Thompson
 Chief Announcer.....Howard Lewis
 Station Manager.....Roy H. Verret
 Chief Engineer.....Walter McCoy

Coverage

Population—Primary	4,494,652
Radio Homes— "	992,110

Source: U. S. Census; Joint Committee.

Representative

William G. Rambeau Co.

•
W S A J

"THE EDUCATIONAL VOICE OF
 WESTERN PENNSYLVANIA"
GROVE CITY—EST. 1922

FREQUENCY: 1310 Kc. **POWER:** 100 Watts. **OWNED BY:** Grove City College. **OPERATED BY:** Grove City College. **BUSINESS ADDRESS:**

- in Erie it's

WLEU

NBC BLUE



Convinces, persuades and sells in the rich industrial and agricultural area of

Northwestern Pennsylvania

Eastern Ohio

Western New York

For complete data write

V. HAMILTON-WEIR

P. O. Box 95

Erie, Pa.

• • • **P E N N S Y L V A N I A** • • •

Hall of Science. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** 4:30 p.m. to 5:30 p.m., Sundays; 7:15 p.m. to 8:45 p.m., Tuesdays and Thursdays.

Personnel

Acting Director-Chief Engineer...H. W. Harmon
 Program Director.....Rea G. Walters

Coverage*

Population—Primary 25,000
 Population—Secondary 200,000
 * Primary area consists of 10-mile area around Grove City; secondary area, 25-mile radius.

Source: Station survey.

•
W H P

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. **POWER:** 5000 watts, d.; 1000 watts, n. **OWNED BY:** WHP, Inc. **OPERATED BY:** WHP, Inc. **BUSINESS ADDRESS:** Telegraph Bldg. **PHONE:** 4-3211. **STUDIO ADDRESS:** Telegraph Bldg. **TRANSMITTER LOCATION:** Paxtang, Pa. **TIME ON THE AIR:** (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. **NEWS SERVICE:** Transradio Press. **NEWSPAPER AFFILIATION:** The Harrisburg Telegraph. **TRANSCRIPTION SERVICE:** Lang-Worth, Standard Radio.

Personnel

Station Manager.....A. K. Redmond
 Production Director.....E. K. Smith
 Sales Director.....C. L. Bailey
 Chief Engineer.....R. S. Duncan

•
W K B O

HARRISBURG—EST. 1927

NBC—MBS—MASON-DIXON GROUP

FREQUENCY: 1200 Kc. **POWER:** 250 watts. **OWNED BY:** Keystone Broadcasting Corp. **OPERATED BY:** Keystone Broadcasting Corp. **BUSINESS ADDRESS:** 31 North Second St. **PHONE:** 4-0191. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Third & Walnut Sts. **TIME ON THE AIR:** 7:00 a.m. to 1:00 a.m. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System.

Personnel

Station Manager.....C. G. Moss
 Commercial Manager.....Geo. C. Smith

Coverage

	Daytime	Evening
Population—Primary	726,871	311,977
Radio Homes— "	145,633	66,261

Source: U. S. Census; Joint Committee; field intensity measurements and mail response analysis.

Representative

Paul H. Raymer Co.

W A Z L

"VOICE OF THE ANTHRACITE
 COAL REGION"

HAZLETON—EST. 1932

**MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP**

FREQUENCY: 1420 Kc. **POWER:** 250 watts. **OWNED BY:** Hazleton Broadcasting Service, Inc. **OPERATED BY:** Hazleton Broadcasting Service, Inc. **BUSINESS ADDRESS:** Hazleton National Bank Bldg. **PHONE:** 1488. **STUDIO ADDRESS:** Hazleton National Bank Bldg. **TRANSMITTER LOCATION:** Hazleton National Bank Bldg. **TIME ON THE AIR:** 7:00 a.m. to 1:00 a.m. **NEWS SERVICE:** Transradio News. **TRANSCRIPTION SERVICES:** NBC Thesaurus and Lang-Worth.

Personnel

Station & Commercial Mgr.....V. C. Diehm
 Program Manager.....Thomas Tito
 Publicity Director.....Kathryn Kohler

Coverage

	Daytime	Evening
Population—Primary	567,890	373,639
Radio Homes— "	116,813	71,015

Source: U. S. Census; Joint Committee; Field

WJAC

JOHNSTOWN, PENNA.



providing the only full
 coverage of the large
 Johnstown trading area



NOW

NBC RED

MORE PEOPLE
Live in KYW's
primary area than in

LOS ANGELES

ST. LOUIS

ROCHESTER

FT. WORTH

COMBINED



WESTINGHOUSE

KYW

"the RED network station in the Nation's
THIRD Market—PHILADELPHIA"

NATIONAL BROADCASTING COMPANY

intensity measurements and mail response analysis.

Representative

Paul H. Raymer Company

W J A C

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WJAC, Inc. OPERATED BY: WJAC, Inc. BUSINESS ADDRESS: Tribune Annex, Locust St. PHONE: 24-361. STUDIO ADDRESS: Tribune Annex, Locust St. TRANSMITTER LOCATION: Tribune Bldg., Locust St. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

Personnel

President.....Walter W. Krebs
 Treasurer.....L. W. Barnes
 Secretary-Station Manager.....J. C. Tully
 Chief Engineer.....Nevin Straub

Coverage

Population—Primary 211,000
 Radio Homes— " 40,800
 Population—Secondary 258,400
 Radio Homes— " 51,400

Source: Field intensity measurements.
 (See Page 499)

W G A L

LANCASTER—EST. 1922

NATIONAL BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: WGAL, Inc. OPERATED BY: WGAL, Inc. BUSINESS ADDRESS: 8 West King St. PHONE: 5252. STUDIO ADDRESS: 8 West King St. TRANSMITTER LOCATION: 8 West King St. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth.

Personnel

Station and Commercial
 Manager.....Walter Miller
 Program Manager.....Ernest Stanzola
 Publicity Director.....Ruth Hergenrother

Coverage

Daytime—Evening

Population—Primary 462,144 153,229
 Radio Homes— " 108,329 35,425

Source: U. S. Census; Joint Committee; field intensity measurements and mail response analysis.

Representative

Paul H. Raymer Company

W K S T

"VOICE OF WESTERN PENNSYLVANIA"
NEW CASTLE—EST. 1938

QUAKER STATE NETWORK

FREQUENCY: 1250 Kc. POWER: 1000 watts. OWNED BY: WKST, Inc. OPERATED BY: WKST, Inc. BUSINESS ADDRESS: Cathedral Bldg. PHONE: 5050-5051. STUDIO ADDRESS: Cathedral Bldg.; Ellwood Furniture Co., Ellwood City. PHONE: 77; Library Bldg., Westminster College, New Wilmington. PHONE: 100. TRANSMITTER LOCATION: Old Pittsburgh and Savannah Center Roads. TIME ON THE AIR: 7:00 a.m. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President & General
 Manager.....S. W. Townsend
 Vice-President & Commercial
 Manager.....H. S. Kirk
 Treasurer.....S. W. Townsend
 Secretary & Station
 Manager.....A. W. Graham
 Continuity Director.....J. Leonard Taylor
 Chief Announcer.....Carl Bates

Coverage

Population—Primary 922,791
 Population—Secondary 3,391,018

Source: U. S. Census; field intensity measurements.

Representative

Burn-Smith Co.

K Y W

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO. (RED)
 FREQUENCY: 1020 Kc. POWER: 10,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: 1619 Walnut St. PHONE: Locust 3760. STUDIO ADDRESS: Same.

In Philadelphia

7 OUT OF **10*** HOMES
REGULARLY LISTEN TO WCAU

... **33.9%*** MORE
THAN THE NEXT BEST STATION



WHEN YOU THINK OF PHILADELPHIA

THINK OF **WCAU**

PHILADELPHIA'S ONLY 50,000 WATT STATION

*Based on a survey published in — "Make Hay
While The Sun Rises". Copy sent on request.

P E N N S Y L V A N I A

TRANSMITTER LOCATION: RFD No. 4, Norristown. TIME ON THE AIR: 5:59 a.m. to 1:00 a.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....George H. Bucher
 Station Manager.....Leslie Joy
 Program Manager.....James P. Begley
 Sales Prom.-Advertising Manager
 L. B. Beeuwkes
 Sales Manager.....Griffith B. Thompson
 Publicity Director.....J. A. Aull
 Plant Manager.....E. H. Gager
 Auditor-Personnel
 Manager.....J. F. M. Proulx

Coverage

	Daytime	Evening
Population—Primary	4,354,600	4,196,300
Radio Homes— "	978,300	950,000
Population—Secondary ..	2,060,300	4,220,200
Radio Homes— "	126,200	221,200

Source: NBC Statistical Department.

Representative

National Broadcasting Co.

W C A U

PHILADELPHIA—EST. 1921

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1170 Kc. POWER: 50,000 watts. OWNED BY: WCAU Broadcasting Co. OPERATED BY: WCAU Broadcasting Co. BUSINESS ADDRESS: 1622 Chestnut St. PHONE: Locust 7700. STUDIO ADDRESS: WCAU Bldg. TRANSMITTER LOCATION: Newtown Square. TIME ON THE AIR: 5:55 a.m. to 2:05 a.m.; Sunday, 9:30 a.m. to 2:05 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station
 Manager.....Dr. Leon Levy
 Commercial Manager.....Jack Hammond
 Director of Programs.....Stan Lee Broza
 Publicity Director.....Kenneth W. Stowman
 Musical Director.....Robert Golden
 Chief Engineer.....John Leitch

Coverage

Population—Primary	6,500,000
Radio Homes— "	1,400,000
Population—Secondary	3,500,000

Radio Homes— " 650,000
 Source: Station's personal interview survey.

Representatives

Robert A. Street, 485 Madison Ave., N. Y.
 Bertha Bannon (Boston)
 Virgil Reiter Co. (Chicago)
 Paul H. Raymer Co. (San Francisco & Los Angeles)

W D A S

PHILADELPHIA—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WDAS Broadcasting Sta., Inc. OPERATED BY: WDAS Broadcasting Sta., Inc. BUSINESS ADDRESS: 1211 Chestnut St. PHONE: Locust 7400—Race 7474. STUDIO ADDRESS: 1211 Chestnut St. TRANSMITTER LOCATION: Woodside Park. TIME ON THE AIR: 7:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth & Wentworth.

Personnel

President.....Alexander W. Dannenbaum
 Vice-President-General Manager..P. J. Stanton
 Secretary-Treasurer & Commercial
 Manager.....A. W. Dannenbaum, Jr.
 Program Director.....Harold Davis
 Publicity Director.....Jerry Stone
 Musical Director.....Joseph Schribeman

Coverage*

	Daytime
Population—Primary	2,294,303
Radio Homes— "	552,256
Population—Secondary	3,201,627
Radio Homes— "	764,582

* Station has no figures available for evening but estimates coverage is greater for evening.

Source: Field intensity survey; U. S. Census; Joint Committee.

W H A T

PHILADELPHIA—EST. 1930

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Independence Broadcasting Co., Inc. OPERATED BY: Independence Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Philadelphia, 39th & Chestnut Sts. PHONE: Lombard 2390-1—Main 2000. STUDIO ADDRESS: Public Ledger Bldg., 7th & Chestnut Sts. TRANSMITTER LOCATION: Hotel Philadelphia. TIME ON THE AIR: Share time—(45 hours weekly). TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....John B. Knox
 Manager.....Milton Laughlin
 Program Director.....Sam Serota

W
F
I
L

**THE CONFIDENCE
OF THE
COMMUNITY**

WFIL
"PHILADELPHIA'S
STATION"

29% more local advertising in
1939! . . . More than any other
local network station!

Philadelphia business men
know that civic minded, show-
manly WFIL has LOCAL AC-
CEPTANCE. Follow their lead.
For your national spot cam-
paign, tell Philadelphia through
WFIL . . . and . . . you'll sell!

**560 on your dial
PHILADELPHIA, PA.**

NBC Blue . . . Mutual Networks

**Nat'l Representatives
EDW. PETRY CO.**

WFIL

"PENNSYLVANIA'S STATION—WFIL IN PHILADELPHIA"

PHILADELPHIA—EST. 1934

NATIONAL BROADCASTING CO. (BLUE)

MUTUAL—QUAKER NETWORK

FREQUENCY: 560 Kc. POWER: 1,000 Watts.

OWNED BY: WFIL Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Widener Bldg. PHONE: Rit. 6900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 63rd & Schuylkill River. TIME ON THE AIR: 6:30 a.m. to 2:00 a.m. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Library, Miller Tape Service, C. P. MacGregor.

Personnel

President.....Samuel R. Rosenbaum
 General Manager.....Roger Clipp
 Assistant General Manager.....Fred Dodge
 Sales Manager.....John Earle Surrick
 Publicity Director.....Joseph T. Connolly
 Program Director.....James Allen
 Musical Director.....Anthony Candelori
 Acting Chief Engineer.....Arnold Nygren

Coverage

Population—Primary 3,906,514
 Radio Homes— " 944,160
 Population—Secondary *5,576,177
 Radio Homes— " *1,336,760

* Including Primary Area.

Source: Field strength survey; mail response analysis.

Representative

Edward Petry & Co.

WIP

PHILADELPHIA—EST. 1922

INTERCITY

FREQUENCY: 610 Kc. POWER: 5000 watts.

OWNED BY: Gimbel Bros., Inc. OPERATED BY: Penna. Broadcasting Co. BUSINESS ADDRESS: 35 S. 9th St. PHONE: Walnut 6800. STUDIO ADDRESS: 35 S. 9th St. TRANSMITTER LOCATION: 2108 Spring Garden St. TIME ON THE AIR: 24 hours, daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President & Station Manager.....Benedict Gimbel, Jr.
 V.P in Charge of Sales.....Edward A. Davies
 Program Director.....Murray Arnold
 Technical Supervisor.....Clifford C. Harris

Coverage

Population—Primary 3,661,899
 Radio Homes— " *1,282,897
 Population—Secondary 3,272,681

* Includes both primary and secondary areas

Source: U. S. Census; field intensity measurements.

Representative

Radio Advertising Corp.

(See Page 508)

WPEN

"PHILADELPHIA'S OWN STATION"

PHILADELPHIA—EST. 1929

(HOOK-UP WITH WOV, New York)

FREQUENCY: 920 Kc. POWER: 1000 Watts.

OWNED BY: Wm. Penn Broadcasting Co. OPERATED BY: Wm. Penn Broadcasting Co. BUSINESS ADDRESS: 22nd and Walnut Sts. PHONE: Rittenhouse 4140. STUDIO ADDRESS: 22nd and Walnut Sts. TRANSMITTER LOCATION: 72nd & Vine Sts. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Langworth. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Arthur Simon
 Program Director.....Thomas B. Smith
 Publicity Director.....Lillian Slater
 Musical Director.....Joseph Franzoza
 Chief Engineer.....Charles Burtis

Coverage

No exact figures available at time of going to press.

Representative

WOV, New York City

(See Page 506)

WTCL

PHILADELPHIA—EST. 1925

FREQUENCY: 1310 Kc. POWER: 100 Watts.

OWNED BY: Foulkrod Radio Engineering Co. OPERATED BY: Foulkrod Radio Engineering Co. BUSINESS ADDRESS: 4312-14 N. Broad St. PHONE: Gladstone 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rowlandville, Pa. TIME ON THE AIR: Shares Time with WHAT.

Personnel

PresidentDoug. Hibbs
 General Manager.....Henry N. Cocker

KDKA

"THE ONLY MASTER KEY TO THE MASTER MARKET"

PITTSBURGH—EST. 1920

NBC (BLUE)

FREQUENCY: 980 Kc. POWER: 50,000 watts.

OWNED AND OPERATED BY: Westinghouse Electric & Mfg. Co. PROGRAMMED BY: National Broadcasting Co. BUSINESS ADDRESS: Grant Bldg. PHONE: Grant 4200. STUDIO ADDRESS: Grant Bldg. TRANSMITTER LOCATION: Allison Park, Hampton Township, Pa. TIME ON THE AIR: 6:00 a.m. to 1:00 a.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

SALES

in a nutshell!



THE kernel of every Advertising campaign is Sales! That's why more and more National Advertisers, in *addition* to their English shows, are also using our ITALIAN, JEWISH and POLISH programs. They know that specialized Advertising in these *important* foreign language markets bears fruit —"Sales in a Nutshell!"

**WPEN PHILADELPHIA
1000 WATTS**

WM. PENN BROADCASTING COMPANY, PHILADELPHIA

• • • **P E N N S Y L V A N I A** • • •

Personnel

President.....G. H. Bucher
 General Manager.....S. D. Gregory
 Artists Bureau Head.....E. J. Calahan
 Sales Manager.....W. E. Jackson
 Publicity Director.....James Luntzel
 Program Manager.....Derby Sproul
 Promotion Manager.....W. B. McGill
 Auditor.....D. F. Dickson
 Musical Director.....Maurice Spitalny
 Plant Manager.....J. E. Baudino

Coverage*

	Daytime	Evening
Population—Primary	5,803,900	5,435,800
Radio Homes—"	1,233,800	1,146,000
Population—Secondary	3,997,500	17,866,900
Radio Homes—"	880,600	2,925,300

* Based on previous transmitter location.
 Source: NBC Statistical Department.

Representative

National Broadcasting Co.

K Q V

PITTSBURGH—EST. 1919

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts.
 OWNED BY: KQV Broadcasting Co. OPERATED BY: KQV Broadcasting Co. BUSINESS ADDRESS: 1406 Chamber of Commerce Bldg. PHONE: Private Exchange, Grant 4860. STUDIO ADDRESS: 1406 Chamber of Commerce Bldg. TRANSMITTER LOCATION: 1475 Crane Road. TIME ON THE AIR: 7:00 a.m. to 12:30 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio Library, Davis & Schwegler.

Personnel

President.....H. J. Brennen
 Vice-President.....H. K. Brennen
 Secretary.....H. N. Stehman
 Station Manager.....John J. Laux
 Commercial & Advertising Manager.....R. M. Thompson, Sr.
 Chief Announcer.....J. Herbert Angell
 Publicity Director.....Joe Vilella
 Chief Engineer.....Walter W. McCoy

Coverage

Population—Primary	2,582,669
Radio Homes—"	582,218
Population—Secondary	1,120,550
Radio Homes—"	262,265

Source: Field intensity survey; Joint Committee.

Representative

William G. Rambeau Co.

W C A E

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

FREQUENCY: 1220 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WCAE, Inc.

OPERATED BY: WCAE, Inc. BUSINESS ADDRESS: Hotel William Penn. PHONE: Atlantic 6900. STUDIO ADDRESS: Hotel William Penn. TRANSMITTER LOCATION: Agnew Road, Baldwin Township. TIME ON THE AIR: 7:00 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Pittsburgh Sun - Telegraph. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-General Manager.....Leonard Kapner
 Sales Manager.....Lester Lindow
 Publicity Director.....James F. Murray
 Musical Director.....Earl Truxell
 Chief Engineer.....James Schultz
 Program Manager.....R. Clifton Daniel

Coverage

Population—Primary	2,280,481
Radio Homes—"	597,700
Population—Secondary	2,016,195
Radio Homes—"	262,856

Source: U. S. Census; Joint Committee.

Representative

International Radio Sales

W J A S

PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts. OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 411—7th Ave. PHONE: Grant 4860-1-2-3-4-5-6. STUDIO ADDRESS: 411—7th Ave. TRANSMITTER LOCATION: 1475 Crane Road, 20th Ward, Pittsburgh. TIME ON THE AIR: 7:30 a.m. to 12:30 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, also cut own disks.

Personnel

President & General Manager.....H. J. Brennen
 Commercial Manager.....R. M. Thompson, Sr.
 Chief Announcer.....Beckley Smith
 Publicity Director.....M. Caughey
 Musical Director & Pgm. Mgr.....Jas. Hughes
 Chief Engineer.....W. W. McCoy

Coverage

Population—Primary	3,090,300
Radio Homes—"	652,500
Population—Secondary	7,200,000
Radio Homes—"	1,609,900

Source: Mail response analysis.

Representative

William G. Rambeau Co.

W W S W

PITTSBURGH—EST. 1931

MBS—NBC (Blue)—QUAKER NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Walker & Downing Radio Corp.

A "CROSSLEY" RATING OF 85.3?

Say, we wish we had it! However, IF A CROSSLEY WERE MADE ON OUR BUSINESS RECORD, that headline would be no exaggeration! Honest! Look at this . . . As Of December 1, 1939, of the accounts NOW USING WIP—

56.2% have been USING WIP REGULARLY for TWO years!

51.5% have been USING WIP REGULARLY for THREE years!

43.7% have been USING WIP REGULARLY for FOUR years!

40.6% have been USING WIP REGULARLY for FIVE years!

32.8% have been USING WIP REGULARLY for SIX years!

17.1% have been USING WIP REGULARLY for SEVEN years!

12.5% have been USING WIP REGULARLY for EIGHT years!

AND THAT'S WHY WIP IS NOW SOLD A SOLID 85.3%

(yes, 85.3%!!!)

This, mind you, on a 24-HOUR A DAY SCHEDULE, TOO!

610 Kilocycles
1,000 Watts*

35 S. Ninth Street
Walnut 6800

W I P

BENEDICT GIMBEL, JR.
President

EDWARD A. DAVIES
Director of Sales

"PHILADELPHIA'S PIONEER VOICE"

*C. P.—5,000 WATTS

OPERATED BY: Walker & Downing Radio Corp. BUSINESS ADDRESS: Hotel Keystone. PHONE: Grant 5200. STUDIO ADDRESS: Hotel Keystone. TRANSMITTER LOCATION: 341 Rising Main St. TIME ON THE AIR: 7:30 a.m. to midnight. NEWSPAPER AFFILIATION: Pittsburgh Post Gazette. NEWS SERVICE: International News. MAINTAINS ARTISTS' BUREAU TRANSCRIPTION SERVICE: Associated Music Publishers, Standard Radio.

Personnel

President..... Paul Block
 Vice-President..... Oliver J. Keller
 Treasurer..... Leo A. Wise
 Secretary-General Manager Frank R. Smith, Jr.
 Promotion Manager..... H. B. Trautman
 Program Director..... Walter E. Sickles
 Chief Engineer..... Ancil A. Lewis

Coverage

	Daytime	Evening
Population—Primary	1,500,000	1,500,000
Radio Homes— "	361,000	361,000
Population—Secondary	2,250,000	2,250,000
Radio Homes— "	441,000	441,000

Source: Field intensity survey.

Representative

Cox & Tanz

W E E U

READING—EST. 1931

NATIONAL BROADCASTING CO.

FREQUENCY: 830 Kc. POWER: 1000 Watts. OWNED BY: Berks Broadcasting Co. OPERATED BY: Berks Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7335. STUDIO ADDRESS: 533 Penn St., and Reading Senior High School. TRANSMITTER LOCATION: Spring Township. TIME ON THE AIR: 8:00 a.m. to local sunset. TRANSCRIPTION SERVICE: Lang-Worth, NBC Thesaurus, NAB Library, Standard Radio.

Personnel

General Manager Clifford M. Chafey
 Program Director..... Paul Breedy
 Sales Manager..... W. A. Ripley

Coverage

Population—Primary	1,526,900
Radio Homes— "	346,000
Population—Secondary	2,406,600
Radio Homes— "	525,700

Source: Mail response analysis.

Representative

George P. Hollingbery Co.

READING, PA.

AN IDEAL TEST MARKET
 AT LOW COST

The third market of Pennsylvania and 66th of the entire nation, Reading, Pa., is selected by many shrewd advertisers as a test market because of its similarity in make up to the large Metropolitan Centers and the purchasing power of its inhabitants. Of course, WEEU is selected as the test station because of its unusual coverage and its low rates per capita listener.

W E E U

1000 Watts — 830 K.C. (A clear national Channel)

Represented Nationally by
 GEORGE P. HOLLINGBERY CO.

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 100 Watts.
 OWNED BY: Reading Broadcasting Co. OPERATED BY: Reading Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7336. STUDIO ADDRESS: 533 Penn St. and State Theatre. TRANSMITTER LOCATION: Reading. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight.

Personnel

President Clifford M. Chafey
 Station Manager Raymond A. Gaul
 Sales Manager Robert Magee

Representative

George P. Hollingbery Co.

W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Scranton Broadcasters, Inc. OPERATED BY: Scranton Broadcasters, Inc. BUSINESS ADDRESS: 1000 Wyoming Ave. PHONE: 6296-7. STUDIO ADDRESS: Administration Bldg. of International Correspondence Schools. TRANSMITTER LOCATION: Drinker Turnpike, Dunmore, Pa. TIME ON THE AIR: (daily) 7:00 a.m. to 2:00 a.m., (Sunday) 8:45 a.m. to 2:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President..... Frank Megargee
 Station Manager..... Robert E. McDowell
 Commercial & Sales

Manager..... Geo. D. Coleman
 Program Director..... Frank Monaghan
 Chief Engineer..... Kenneth R. Cooke

Coverage

Population—Primary 835,200
 Radio Homes— " 175,700
 Population—Secondary 1,646,000
 Radio Homes— " 372,500

Source: Field strength survey and mail response analysis.

Representative

John Blair & Co.

W Q A N

SCRANTON

FREQUENCY: 880 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Scranton Times. OPERATED BY: The Scranton Times. BUSINESS ADDRESS: Scranton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares Time with WGBI. NEWSPAPER AFFILIATION: The Scranton Times.

Personnel

Director A. J. O'Malley

(CALL LETTERS UNASSIGNED)*

SCRANTON—EST. 1940

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 Watts, n. OWNED BY: Union Broadcasting Co. OPERATED BY: Union Broadcasting Co. BUSINESS ADDRESS: Scranton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

W P I C

"THE FRIENDLY VOICE OF THE SHENANGO VALLEY"

SHARON—EST. 1938

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Sharon Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 541. STUDIO ADDRESS: Pine Hollow Blvd. PHONE: 154. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWSPAPER AFFILIATION: Sharon Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President & General Manager..... John Fahline, Jr.
 Vice-President..... A. W. McDowell
 Secretary-Treasurer..... George E. Heiges
 Commercial Manager..... J. T. Van Sweringen
 Program Director..... Paul Gamble
 Chief Announcer..... John C. MacDonald
 Chief Engineer..... A. C. Heck

Coverage

Population—Primary 718,329
 Radio Homes— " 268,830
 Population—Secondary 3,250,000
 Radio Homes— " 1,160,340

Representatives

DeLisser-Boyd
 Allied Representation Co.

W K O K

"FRIENDLY VOICE OF CENTRAL PENNSYLVANIA"

SUNBURY—EST. 1933

QUAKER NETWORK

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: B. E. Beck, H. Haddon & G. Beck. OPERATED BY: Sunbury Broadcasting Co. BUSINESS ADDRESS: 1150 N. Front St. PHONE: 1326. STUDIO ADDRESS: 1150 N. Front St. TRANSMITTER LOCATION: 1150 N. Front St. TIME ON THE AIR: 8:00 a.m. to 9:00 p.m.

NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Davis & Schwegler.

Personnel

President.....H. H. Haddon
 Secretary-Treasurer & General
 Manager.....B. A. Beck
 Station Manager.....Melvin Lahr
 Chief Announcer.....Reg Merridew
 Program Director.....Paul Miller
 Sales Manager.....Homer Smith
 Chief Engineer.....Clif Kerstetter

Coverage

Population—Primary 141,146
 Radio Homes— " 31,725

Source: Field intensity measurements.

Representative

Furgason & Walker, Inc.

•
W M B S

"YOUR HOME STATION"
 UNIONTOWN—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts.
 OWNED BY: Fayette Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Uniontown. PHONE: 800. STUDIO ADDRESS: Fayette Title & Trust Bldg. TRANSMITTER LOCATION: 3 miles South of Uniontown. TIME ON THE AIR: 7:00 A.M. to 8:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NBC Thesaurus.

Personnel

President and Station
 Manager.....Joseph C. Burwell
 Commercial ManagerM. E. Slagel
 Artists' Bureau HeadHugh Rafferty
 Sales ManagerM. E. Slagel
 Publicity DirectorSullivan Sages
 Musical DirectorSullivan Sages
 Chief EngineerKenneth M. Meredith

Coverage

Population—Primary 200,900
 Source: Field intensity measurements.

•
W B A X

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER 100 watts.
 OWNED BY: John H. Stenger, Jr. OPERATED BY: John H. Stenger, Jr. BUSINESS ADDRESS: 141 So. Main. PHONE: 2-2736-3-0196-7-8. STUDIO ADDRESS: 141 S. Main. TRANSCRIPTION LOCATION: Plains Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m., daily; 9:00 a.m. to 1:00 a.m., Sundays. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....John H. Stenger, Jr.
 General Manager.....Dale Robertson
 Commercial Manager.....Harry Thomas
 Artists' Bureau Head.....Jones Evans
 Musical & Program Director.....Ken Beghold
 Promotion Manager.....John Garfield
 Chief Engineer.....John H. Stenger, Jr.

Coverage

	Daytime	Evening
Population—Primary	445,109	445,109
Radio Homes— "	92,020	92,020
Population—Secondary ..	685,000	685,000
Radio Homes— "	145,000	145,000

Source: Radio survey.

Representative

Weed & Co.

•
W B R E

WILKES-BARRE—EST. 1924

NBC-QUAKER NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts.
 OWNED BY: Louis G. Baltimore. OPERATED BY: Louis G. Baltimore. BUSINESS ADDRESS: 62 S. Franklin St. PHONE: 3-3101-2. STUDIO ADDRESS: 62 S. Franklin St. TRANSMITTER LOCATION: Kingston. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

President and Station
 Manager.....Louis G. Baltimore
 Commercial Manager.....S. R. Baltimore
 Sales Manager.....A. C. Baltimore
 Musical Director.....L. Savitt
 Chief Engineer.....Charles Sakoski

Coverage

	Daytime	Evening
Population—Primary	850,000	600,000
Radio Homes— "	95%*
Population—Secondary ..	†	850,000
Radio Homes— "	95%

* Of total families.
 † Over one million.

Source: Chamber of Commerce; field intensity measurements.

•
W R A K

WILLIAMSPORT—EST. 1929

QUAKER—PENNSYLVANIA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: WRACK, Inc. OPERATED BY: WRACK, Inc. BUSINESS ADDRESS: 244 W. 4th St. PHONE: 2-6116-7. STUDIO ADDRESS: 244 W. 4th St. TRANSMITTER LOCATION: 1561 W.

4th St. TIME ON THE AIR: 7:30 a.m. to 10:15 p.m. NEWSPAPER AFFILIATIONS: Williamsport Sun & Williamsport Gazette & Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Program Service, Davis & Schwegler.

Personnel

President.....E. M. Case
 Vice-President.....R. T. S. Steele
 Treasurer.....W. Van Person
 Secretary-General Mgr.....George E. Joy
 Advertising Manager....Thomas W. Metzger
 Chief Announcer.....Paul M. Breining
 Program Manager.....Oscar Linn
 Publicity Director.....J. W. Mackey
 Chief Engineer.....Louis Persio

Coverage

	Daytime	Evening
Population—Primary	393,161	157,725
Radio Homes— "	85,505	34,308

Source: Mail count survey.

Representative

J. P. McKinney & Son

W O R K

YORK—EST. 1932

NBC (RED & BLUE)—MBS—MASON-DIXON GROUP

FREQUENCY: 1320 Kc. POWER: 1000 Watts. OWNED BY: York Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 13 S. Beaver St. PHONE: 6629. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: West Manchester Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Robert Gulick
 Program Manager.....Harold Miller

Coverage

	Daytime	Evening
Population—Primary	1,860,009	409,322
Radio Homes— "	423,879	84,289

Source: U. S. Census; Joint Committee; Field intensity measurements and mail response analysis.

Representative

Paul H. Raymer Co.

RHODE ISLAND

Population 681,000

Number of Families 169,000

Number of Radio Homes 155,500

Retail Sales \$241,676,600

Auto Registrations 175,802

W E A N

PROVIDENCE—EST. 1922

NBC (BLUE)—YANKEE & COLONIAL NETWORKS MUTUAL

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Crown Hotel. PHONE: Dexter 1500. BOSTON OFFICE: 21 Brookline Ave. STUDIO ADDRESS: Crown Hotel. TRANSMITTER LOCATION: East Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 2:00 A.M. Week Days, 6:00 A.M. to 2:00 A.M. NEWS SERVICE: Local News by staff reporters, Yankee Network News Service. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Associated, Davis & Schwegler.

Personnel

President.....John Shepard, III
 Station & Sales Supervisor..Malcolm S. Parker
 Chief Engineer.....Harold Tilley

Coverage

	Daytime	Evening
Population—Primary	1,091,437	662,756
Radio Homes— "	251,030	152,434

Source: Field intensity measurements.

Representative

Edward Peiry & Co.

W J A R

"SOUTHERN GATEWAY OF NORTH EAST"

PROVIDENCE—EST. 1922

NBC (Red)

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Outlet Co. OPERATED BY: Outlet Co. BUSINESS ADDRESS: Weybossett St. PHONE: Gaspee 1071. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rumford. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: World Library Service NEWS SERVICE: Local news service.

RHODE ISLAND — SOUTH CAROLINA

Personnel

President.....Joseph Samuels
 Station Manager.....John J. Boyle
 Musical Director.....Earl Shean
 Chief Engineer.....Thomas Prior

Coverage

Population—Primary 983,600
 Radio Homes— " 219,900
 Population—Secondary 679,900
 Radio Homes— " 163,000

Source: Field intensity survey.

Representative

Weed & Co.

W P R O

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 630 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Cherry and Webb Broadcasting Co. OPERATED BY: Cher-

ry and Webb Broadcasting Co. BUSINESS ADDRESS: Metropolitan Theatre Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: E. Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight. Week Days, 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager Stephen P. Willis
 Commercial Manager William T. Bush

Coverage

	Daytime	Evening
Population—Primary	1,126,000	1,034,400
Radio Homes— "	254,050	231,880
Population—Secondary	7,072,700	4,153,400
Radio Homes— "	1,604,350	945,030

Source: CBS Listening Area Study.

Representative

Paul H. Raymer Co.

SOUTH CAROLINA

Population 1,875,000

Number of Families 407,000

Number of Radio Homes 207,300

Retail Sales \$273,026,600

Auto Registrations 285,000

W A I M

"THE VOICE OF THE ELECTRIC CITY"

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Wilton E. Hall. OPERATED BY: Same. BUSINESS ADDRESS: Anderson College. PHONE: 800. STUDIO ADDRESS: Anderson College. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Anderson Independent, Anderson Daily Mail. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

Owner Wilton E. Hall
 Station Manager.....W. Ennis Bray
 Program Director.....James A. Bulleit
 Chief Announcer.....James Waldrop
 Auditor Helen Hall
 Artists Bureau Head.....Edith Hall
 Publicity Director.....G. Paul Browne
 Musical Director.....Dan B. Ferguson
 Chief Engineer.....Wendell C. Roberts
 Recording Engineer.....J. Roger Skelton

Coverage

Population—Primary	762,912
Radio Homes— "	73,001
Population—Secondary	376,873
Radio Homes— "	33,100

Source: Station survey.

W C S C

"THE VOICE OF COASTAL CAROLINA"

CHARLESTON—EST. 1930

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1360 Kc. POWER: 1000 Watts, d.; 500 watts, n. OWNED BY: The South Carolina Broadcasting Co., Inc. OPERATED BY: The South Carolina Broadcasting Co., Inc. BUSINESS ADDRESS: Francis Marion Hotel. PHONE: 7611. STUDIO ADDRESS: Francis Marion Hotel. TRANSMITTER LOCATION: St. Andrews Farm, one mile west of city. TIME ON THE AIR: Sundays—8:00 a.m. to 12:00 midnight; daily—6:45 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-Station Manager.....J. M. Rivers
 Program Director.....Charles McMahon
 Sales Manager.....Roland Weeks
 Publicity Director.....Phil Sutterfield
 Chief Engineer.....J. B. Fuqua

Coverage

Population—Primary 272,800
 Radio Homes— " 32,900
 Population—Secondary 505,300
 Radio Homes— " 58,200

Source: Field intensity survey and mail response analysis.

Representative

Free & Peters, Inc.

WTMA

"WTMA, FIRST WITH NEWS,
 FIRST IN SPORTS"
 CHARLESTON—EST. 1939
 NATIONAL BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Atlantic Coast Broadcasting Co.
 OPERATED BY: Atlantic Coast Broadcasting Co.
 BUSINESS ADDRESS: Wagener Terrace.
 STUDIO ADDRESS: Wagener Terrace. TRANSMITTER LOCATION: Same. TIME ON THE AIR:

17½ hours daily; 16 hours, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager...William D. Workman, Jr.
 Commercial Manager.....Edward C. Powers
 Program Director.....C. Wylie Calder
 Chief Engineer.....D. M. Bradham

Coverage

	Daytime	Evening
Population—Primary	150,000	80,000
Radio Homes— "	22,950	15,000
Population—Secondary ..	180,000	100,000
Radio Homes— "	28,000	18,000

Source: Field intensity survey.

Representative

George P. Hollingbery Co.

WCOS

COLUMBIA—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: Carolina Advertising Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1202 Main St. PHONE: 2-5601. STUDIO ADDRESS: 1202 Main St. TRANSMITTER LOCATION: Columbia. TIME ON THE AIR: Unlimited Li-

272.8
 237.0
 196.1
 291.5
 174.0
 316.2
 242.4
 12,121.2*

**TOTAL SQ. MILES
 WIS
 DAYTIME COVERAGE**

★ COLUMBIA, S.C.

5 MV/M

**WOL
 FLORENCE, S.C.
 SIMULTANEOUSLY
 AVAILABLE**

5000 watts on 560 kilocycles does the job of covering more of South Carolina from one station, WIS, than the combined total wattage of all other six South Carolina stations. Good programs from their state capital, Columbia, cause lots of folks to give WIS listener preference well beyond the half millivolt contour. If you want just one station in South Carolina, for best results use WIS.



N. E. C. — BOTH RED AND BLUE NETWORKS

WIS

**COLUMBIA
 SOUTH CAROLINA**
 5,000 WATTS DAY
560Kc.
 1,000 WATTS NIGHT

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

• • • **SOUTH CAROLINA** • • •

cense (17 hours, daily). **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Associated Library.

Personnel

Commercial Manager.....J. W. McIver
 Program Director.....Sterling Wright
 Chief Engineer.....Charles A. Thoman

Coverage

Population—Primary 208,500
 Radio Homes— " 51,000
 Population—Secondary 239,380
 Radio Homes— " 113,970

Source: Station survey.

Representative

Furgason & Walker, Inc.

W I S

"SERVING A STATE-WIDE AUDIENCE
 FROM COLUMBIA, SOUTH CAROLINA"
COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. **POWER:** 5000 watts, d.; 1000 watts, n. **OWNED BY:** The Liberty Life Insurance Co. **OPERATED BY:** The Liberty Life Insurance Co. **BUSINESS ADDRESS:** 1811 Main St. **PHONE:** 22135-22136. **STUDIO ADDRESS:** 1811 Main St. **TRANSMITTER LOCATION:** Bluff Road. **TIME ON THE AIR:** Daily—6:45 a.m. to 12:00 midnight. Sundays, 8:00 a.m. to 12:00 midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

Personnel

President and Station
 ManagerG. Richard Shafto
Advertising-Commercial
 Manager.....J. D. Saumenig
Chief Announcer.....James W. Young
Program and Publicity
 Director.....Floyd D. Rodgers, Jr.
Chief Engineer.....Scott Helt
Chief Control Engineer.....R. D. Lambert, Jr.

Coverage

Population—Primary 948,400
 Radio Homes— " 98,900
 Population—Secondary 2,780,600
 Radio Homes— " 389,600

Source: Field intensity and mail response analysis.

Representative

Free & Peters, Inc.

W O L S

"THE VOICE OF THE MAGIC CITY"
FLORENCE—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1200 Kc. **POWER:** 250 watts. **OWNED BY:** O. Lee Stone. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Sanborn Hotel. **PHONE:** 48. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Charleston Highway South of Florence. **TIME ON THE AIR:** Un-

limited License. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Associated Program Service.

Personnel

President-Station Manager.....O. Lee Stone
 Commercial Manager.....Willard Miller
 Program Director.....Rod Dorsey
 Chief Engineer.....Robert M. Wallace

W F B C

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1300 Kc. **POWER:** 5000 watts. **OWNED BY:** The Greenville News-Piedmont Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Hotel Greenville. **PHONE:** 362-3. **STUDIO ADDRESS:** Hotel Greenville. **TRANSMITTER LOCATION:** Ganitt, S. C. **TIME ON THE AIR:** 6:00 A.M. to 12:00 midnight. **NEWSPAPER AFFILIATIONS:** Greenville News, Greenville Piedmont. **NEWS SERVICES:** United Press, International News Service, Associated Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus, C. P. MacGregor.

Personnel

PresidentB. H. Peace, Jr.
 Station ManagerB. T. Whitmire
 Commercial ManagerW. S. Lindsay
 Program Director.....Charles Batson
 Production Manager.....Jim Reid
 Publicity DirectorDan Crosland
 Musical DirectorEber Lineberger
 Chief Engineer.....W. C. Etheredge

Coverage

	Daytime	Evening
Population—Primary	887,190	589,183
Radio Homes— "	92,100	65,000
Population—Secondary ..	954,994	887,190
Radio Homes— "	96,100	65,000

Source: U. S. Census.

Representative

Bryant, Griffith and Brunson

W H T R *

SPARTANBURG—EST. 1939

FREQUENCY: 1370 Kc. **POWER:** 250 watts, d.; 100 watts, n. **OWNED BY:** Spartanburg Advertising Co. **OPERATED BY:** Spartanburg Advertising Co. **BUSINESS ADDRESS:** Spartanburg. **STUDIO ADDRESS:** Spartanburg. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** Unlimited License.

*Station was licensed to operate under a construction permit at time of going to press and no further information was available after the usual requests.

W S P A

SPARTANBURG—EST. 1929

FREQUENCY: 920 Kc. **POWER:** 1000 watts.

SOUTH CAROLINA — SOUTH DAKOTA

OWNED BY: Virgil Evans. OPERATED BY: Virgil Evans. BUSINESS ADDRESS: Press-Radio Bldg. PHONE: 2900. STUDIO ADDRESS: Press-Radio Bldg. TRANSMITTER LOCATION: Evanston H'ts. TIME ON THE AIR: 6:00 A.M. to sunset. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: The Daily News. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Langlois & Wentworth, Associated Music Library.

Personnel

President and General Manager, Virgil Evans
 Commercial Manager, John Brownlee
 Chief Announcer, B. E. Rocozie
 Musical Director, Hal. Moore
 Chief Engineer, George Tate

Coverage

Population—Primary 1,400,000
 Radio Homes— " 365,000

Population—Secondary 3,000,000
 Radio Homes— " 700,000
 Source: U. S. Census.

Representative

Headley-Reed Co.

W F I G *

SUMTER—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: J. Samuel Brody. OPERATED BY: J. Samuel Brody. BUSINESS ADDRESS: Sumter. STUDIO ADDRESS: Sumter. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

Personnel

Owner, J. Samuel Brody
 *Station was licensed to operate under a construction permit and reported that inauguration of service would begin on March 1.

SOUTH DAKOTA

Population 692,000

Number of Families 167,000
 Retail Sales \$162,320,400

Number of Radio Homes 132,900
 Auto Registrations 187,729

K A B R

"VOICE OF THE HUB CITY"
ABERDEEN—EST. 1935

NORTH CENTRAL BROADCASTING SYSTEM
 FREQUENCY: 1390 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Aberdeen Broadcast Co. OPERATED BY: Aberdeen Broadcast Co. BUSINESS ADDRESS: 117½ S. Main St. PHONE: 4626. STUDIO ADDRESS: 117½ S. Main St. TRANSMITTER LOCATION: Wylie Park. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press, Radio News Association, local news staff. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President, H. C. Jewett, Jr.
 Vice-President, C. H. Anderson
 Vice-President, Olwin Ackley
 Treasurer, J. H. McKeever
 Secretary-General Manager, A. A. Fahy
 Program Director, E. L. Weeks
 Publicity Manager, F. E. Painter
 Chief Engineer, Delbert Hunt

Coverage

Population—Primary 117,744
 Radio Homes— " 29,436
 Population—Secondary 159,652
 Radio Homes— " 69,349
 Source: Station survey.

Representative
 Weed & Co.

K F D Y

"THE SOUTH DAKOTA STATE COLLEGE
 RADIO STATION"
BROOKINGS—EST. 1923

FREQUENCY: 780 Kc. POWER: 1000 Watts. OWNED BY: South Dakota State College. OPERATED BY: Same. BUSINESS ADDRESS: Brookings. PHONE: 702K-459W. STUDIO ADDRESS: Library Bldg., State College. TRANSMITTER LOCATION: Brookings. TIME ON THE AIR: Shares daytime hours.

Personnel

Station Manager, S. W. Jones
 Chief Engineer, W. H. Gamble

K G F X

"THE PIONEER STATION"
PIERRE—EST. 1922

FREQUENCY: 630 Kc. POWER: 200 watts. OWNED BY: Ida A. McNeil. OPERATED BY: Ida A. McNeil. BUSINESS ADDRESS: 203 West Summit Ave. PHONE: 2251. STUDIO ADDRESS: 203 W. Summit Ave. TRANSMITTER LOCATION: 203 W. Summit Ave. TIME ON THE AIR: 9:30 A.M. to sunset. NEWS SERVICE: Associated Press.

Personnel

Owner and Director, Ida A. McNeil

Representative
 James Hanley (Washington, D. C.)

K O B H

"THE CALL OF THE BLACK HILLS"
RAPID CITY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: Black Hills Broadcast Co. of Rapid City.
OPERATED BY: Black Hills Broadcast Co. of Rapid City.
BUSINESS ADDRESS: Alex Johnson Hotel.
TRANSMITTER LOCATION: Rapid City.
TIME ON THE AIR: 6:30 A.M. to 9:00 P.M., daily; 8:00 A.M. to 4:00 P.M., Sundays.
MAINTAINS ARTISTS' BUREAU.
NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICES: NBC Thesaurus, and C. P. MacGregor.

Personnel

President.....C. A. Quarnberg
Vice-President-Managing Director,
Robert J. Dean
Secretary.....George E. Bruntlett
Treasurer.....W. J. McNulty
Program Director.....A. H. George, Jr.
Continuity Director.....B. C. Barth
Business Manager.....Margaret Bamsey
Chief Engineer.....M. J. Jones

Coverage

	Daytime	Evening
Population—Primary	78,400	21,600
Radio Homes— "	19,600	5,400
Population—Secondary	86,900	21,710
Radio Homes— "	20,200	3,620

Source: Joint Committee.

Representative

Cox & Tanz

W C A T

"A PIONEER RADIO STATION OF THE
MIDWEST"
RAPID CITY—EST. 1921

FREQUENCY: 1200 Kc. POWER: 100 watts.
OWNED BY: South Dakota School of Mines.
OPERATED BY: South Dakota School of Mines.
BUSINESS ADDRESS: E. St. Joe St.
PHONE: 1600-1.
STUDIO ADDRESS: E. St. Joe St.
TRANSMITTER LOCATION: E. St. Joe St.
TIME ON THE AIR: 11:00 A.M. to 1:00 P.M.
MST. NEWSPAPER AFFILIATIONS: Rapid City Daily Journal.
NEWS SERVICE: Associated Press (non-Commercial).
TRANSCRIPTION SERVICE: Standard Radio, NAB Library, Lang-Worth.

Personnel

President.....J. P. Connolly
Chief Announcer.....Max Friedman
Station Manager.....C. M. Rowe
Publicity Director.....Redford Dibble
Chief Engineer.....E. E. Clark

K E L O

SIOUX FALLS—EST. 1937
NATIONAL BROADCASTING COMPANY

FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: Sioux Falls Broadcast Assoc., Inc.
OPERATED BY: Sioux Falls Broadcast Assoc., Inc.
BUSINESS ADDRESS: 317 S. Phillips.
PHONE: 757-8-9. STUDIO ADDRESS: 317 S. Phillips.
TRANSMITTER LOCATION: 3 miles west of city limits.
TIME ON THE AIR: 10:00 A.M. to 12:00 midnight.
NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President and Station
Manager.....Joseph Henkin
Vice-President-Promotion Manager,
S. Fantle, Jr.
Assistant Manager-Sales Director,
George R. Hahn
Program Director.....Morton Henkin
Chief Engineer.....Max Staley

Representative

Howard H. Wilson & Co.

K S O O

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY
FREQUENCY: 1110 Kc. POWER: 5000 watts.
OWNED BY: Sioux Falls Broadcasting Ass'n., Inc.
OPERATED BY: Same.
BUSINESS ADDRESS: 317 S. Phillips.
PHONE: 757-8-9. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: 3 miles west of city limits.
TIME ON THE AIR: 6:00 A.M. to local sunset; Sunday, 8:00 A.M. to local sunset.
NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station
Manager.....Joseph Henkin
Vice-President-Promotion Manager,
S. Fantle, Jr.
Assistant Manager-Sales Director,
George R. Hahn
Program Director.....Morton Henkin
Chief Engineer.....Max Staley

Coverage

Population—Primary	1,820,840
Radio Homes— "	364,110
Population—Secondary	808,882
Radio Homes— "	150,490

Source: NBC Statistical Department.

Representative

Howard H. Wilson & Co.

K U S D

"THE UNIVERSITY STATION"
VERMILLION—EST. 1922

FREQUENCY: 890 Kc. POWER: 500 Watts.
OWNED BY: University of South Dakota.
OPERATED BY: University of South Dakota. BUSI-

NESS ADDRESS: Vermillion. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 2:30 P.M. to 5:00 P.M.

Personnel

Manager-Program Director.. R. E. Rawlins, Jr.
Chief Engineer.....W. H. Jordan

K W A T *

WATERTOWN—EST. 1940

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Midland National Life Insurance Co. OPERATED BY: Midland National Life Insurance Co. BUSINESS ADDRESS: Watertown. STUDIO ADDRESS: Watertown. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

W N A X

"SERVING THE MIDWEST FARMER"
YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
THE COWLES STATIONS

FREQUENCY: 570 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WNAX Broadcasting Co. OPERATED BY: WNAX Broadcasting Co. BUSINESS ADDRESS: Second and Capitol. PHONE: 484. STUDIO ADDRESS: Second & Capitol, Yankton; Orpheum Theatre Bldg., Sioux City. TRANSMITTER LOCATION: 4½ miles E. of Yankton. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight—(Daily) 7:30 A.M. to 12:00 midnight—(Sundays). NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Gardner Cowles, Jr.
Station Manager.....Robert R. Tincher
Commercial Manager.....Phil Hoffman
Program Director.....Arthur I. Smith
Chief Engineer.....Clifton M. Todd

Coverage

	Daytime	Evening
Population—Primary	3,917,100	1,673,900
Radio Homes— "	719,590	300,610
Population—Secondary	5,721,400	4,202,800
Radio Homes— "	1,240,400	889,580

Source: CBS Listening Area Study.

Representative

The Katz Agency

70,570 RADIO HOMES

await your message

WOPI

250 Watts Day and Night RCA Equipped Throughout

Merchandising Department

Bristol

Tennessee-Virginia

Two Markets to Market

Sometimes Overlooked by Smart Advertisers

TENNESSEE

Population 2,893,000

Number of Families 689,000

Number of Radio Homes 459,900

Retail Sales \$530,844,600

Auto Registrations 412,100

WOPI

"THE VOICE OF THE APPALACHIANS"
BRISTOL—EST. 1929

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Radiophone Broadcasting Station WOPI. OPERATED BY: Radiophone Broadcasting Station WOPI. BUSINESS ADDRESS: 410 State St. PHONE: WOPI. STUDIO ADDRESS: 410 State St. TRANSMITTER LOCATION: Old Abingdon Pike, Bristol, Va. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President and General Manager. W. A. Wilson
Commercial Manager.....Walter Pritchard
Artists Bureau Head.....Mary Abell
Program Director-Chief Announcer,

Fey Rogers

Publicity Director and Continuity,

Harry Hudson

Chief Engineer.....Robert Smith

Coverage

	Daytime	Evening
Population—Primary	186,984	103,120
Radio Homes— "	29,880	22,910
Population—Secondary	319,124
Radio Homes— "	40,690

Source: Station survey.

Representative

Burn-Smith Co.

W A P O

"CHATTANOOGA'S FRIENDLY STATION"
CHATTANOOGA—EST. 1936

NBC-BLUE

FREQUENCY: 1420 Kc. POWER: 250 watts (C.P. 1120 Kc., 500 watts). OWNED BY: W. A. Patterson. OPERATED BY: W. A. Patterson. BUSINESS ADDRESS: Read House. PHONE: 6-6141-6-6142. STUDIO ADDRESS: Read House. TRANSMITTER LOCATION: Foust St. and Rossville Blvd. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight, daily; 6:30 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....W. A. Patterson
General Manager.....R. G. Patterson
Advertising Manager.....Nelson Krepps
Chief Engineer.....B. B. Barnes

WDOD

CHATTANOOGA—EST. 1925
COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WDOD Broadcasting Corp. OPERATED BY: WDOD Broadcasting Corp. BUSINESS ADDRESS: Hotel Patten. PHONE: 6-5117. STUDIO ADDRESS: Hotel Patten. TRANSMITTER LOCATION: Brainerd, Tenn. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

President.....Norman A. Thomas
Commercial Manager.....Carter M. Parham
Program Manager.....D. W. McCurdy
Chief Engineer.....J. C. Vessels

Coverage

Population—Primary	669,867
Radio Homes— "	81,127
Population—Secondary	659,682
Radio Homes— "	64,268

Source: Mail response analysis and field intensity survey.

Representative

Paul H. Raymer Company

WHUB

COOKEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: M. L. Medley. OPERATED BY: M. L. Medley. BUSINESS ADDRESS: Cookeville. STUDIO ADDRESS: Cookeville. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....M. L. Medley
Station Manager.....Jim Turner
Chief Engineer.....Charles R. Duke

Coverage

	Daytime
Population—Primary	100,700
Radio Homes— "	15,750
Population—Secondary	299,300
Radio Homes— "	45,000

Source: U. S. Census; Joint Committee.

W T J S

JACKSON—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts.
 OWNED BY: Sun Pub. Co. OPERATED BY:
 Sun Pub. Co. BUSINESS ADDRESS: Sun Bldg.
 PHONE: 3340-3341-1106-1107. MAIN STUDIO
 ADDRESS: Sun Bldg. OTHER STUDIOS: Union
 City, Milan, Humboldt, and Corinth, Miss.
 TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
 NEWSPAPER AFFILIATION: Jackson Sun.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS' BUREAU. TRANSCRIPTION SERV-
 ICE: NBC Thesaurus.

Personnel

President.....C. E. Pigford
 Vice-President.....Albert A. Stone
 Business-Commercial Manager.....A. B. Robinson
 Advertising Manager.....Bill Winsett
 Artists' Bureau Head.....James Allen
 Publicity Director.....Leslie Brooks
 Musical Director.....James Allen
 Chief Engineer.....C. B. Brummell

Coverage

Population—Primary 279,727
 Radio Homes— " 46,495
 Population—Secondary 226,499
 Radio Homes— " 36,285

Source: Mail response analysis and field in-
 tensity survey.

Representative

The Branham Company

W J H L

JOHNSON CITY—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: WJHL, Inc. OPERATED BY:
 WJHL, Inc. BUSINESS ADDRESS: P. O. Box
 871. STUDIO ADDRESS: 412 S. Roan St. and
 Times Bldg., Kingsfirt, Tenn. PHONE: 998.
 TRANSMITTER LOCATION: Johnson City.
 PHONE: 2211. TIME ON THE AIR: 6:30 A.M. to
 11:00 P.M. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: Standard Radio,
 Associated.

Personnel

Manager.....W. Hanes Lancaster
 Commercial Manager.....J. D. Schacklett
 Program Director.....Henry Frick
 Chief Engineer.....O. K. Garland

W N O X

"TENNESSEE'S OLDEST STATION"
KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 5000 watts,
 d.; 1000 watts, n. OWNED BY: Scripps-
 Howard Radio, Inc. OPERATED BY: Scripps-
 Howard Radio, Inc. BUSINESS ADDRESS:
 110-112 S. Gay St. PHONE: 3-3171-5. STUDIO

ADDRESS: 110-112 S. Gay St. TRANSMITTER
 LOCATION: Anderson Road near Beverly.
 TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.,
 daily; Sunday, 6:00 A.M. to 12:00 midnight.
 NEWSPAPER AFFILIATION: Knoxville News-
 Sentinel. NEWS SERVICE: United Press.
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-
 TION SERVICE: Associated Library, Standard
 Radio.

Personnel

General & Commercial

Manager.....R. B. Westergaard
 Program Director.....Lowell Blanchard
 Publicity Director.....C. B. Davis
 Cashier-Office Manager.....Paul Healy
 Chief Engineer.....J. B. Epperson

Coverage

	Daytime	Evening
Population—Primary	495,000	
Radio Homes— "	75,840	57,560
Population—Secondary ..	493,000	
Radio Homes— " ..	90,770	61,000

Source: Field intensity survey; U. S. Census;
 Joint Committee.

Representative

The Branham Co.

W R O L

KNOXVILLE—EST. 1927

NBC—(RED & BLUE)

TENNESSEE STATE NET

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: Stuart Broadcasting Corp. OP-
 ERATED BY: Same. BUSINESS ADDRESS: 524
 S. Gay St. PHONE: 2-7112. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 201 Randolph St. TIME ON THE AIR: 5:15
 A.M. to 12:05 A.M., daily; 7:30 A.M. to 12:05
 A.M., Sundays. NEWS SERVICE: International
 News Service. TRANSCRIPTION SERVICE:
 Davis & Schwegler.

Personnel

PresidentS. E. Adcock
 Station ManagerC. H. Frazier
 Program Director.....John H. Reese
 Chief EngineerJoe Wofford

Coverage

Population—Primary	338,522
Radio Homes— "	58,280
Population—Secondary	548,655
Radio Homes— "	90,640

Source: Department of Commerce; Joint Com-
 mittee.

Representative

John Blair & Co.

W H B Q

MEMPHIS—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: Broadcasting Station WHBQ.
 Inc. OPERATED BY: Broadcasting Station

T E N N E S S E E

WHBQ, Inc. BUSINESS ADDRESS: Hotel Claridge. PHONE: 8-6868. STUDIO ADDRESS: Hotel Claridge. TRANSMITTER LOCATION: Court & Neely. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

President.....Thos. Thompson
 Secretary-Treasurer.....H. B. Wooten
 General Manager.....E. A. Alburty
 Chief Announcer.....Emmett McMurray
 Sales Manager.....E. Pournelle
 Publicity Director.....Sam Gordon
 Artists' Bureau Head and
 Musical Director.....J. M. Klær
 Chief Engineer.....Weldon Roy

Coverage

	Daytime	Evening
Population—Primary	512,298	392,870
Radio Homes— "	82,400	70,000
Population—Secondary ..	987,900	791,450
Radio Homes— "	99,380	91,210

Source: Mail response analysis; U. S. Census; Department of Commerce.

W M C

MEMPHIS—EST. 1923

NBC—(RED)

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Commercial Appeal Co. OPERATED BY: Commercial Appeal Co. BUSINESS ADDRESS: Hotel Gayoso. PHONE: 8-7464. STUDIO ADDRESS: Hotel Gayoso. TRANSMITTER LOCATION: 5 Points, Tenn. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Commercial Appeal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth, Davis & Schwegler.

Personnel

General Manager.....H. W. Slavick
 Commercial Manager.....J. C. Eggleston
 Chief Announcer.....Earl Moreland
 Program Director.....John Cleghorn
 Musical Director.....Leonard McEwen
 Chief Engineer.....C. E. Baker

Coverage

	Daytime	Evening
Population—Primary	2,820,693	1,258,775
Radio Homes— "	399,540	189,300

Source: U. S. Census; Joint Committee; field intensity survey.

Representative

The Branham Company

W M P S

MEMPHIS—EST. 1925

NATIONAL BROADCASTING CO. (BLUE)
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Memphis

Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 62 North Main St. PHONE: 5-2721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1690 S. Lauderdale. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Memphis Press-Scimitar. TRANSCRIPTION SERVICE: Standard Radio. NEWS SERVICE: United Press.

Personnel

President.....Jack Howard
 Vice President-General
 Manager.....J. C. Hanrahan
 Program Director-News
 Editor.....Lawrence Trexler
 Chief Engineer.....J. P. Epperson

Coverage

Population—Primary	483,000
Radio Homes— "	91,700
Population—Secondary	342,400
Radio Homes— "	35,700

Source: Mail response analysis.

W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 Watts.

OWNED BY: J. T. Ward. OPERATED BY:

BUSINESS KEEPS *Climbing* AT WLAC

NATIONAL ADVERTISING GAINS:

1936 over 1935 —	215%
1937 over 1936 —	69%
1938 over 1937 —	16%
1939 over 1938 —	85%
1939 over 1935 —	1,043%

And 1940 is showing substantial gains over 1939! The reason for these phenomenal gains is simple—Advertisers have discovered that WLAC is the outstanding buy in the Nashville market.

W L A C

5,000 Watts
 Nashville, Tennessee

J. T. Ward, Owner F. C. Sowell, Gen. Mgr.
 Member Station C. B. S.

Paul H. Raymer & Co.
 National Representatives

Affiliated with World Broadcasting System



JACK DeWITT
Chief Engineer



HARRY STONE
General Manager



JACK STAPP
Production



JACK HARRIS
Sports & Special Events



J. M. HOLLAND
News Editor



BEASLEY SMITH
Music Director



GEORGE D. HAY
Audience Relations



PETRO BREDECK
Music Director



FRANCIS CRAIG
Music Director



DAVID STONE
Artists Service



ALBERT GIBSON
Sales Promotion



WINSTON DESTIN
Sales & Merchandising



VITO PELLETERI
Music Librarian

X WE

● WSM has one of the Largest staffs of talent and technical experts of any single station in the United States. That is one reason why WSM tailor-made shows break response and sales records for one client after another.

And this is not the result of the work of any one "genius" but the close cooperation of a well knit organization and a talent staff in excess of 250 artists.

Ask your secretary to write us today for case histories. You owe it to your firm to have this information. It will be sent by return mail.

National Representatives, Edward Petry & Co., Inc.



NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

WLAC Broadcasting Service. BUSINESS ADDRESS: Third National Bank. PHONE: 7-3425. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dixie Highway. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICES: United Press. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

Owner.....J. T. Ward
 Station and Sales Manager.....F. C. Sowell
 Musical Director.....Charles Nagy
 Chief Engineer.....F. D. Binns

Coverage

Population—Primary 583,000
 Radio Homes— " 103,900
 Population—Secondary 468,000
 Radio Homes— " 72,900

Source: Mail response analysis.

Representative

Paul H. Raymer Company

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 600 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Hoyt B. Wooten d/b as WREC Broadcasting Service. OPERATED BY: Hoyt B. Wooten d/b as WREC Broadcasting Service. BUSINESS ADDRESS: Hotel Peabody. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Memphis. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

President-General Manager...Hoyt B. Wooten

Coverage

Population—Primary 2,110,900
 Radio Homes— " 348,500

Source: Field intensity survey.

Representative

The Katz Agency

W S I X

NASHVILLE—EST. 1927

MUTUAL BROADCASTING SYSTEM
 FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: WSIX, Inc. OPERATED BY: WSIX, Inc. BUSINESS ADDRESS: Nashville Trust Bldg. PHONE: 5-5431. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third and Boscobel Sts. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Nashville Banner. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Lang-Worth, Associated Program Service, Davis & Schwegler.

Personnel

President.....Jack M. Draughon
 Commercial Manager.....Gene Tanner
 Chief Engineer.....B. E. Porter

Representative

Headley-Reed Co.

W S M

"WE SHIELD MILLIONS"
 NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 650 Kc. POWER: 50,000 watts. OWNED BY: National Life & A. Insurance Co. OPERATED BY: Same. BUSINESS ADDRESS: National Bldg. PHONE: 6-7181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 6 miles north Franklin. TIME ON THE AIR: 6:30 A.M. to midnight (C.S.T.). NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

Personnel

Vice-President.....Edwin W. Craig
 Station Manager.....Harry Stone
 Advertising Manager.....W. S. Dustin
 Publicity Director.....Jack Harris
 Chief Engineer.....J. H. DeWitt, Jr.

Coverage

Population—Primary 2,399,000
 Radio Homes— " 317,900
 Population—Secondary 3,389,200
 Radio Homes— " 370,300

Source: Mail response analysis.

Representative

Edward Petry & Co.

WSIX

The Voice of Nashville

NASHVILLE

This rich Nashville area — one of the highest retail-sales-per-capita markets in the U. S. — is covered by WSIX with a listener preference attested through numerous surveys covering automobiles, homes, and business institutions.

MUTUAL BROADCASTING SYSTEM

Headley-Reed Co., National Representatives

HIGH IN THE TEXAS SKY!

TAYLOR-HOWE- SNOWDEN GROUP

KGNC, KTSA, KFYO and KRGV, the stations which comprise this group, have all hit new highs the past year. Highs in national and local advertising volume . . . in merchandising service . . . in showmanship . . . in community service . . . in coverage!

Advertisers who have used these stations to sell the vast Texas market have hit new highs, too. If you have an advertising job to do down in the Lone Star State, you can do it best by using these four stations, which together dominate 35% of Texas' radio homes!

KGNC

AMARILLO

KTSA

SAN ANTONIO

KFYO

LUBBOCK

KRGV

WESLACO

HOWARD H. WILSON COMPANY, REPRESENTATIVE

New York

Chicago

Kansas City

San Francisco

TEXAS

Population 6,172,000

Number of Families 1,516,000

Number of Radio Homes 1,033,500

Retail Sales \$1,418,190,400

Auto Registrations 1,605,930

K R B C

"STARS OVER WEST TEXAS"
ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts.
 OWNED BY: Reporter Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hilton Hotel PHONE: 6225 Studio; 3542 Transmitter. STUDIO ADDRESS: Hilton Hotel. TRANSMITTER LOCATION: Abilene. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. daily except Saturday; 6:30 A.M. to 12:00 Midnight, Saturdays. NEWSPAPER AFFILIATION: Abilene Reporter-News. NEWS SERVICE: Associated Press, (United Press, from Texas State Network). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....M. B. Hanks
 Vice-President & Managing
 Director.....Howard Barrett
 General Manager.....Elliott Roosevelt
 Secretary.....Athalene Culley
 Commercial Manager.....Poole Robertson
 Chief Engineer.....W. W. Robertson

Coverage

Population—Primary 273,052
 Radio Homes— " 36,800
 Population—Secondary 225,031
 Radio Homes— " 30,500

Source: Mail response analysis.

Representative

Texas State Network

K F D A

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts.
 OWNED BY: Amarillo Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Nunn Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press supplied by Texas State Network. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

Personnel

General Manager.....Earl R. Strandberg
 Program Director.....Carter Reynolds
 Chief Engineer.....Ralph E. Cannon, Jr.

Coverage

	Daytime	Evening
Population—Primary	147,670	99,116
Radio Homes— "	33,420	18,900
Population—Secondary ..	182,768	65,584
Radio Homes— "	21,180	10,850

Source: U. S. Census; Joint Committee; mail response analysis.

Representative

John H. Perry Associates

K G N C

"HEREFORD CAPITOL OF THE WORLD"
AMARILLO—EST. 1924

NBC (Optional Red and Blue)

FREQUENCY: 1410 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: 8th & Harrison. PHONE: 4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2 miles east of city. TIME ON THE AIR: 6 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

Personnel

President.....O. L. Taylor
 Station and Commercial
 Manager.....John Ballard
 Artists' Bureau Head and
 Musical Director.....Eddie Baumel
 Chief Engineer.....W. S. Bledsoe
 Merchandise Manager, Raymond Hollingsworth

Coverage

Population—Primary 250,000
 Radio Homes— " 44,300
 Population—Secondary 180,500
 Radio Homes— " 29,700

Source: Field intensity measurements.

Representative

Howard H. Wilson Co.

K N O W

AUSTIN—EST. 1923

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts.
 OWNED BY: Frontier Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Norwood Bldg. PHONE: 2-6213-4. STUDIO

TEXAS

ADDRESS: Same. TRANSMITTER LOCATION: 400 Tillery St. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....James W. Pate
Commercial Manager.....Paul Forchheimer
Program Director.....Pat Adelman
Production Manager.....Alvin Cowan
Chief Engineer.....T. E. Daniels

Coverage

Population—Primary	91,300
Radio Homes— "	13,500
Population—Secondary	297,000
Radio Homes— "	38,300

Source: Station survey.

K T B C

AUSTIN—EST. 1939

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: State Capitol Broadcasting Assn. OPERATED BY: State Capitol Broadcasting Association. BUSINESS ADDRESS: 119 A West 8th St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dallas Highway. TIME ON THE AIR: Specified Daytime Hours with WTAW. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

PresidentR. B. Anderson
Program Director.....Fred Caldwell
News Editor.....Merle McMurry
Office Manager.....Eva Wise
Chief Engineer.....Harry Slife

Coverage

Population—Primary	304,510
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Source: Joint Committee.

K F D M

BEAUMONT—EST. 1924

NATIONAL BROADCASTING COMPANY
FREQUENCY: 560 Kc. POWER: 1000 Watts. OWNED BY: Beaumont Broadcasting Co., Inc. OPERATED BY: Beaumont Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 2950. PHONE: 3882. STUDIO ADDRESS: Edison Hotel. TRANSMITTER LOCATION: Beaumont. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....C. W. Snider
Secretary-Treasurer.....D. A. Kahn
General Manager.....C. B. Locke
Program Director.....Faye McCarthy
Production Manager.....Leon Taylor
Chief Engineer.....Leon Saye

Coverage

Population—Primary	320,400
Radio Homes— "	56,200
Population—Secondary	524,500
Radio Homes— "	68,100

Source: Mail response analysis.

Representative

John Blair & Co.

K R I C

BEAUMONT—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: KRIC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 130 Wall St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. daily except Saturday and Sunday; 6:30 A.M. to 2:00 A.M., Saturdays; 8:00 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATION: Beaumont Enterprise & Journal. NEWS SERVICE: Associated Press, Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio, World Broadcasting System.

Personnel

President.....Mrs. J. L. Mapes
Vice-President-Treasurer.....E. C. Davis
Secretary.....Mrs. Eva Dujay
Station Director.....Bert Horswell

Coverage

	Daytime
Population—Primary	250,000
Radio Homes— "	71,400
Population—Secondary	500,000
Radio Homes— "	142,800

Source: Chamber of Commerce; station survey.

Representative

Headley-Reed Co.

K B S T

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK
FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Big Spring Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Crawford Hotel. PHONE: 1500-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: One mile east of town. TIME ON THE AIR: 16½ hours daily. NEWSPAPER AFFILIATION: Big Spring Herald. THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICES: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Elliott Roosevelt
Supervisor.....Howard Barrett
Commercial Manager.....Jack Wallace
Program Director.....Mary Vance Keneaster
Chief Engineer.....J. B. Casey

Coverage

Population—Primary	120,600
Radio Homes— "	16,300
Population—Secondary	100,000
Radio Homes— "	15,400

Source: Joint Committee.

Representative

Texas State Network

KNEL

BRADY—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: G. L. Burns. OPERATED BY: G. L. Burns. BUSINESS ADDRESS: Gibbons Bldg. PHONE: 77. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Brady. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. NEWS SERVICE: Hear O' Texas News (local). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

General Manager.....G. L. Burns
 Commercial Manager.....John Sloane
 Chief Announcer.....Forest Cox
 Chief Engineer.....Marion Crawford

Coverage

Population—Primary	129,000
Radio Homes— "	20,800
Population—Secondary	126,900
Radio Homes— "	22,300

Source: Mail response analysis.

Representative

Cox & Tanz

KGFI

BROWNSVILLE—EST. 1927

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Eagle Broadcasting Co. OPERATED BY: Eagle Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 329. PHONE: 1044. STUDIO ADDRESS: Brownsville-San Benito Highway, Brownsville; Stonewall Jackson Hotel, San Benito; Madison Hotel, Harlingen. TRANSMITTER LOCATION: Brownsville. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sundays). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

General Manager.....Lawrence D. Yates
 Commercial Manager.....Grover A. Godfrey
 Chief Engineer.....Willis Wilson

Representative

Cox & Tanz

WTAW

COLLEGE STATION—EST. 1921

FREQUENCY: 1120 Kc. POWER: 500 Watts. OWNED BY: A. & M. College. OPERATED BY:

A. & M. College. BUSINESS ADDRESS: College Station. PHONE: 255. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station.

Personnel

Station Manager.....E. P. Humbert
 Chief Engineer.....H. C. Dillingham

KRIS

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO. FREQUENCY: 1330 Kc. POWER: 500 Watts. OWNED BY: Gulf Coast Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Medical and Professional Bldg., P. O. Box 840. PHONE: 6354. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Corpus Christi. NEWSPAPER AFFILIATION: Corpus Christi Caller-Times.

Personnel

ManagerT. Frank Smith
 Promotion Manager.....H. B. Lockhart

Coverage

Population—Primary	195,800
Radio Homes— "	28,700
Population—Secondary	76,500
Radio Homes— "	8,400

Source: Mail response analysis.

Representative

The Branham Co.

KAND

CORSICANA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Navarro Broadcasting Assn. OPERATED BY: Navarro Broadcasting Assn. BUSINESS ADDRESS: State Natl. Bank Bldg. PHONE: 30. STUDIO ADDRESS: State Natl. Bank Bldg. TRANSMITTER LOCATION: Highway 75. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....J. C. West

KRLD

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM FREQUENCY: 1040 Kc. POWER: 50000 Watts. OWNED BY: KRLD Radio Corp. OPERATED BY: KRLD Radio Corp. BUSINESS ADDRESS: Adolphus Hotel. PHONE: 2-6811. STUDIO ADDRESS: Adolphus Hotel. TRANS-

MITTER LOCATION: Garland. **TIME ON THE AIR:** 5:45 A.M. to midnight. **NEWSPAPER AFFILIATION:** Dallas Times Herald. **NEWS SERVICE:** International News Service. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President.....Tom C. Gooch
 Managing Director.....J. W. Runyon
 Station & Com. Mgr.....C. W. Rembert
 Chief Announcer.....Royce Colon
 Chief Engineer.....R. M. Flynn

Coverage

Population—Primary 1,750,900
 Radio Homes— " 256,200
 Population—Secondary 7,120,400
 Radio Homes— " 884,800

Source: Mail response analysis.

Representative

The Branham Co.

W F A A

DALLAS—EST. 1922

NBC—RED and TEXAS QUALITY

FREQUENCY: 800 Kc. **POWER:** 50,000 Watts. **OWNED BY:** A. H. Belo Corp. **OPERATED BY:** A. H. Belo Corp. and The Dallas Morning News. **BUSINESS ADDRESS:** Baker Hotel. **PHONE:** 7-9631, LD 794. **STUDIO ADDRESS:** Baker Hotel. **TRANSMITTER LOCATION:** Grapevine. **TIME ON THE AIR:** WFAA-WBAP operated continuously 5:45 A.M. to midnight (daily); 7:30 A.M. to midnight (Sunday). **NEWSPAPER AFFILIATIONS:** The Dallas Morning News. **NEWS SERVICES:** United Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus, Lang-Worth, Davis & Schwegler.

Personnel

General Manager.....Martin Campbell
 Merchandising Manager.....Irvin Gross
 Program Director.....Ralph Nimmons
 Regional Sales Manager.....Alex Keese
 Publicity Director.....Dick Jordan
 Chief Engineer.....Raymond Collins

Coverage*

	Daytime	Evening
Population—Primary	5,327,484	5,327,484
Radio Homes— "	805,700	805,700
Population—Secondary ...	7,259,620	7,259,620
Radio Homes— "	1,267,300	1,267,300

* Coverage increase estimate 30 per cent over presented figures since installation of vertical antenna.

Source: NBC Airea Study.

Representative

Edward Petry & Co., Inc.

W R R

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. **POWER:** 500 Watts.

OWNED BY: City of Dallas. **OPERATED BY:** City of Dallas. **BUSINESS ADDRESS:** Municipal Radio Bldg. **TRANSMITTER LOCATION:** Fair Park. **TIME ON THE AIR:** 7:00 A.M. to 12:00 Midnight. **NEWSPAPER AFFILIATION:** Dallas Dispatch (no financial connection). **NEWS SERVICES:** Transradio Press, United Press (via Texas State Network). **MAINTAINS ARTISTS' BUREAU.**

Personnel

Managing Director.....Charles B. Jordan
 Commercial Manager.....Dale Drake
 Program Director.....Pete Teddlie
 Musical Director.....Murray Lambert
 Chief Engineer.....D. J. Tucker

Coverage

	Evening
Population—Primary	2,400,412
Radio Homes— "	285,600

Source: Station survey.

K D N T

"SERVING 2½ MILLION POPULATION"
DENTON—EST. 1938

FREQUENCY: 1420 Kc. **POWER:** 100 Watts. **OWNED BY:** Harwell V. Shepard. **OPERATED BY:** Same. **BUSINESS ADDRESS:** 216 Jackson Bldg. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Highway No. 24. **TIME ON THE AIR:** Unlimited License. **NEWS SERVICE:** United Press. **MAINTAINS ARTISTS' BUREAU.**

Personnel

OwnerHarwell V. Shepard
 Chief Engineer.....B. B. Honeycutt

Coverage

	Daytime	Evening
Population—Primary	2,500,000	1,000,000

Source: Mail and telephone response analysis.

K F P L

"SERVING 56 COUNTIES—WITH OVER
 ONE MILLION POPULATION"
DUBLIN—EST. 1924

FREQUENCY: 1310 Kc. **POWER:** 250 Watts, d.; 100 Watts, n. **OWNED BY:** C. C. Baxter. **OPERATED BY:** C. C. Baxter. **BUSINESS ADDRESS:** 205 Grafton. **PHONE:** 183. **STUDIO ADDRESS:** 205 Grafton. **TRANSMITTER LOCATION:** One-half mile out of city limits. **TIME ON THE AIR:** 6:30 A.M. to 9:30 P.M., daily; 7:00 A.M. to 5:00 P.M., Sundays. **NEWS SERVICE:** Christian Science Monitor, United Press, Transradio Press.

Personnel

Station Manager.....M. D. Gallagher
 Commercial Manager.....J. D. Gallagher
 Program Director.....Mickey Murphy
 Continuity Editor.....E. Carr

Merchandise Director.....A. M. O'Donnell
 Sports & Publicity Editor.....Dave Tipton
 Chief Engineer.....Clarence B. Williams

Coverage

	Daytime	Evening
Population—Primary	1,000,000	500,000
Source: U. S. Census; Department of Commerce.		

K R O D *

EL PASO

FREQUENCY: 1500 Kc. POWER: 250 Watts.
 OWNED BY: Dorrance D. Roderick. OPERATED BY: Dorrance D. Roderick. BUSINESS ADDRESS: Cortes Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS-PAPER AFFILIATION: El Paso Times.

Personnel

Owner.....Dorrance D. Roderick
 Chief Engineer.....Edward P. Talbott

Coverage

	Daytime	Evening
Population—Primary	130,000	130,000
Source: Station estimate.		

* Station was licensed to operate under a construction permit at time of going to press and transmitter was in the process of construction.

K T S M

"THE VOICE OF EL PASO"
EL PASO—EST. 1929

NBC (OPTIONAL RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. (C.P. 1350 Kc., 500 Watts, d.; 250 Watts, n.). OWNED BY: Tri-State Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Paso del Norte, 200 So. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1001 Mills Bldg. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M.; Sunday, 7:00 A.M. to 9:30 A.M., 12:00 noon to 7:30 P.M. and 9:00 P. M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio.

Personnel

President.....Mrs. L. E. Bredberg
 General Manager.....Karl O. Wylér
 Sales Manager.....Willard E. Kline
 Program Director.....Roy T. Chapman
 Chief Engineer.....E. L. Gemoets

Coverage

Population—Primary	125,000
Radio Homes— "	25,500
Population—Secondary	143,000
Radio Homes— "	28,500

Source: Station survey.

Representative

George P. Hollingsbery Co.

W D A H

EL PASO—EST. 1929

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: Tri-State Broadcasting Co. OPERATED BY: Tri-State Broadcasting Co. BUSINESS ADDRESS: 200 S. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: 200 S. El Paso St. TRANSMITTER LOCATION: Mills Bldg. TIME ON THE AIR: (Sundays only) 9:30 A.M. to noon—7:30 P.M. to 8:30 P.M.

Personnel

President.....Mrs. L. E. Bredberg
 Station Manager.....Karl O. Wylér

K F J Z

FORT WORTH—EST. 1922

MBS—TEXAS STATE NETWORK

FREQUENCY: 1240 Kc. POWER: 1000 watts.
 OWNED BY: Tarrant Broadcasting Co. OPERATED BY: Tarrant Broadcasting Co. BUSINESS ADDRESS: Hotel Texas STUDIO ADDRESS: Hotel Texas, 1201 West Lancaster. PHONE: 3-3474. TRANSMITTER LOCATION: Birdville, Texas. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Elliott Roosevelt
 Secretary-Treasurer.....H. A. Hutchinson
 Manager.....Gene L. Cagle
 Commercial Manager.....Charles B. Meade
 Program & Musical Director.....L. Roy Duffy
 Chief Engineer.....Ed L. Starnes

Coverage

	Daytime	Evening
Population—Primary	1,655,580	1,544,480
Radio Homes— "	256,300	256,300

Source: Field intensity survey.

Representative

Texas State Network

K G K O

FORT WORTH—EST. 1928

NATIONAL BROADCASTING CO.

LONE STAR CHAIN

FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Medical Arts Bldg. PHONE: 3-2301. STUDIO ADDRESS: Medical Arts Bldg. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 a.m. to midnight, daily; 8:00 a.m. to midnight, Sundays. NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Amon G. Carter
 General Manager.....Harold V. Hough
 Assistant General Manager...George Cranston

Commercial Manager.....Jack Keasler
 Continuity Director.....Howard Carraway
 Chief Engineer.....R. C. Stinson
 Program Director.....Ed Lalley

Coverage

	Daytime	Evening
Population—Primary	1,383,488	939,260
Radio Homes—"	493,775	479,667
Population—Secondary	2,437,802	1,234,783
Radio Homes—"	187,610	30,034

Source: Joint Committee.

Representative

Free & Peters, Inc.

W B A P

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: Carter Publications, Inc. OPERATED BY: Star-Telegram. BUSINESS ADDRESS: 400 W. Seventh. PHONE: 3-2301. STUDIO ADDRESS: Blackstone Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: 5:45 A.M., closes midnight (shared with WFAA). NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press (not open to sponsorship). TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President.....Amon G. Carter
 General Manager.....Harold V. Hough
 Assistant General Manager...Herb C. Southard
 Program Director.....David Byrn
 Chief Engineer.....R. C. Stinson

Coverage*

Population—Primary	5,327,484
Radio Homes—"	805,700
Population—Secondary	7,259,620
Radio Homes—"	1,267,300

* Installation of new antenna is estimated to have increased coverage and new figures are in preparation.

Source: NBC Airea Study.

Representative

Edward Petry & Company

KLUF

GALVESTON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: KLUF Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 60th & Broadway. PHONE: 6676. STUDIO ADDRESS: 60th & Broadway. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m.—12:00 midnight to 1:00 a.m. NEWS SERVICE: Transradio. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Geo. Roy Clough
 Chief Engineer.....John Taylor

Coverage

Population—Primary 797,573
 Source: Station survey.

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Houston Printing Corp. OPERATED BY: Same. BUSINESS ADDRESS: Lamar Hotel. PHONE: Fairfax 7101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Houston Post. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC The-saurus.

Personnel

President.....W. P. Hobby
 Station Manager.....Kern Tips
 Chief Engineer.....H. T. Wheeler

Coverage

Population—Primary	1,412,700
Radio Homes—"	227,960
Population—Secondary	386,100
Radio Homes—"	45,400

Source: NBC Airea Study.

Representative

Edward Petry & Co.

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTRH Broadcasting Co. OPERATED BY: Houston Chronicle. BUSINESS ADDRESS: Rice Hotel. PHONE: Preston 4361. STUDIO ADDRESS: Rice Hotel. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:30 a.m. to midnight (daily); 7:45 a.m. to midnight (Sunday). NEWSPAPER AFFILIATION: Houston Chronicle. NEWS SERVICE: Local News and thirty-word (Chronicle) National Flashes. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

Station Manager.....B. F. Orr
 Commercial Manager.....Ray E. Bright
 Program Director.....Harry Grier
 Chief Engineer.....Tom Hiner

Coverage

Population—Primary	847,800
Radio Homes—"	193,200
Population—Secondary	4,702,990
Radio Homes—"	652,700

Source: Mail response analysis and field intensity measurements.

Representative

John Blair & Company

K X Y Z

HOUSTON—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 1000 Watts.

OWNED BY: Harris County Broadcast Co.
 OPERATED BY: Harris County Broadcast Co.
 BUSINESS ADDRESS: 5th floor, Gulf Bldg.
 STUDIO ADDRESS: Same. TRANSMITTER
 LOCATION: Houston. TIME ON THE AIR:
 24 hours a day. MAINTAINS AN ARTIST
 BUREAU. TRANSCRIPTION SERVICE: NAB Li-
 brary, Lang-Worth.

Personnel

Manager.....T. F. Smith

Coverage

Population—Primary	648,700
Radio Homes— "	153,900
Population—Secondary	396,000
Radio Homes— "	58,700

Source: Mail response analysis.

Representative

The Branham Co.

K S A M

"THE HOME OF THE SAM HOUSTON
 STATE TEACHER'S COLLEGE"

HUNTSVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts.

OWNED BY: Sam Houston Broadcasting Asso-
 ciation. OPERATED BY: Same. BUSINESS AD-
 DRESS: 1121 Twelfth St. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: Walker
 County Fair Grounds. TIME ON THE AIR: 6:30
 A.M. to local sunset. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: Standard
 Radio.

Personnel

ManagerV. A. Coker
 Program Director.....Sonny Phillips
 Chief Engineer.....Jack Whitley

K O C A

"KILGORE, THE OIL CAPITAL OF
 AMERICA"

KILGORE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts.

OWNED BY: Oil Capitol Broadcasting Asso-
 ciation. OPERATED BY: Same. BUSINESS
 ADDRESS: 102½ East North St. PHONE:
 616. STUDIO ADDRESS: Same. TRANSMIT-
 TER LOCATION: Kilgore. TIME ON THE
 AIR: 6:00 a.m. to 10:00 p.m. NEWSPA-
 PER AFFILIATIONS: Kilgore Daily News.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS' BUREAU. TRANSCRIPTION SERV-
 ICE: Standard Radio.

Personnel

General ManagerRoy G. Terry
 Promotion Manager.....B. V. Hammond
 Program Director.....Orvin Franklin
 Chief Engineer.....Eugene A. Norris

K P A B

"THE STATION WHERE NATION MEETS
 NATION"

LAREDO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts.

OWNED BY: Mervel M. Valentine. OPERATED
 BY: Mervel M. Valentine. BUSINESS ADDRESS:
 300 Gates St. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 1 Stone Ave. TIME
 ON THE AIR: 24 hours daily. NEWS SERVICE:
 Transradio Press. TRANSCRIPTION SERVICE:
 NBC Thesaurus.

Personnel

General Manager.....Mervel M. Valentine
 Commercial Manager.....R. W. Bennett

Coverage

	Daytime	Evening
Population—Primary	100,000	150,000
Radio Homes— "	20,000	35,000
Population—Secondary	150,000	200,000
Radio Homes— "	25,000	40,000

Source: Station survey.

Representatives

Forjoe & Company, New York
 William R. Stewart

K F R O

LONGVIEW—EST. 1934

FREQUENCY: 1340 Kc. POWER: 1000 watts.

OWNED BY: Voice of Longview. OPERATED
 BY: Voice of Longview. BUSINESS ADDRESS:
 Box 616. PHONE: 411. STUDIO ADDRESS:
 620 Glover Crim Bldg. TRANSMITTER LOCA-
 TION: Marshall-Longview Highway. TIME ON
 THE AIR: 6:00 a.m. to 12:00 midnight. NEWS
 SERVICE: United Press. TRANSCRIPTION SER-
 VICE: NAB Library, Lang-Worth. MAINTAINS
 ARTISTS' BUREAU.

Personnel

President-General Manager...James R. Curtis

Coverage

	Daytime	Evening
Population—Primary	99,997	99,997
Radio Homes— "	26,595	26,595
Population—Secondary ..	787,107	500,000
Radio Homes— "	209,337	150,000

Source: Joint Committee.

Representatives

Forjoe & Co.
 John H. Reagin, Atlanta, Ga.
 Radio Time Agency, Chicago
 Walter Biddick, Los Angeles

K F Y O

"LUBBOCK, HUB OF THE PLAINS,
 HOME OF TEXAS TECH"

LUBBOCK—EST. 1927

FREQUENCY: 1310 Kc. POWER: 250 Watts,
 d.; 100 Watts, n. OWNED BY: Plains Radio
 Broadcasting Co. OPERATED BY: Plains Radio

Broadcasting Co. **BUSINESS ADDRESS:** Box 1448. **PHONE:** 1700-1 (Trans) 1540. **STUDIO ADDRESS:** 914 Ave. J. **TRANSMITTER LOCATION:** 2312 5th St. **TIME ON THE AIR:** 6:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sunday). **MAINTAINS ARTISTS' BUREAU.** **NEWSPAPER AFFILIATIONS:** Lubbock Avalanche Journal. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICES:** Standard Radio, NAB Library.

Personnel

President.....O. L. Taylor (Amarillo)
 Station Manager.....DeWitt Landis
 Commercial Manager.....DeWitt Landis
 Artists' Bureau Head.....R. B. McAlister
 Chief Announcer.....Wesley Youngblood
 Publicity Director.....Bruce Collier
 Musical Director.....O. D. Cook
 Chief Engineer.....W. H. Torrey

Coverage

Population—Primary 171,696
 Radio Homes— " 22,510
 Population—Secondary 49,173
 Radio Homes— " 5,300

Source: Field intensity survey; U. S. Census.

Representative

Howard H. Wilson Company

K R B A

"THE VOICE OF WELCOME IN THE
 HEART OF THE PINEY WOODS"

LUFKIN—EST. 1938

FREQUENCY: 1310 Kc. **POWER:** 250 watts.
OWNED BY: Red Lands Broadcasting Association (Ben T. Wilson, President). **OPERATED BY:** Red Lands Broadcasting Association. **BUSINESS ADDRESS:** 108½ S. First St. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Highway No. 35. **TIME ON THE AIR:** Daytime License. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President.....Ben T. Wilson
 ManagerDarrell E. Yates

K R L H

"SERVICE, COOPERATION AND
 EDUCATION"

MIDLAND—EST. 1935

TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. **POWER:** 100 Watts.
OWNED BY: Clarence Scharbauer. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Hotel Scharbauer. **PHONE:** 1070. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** 2100 West Wall. **TIME ON THE AIR:** 6:45 a.m. to 5:45 p.m., daily; 10:00 a.m. to 7:00 p.m., Sundays. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** World Broadcasting System, Standard Radio.

Personnel

Station Manager.....W. H. McCumber
 Program Director.....C. A. Roark
 Director of Women's Programs.Claudine Hogan
 Chief Engineer.....Robert Harmon

Coverage

	Daytime	Evening
Population—Primary	40,000	40,000
Radio Homes— "	10,000	10,000
Population—Secondary	120,000	60,000
Radio Homes— "	38,000	10,000

Source: Field intensity measurements.

Representative

Allied Representation Co.

K N E T

PALESTINE—EST. 1936

FREQUENCY: 1420 Kc. **POWER:** 100 Watts.
OWNED BY: Palestine Broadcasting Assn. **OPERATED BY:** Palestine Broadcasting Association. **BUSINESS ADDRESS:** John and Crawford Sts. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Highway No. 43. **TIME ON THE AIR:** Daytime License. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

General Manager.....M. E. Danbom
 Station Manager.....John Sullivan
 Program Director.....W. D. Martin, Jr.
 Secretary.....Mary Louise Pryor
 Chief Engineer.....W. S. Hall

Coverage

	Daytime
Population—Primary	60,000
Radio Homes— "	8,000
Population—Secondary	75,000
Radio Homes— "	15,000

Source: Station estimate.

K P D N

"HIGH FIDELITY"

PAMPA—EST. 1936

FREQUENCY: 1310 Kc. **POWER:** 100 Watts.
OWNED BY: R. C. Hoiles. **OPERATED BY:** R. C. Hoiles. **BUSINESS ADDRESS:** 212½ N. Ballard. **PHONE:** 1100. **STUDIO ADDRESS:** 212½ N. Ballard. **TRANSMITTER LOCATION:** East of city limits. **TIME ON THE AIR:** 7:00 a.m. to 11:00 p.m. **NEWSPAPER AFFILIATION:** Pampa News. **NEWS SERVICE:** Associated Press. **TRANSCRIPTION SERVICES:** World Broadcasting System, C. P. MacGregor. **MAINTAINS ARTISTS' BUREAU.**

Personnel

General Manager.....H. E. Kreiger
 Commercial Manager.....Dale Robinson
 Program Director.....Ray Monday
 Chief Engineer.....Herman Kreiger

Coverage

	Daytime	Evening
Population—Primary	55,308	47,012
Radio Homes— "	19,170
Population—Secondary ..	25,456	21,637
Radio Homes— "	6,600

Source: U. S. Census; Joint Committee.

K P L T

"THE FRIENDLY STATION"
PARIS—EST. 1936

TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts.
OWNED BY: North Texas Broadcasting Co.
OPERATED BY: North Texas Broadcasting Co.
BUSINESS ADDRESS: Gibraltar Hotel. PHONE: 1124-5. STUDIO ADDRESS: Gibraltar Hotel, Mezzanine Floor. TRANSMITTER LOCATION: 1¼ miles south on Texas Highway No. 24.
TIME ON THE AIR: Unlimited License.
NEWSPAPER AFFILIATIONS: North Texas Broadcasting Co. is owned by North Texas Pub. Co. which publishes The Paris News.
NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....A. G. Pat Mayse
General Manager.....Fred E. Humphrey
Chief Engineer.....Weldon Jeffus

Coverage

Population—Primary	209,400
Radio Homes— "	25,600

Source: Mail response analysis.

Representative

Joseph Hershey McGillvra

K I U N

PECOS—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Jack Hawkins and Barney Hubbs.
OPERATED BY: Jack Hawkins and Barney Hubbs.
BUSINESS ADDRESS: 306 S. Cedar St.
STUDIO ADDRESS: 306 S. Cedar St. TRANSMITTER LOCATION: North of city, 1 mile. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS-PAPER AFFILIATION: Affiliated with Pecos Enterprise, a weekly, through interlocking ownership. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Co-Owner-General Manager...Jack Hawkins
Co-Owner-Publicity Director...Barney Hubbs
Chief Announcer.....Bill Sharpe
Musical Director.....Carl Watts
Chief Engineer.....Grady Cotton

K W B D *

PLAINVIEW—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 watts.
OWNED BY: W. B. Dennis. OPERATED BY: W.

B. Dennis. BUSINESS ADDRESS: Plainview. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

K P A C

PORT ARTHUR—EST. 1934

FREQUENCY: 1220 Kc. POWER: 500 watts.
OWNED BY: Port Arthur College. OPERATED BY: Port Arthur College. BUSINESS ADDRESS: 1521 Lake Shore Drive. PHONE: 7458. STUDIO ADDRESS: 1521 Lake Shore Drive. PHONE: 3320. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

PresidentCarl Vaughan

Coverage

Population—Primary	175,000
Radio Homes— "	43,750
Population—Secondary	201,000
Radio Homes— "	50,250

Source: Station survey.

K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: KGKL, Inc. OPERATED BY: KGKL, Inc. BUSINESS ADDRESS: St. Angelus Hotel. PHONE: 5515-6715-16-17. STUDIO ADDRESS: St. Angelus Hotel. TRANSMITTER LOCATION: 50 S. Milton St. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. NEWSPAPER AFFILIATION: San Angelo Standard Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus.

Personnel

President.....H. C. Ragsdale
Gen'l & Comm. Mgr.....Fred E. Humphrey
Program Director.....Lynn Bigler
Chief Engineer.....Frank M. Jones

Coverage

Population	180,000
Radio Homes	26,300

Source: Station survey.

Representative

Joseph Hershey McGillvra

K A B C

"THE SPORTS STATION"

SAN ANTONIO—EST. 1926

MBS—TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: Alamo Broadcasting Co. OPER-

ATED BY: Alamo Broadcasting Co. BUSINESS ADDRESS: Milam Bldg. PHONE Garfield 4241. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 811 E. Myrtle St. TIME ON THE AIR: 6:30 a.m. to 12:00 midnight, daily; 7:30 a.m. to 11:00 p.m., Sundays. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President R. Early Wilson
 Manager Cliff Tatom
 Program Director Dave Young
 Production Manager Jerry Fisher

Coverage

	Daytime	Evening
Population—Primary	465,000	465,000
Radio Homes—	119,500	119,500
Population—Secondary	153,000	153,000
Radio Homes—	33,700	33,700

Source: Station survey.

K M A C

SAN ANTONIO—EST. 1930

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: W. W. McAllister and Howard W. Davis d/b as Walmac Co. OPERATED BY: Walmac Company. BUSINESS ADDRESS: 27th floor, Smith Young Tower. STUDIO ADDRESS:

Same. TRANSMITTER LOCATION: 319 Avenue A. TIME ON THE AIR: Part time schedule (divides time with KONO). TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager Howard W. Davis
 Program Director A. S. Bessan
 Secretary-Treasurer Ruth Burleson

Coverage

	Daytime
Population—Primary	400,000

Source: Station survey.

Representative

Burn-Smith Co.

K O N O

SAN ANTONIO—EST. 1927

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Eugene J. Roth. OPERATED BY: Mission Broadcasting Co. BUSINESS ADDRESS: 317 Arden Grove. PHONE: F. 5171-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9 hours daily (shares time with KMAC). NEWS SERVICE: La Prensa (Spanish only). MAINTAINS ARTISTS' BUREAU.

Personnel

Owner-Manager Eugene J. Roth
 Program Director Bill Laurie
 Sales Manager James M. Brown
 Chief Engineer George Ing

Coverage

	Daytime
Population—Primary	350,000
Radio Homes—	92,000

Source: U. S. Census; Chamber of Commerce.

Representative

Allied Representative Co.

W O A I

"THE MOST POWERFUL ADVERTISING INFLUENCE IN SAN ANTONIO AND THE SOUTHWEST"

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 1190 Kc. POWER 50,000 Watts. OWNED BY: Southland Industries, Inc. OPERATED BY: Southland Industries, Inc. BUSINESS ADDRESS: 1031 Navarro. PHONE: Garfield 4221-2-3-4. STUDIO ADDRESS: 1031 Navarro. TRANSMITTER LOCATION: Selma, Texas. TIME ON THE AIR: 6:30 a.m. to 12:00 midnight, daily; 7:30 a.m. to 12:00 midnight, Sunday. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, NBC Thesaurus, Lang-Worth.

Personnel

Pres. & General Manager Hugh A. L. Halff
 Chairman of Board G. A. C. Halff
 Vice-President Ellis Chaney

"Come and get it"

In the language of the range, we offer you this rich market—on a platter.

50,000 WATTS

WOAI

CLEARED CHANNEL

MEMBER TQN - AFFILIATE NBC
 REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Secretary.....George Beury
 Sales Promotion & Merchandising
 ManagerWalter S. Zahrt
 Program Director.....Dwight Bourn
 Chief Engineer.....Fred Sterling

Coverage

	Daytime	Evening
Radio Homes—Primary..	274,480	207,800

Source: Field strength survey; mail response analysis; Joint Committee.

Representative

Edw. Petry & Co., Inc.

K T S A

SAN ANTONIO—EST. 1927
 COLUMBIA BROADCASTING SYSTEM
 LONE STAR CHAIN

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Sunshine Broadcasting Co. OPERATED BY: Sunshine Broadcasting Co. BUSINESS ADDRESS: Gunter Hotel. PHONE: Garfield 1251. STUDIO ADDRESS: Gunter Hotel. TRANSMITTER LOCATION: St. Hedwig Road. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight, daily; Sunday, 7:45 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....George W. Johnson
 Commercial Manager.....Charles Balthrope
 Program Manager.....William C. Bryan
 Chief Engineer.....Wm. Egerton

Coverage

	Daytime	Evening
Population—Primary	1,680,657	1,348,676
Radio Homes— "	249,130	155,120
Population—Secondary ..	2,630,410	2,304,513
Radio Homes— "	368,433	291,150

Source: CBS Listening Study and station survey.

Representative

Howard H. Wilson Co.

K R R V

"THE VOICE OF THE RED RIVER VALLEY"

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. (C. P. 880 Kc., 1000 watts, unlimited.) OWNED BY: Red River Valley Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 163. PHONE: 201. STUDIO ADDRESS: 1910 S. Crockett St., Fannin & Owing Sts., Denison. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....G. H. Wilcox
 Station Manager.....L. L. Hendrick

Commercial Manager.....Emory Reece
 Program Director-Chief
 AnnouncerBill Hutchins
 Denison Studio Manager.....Maurice Wray
 Chief Engineer.....T. E. Spellman

Coverage

Population—Primary	246,000
Radio Homes— "	31,500
Population—Secondary	220,000
Radio Homes— "	25,900

Source: Station survey.

Representative

Texas State Network

K X O X

SWEETWATER—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Sweetwater Radio, Inc. OPERATED BY: Sweetwater Radio, Inc. BUSINESS ADDRESS: Highway 70. STUDIO ADDRESS: Highway 70. TRANSMITTER LOCATION: Sweetwater. TIME ON THE AIR: 6:00 a.m. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

PresidentGeorge Bennett
 Secretary-Treasurer & General
 Manager.....Russell Bennett
 Commercial Manager.....J. Allen Brown

Coverage

Population—Primary	411,699
Radio Homes— "	45,700

Source: Mail response analysis.

K T E M

TEMPLE—EST. 1936

MUTUAL BROADCASTING SYSTEM
 FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Bell Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kyle Hotel. PHONE: 4646. STUDIO ADDRESS: Kyle Hotel. TRANSMITTER LOCATION: 2.6 miles north of Temple. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

PresidentRuth Mayborn
 General Manager.....Frank Mayborn
 Station Manager.....Burton Bishop
 Chief Engineer.....Paul Shaw

Coverage

	Daytime	Evening
Population—Primary	289,543	50,030
Radio Homes— "	48,280	8,560
Population—Secondary ..	267,901	239,543
Radio Homes— "	43,880	39,720

Source: Mail response analysis.

Representative

Texas State Network

KCMC

"KCMC, THE VOICE OF SERVICE IN TEXARKANA AND THE FOUR STATE AREA"

TEXARKANA—EST. 1932

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 958-2525. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President Henry Humphrey
 General Manager Foster W. Fort
 Commercial Manager John E. Marsh
 Artists Bureau Head and
 Traffic Manager Paulyne Sorsby
 Program & Publicity Dir. Thomas Dillahunty
 Chief Engineer Harvey Robertson

Coverage

Radio Homes—Primary 30,810
 Radio Homes—Secondary 58,580
 Source: Station survey.

Representative

Radio Time Agency

KGKB

TYLER—EST. 1931

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: East Texas Broadcasting Co. OPERATED BY: J. G. Ulmer. BUSINESS ADDRESS: 115 S. College. PHONE: 1106-7. STUDIO ADDRESS: 115 S. College. TRANSMITTER LOCATION: Sandflat Road. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President W. M. Roberts
 Operator Jas. G. Ulmer
 General Manager M. E. Danbom

Coverage

	Daytime	Evening
Population—Primary	303,100	303,100
Radio Homes—"	26,500	26,500
Population—Secondary	303,021	303,021
Radio Homes—"	28,400	28,400

Source: Joint Committee; Texas Almanac.

KVWC

VERNON—EST. 1939

TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: The Northwestern Broadcasting Co. OPERATED BY: Same. BUSINESS AD-

DRESS: 1813 Wilbarger St. STUDIO ADDRESS: 1813 Wilbarger St. TRANSMITTER LOCATION: Vernon. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. NEWSPAPER AFFILIATION: Vernon Daily Record. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President R. H. Nichols
 Station Manager Herman Cecil
 Commercial Manager W. D. Dixon
 Program Director J. D. Ralston
 Chief Engineer W. M. Fowler, Jr.

Coverage

Population—Primary	208,940
Radio Homes—"	57,300
Population—Secondary	171,222
Radio Homes—"	47,420

Source: Station survey.

KVIC*

VICTORIA—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Radio Enterprises, Inc. BUSINESS ADDRESS: Victoria. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

WACO

"SERVING THE PUBLIC INTEREST"

WACO—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Frontier Broadcasting Co. OPERATED BY: Frontier Broadcasting Co. BUSINESS ADDRESS: Amicable Bldg. PHONE: 2700-1. STUDIO ADDRESS: Amicable Bldg. TRANSMITTER LOCATION: Amicable Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Waco News-Tribune, Waco Times-Herald. NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager J. W. Pate
 Commercial Manager R. E. L. Glasgow
 Program Director Bernard P. Helton
 Publicity Director Lewis Love
 Musical Director Mary Holiday
 Chief Engineer L. H. Appleman

Coverage

Population—Primary	376,181
Radio Homes—"	44,600
Population—Secondary	226,767
Radio Homes—"	25,600

Source: Texas Almanac; Joint Committee.

K R G V

"YOUR VALLEY VOICE"
WESLACO—EST. 1926
NBC—(RED OR BLUE)
LONE STAR CHAIN

FREQUENCY: 1260 Kc. POWER: 1000 Watts.
OWNED BY: KRGV, Inc. OPERATED BY:
Same. BUSINESS ADDRESS: 201 Border.
PHONE: 375-6. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 6:00 A.M. to 11:00 P.M. NEWS
SERVICE: United Press. TRANSCRIPTION SER-
VICE: Standard Radio, Davis & Schwegler.

Personnel

President.....O. L. Taylor
Station Manager.....Ken Lowell Sibson
Assistant Manager.....Guy W. Bradford
Program Director.....Dick Watkins
Chief Engineer.....Neal McNaughton

Coverage

Population—Primary 383,909
Radio Homes— " 37,860
Source: Station survey.

Representative

Howard H. Wilson Co.

K W F T

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 620 Kc. POWER: 1000 Watts,
d.; 250 Watts, n. OWNED BY: Wichita Broad-
casting Co. OPERATED BY: Wichita Broad-
casting Co. BUSINESS ADDRESS: 807 Hamil-
ton Bldg. STUDIO ADDRESS: Kemp Hotel.
TRANSMITTER LOCATION: Wichita Gardens.
TIME ON THE AIR: 6:30 A.M. to 12:00 midnight.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: Associated Music Publishers.
MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Joe B. Carrigan
Manager.....W. P. Hood
Program Director.....Eddie Evans
Sales Manager.....Charles Clough
Merchandising Director.....Harold Kimmell
Chief Engineer.....John Adams

Coverage

	Daytime	Evening
Population—Primary	750,000	300,500
Radio Homes— "	145,000	32,300
Population—Secondary ..	2,607,500	541,900
Radio Homes— "	502,300	95,270

Source: Chamber of Commerce; U. S. Census;
field intensity measurements.

Representative

Paul H. Raymer Co.

UTAH

Population 519,000

Number of Families 123,000

Number of Radio Homes 111,000

Retail Sales \$145,307,800

Auto Registrations 153,081

K S U B

"GATEWAY TO SOUTHERN UTAH'S
SCENIC WONDERLAND"
CEDAR CITY—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts.
OWNED BY: Johnson & Perry. OPERATED BY:
Leland Perry. BUSINESS ADDRESS: Escalante Hotel. PHONE: 398. STUDIO ADDRESS:
Escalante Hotel. TRANSMITTER LOCATION:
West 2nd South. TIME ON THE AIR: Unlimited
License. NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICES: NBC Thesaurus,
C. P. MacGregor.

Personnel

Co-Owners..Leland M. Perry, Harold Johnson
Station Manager.....Sherman T. Wright

Representative

Cox & Tanz

K V N U

LOGAN—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: Cache Valley Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
41 S. Main St. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Logan. TIME ON
THE AIR: 6:00 A.M. to 12:00 midnight. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: Standard Radio.

Personnel

Manager.....Reed Bullen

Coverage

	Daytime	Evening
Population—Primary	100,000	110,000
Radio Homes— "	30,000	33,000

Source: Station survey.

K L O

"THE VOICE OF UTAH"

OGDEN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)
 FREQUENCY: 1400 Kc. POWER: 5000 watts.
 OWNED BY: Interstate Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS:
 7th floor, Hotel Ben Lomond. PHONE: 84.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Kaneshville, Utah. TIME ON THE
 AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER
 AFFILIATION: Ogden Standard Examiner.
 NEWS SERVICE: Associated Press. MAIN-
 TAINS ARTISTS' BUREAU.

Personnel

President A. L. Glasmann
 Vice President-General
 Manager..... Paul R. Heitmeyer
 Advertising Manager..... M. J. Bunnell
 Chief Announcer..... Stuart Daniels
 Program Manager..... Ethel G. Clark
 Production Director..... Jack Riaska
 Musical Director..... Ed Berry
 Chief Engineer..... W. D'Orr Cozzens
 Production Manager..... Jack Riaska

Coverage

	Daytime	Evening*
Population—Primary	403,749	403,749
Radio Homes— "	91,158	91,158
Population—Secondary ..	88,961	253,194
Radio Homes— "	21,700	61,750

*Based on 1000 Watts power.
 Source: Field strength measurements; U. S.
 Census.

Representative

Bryant Griffith & Brunson

K E U B

"THE VOICE OF EASTERN UTAH"

PRICE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts.
 OWNED BY: E. Utah Broadcasting Co. (Sam.
 G. Weiss). OPERATED BY: E. Utah Broad-
 casting Co. BUSINESS ADDRESS: Price. PHONE:
 Price 200. STUDIO ADDRESS: Price. TRANS-
 MITTER LOCATION: Price. TIME ON THE AIR:
 Unlimited License. NEWS SERVICE: Trans-
 radio Press. TRANSCRIPTION SERVICE: World
 Broadcasting System.

Personnel

Station Manager..... Sam G. Weiss
 Program Director-Commercial
 Manager..... Jack Richards
 Chief Engineer..... Carl E. Busart

K O V O

"THE VOICE OF CENTRAL UTAH"

PROVO—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Clifford A. Talboe, trustee, d/b
 as Citizens Voice and Air Show. OPERATED
 BY: Same. BUSINESS ADDRESS: 108 West
 Center St. STUDIO ADDRESS: 108 West Center
 St. TRANSMITTER LOCATION: 17 West Sec-
 ond St., South. TIME ON THE AIR: 7:00 A.M.
 to 11:00 P.M. NEWS SERVICE: Transradio
 Press, United Press. TRANSCRIPTION SER-
 VICE: NBC Thesaurus, Standard Radio.

Personnel

Manager Arch L. Madsen
 Production Director..... A. C. Priddy
 Chief Engineer..... Howard Johnson

Coverage

	Daytime	Evening
Population—Primary	58,745	51,000
Radio Homes— "	11,760	10,060
Population—Secondary ..	24,370	7,845
Radio Homes— "	4,876	1,800

Source: Joint Committee.

K D Y L

"THE POPULAR STATION"

SALT LAKE CITY—EST. 1922

NBC (RED)

FREQUENCY: 1290 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: Intermountain
 Broadcasting Corp. OPERATED BY: Same.
 BUSINESS ADDRESS: 6th floor, Tribune-Tele-

For Results
 in the
 INTERMOUNTAIN
 MARKET
 it's
KDYL
 SALT LAKE CITY
 The POPULAR Station

NBC
 RED
 NETWORK

Representative: JOHN BLAIR & CO.

gram Bldg. PHONE: Wasatch 7180-1-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th W. and 33rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President & General Manager.....S. S. Fox
 Commercial Manager.....W. E. Wagstaff
 Program Director.....Myron Fox
 Sales Manager.....W. E. Wagstaff
 Chief Engineer.....J. M. Baldwin

Coverage

	Daytime	Evening
Population—Primary	607,805	432,734
Radio Homes— "	131,460	94,650
Population—Secondary ..	246,076	103,920
Radio Homes— "	54,180	22,689

Source: Field intensity survey and mail count.

Representative

John Blair & Company

K S L

SALT LAKE CITY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1130 Kc. POWER: 50,000

watts. OWNED BY: Radio Service Corporation of Utah. OPERATED BY: Same. BUSINESS ADDRESS: Union Pacific Bldg. PHONE: Wasatch 3901. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Saltair. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Salt Lake Tribune. NEWS SERVICES: United Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Library, C. P. MacGregor.

Personnel

President.....J. Reuben Clark, Jr.
 Executive Vice-President.....Earl J. Glade
 Vice-President.....John F. Fitzpatrick
 Assistant to President-Director of
 Station Operations.....Ivor Sharp
 Secretary-Treasurer.....Joseph L. Wirthlin
 Commercial Manager-Auditor..Dan H. Vincent
 Sales and Traffic Manager, Lennox Murdoch
 Chief Engineer.....Willice E. Groves
 Production Manager-Chief Announcer,

Glenn Shaw

Musical Director.....Albert J. Southwick

Director of Special Events...Richard L. Evans

Director of Public Events, Sports and

Promotional Activities...Thomas H. Axelson

SUPREME IN THE WEST



Columbia's 50,000-Watt Affiliate in Salt Lake City

Edward Petry & Company, Inc., National Representative

UTAH—VERMONT

Director of News Broadcasts, Earl J. Glade, Jr.
 Director of Educational Broadcasts,
 Irma Felt Bitner

Coverage

	Daytime	Evening
Population—Primary	844,000	1,690,800
Radio Homes— "	145,750	306,990
Population—Secondary	10,607,900	11,687,300
Radio Homes— "	2,458,400	2,619,600

Source: CBS Listening Area Study.

Representative

Edward Petry & Co., Inc.

K U T A

"TOPS ON THE DIAL"
 SALT LAKE CITY—EST. 1938

NBC—BLUE

FREQUENCY: 1500 Kc. POWER: 250 watts.
 OWNED BY: Utah Broadcasting Co. OPER-
 ATED BY: Utah Broadcasting Co. BUSINESS
 ADDRESS: Belvedere Apartment Hotel.

PHONE: Wasatch 1730. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: 1324 S.
 3rd St., West. TIME ON THE AIR: 7:00 A.M.
 to 12:00 midnight. NEWS SERVICE: Interna-
 tional News Service. MAINTAINS ARTISTS'
 BUREAU. TRANSCRIPTION SERVICE: Stand-
 ard Radio.

Personnel

Manager Frank C. Carman
 Assistant Manager-Program Director,
 William B. Sears
 Chief Engineer Lyle Wahlquist

Coverage

	Daytime	Evening
Population—Primary	220,000	200,000
Radio Homes— "	47,660	47,660
Population—Secondary	250,000	250,000
Radio Homes— "	56,560	56,560

Source: Field strength survey; Joint Com-
 mittee.

Representative

Joseph Hershey McGillvra

VERMONT

Population 383,000

Number of Families 99,000

Number of Radio Homes 88,600

Retail Sales \$109,033,100

Auto Registrations 89,496

W C A X

"THE VOICE OF VERMONT"
 BURLINGTON—EST. 1931

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Burlington Daily News, Inc. OP-
 ERATED BY: Same. BUSINESS ADDRESS: 203
 College St. PHONE: 4880. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: Same.
 TIME ON THE AIR: 7:00 A.M. to 9:00 P.M.
 NEWSPAPER AFFILIATION: Burlington Daily
 News. NEWS SERVICE: United Press. TRAN-
 SCRPTION SERVICE: Associated Recorded
 Program Service, C. P. MacGregor.

Personnel

President-Treasurer C. P. Hasbrook
 Program and Production Manager, H. B. Wight
 Treasurer E. E. Germain
 Chief Engineer James W. Tierney

Coverage

	Daytime	Evening
Population—Primary	507,942
Radio Homes— "	47,480	94,960

Source: Station survey.

W S Y B

"WE SERVE YOU BEST"
 RUTLAND—EST. 1930

FREQUENCY: 1500 Kc. POWER: 250 watts.

OWNED BY: P. Weiss Music Co. OPERATED
 BY: Same. BUSINESS ADDRESS: 80 West St.
 PHONE: 1247. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Creek Road. TIME
 ON THE AIR: Unlimited License. NEWS SER-
 VICE: Transradio Press. TRANSCRIPTION
 SERVICE: NAB Library, Lang-Worth.

Personnel

President P. Weiss
 Station Manager J. H. Weiss
 Chief Engineer M. R. Francis

W Q D M

"THIS IS YOUR STATION"
 ST. ALBANS—EST. 1929

FREQUENCY: 1390 Kc. POWER: 1000 watts.
 OWNED BY: F. Arthur Bostwick and E. J.
 Regan. OPERATED BY F. Arthur Bostwick and
 E. J. Regan. BUSINESS ADDRESS: 32 North
 Main. PHONE: 126. STUDIO ADDRESS: 32
 North Main St. TRANSMITTER LOCATION:
 ¼ mile north of city on route 7. TIME ON THE
 AIR: 6:00 A.M. to local sunset. MAINTAINS
 ARTISTS BUREAU. NEWS SERVICE: Trans-
 radio Press. TRANSCRIPTION SERVICE: Lang-
 Worth.

Personnel

General Manager G. S. Wasser
 Production Manager Alec Coursey

VERMONT—VIRGINIA

Continuity Director.....Walter Murtrogh
 Chief Engineer.....Edward J. Regan

Coverage

Population—Primary 185,733
 Radio Homes— " 33,870
 Population—Secondary 181,086
 Radio Homes— " 52,720

Source: Mail count and field strength measurements.

Representative

Weed & Co.

W N B X *

SPRINGFIELD—EST. 1927

(*See WKNE, Keene, N. H.)

W D E V

"VERMONT'S MID-STATE STATION"

WATERBURY—EST. 1931

FREQUENCY: 550 Kc. POWER: 1000 watts.

OWNED BY: Lloyd E. Squier and William G. Ricker d/b as Radio Station WDEV. OPERATED BY: L. E. Squier and W. G. Ricker. BUSINESS ADDRESS: 8 Stowe St. PHONE: 13-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waterbury. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

Station and Sales Manager.....L. E. Squier
 Commercial and Advertising Manager,

W. G. Ricker

Chief Announcer.....Mal Weaver

Musical Director.....Paul Turner

Chief Engineer.....Melvin Stickles

Coverage

Population—Primary 200,000
 Radio Homes— " 50,000
 Population—Secondary 400,000
 Radio Homes— " 100,000

Source: Mail response and field intensity survey.

VIRGINIA

Population 2,706,000

Number of Families 613,000

Number of Radio Homes 400,200

Retail Sales \$518,461,900

Auto Registrations 444,860

W C H V

"IN THE HEART OF HISTORIC VIRGINIA"
 CHARLOTTESVILLE—EST. 1932

FREQUENCY: 1420 Kc. POWER: 250 watts.

OWNED BY: Community Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS:

E. Market and 4th. PHONE: 2500. STUDIO

ADDRESS: Same. TRANSMITTER LOCATION:

Route 250, Jefferson Highway. TIME ON THE

AIR: 7:00 A.M. to 10:30 P.M. NEWS SERVICE:

United Press. MAINTAINS ARTISTS' BUREAU.

TRANSCRIPTION SERVICE: Associated Music

Publishers, Lang-Worth.

Personnel

Station Manager.....John F. Arrington, Jr.

Secretary-Treasurer.....Marcia Arrington

Commercial Manager.....George B. Russell

Program Director.....Jane Brooks

Chief Engineer.....Walter W. Gray

Coverage

Population—Primary 202,973
 Radio Homes— " 30,688
 Population—Secondary 268,111
 Radio Homes— " 43,903

Source: Station survey.

Representative

Burn-Smith Co.

W B T M

DANVILLE—EST. 1930

PIEDMONT NETWORK (WBTM and WLVA)

FREQUENCY: 1370 Kc. POWER: 250 Watts,

d., 100 Watts, n. OWNED BY: Piedmont

Broadcasting Corp. OPERATED BY: Piedmont

Broadcasting Corp. BUSINESS ADDRESS: Hotel

Danville. PHONE: 2350. STUDIO ADDRESS:

Hotel Danville. TRANSMITTER LOCATION:

Danville. TIME ON THE AIR: 6:00 A.M. to

11:00 P.M., daily; 9:00 A.M. to 6:00 P.M., Sun-

days. NEWS SERVICE: Transradio Press.

MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION

SERVICE: C. P. MacGregor, Standard

Radio.

• • • **VIRGINIA** • • •

Personnel

President.....L. N. Dibrell
 Vice-President.....Edward A. Allen
 Vice President and General
 Manager.....Philip P. Allen
 Program Director.....W. P. Heffernan
 Chief Engineer.....Phil Briggs

Coverage

	Daytime	Evening
Population—Primary	238,200	238,200
Radio Homes— "	39,200	39,200
Population—Secondary ..	208,900	208,900
Radio Homes— "	37,800	37,800

Source: Mail response analysis.

W F V A

FREDERICKSBURG—EST. 1939

FREQUENCY: 1260 Kc. POWER: 250 watts.
 OWNED BY: Fredericksburg Broadcasting Corp. OPERATED BY: Fredericksburg Broadcasting Corp. BUSINESS ADDRESS: Fredericksburg. STUDIO ADDRESS: Fredericksburg. TRANSMITTER LOCATION: near Fredericksburg. TIME ON THE AIR: Daytime License.

W S V A

"THE VALLEY STATION"
HARRISONBURG—EST. 1935

FREQUENCY: 550 Kc. POWER: 500 Watts.
 OWNED BY: Shenandoah Valley Broadcasting Corp. OPERATED BY: Shenandoah Valley Broadcasting Corp. BUSINESS ADDRESS: Newman Bldg. PHONE: Harrisonburg, 875. STUDIO ADDRESS: Newman Bldg.; Professional Bldg., Staunton. PHONE: Staunton 647. TRANSMITTER LOCATION: 5 miles South of Harrisonburg on U. S. Route 11. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General and Commercial
 Manager.....Chas. P. Blackley
 Program Director.....Wendell Siler
 Chief Engineer.....U. L. Lynch

Coverage

Population—Primary	148,028
Radio Homes— "	26,300
Population—Secondary	145,014
Radio Homes— "	17,900

Source: Department of Commerce; mail response analysis.

Representative

Joseph Hershey McGillvra

W L V A

LYNCHBURG—EST. 1930

PIEDMONT NETWORK (WBTM and WLVA)
 FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: Lynchburg Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS: Allied Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Page St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, NBC Thesaurus, C. P. MacGregor, Associated Music Publishers.

Personnel

PresidentEdw. A. Allen
 Station ManagerPhilip P. Allen
 Program Director.....James Moore
 Chief EngineerAlbert E. Heisen

W G H

NEWPORT NEWS—EST. 1928

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: Hampton Roads Broadcasting Corp. OPERATED BY: Hampton Roads Broadcasting Corp. BUSINESS ADDRESS: Portlock Bldg., Norfolk. PHONE: 27031. STUDIO ADDRESS: Boat Harbor, Newport News; Portlock Bldg., Norfolk; American National Bank Bldg., Portsmouth. PHONES: Portsmouth, 991; Norfolk, 27031; Newport News, 2297. TRANSMITTER LOCATION: Newport News. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:30 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, NBC Thesaurus.

Personnel

President.....Raymond B. Bottom
 Vice-President & General
 Manager.....Edward E. Bishop
 Secretary-Treasurer.....W. R. VanBuren
 Commercial Manager.....Edward E. Edgar
 Program Director.....Gene D. Stratton
 Chief Announcer.....Joel F. Wahlberg
 Musical Director.....Willby Goff
 Chief Engineer.....Raymond P. Aylor, Jr.
 Director of Women's Programs..Audrey Clegg
 Special Events
 Manager.....Irving C. Waugh, Jr.

**(CALL LETTERS
 UNASSIGNED)***

MARTINSVILLE—EST. 1940

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: W. C. Barnes and Jonas Weiland d/b as Martinsville Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Martinsville. STUDIO ADDRESS: Martinsville. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

WTAR

NORFOLK—EST. 1923
NATIONAL BROADCASTING CO.
(RED & BLUE)

FREQUENCY: 780 Kc. POWER: 5000 Watts,
d.; 1000 Watts, n. OWNED BY: WTAR Radio
Corp. OPERATED BY: WTAR Radio Corp.
BUSINESS ADDRESS: National Bank of Com-
merce Bldg. PHONE: 2-5671-2-3. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Glen Rock Rd. TIME ON THE AIR: 6:30 A.M.
to 1:00 A.M. NEWSPAPER AFFILIATIONS:
Norfolk Ledger-Dispatch, Norfolk Virginian
Pilot. NEWS SERVICE: United Press. TRAN-
SCRIPTION SERVICE: NAB Library, Davis &
Schwegler, Langworth.

Personnel

President.....Paul S. Huber
General Manager.....Campbell Arnoux
Commercial Manager.....John W. New
Continuity & Publicity
DirectorLee Chadwick
Program & Musical
Director.....Henry Cowles Whitehead
Sports & Special Events
DirectorBlair Eubanks
Program Planning Director...Edward Andrus
Commercial Traffic
ManagerShirly Enright
Production Manager.....Vaughn Bradshaw

Sales Promotion Director....Ralph S. Hatcher
Technical Director.....J. L. Grether

Coverage

	Daytime	Evening
Population—Primary	594,825	336,803
Radio Homes— "	113,040	63,660
Population—Secondary	588,000	79,600
Radio Homes— "	108,000	8,900

Source: Field intensity measurements.

Representative

Edward Petry & Co.

WPID*

PETERSBURG—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts.
OWNED BY: Petersburg Newspaper Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
Petersburg. STUDIO ADDRESS: Same. TRAN-
SMITTER LOCATION: Colonial Heights, Va.
TIME ON THE AIR: Full Time License except
Sunday which time is divided with WBBL.
NEWSPAPER AFFILIATION: Petersburg Prog-
ress Index.

Personnel

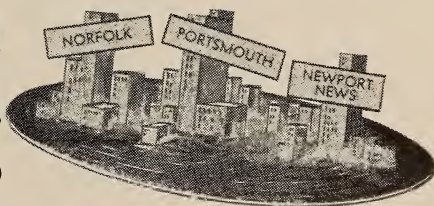
President.....W. E. Harris

* Station was licensed to operate under a
C. P. and no further information was available
at time of going to press.

This Market is FIRST in Virginia

The Norfolk metropolitan district ranks **FIRST**
in Virginia in:

Population	273,233
White Families	41,661
Retail Sales	\$86,488,000
Home Owners	17,321



and WTAR is FIRST in Norfolk

FIRST in Popularity
FIRST in Mail Count
FIRST in Local Advertising
FIRST in National Spot Advertising
FIRST in Fine Local Programs
FIRST with the Cream of NBC Red
and Blue Programs

PROOF

- 1 advertiser has used WTAR for 16 years!
- 1 advertiser has used WTAR for 13 years!
- 1 advertiser has used WTAR for 11 years!
- 1 advertiser has used WTAR for 10 years!
- 3 advertisers have used WTAR for 6 years!
- 4 national advertisers have used WTAR for 5 years!
- 9 local advertisers have used WTAR for 5 years!

. . . and WTAR gives you additional primary coverage of 321,592*
prosperous rural population beyond the borders of the Norfolk
metropolitan district.

*Daytime Area

Complete NBC Service

WTAR

FIRST in VIRGINIA

Owned and Operated by
Norfolk Newspapers, Inc.

National Representatives
EDWARD PETRY & CO.

WRNL

"THE FRIENDLY STATION IN THE MIDDLE OF YOUR DIAL"
RICHMOND—EST. 1927

FREQUENCY: 880 Kc. POWER: 500 watts (C. P.: 1000 watts, Full Time License), OWNED BY: Richmond Radio Corporation. OPERATED BY: Same. BUSINESS ADDRESS: 323 E. Grace St. PHONE: 3-4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Wilkinson Road. TIME ON THE AIR: 6:00 a.m. to local sunset; Sunday, 8:00 a.m. to local sunset. NEWSPAPER AFFILIATION: Richmond News Leader. News SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Music, Lang-Worth and C. P. MacGregor.

Personnel

President.....John Stewart Bryan
 Vice-President.....Dr. D. S. Freeman
 Secretary-Treasurer.....Tennant Bryan
 Station Manager.....E. S. Whitlock

Coverage

Population—Primary 735,000
 Radio Homes— " 125,900
 Population—Secondary 915,000
 Radio Homes— " 640,000

Source: Station survey.

Representative

Sawyer-Ferguson-Walker Co.

WRNL

PRIMARY COVERAGE

RICHMOND and
 28 Wealthy Virginia Counties
 with
 100,390 Radio Homes
 618,120 Population
 \$128,596,000 Retail Sales

National Representative

Sawyer-Ferguson-Walker Co.
 New York Chicago Detroit Atlanta

WRTD

"THE TIMES-DISPATCH RADIO STATION"
RICHMOND—EST. 1937

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 1500 Kc. POWER: 100 Watts (C.P. 590 Kc., 1000 Watts). OWNED BY: Times-Dispatch Radio Corp. OPERATED BY: Times-Dispatch Radio Corp., Inc. BUSINESS ADDRESS: State-Planters Bank Building. PHONE: 3-7471, 3-7472, 3-7473. STUDIO ADDRESS: State-Planters Bank Building. TRANSMITTER LOCATION: Belle Isle. TIME ON THE AIR: Mon. to Sat. 7:00 A.M. to 1:00 A.M.; Sun. 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Times-Dispatch Publishing Co., Inc. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

President.....John D. Wise
 Vice-President.....Campbell Arnoux
 Secretary-Treasurer.....J. L. Stott
 Manager.....Ovelton Maxey
 Chief Engineer.....David Bain
 Assistant to Manager.....Grace E. Gatling
 Program Director.....Robert W. Ehrman

Serving

RICHMOND

with

NBC BLUE

Selling

more local

time than any

other radio station

in Richmond, Virginia

WRTD

• • •

VIRGINIA

• • •

Coverage

	Daytime	Evening
Population—Primary	224,145	224,145
Radio Homes— "	49,810	49,810
Population—Secondary	6,458
Radio Homes— "	1,435

Source: Station survey.

Representative

Edward Petry & Co., Inc.

•

W R V A

"DOWN WHERE THE SOUTH BEGINS"

RICHMOND—EST. 1925

CBS-MBS

FREQUENCY: 1110 Kc. Power: 50,000 watts.
 OWNED BY: Larus & Brother Co., Inc. OPER-
 ATED BY: Same. BUSINESS ADDRESS: Hotel
 Richmond, 9th & Grace St. PHONE: 3-6633.
 STUDIO ADDRESS: Hotel Richmond. TRANS-
 MITTER LOCATION: R.F.D. No. 5, Edgeworth,
 Va. TIME ON THE AIR: 6:00 A.M. to 1:00
 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays.
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: World Broadcasting System.

NAB Library, Langworth, Davis & Schwegler.
 MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....C. T. Lucy
 Business Manager.....Barron Howard
 Public Relations Director.....W. S. Bishop
 Program Service Manager.....Irvin Abeloff
 Publicity Director.....William L. Willis
 Musical Director.....E. D. Naff
 Special Events Production
 Manager.....Ira L. Avery
 Artists' Bureau Manager.....Stuart L. Brauer
 Chief Engineer.....D. C. Woods

Coverage

	Evening
Population—Primary	1,215,880
Radio Homes— "	213,810

Source: U. S. Census; County Census.

Representative

Paul H. Raymer Company

•

W B B L

RICHMOND—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: Grace Covenant Presbyterian

**WRVA LEADS THE PARADE
 IN VIRGINIA!**

You're 'way out in front when you cover the rich Virginia markets served by this one station at one cost! Dozens and dozens of wise advertisers are doing it now on

**VIRGINIA'S ONLY 50,000
 WATT RADIO STATION**

PAUL H. RAYMER CO., *National Representative*
 NEW YORK CHICAGO DETROIT SAN FRANCISCO



VIRGINIA

Church (M. A. Sitton, Agent). OPERATED BY: Grace Covenant Presbyterian Church. BUSINESS ADDRESS: 1627 Monument Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sundays, 11:00 A.M. to 12:15 P.M. and 7:45 P.M. to 9:15 P.M.

Personnel

Agent.....M. A. Sitton

Coverage

	Daytime
Population—Primary	150,000
Radio Homes— "	50,000
Source: Station estimate.	

W M B G

"THE HAVENS AND MARTIN STATION"
RICHMOND—EST. 1926
NBC-RED

FREQUENCY: 1350 Kc. POWER: 500 Watts (C.P. 5000 Watts, d.; 1000 Watts, n.). OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: Broad at Tilden Sts. PHONE: 5-8611. STUDIO ADDRESS: Broad at Tilden Sts. TRANSMITTER LOCATION: Staples Mill Road & Broad St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

Personnel

President & Station

Manager.....Wilbur M. Havens
Secretary.....C. H. Woodward
Treasurer.....Wilfred H. Wood
Chief Announcer.....Jack Hooper
Program Director.....Garnett Tate
Local Sales Manager.....Wm. Filer
Publicity Director & National Sales Manager.....R. E. Mitchell
Production & Musical Director.....T. Spencer Meyer
Chief Engineer.....Wilfred H. Wood

Coverage

Population—Primary	420,900
Radio Homes— "	62,600
Population—Secondary	118,300
Radio Homes— "	19,100
Source: Department of Commerce; Joint Committee.	

Representative

John Blair & Co.

W D B J

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 930 Kc. POWER: 5000 Watts, d.; 1000, n. OWNED BY: Times-World Corp. OPERATED BY: Times-World Corp. BUSINESS ADDRESS: 124 West Kirk Ave. PHONE: 8131, 8132. STUDIO ADDRESS: 124 West Kirk Ave. TRANSMITTER LOCATION: Colonial Hgts., Roanoke. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Roanoke Times (morning); The Roanoke World News (evening). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NAB Library, Langworth, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....J. P. Fishburn
Station Manager.....Ray P. Jordan
Commercial Manager.....F. D. Kessler
Program Director.....Jack Weldon
Studio Director.....Paul Reynolds
Artists' Bureau Head & Musical Director.....Mary Henson
Chief Engineer.....J. W. Robertson

Coverage

	Daytime	Evening
Population—Primary	320,200	133,300
Radio Homes— "	47,860	26,880
Population—Secondary ..	2,212,900	924,800
Radio Homes— "	261,300	109,990
Source: CBS Listening Area Study.		

Representative

Free & Peters, Inc.

WDBJ 5000 WATTS (DAY)
1000 WATTS (NIGHT)

**SURVEYS SHOW
that
W D B J**

is the **ONLY** station that can be heard consistently and satisfactorily **AT ALL TIMES** in Roanoke and the immediate surrounding territory.

**BUSINESS IS GOOD IN
ROANOKE!**

Are You Getting Your Share?
Represented by
FREE AND PETERS, INC.

WDBJ in the heart of a great TRADING AREA
ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

W L P M *

"WORLD'S LARGEST PEANUT MARKET"
SUFFOLK—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts.
d.; 100 Watts, n. OWNED BY: Suffolk Broad-
casting Corp. OPERATED BY: Suffolk Broad-
casting Corp. BUSINESS ADDRESS: Suffolk.

STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: Same. TIME ON THE AIR: Un-
limited License.

* Station was licensed to operate under a
construction permit at time of going to press
and reported that construction would be com-
pleted in March 1940.

WASHINGTON

Population 1,658,000

Number of Families 468,000

Number of Radio Homes 443,300

Retail Sales \$581,579.900

Auto Registrations 527,625

K X R O

ABERDEEN—EST. 1928

MUTUAL—DON LEE BROADCASTING CO.
FREQUENCY: 1310 Kc. POWER: 250 Watts.
OWNED BY: KXRO, Inc. OPERATED BY:
KXRO, Inc. BUSINESS ADDRESS: P. O. Box
1120. PHONE: Aberdeen 4098 and 4099.
STUDIO ADDRESS: 207 East Market St.
TRANSMITTER LOCATION: Finch Farms.
TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
(Daily); 9:00 A.M. to 11:00 P.M. (Sunday).
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: World Broadcasting System.

Personnel

President.....Harry R. Spence
Commercial Manager.....Fred G. Goddard
Chief Announcer.....Ben Weatherwax
Publicity Director.....Edwin J. Alexander
Musical Director.....Stan Spiegle
Chief Engineer.....W. M. McGoffin

Coverage

	Daytime	Evening
Population—Primary	85,346	85,346
Radio Homes—"	21,300	21,300
Population—Secondary	39,866	19,933
Radio Homes—"	13,950	6,975

Source: MBS Survey.

Representative

John Blair & Company

K V O S

BELLINGHAM—EST. 1927

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1200 Kc. POWER: 250 Watts.
OWNED BY: KVOS, Inc. OPERATED BY:
KVOS, Inc. BUSINESS ADDRESS: KVOS Bldg.
PHONE: 4200-1627-34. STUDIO ADDRESS:
KVOS Bldg. TRANSMITTER LOCATION: 900
Roeder Ave. TIME ON THE AIR: 6:00 A.M. to
11:00 P.M. NEWS SERVICE: International
News Service. TRANSCRIPTION SERVICES:
Langworth, C. P. MacGregor.

Personnel

President.....Rogan Jones

Advertising & Sales Manager....Tom Schafer
Chief Engineer.....Joe Ernst

Coverage

Population—Primary	117,767
Radio Homes—"	22,200

Source: Mail response analysis.

Representative

John Blair & Co.

K E L A

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 1000 Watts.
OWNED BY: Central Broadcasting Corp.
OPERATED BY: Central Broadcasting Corp.
BUSINESS ADDRESS: Kela Bldg. PHONE:
Chehalis 721—Centralia 721. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 7:00 A.M. to 12:30
A.M. NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICE: Lang-Worth, Davis
& Schwegler.

Personnel

General Manager.....J. Elroy McCaw
Commercial Manager.....Joseph Chytil
Program Director.....Paul Corbin

Coverage

Population—Primary	199,200
Radio Homes—"	52,400

Source: Mail response analysis.

Representative

John Blair & Company

K R K O

"THE VOICE OF EVERETT AND
SNOHOMISH COUNTY"

EVERETT—EST. 1922

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 50 Watts.
OWNED BY: Lee E. Mudgett. OPERATED BY:
Lee E. Mudgett. BUSINESS ADDRESS: 300

Clark Bldg. STUDIO ADDRESS: 300 Clark Bldg. TRANSMITTER LOCATION: 2814 Rucker Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 noon—4:00 P.M. to 7:00 P.M.; Sunday, 9:00 A.M. to 4:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....Lee E. Mudgett
Station Manager.....W. F. Knehr
Musical Director.....Maynard Bordsen
Chief Engineer.....Lee E. Mudgett

Coverage

Population—Primary 123,800
Radio Homes— " 33,900

Source: Mail response analysis.

Representative

John Blair & Co.

K W L K

"YOUR STATION"

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 780 Kc. POWER: 250 Watts.
OWNED BY: Twin City Broadcasting Corp.
OPERATED BY: Twin City Broadcasting Corp.
BUSINESS ADDRESS: 1262—14th. STUDIO ADDRESS: 1262—14th; Chinook Hotel, Kelso. TRANSMITTER LOCATION: Ocean Beach Highway. TIME ON THE AIR: Daytime License. NEWSPAPER AFFILIATION: Longview Daily News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

General Manager.....A. H. Green
Production Manager.....Rod Whalen

K G Y

"IN WASHINGTON'S CAPITOL CITY"
OLYMPIA—EST. 1921 (non-Comm.)
1932 (Comm.)

MUTUAL—DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: KGY, Inc. OPERATED BY: KGY, Inc. BUSINESS ADDRESS: 11th & Capitol Way. PHONE: 5000. STUDIO ADDRESS: 11th & Capitol Way. TRANSMITTER LOCATION: 11th & Capitol Way. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (except Thursday—off at 7:30 P.M.) Silent Sunday. NEWS SERVICE: United Press, Transradio Press.

Personnel

President.....Louis A. Wasmer
Vice President.....Archie G. Taft
Station Manager.....W. R. Taft
Commercial Manager.....Tom Olsen

Program Director.....Dan Cubberly
Chief Engineer.....John H. Thatcher

Coverage

Population—Primary 286,900
Radio Homes— " 77,200

Source: Mail response analysis.

Representative

John H. Blair & Co.

K W S C

"STATE COLLEGE ON THE AIR"
PULLMAN—EST. 1921

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 n. OWNED BY: State College of Wash. OPERATED BY: State College of Wash. BUSINESS ADDRESS: State College. PHONE: 6044. STUDIO ADDRESS: State College. TRANSMITTER LOCATION: Pullman. TIME ON THE AIR: 71 hours per week.

Personnel

President.....E. O. Holland
Station Manager.....Kenneth E. Yeend
Production Director.....Hugo L. Libby
Chief Engineer.....Leonard Burton

K E E N

"YOUR KEEN STATION"
SEATTLE—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: KVL, Inc. OPERATED BY: KVL, Inc. BUSINESS ADDRESS: Smith Tower. PHONE: Seneca 0070. STUDIO ADDRESS: Smith Tower. TRANSMITTER LOCATION: Smith Tower. TIME ON THE AIR: 12:00 noon to 4:00 P.M. and 7:00 P.M. to 11:00 P.M.

Personnel

President and General
Manager.....Arthur C. Dailey
Chief Engineer.....Dick Nickols

K I R O

"THE FRIENDLY STATION"
SEATTLE—EST. 1935 (1928 as KPCB)
COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 1000 Watts.
OWNED BY: Queen City Broadcasting Co. OPERATED BY: Queen City Broadcasting Co. BUSINESS ADDRESS: Cobb Bldg. PHONE: Seneca 1500. STUDIO ADDRESS: Cobb Bldg. TRANSMITTER LOCATION: 2nd and Union Sts. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. daily; Sunday, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

Personnel

President.....Louis K. Lear
Station Manager.....H. J. Quilliam
Business Manager.....Loren B. Stone

WASHINGTON

Program Director.....Tommy Thomas
 Sales Manager.....J. A. Morton
 Chief Announcer.....Maurice Rider
 Publicity Director.....Vera E. Jedlick
 Chief Engineer.....James Hatfield

Coverage

	Daytime	Evening
Population—Primary	1,137,800	1,315,500
Radio Homes— "	261,300	295,303
Population—Secondary	1,033,400	1,379,600
Radio Homes— "	244,280	307,480

Source: CBS Listening Area Study.

Representative

The Katz Agency

K J R

"NORTHWEST NEWS AND SPECIAL
 EVENTS STATION"

SEATTLE—EST. 1921

NBC (PACIFIC COAST BLUE)

NORTHWEST TRIANGLE

FREQUENCY: 970 Kc. POWER: 5000 Watts.

OWNED BY: National Broadcasting Co. OPERATED BY: Fisher's Blend Station, Inc. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. West Waterway. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial & Advertising
 Manager.....H. M. Feltis
 Program Director.....W. W. Warren
 Operations Supervisor.....Bennett Fisher
 Operations Supervisor.....Homer Pope
 News Director.....Dick Keplinger
 Publicity Director.....C. E. Arney, Jr.
 Sales Promotion Manager.....Charles A. Bailie
 Dramatic Director.....John Pearson
 Traffic Manager.....Virginia Murray
 Auditor.....J. B. Henley
 Chief Engineer.....Francis Brott

Coverage

	Daytime	Evening
Population—Primary	909,600	909,600
Radio Homes— "	213,800	213,800
Population—Secondary	118,100	118,100
Radio Homes— "	20,900	20,900

Source: Station survey.

Representative

Edward Petry & Co., Inc.

K O L

SEATTLE—EST. 1922

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1270 Kc. POWER: 5000 Watts.

OWNED BY: Seattle Broadcasting Co. OP-

ERATED BY: Same. BUSINESS ADDRESS: Northern Life Tower. PHONE: Main 2312. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1110 West Florida. TIME ON THE AIR: 6:45 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWS SERVICES: United Press. TRANSCRIPTION SERVICES: Standard Radio, Davis & Schwegler, NAB Library.

Personnel

Manager.....Archie Taft
 Commercial Manager.....Oliver A. Runchey
 Production Manager.....Edward J. Jansen
 Musical Director.....Don Isham

Coverage

	Daytime	Evening
Population—Primary	1,010,000	1,010,000
Radio Homes— "	271,010	271,010

Source: Field strength measurements and mail response analysis.

Representative

John Blair & Co.

K O M O

"FISHER'S BLEND STATION"

SEATTLE—EST. 1925

NBC (PACIFIC COAST RED)

NORTHWEST TRIANGLE

FREQUENCY: 920 Kc. POWER: 5000 Watts,

d.; 1000 Watts, n. OWNED BY: Fisher's Blend Station Inc. OPERATED BY: Same. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. West Waterway. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 Midnight. (Sunday) 8:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial & Advertising
 Manager.....H. M. Feltis
 Program Director.....W. W. Warren
 Operations Supervisor.....Bennett Fisher
 Operations Supervisor.....Homer Pope
 Publicity News Director.....Dick Keplinger
 Publicity Director.....C. E. Arney, Jr.
 Sales Promotion
 Manager.....Charles A. Bailie
 Dramatic Director.....John Pearson
 Traffic Manager.....Virginia Murray
 Auditor.....J. B. Henley
 Chief Engineer.....Francis Brott

Coverage

	Daytime	Evening
Population—Primary	909,600	909,600
Radio Homes— "	213,800	213,800
Population—Secondary	99,900	99,900
Radio Homes— "	17,200	17,200

Source: Station survey.

Representative

Edward Petry & Co., Inc.

K R S C

SEATTLE—EST. 1926

FREQUENCY: 1120 Kc. POWER: 250 Watts (C.P. 1000 Watts). OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 819 Fairview Place. PHONE: Main 0110. STUDIO ADDRESS: 819 Fairview Place. TRANSMITTER LOCATION: 819 Fairview Place. TIME ON THE AIR: 6:00 A.M. to 1:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio, Associated Music Publishers, Davis & Schwegler.

Personnel

President.....P. K. Leberman
 Station Manager.....Robt. E. Priebe
 Commercial Manager.....R. C. Fuller
 Chief Announcer.....Ted Bell
 Publicity Director.....E. B. Rivers
 Musical Director.....Jack Meves
 Chief Engineer.....George A. Freeman

Coverage

Population—Primary 735,200
 Radio Homes— " 204,900
 Source: Field strength survey.

K T W

SEATTLE—EST. 1920

FREQUENCY: 1220 Kc. POWER: 1000 Watts. OWNED BY: The First Presbyterian Church of Seattle. OPERATED BY: Same. BUSINESS ADDRESS: 7th & Spring Sts. PHONE: Main 4177, Main 2056. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Sunday) 9:30 A.M. to 10:30 P.M. (Thursday) 7:30 P.M. to 10:30 P.M. (Shares time with radio station KWSC.)

Personnel

Pastor and Station
 Manager.....Dr. M. A. Matthews
 Chief AnnouncerGene Freeman
 Mrs. C. R. Foss
 Musical DirectorMrs. C. R. Foss
 Chief EngineerJames S. Ross

K X A

SEATTLE—EST. 1928

FREQUENCY: 760 Kc. POWER: 1000 watts. OWNED BY: American Radio Telephone Co. OPERATED BY: American Radio Telephone Co. BUSINESS ADDRESS: 314 Bigelow Bldg. PHONE: Seneca 1000-1001. STUDIO ADDRESS: 314 Bigelow Bldg. TRANSMITTER LOCATION: Atlantic St., Dock "A." TIME ON THE AIR: 6:30 A.M. to sundown; 10:00 P.M. to 3:00 A.M. (9:00 P.M. during eastern daylight saving time). NEWS SERVICE: International News Service.

Personnel

President.....R. F. Meggee
 Station Manager.....Florence Wallace
 Chief Announcer.....Jackson Latham
 Chief Engineer.....Maurice M. McMullen

Representative

Cox and Tanz

K F P Y

"THE PIONEER BROADCASTING STATION OF THE INLAND EMPIRE"
 SPOKANE—EST. 1922

CBS—PACIFIC NETWORK

FREQUENCY: 890 Kc. POWER: 5000 Watts. OWNED BY: Symons Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Symons Bldg. PHONE: Main 1218. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route 3, Box 100. TIME ON THE AIR: (Daily) 6:00 A.M. to 12:05 P.M.; (Sunday) 8:00 A.M. to 12:05 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, Standard Radio, Davis & Schwegler.

Personnel

President.....T. W. Symons, Jr.
 Vice-President & Commercial
 Manager.....Arthur L. Bright
 Chief EngineerGeorge Langford

K F P Y
SPOKANE

890 KC - - - - CBS

5000 WATTS FULL TIME
 plus
 CREATIVE LOCAL PROGRAMMING
 equals
 BROADCASTING SUCCESS
 in
 SPOKANE'S UPSURGING MARKET

ASK ANY KATZ AGENCY OFFICE FOR
 ☐ Ross-Federal's 3 latest Spokane audience surveys
 ☐ Comparative lists of Spokane's local radio advertisers
 ☐ KFPY programs that GET and KEEP audiences

K F P Y

SYMONS BROADCASTING COMPANY

T. W. Symons Jr., President
 Arthur L. Bright, Vice-President
 Symons Building

SPOKANE

Nationally Represented by
 THE KATZ AGENCY

WASHINGTON

Program Director.....R. W. Brazeal
Production Manager.....S. L. Hannon
Musical Director.....James B. Clark

Coverage

	Daytime	Evening
Population—Primary.....	506,100	523,500
Radio Homes— ".....	103,350	106,120
Population—Secondary..	726,800	279,800
Radio Homes— ".....	179,170	60,410

Source: CBS Listening Area Study.

Representative

The Katz Agency

K F I O

SPOKANE—EST. 1922

FREQUENCY: 1120 Kc. POWER 100 Watts.
OWNED BY: Spokane Broadcasting Co. OPERATED BY: Spokane Broadcasting Co. BUSINESS ADDRESS: 526 Riverside Ave. STUDIO ADDRESS: 526 Riverside Ave. TRANSMITTER LOCATION: 526 Riverside Ave. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President & Manager.....Arthur L. Smith
Commercial Manager.....B. E. Woolston
Program Director.....G. Longmeier

K G A

SPOKANE—EST. 1926

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN
FREQUENCY: 1470 Kc. POWER: 5000 Watts.
OWNED BY: Louis Wasmer. OPERATED BY: Louis Wasmer. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M 5383. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lidgewood & Rowan. TIME ON THE AIR: Full Time License.

Personnel

Station Manager.....Louis Wasmer
Assistant Manager.....Harvey Wixson

Coverage

Population—Primary.....	232,700
Radio Homes— ".....	84,600
Population—Secondary.....	103,200
Radio Homes— ".....	24,900

Source: Mail response analysis.

Representative

Edward Petry & Company

K H Q

SPOKANE—EST. 1920

NORTHWEST TRIANGLE CHAIN
NATIONAL BROADCASTING CO.—(RED)
FREQUENCY: 590 Kc. POWER: 5000 Watts.
OWNED BY: Louis Wasmer, Inc. OPERATED BY: Louis Wasmer, Inc. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M-5383. STU-

DIO ADDRESS: Radio Central Bldg. TRANSMITTER LOCATION: 4105 S. Regal St. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus and has Studio Recording Equipment.

Personnel

President.....Louis Wasmer
Station Manager.....Harvey Wixson
Chief Announcer.....Harry Lantry
Musical Director.....Earl Shinkoskey
Chief Engineer.....A. G. Sparling

Coverage

Population—Primary.....	539,900
Radio Homes— ".....	125,800
Population—Secondary.....	191,000
Radio Homes— ".....	46,300

Source: Mail analysis and field strength survey.

Representative

Edward Petry & Co., Inc.

K M O

"THE VOICE OF TACOMA" TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK
PACIFIC BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 1000 Watts.
OWNED BY: Carl E. Haymond. OPERATED BY: Carl E. Haymond. BUSINESS ADDRESS: 914½ Broadway. PHONE: Main 4144. STUDIO ADDRESS: 914½ Broadway. TRANSMITTER LOCATION: 1½ miles east of Tacoma. TIME ON THE AIR: 6:00 A.M. to 12:00 Mid-night. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

Personnel

President and Station
Manager.....Carl E. Haymond
Program Director.....Dick Ross
Publicity Director.....Larry Huesby
Chief Engineer.....Joe Kolesar

Coverage

Population—Primary.....	934,200
Radio Homes— ".....	257,000

Source: Mail response analysis.

Representative

John Blair & Company

K V I

"THE PUGET SOUND STATION" TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Puget Sound Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: W. R. Rust Bldg. PHONE: BR. 4211, 2, 3-Tacoma; Ma. 1171-Seattle. STUDIO ADDRESS: W. R. Rust Bldg.-Tacoma. Olympic Hotel-Seattle. TRANSMITTER LO-

CATION: Vashon Island. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Tacoma News Tribune. NEWS SERVICE: Associated Press (non-commercial).

Personnel

President & Station
 Manager Vernice Irwin
 Commercial Manager Earl T. Irwin
 Sales Promotion Director Elvin E. Evans
 Musical Director Jane Powers
 Program Director Wade Thompson
 Chief Engineer James W. Wallace

Coverage

Population—Primary 997,700
 Radio Homes— " 252,300

Source: Mail response analysis.

Representative

Free & Peters, Inc.

K V A N

VANCOUVER—EST. 1939

FREQUENCY: 880 Kc. POWER: 250 watts. OWNED BY: Vancouver Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Evergreen Hotel. STUDIO ADDRESS: Evergreen Hotel. TRANSMITTER LOCATION: 2915 Fruit Valley Road. TIME ON THE AIR: Daytime License. NEWSPAPER AFFILIATION: Clark County Sun, Vancouver Sun. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-General Manager ... Walter L. Read
 Vice-President D. Elwood Caples
 Commercial Manager S. W. McReady
 Chief Engineer Paul W. Spargo

Coverage

Population—Primary 420,000
 Radio Homes— " 114,250
 Population—Secondary 600,000
 Radio Homes— " 196,423

Source: Field intensity survey.

K U J

WALLA WALLA—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KUJ, Inc. OPERATED BY: KUJ, Inc. BUSINESS ADDRESS: 2nd and Rose Sts. PHONE: 1230. STUDIO ADDRESS: 2nd and Rose Sts. TRANSMITTER LOCATION: 2nd and Rose Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth, C. P. MacGregor.

Personnel

President and General
 Manager H. E. Studebaker
 Commercial Director Jerry Jensen
 Advertising Director Norval Armes
 Program Director Richard Clodius
 Publicity Director Esther Carter
 Musical Director Roy Dorr
 Chief Engineer Milton MacLafferty

Coverage

	Daytime	Evening
Population—Primary	50,000	25,000
Radio Homes— "	12,500	6,500
Population—Secondary ..	100,000	50,000
Radio Homes— "	25,000	12,500

Source: U. S. Census.

Representatives

Cox & Tanz, Philadelphia
 Sears & Ayer, Chicago
 Walter Biddick Co., Pacific Coast

K P Q

WENATCHEE—EST. 1930

MUTUAL—DON LEE BROADCASTING COMPANY

PACIFIC BROADCASTING CO.

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Wescoast Broadcasting Co. OPERATED BY: Wescoast Broadcasting Co. BUSINESS ADDRESS: KPQ Bldg. PHONE: 45 and 875. STUDIO ADDRESS: KPQ Bldg. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. (Daily); 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SERVICE: International News Service.

Personnel

President Rogan Jones
 Station and Commercial
 Manager Cole Wylie
 Chief Announcer Hal Thomas
 Chief Engineer E. E. Wylie

Coverage

Population—Primary 74,500
 Radio Homes— " 19,000

Source: Mail response analysis.

K I T

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: Carl E. Haymond. OPERATED BY: Carl B. Haymond. BUSINESS ADDRESS: 414 E. Yakima Ave. PHONE: 8115, 8116, 4513. STUDIO ADDRESS: 414 E. Yakima Ave. TRANSMITTER LOCATION: Old Town, Wash. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Lang-Worth, Davis & Schweigler.

Personnel

President Carl E. Haymond
 Resident Station Manager J. A. Murphy
 Commercial Manager A. Q. Moore
 Chief Engineer H. B. Murphy

Coverage

Population—Primary 168,900
 Radio Homes— " 43,700

Source: Mail response analysis.

Representative

John Blair & Company

WEST VIRGINIA

Population 1,865,000

Number of Families 417,000

Number of Radio Homes 348,300

Retail Sales \$365,409,000

Auto Registrations 259,000

WJLS

"VOICE OF THE SMOKELESS
COALFIELDS"
BECKLEY—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Joe L. Smith Jr. OPERATED BY:
Joe L. Smith Jr. BUSINESS ADDRESS: WJLS
Bldg., Main St. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Teel Road. TIME
ON THE AIR: 6:00 a.m. to 10:00 p.m., daily;
9:00 a.m. to 6:30 p.m., Sundays. NEWS SER-
VICE: Transradio Press, United Press. TRAN-
SCRIPTION SERVICE: NBC Thesaurus, Davis
& Schweigler.

Personnel

Station Manager.....Joe L. Smith Jr.
Commercial Manager.....C. H. Murphey, Jr.
Program Directors,

Barnes H. Nash, George Dale
Continuity Director....Charles R. Armentrout
Chief Engineer.....Marian H. McDowell

Coverage

	Daytime	Evening
Population—Primary	217,394	176,237
Radio Homes—"	40,470	32,890
Population—Secondary	234,922	102,717
Radio Homes—"	43,610	19,410

Source: U. S. Census; Joint Committee.

WHIS

"SERVING THE BILLION DOLLAR
COALFIELDS OF W. VA. AND VA."
BLUEFIELD—EST. 1928

FREQUENCY: 1410 Kc. POWER: 1000 Watts,
d.; 500 watts, n. OWNED BY: Daily Tele-
graph Printing Co. OPERATED BY: Daily
Telegraph Printing Co. BUSINESS ADDRESS:
621 Commerce St., Bodell Bldg. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Harry Heights. TIME ON THE AIR: Week
days, 5:00 A.M. to 10:00 P.M.; Sundays, 9:00
A.M. to 9:00 P.M. NEWSPAPER AFFILIA-
TION: Bluefield Daily Telegraph, Sunset News.
TRANSCRIPTION SERVICE: World Broadcas-
ting System. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager.....J. Lindsey Alley
Program Director.....Melvin Barnett
Chief Engineer.....P. T. Flanagan

Coverage

Population—Primary	559,295
Radio Homes—"	97,580

Population—Secondary 321,610
Radio Homes— " 51,550
Source: Station survey.

Representative

The Katz Agency

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK
FREQUENCY: 580 Kc. POWER: 5000 Watts,
d.; 500 Watts, n. OWNED BY: John A. Ken-
nedy. OPERATED BY: Howard L. Chernoff,
Station Manager. BUSINESS ADDRESS: 1016
Lee St. PHONE: 28-131-2-3-4. STUDIO AD-
DRESS: 1016 Lee St. TRANSMITTER LOCA-
TION: Kanawha Country Club Road. TIME ON
THE AIR: 6:00 A.M. to 1 A.M. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President.....John A. Kennedy
General Manager.....Howard L. Chernoff
Technical Advisor.....Odes E. Robinson
Program Director.....Nicholas Pagliaro
Local Commercial Mgr.....H. C. Wright

Coverage

	Daytime	Evening
Population—Primary	1,186,628	*140,670
Radio Homes—"	244,986	142,230
Population—Secondary	580,805	*168,794
Radio Homes—"	131,737	163,700

* Families.

Source: Department of Commerce.

Representative

The Branham Co.

WGKV

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.
FREQUENCY: 1500 Kc. POWER: 100 watts.
OWNED BY: Kanawha Valley Broadcasting
Co. OPERATED BY: Same. BUSINESS AD-
DRESS: 1016 Lee St. STUDIO ADDRESS: 1016
Lee St. TRANSMITTER LOCATION: Coal
Branch Heights. TIME ON THE AIR: 6:00 a.m.
to 12:00 midnight, daily; 8:00 a.m. to 12:00
midnight, Sundays. NEWS SERVICE: United
Press. TRANSCRIPTION SERVICE: Associated
Music Publishers.

Personnel

President.....W. A. Carroll
 Managing Director.....R. F. Sowers

●
W B L K

CLARKSBURG—EST. 1937
 NATIONAL BROADCASTING CO.
 THE WEST VIRGINIA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: The Exponent Company. OP-
 ERATED BY: Same. BUSINESS ADDRESS:
 Clarksburg. PHONE: 3040. STUDIO AD-
 DRESS: Robinson Grand Theater Bldg. TRANS-
 MITTER LOCATION: Glen Elk No. 2. TIME ON
 THE AIR: 6:00 A.M. to 12:00 P.M. NEWS-
 PAPER AFFILIATION: The Clarksburg Ex-
 ponent. NEWS SERVICE: United Press, Asso-
 ciated Press. TRANSCRIPTION SERVICE:
 World Broadcasting System.

Personnel

President.....John A. Kennedy
 Station & Commercial
 Manager.....Meyer "Mike" Layman
 Chief Announcer & Program
 Director.....Don McWhorter
 Chief Engineer.....Russell Banks

Coverage

Population—Primary *51,136
 Radio Homes— " 49,520
 Population—Secondary *45,242
 Radio Homes— " 42,050

* Families.

Source: U. S. Census.

Representative

The Branham Co.

●
W M M N

"THE VOICE OF WEST VIRGINIA"
FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 890 Kc. POWER: 5000 watts,
 d.; 1000 watts, n. OWNED BY: Monongahela
 Valley Broadcasting Co. OPERATED BY: Mon-
 onghahela Valley Broadcasting Co. BUSINESS
 ADDRESS: 208 Adams St. PHONE: 3100. STU-
 DIO ADDRESS: 208 Adams St. TRANSMIT-
 TER LOCATION: Monongah. TIME ON THE
 AIR: 6:00 a.m. to 12:00 midnight. NEWS
 SERVICE: International News Service. TRAN-
 SCRPTION SERVICE: Standard Radio, Davis
 & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....George B. Storer
 Station & Sales Manager.....O. J. Kelchner
 Office Manager.....R. C. Warden
 Program Manager & Chief
 Announcer.....Howard Wolfe
 Production Manager.....Bill Edwards
 Continuity Editor.....C. Swiger
 Publicity Director.....Bill Ferguson
 Musical Director.....Ted Grant
 Chief Engineer.....Roy Heck

Coverage

	Daytime	Evening
Population—Primary	1,235,500	763,000
Radio Homes— "	258,190	163,240
Population—Secondary	1,142,500	690,762
Radio Homes— "	241,260	152,670

Source: Sales Management.

Representative

John Blair & Company

●
W S A Z

HUNTINGTON—EST. 1927

WEST VIRGINIA NETWORK
 FREQUENCY: 1190 Kc. POWER: 1000
 Watts. OWNED BY: WSAZ, Inc. OPERATED
 BY: WSAZ, Inc. BUSINESS ADDRESS: 927½
 4th Ave. PHONE: 4106. STUDIO ADDRESS:
 927½ 4th Ave. TRANSMITTER LOCATION:
 Pleasant Heights. TIME ON THE AIR: 6:00
 A.M. to 8:00 P.M. NEWSPAPER AFFILIA-
 TIONS: Huntington Publishing Co. NEWS
 SERVICE: Associated Press. TRANSCRIPTION
 SERVICES: Standard Radio, MacGregor, Davis
 & Schwegler.

Personnel

President and General
 Manager.....John A. Kennedy
 Commercial Manager.....Edward W. Klein
 Advertising Manager.....V. C. Bailey
 Program Director.....Fred Burns
 Publicity Manager.....V. C. Bailey
 Chief Engineer.....Glenn E. Chase

Coverage

Population—Primary 909,961
 Radio Homes— " 184,766
 Population—Secondary 1,363,610
 Radio Homes— " 277,782

Source: Station survey.

●
**(CALL LETTERS
 UNASSIGNED)***

LOGAN—EST. 1940

FREQUENCY: 1200 Kc. POWER: 100 watts.
 OWNED BY: Clarence H. Frey and Robert O.
 Greever. OPERATED BY: Clarence H. Frey
 and Robert O. Greever. BUSINESS ADDRESS:
 Logan. STUDIO ADDRESS: Same. TRANS-
 MITTER LOCATION: Same. TIME ON THE AIR:
 Daytime License.

* Station was licensed to operate under a
 construction permit at time of going to press
 and no further information was available.

●
W P A R

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK
 FREQUENCY: 1420 Kc. POWER: 100 Watts.
 OWNED BY: Ohio Valley Broadcasting Corp.
 OPERATED BY: Ohio Valley Broadcasting

WEST VIRGINIA — WISCONSIN

Corp. **BUSINESS ADDRESS:** Grinter Bldg.
STUDIO ADDRESS: Same. **TRANSMITTER**
LOCATION: Gihon Road. S. Parkersburg.
TIME ON THE AIR: 7:00 a.m. to 11:05 p.m.,
 daily; 9:00 a.m. to 11:05 p.m., Sundays. **NEWS**
SERVICE: United Press. **TRANSCRIPTION**
SERVICE: World Broadcasting System.

Personnel

President.....John A. Kennedy
 Station Manager.....Abe Rauch
 Commercial Manager.....Aud Archer
 Program Director.....Ken D. Given
 Assistant Program Director.....Carl Loose
 Musical Director.....Sarah Heermans
 Chief Engineer.....William Sodaro

Coverage

	Daytime	Evening
Population—Primary* . . .	33,915	31,575
Radio Homes— "	32,380	30,250
Population—Secondary* . .	125,086	82,909
Radio Homes— "	119,250	79,870

* Families.

Source: Joint Committee.

Representative

The Branham Co.

W W V A

"THE FRIENDLY VOICE FROM OUT
 OF THE HILLS OF WEST VIRGINIA"

WHEELING—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1160 Kc. **POWER:** 5000
 Watts. **OWNED BY:** West Virginia Broadcast-
 ing Co. **OPERATED BY:** West Virginia Broad-
 casting Co. **BUSINESS ADDRESS:** Hawley
 Bldg. **PHONE:** Wheeling 5383. **STUDIO AD-**
DRESS: Hawley Bldg. **TRANSMITTER LOCA-**
TION: Near West Liberty. **TIME ON THE AIR:**

5:45 a.m. to between 8:00 p.m. and 2:00 a.m.,
 daily; 7:00 a.m. to between 8:00 p.m. and 2:00
 a.m., Sundays. **NEWSPAPER AFFILIATION:**
 Greater Wheeling Home Talk. **NEWS SER-**
VICE: International News Service. **TRAN-**
SCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....George B. Storer
 Managing Director.....George W. Smith
 Production Manager.....Paul J. Miller
 Program Director.....Wayne Sanders
 Chief Engineer.....Glenn G. Boundy

Coverage

	Daytime	Evening
Population—Primary	3,051,400	1,356,400
Radio Homes— "	523,310	238,740
Population—Secondary	6,145,300	4,537,100
Radio Homes— "	1,272,800	890,450

Source: Columbia Listening Area Study.

Representative

John Blair & Company

W B T H

WILLIAMSON—EST. 1939

FREQUENCY: 1370 Kc. **POWER:** 250 watts.
OWNED BY: Williamson Broadcasting Corp.
OPERATED BY: Same. **BUSINESS ADDRESS:**
 P. O. Box 261. **STUDIO ADDRESS:** Mountaineer
 Hotel Block. **TRANSCRIPTION LOCATION:**
 Williamson. **TIME ON THE AIR:** Full Time
 License. **TRANSCRIPTION SERVICE:** Standard
 Radio.

Personnel

President.....G. W. Taylor
 Station Manager.....Harold McWhorter
 Program Director.....Eddie Whitehart
 Chief Engineer.....W. N. Nungesser

WISCONSIN

Population 2,926,000

Number of Families 735,000

Number of Radio Homes 612,700

Retail Sales \$959,015,200

Auto Registrations 868,000

W H B Y

"VOICE OF THE FOX RIVER VALLEY"
APPLETON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. **POWER:** 250 watts.
OWNED BY: WHBY, Inc. **OPERATED BY:**
 WHBY, Inc., subsidiary of St. Norbert College.
BUSINESS ADDRESS: Bellin Bldg., Green Bay,
 Wisc. and Grand Chute Island, Appleton.
STUDIO ADDRESS: Grand Chute Island.
PHONE: Appleton 1161. **TRANSMITTER LO-**

CATION: Grand Chute Island. **TIME ON THE**
AIR: 8:00 a.m. to 9:30 p.m. **MAINTAINS ART-**
ISTS' BUREAU. **NEWS SERVICE:** United Press.
TRANSCRIPTION SERVICE: World Broadcast-
 ing System, C. P. MacGregor.

Personnel

President.....B. H. Pennings
 Station & Commercial
 Manager.....Rev. James A. Wagner
 Sales Manager.....Val Schneider
 Publicity Director.....Elliott Henry

Chief Engineer.....Wallace J. Stangel

Coverage

Population—Primary 200,000
 Radio Homes— " 45,000
 Population—Secondary 370,000
 Radio Homes— " 79,000

Source: CBS Listening Area Study.

Representative

Reynolds-Fitzgerald, Inc.

W A T W

ASHLAND—EST. 1939

NORTH CENTRAL BROADCASTING SYSTEM
 FREQUENCY: 1370 Kc. POWER: 100 watts.

OWNED BY: WJMS, Inc. OPERATED BY:
 WJMS, Inc. BUSINESS ADDRESS: Ashland.
 STUDIO ADDRESS: Ashland. TRANSMITTER
 LOCATION: West of Ashland on U. S. High-
 way No. 2. TIME ON THE AIR: 7:00 a.m. to
 12:00 midnight. NEWS SERVICE: Associated
 Press. TRANSCRIPTION SERVICE: Associated
 Recorded Program Service.

Personnel

General Manager.....N. C. Ruddell

Coverage

	Daytime	Evening
Population—Primary	65,000	65,000
Radio Homes— "	16,500	16,500
Population—Secondary ..	30,000	30,000
Radio Homes— "	7,500	7,500

Source: U. S. Census.

W E A U

EAU CLAIRE

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1050 Kc. POWER: 5,000 watts,
 d.; 1000 watts, n. OWNED BY: Central Broad-
 casting Co. OPERATED BY: Central Broad-
 casting Co. BUSINESS ADDRESS: 203 S. Bar-
 stow St. STUDIO ADDRESS: Same. TRANS-
 MITTER LOCATION: Crescent Ave. TIME ON
 THE AIR: 6:00 a.m. to Los Angeles sunset.
 NEWSPAPER AFFILIATION: Superior Evening
 Telegram, Eau Claire Leader. TRANSCRIPTION
 SERVICE: World Broadcasting System, C. P.
 MacGregor.

Personnel

President.....W. C. Bridges
 Manager.....John J. Stack

Coverage

	Daytime
Population—Primary	600,000
Radio Homes— "	50,000

Source: Station Survey.

Representative

George P. Hollingbery Co.

K F I Z

FOND-DU-LAC—EST. 1922

FREQUENCY: 1420 Kc. POWER: 100 watts.

OWNED BY: Reporter Printing Co. OP-
 ERATED BY: Reporter Printing Co. BUSINESS
 ADDRESS: 18 W. 1st St. PHONE: 356. STUDIO
 ADDRESS: 18 W. 1st St. TRANSMITTER LO-
 CATION: 18 W. 1st St. TIME ON THE AIR:
 8:00 A.M. to 9:00 P.M. NEWSPAPER AF-
 FILIATIONS: Fond-du-Lac Commonwealth Re-
 porter. NEWS SERVICE: United Press. TRAN-
 SCRIPTON SERVICE: Standard Radio.

Personnel

Manager.....Lynn N. Fairbanks

Representative

Small & Brewer, Inc.

W T A Q

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 watts,
 d.; 1000 watts, n. OWNED BY: WHBY,
 Inc. OPERATED BY: WHBY, Inc., subsidiary
 of St. Norbert College. BUSINESS ADDRESS:
 Bellin Bldg. PHONE: Adams 1, Adams 2.
 STUDIO ADDRESS: Bellin Bldg. TRANSMIT-
 TER LOCATION: W. De Pere. TIME ON THE
 AIR: Daily, 7:00 a.m. to 12:00 midnight. MAIN-
 TAINS ARTISTS' BUREAU. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE:
 World Broadcasting System, C. P. MacGregor.

Personnel

President.....B. H. Pennings
 Secretary-Treasurer...Rev. James A. Wagner
 Station & Commercial
 Manager.....Hayden Evens
 Artists' Buread Head-Chief
 Announcer.....Em Owens
 Sales Manager.....Val Schneider
 Publicity Director.....Elliott Henry
 Musical Director.....Em Owen
 Chief Engineer.....Wallace J. Stangel

Coverage

Population—Primary	300,000
Radio Homes— "	60,000
Population—Secondary	555,000
Radio Homes— "	115,000

Source: CBS Listening Area Study.

Representative

Reynolds-Fitzgerald, Inc.

W C L O

"THE VOICE OF SOUTHERN WISCONSIN"
 JANESVILLE—EST. 1930

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Gazette Printing Co. OPERATED
 BY: Same. BUSINESS ADDRESS: Gazette Bldg.
 PHONE: 2500. STUDIO ADDRESS: Gazette
 Bldg. TRANSMITTER LOCATION: 1436 Oak-
 hill Ave. TIME ON THE AIR: 16 hours daily.
 NEWSPAPER AFFILIATION: The Janesville
 Daily Gazette. NEWS SERVICE: Associated

W I S C O N S I N

Press. **MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE:** NBC Thesaurus, Standard Radio.

Personnel

General Manager.....James F. Kyler
 Chief Engineer.....Chas. Brannen
 Program Director.....Hester Kyler
 Commercial Manager.....V. A. Weber

Coverage

	Daytime	Evening
Population—Primary	61,081	61,081
Source: Department of Commerce.		

W K B H

"THE NEWS VOICE OF THE
NORTHWEST"

LA CROSSE—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts.
 OWNED BY: WKBH, Inc. OPERATED BY:
 WKBH, Inc. BUSINESS ADDRESS: Radio
 Building, 409 Main St. PHONE: 450. STUDIO
 ADDRESS: Radio Building, 409 Main St.;
 Hotel Winona, Winona. TRANSMITTER LO-
 CATION: R.F.D., La Crosse. TIME ON THE
 AIR: 6:00 A.M. to 11:00 P.M. NEWS SERV-
 ICES: United Press, local news. TRANSCRIP-
 TION SERVICE: World Broadcasting System.

Personnel

President and Station
 Manager.....Otto M. Schlabach
 Vice-President.....Milo Casberg
 Secretary-Treasurer & Commercial
 Manager.....Chas. F. Callaway
 Program Director.....Bernice Callaway
 Musical Director.....Gene Mendez
 Chief Engineer.....Al Leeman

Coverage

	Daytime	Evening
Population—Primary	259,800	209,900
Radio Homes— "	53,440	49,990
Population—Secondary . .	578,500	646,400
Radio Homes— "	116,630	132,470

Source: CBS Listening Area Study.

Representative

Howard H. Wilson Co.

W H A

AMERICA'S OLDEST EDUCATIONAL
BROADCASTING STATION

MADISON—EST. 1917 (as 9XM)

1922 (as WHA)

FREQUENCY: 940 Kc. POWER: 5000 Watts.
 OWNED BY: University of Wisconsin. OPER-
 ATED BY: University of Wisconsin. BUSI-
 NESS ADDRESS: Madison. STUDIO ADDRESS:
 Radio Hall, U. of W. Campus. TRANSMIT-
 TER LOCATION: Fish Hatchery Road. TIME
 ON THE AIR: 8:00 A.M. to local sunset.

Personnel

Director.....H. B. McCarty

Public Relations Director.....H. A. Engel
 Musical Director.....Frederick Fuller
 Chief Operator.....John Stiehl

Policies

Station does not sell time.

W I B A

MADISON—EST. 1924

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: Badger Broad-
 casting Co. OPERATED BY: Badger Broad-
 casting Co. BUSINESS ADDRESS: 111 King St.
 PHONE: Fairchild 8800. STUDIO ADDRESS:
 111 King St. TRANSMITTER LOCATION: Rt. 5.
 Madison. TIME ON THE AIR: 7:00 A.M. to
 midnight. NEWSPAPER AFFILIATIONS: The
 Capital Times, Wisconsin State Journal. NEWS
 SERVICE: United Press. TRANSCRIPTION
 SERVICES: World Broadcasting System, NBC
 Thesaurus.

Personnel

President.....William T. Evjue
 Secretary-Treasurer.....Tom C. Bowden
 Vice-President.....A. M. Brayton
 Business Manager.....W. E. Walker
 Program Manager & Publicity
 Director.....K. F. Schmitt
 Musical Director.....Leon Persson
 Chief Engineer.....Norman Hahn

Coverage

	Daytime	Evening
Population—Primary	577,400	129,900
Radio Homes— "	134,280	30,250
Population—Secondary . .	950,000	250,000
Radio Homes— "	221,000	58,100

Source: Field intensity survey; U. S. Census.

Representative

Reynolds-Fitzgerald, Inc.

W O M T

"THE NEWSPAPER OF THE AIR"
MANITOWOC—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: Francis M. Kadow. OPERATED
 BY: Same. BUSINESS ADDRESS: Radio Bldg.
 PHONE: 167-400W. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 11110 Washing-
 ton St. TIME ON THE AIR: 6:57 A.M. to 9:30
 P.M. NEWS SERVICE: United Press. TRAN-
 SCRPTION SERVICE: World Broadcasting
 System.

Personnel

General Manager.....F. M. Kadow
 Commercial Manager.....Arthur Blake
 Program Director.....Fred Hessler
 Chief Engineer.....W. F. Dubin

Coverage

	Daytime	Evening
Population—Primary	125,000	125,000
Radio Homes— "	36,000	36,000

W I S C O N S I N

Population—Secondary .. 40,000
 Radio Homes— " .. 8,000
 Source: U. S. Census.

W M A N

MARINETTE—EST. 1939

FREQUENCY: 570 Kc. POWER: 250 watts.
 OWNED BY: M. & M. Broadcasting Co. OP-
 ERATED BY: M. & M. Broadcasting Co. BUSI-
 NESS ADDRESS: 400 Wells St. STUDIO AD-
 DRESS: 400 Wells St. TRANSMITTER LOCA-
 TION: Same. TIME ON THE AIR: 6:00 a.m.
 to local sunset, daily; 7:00 a.m. to local sun-
 set, Sundays. TRANSCRIPTION SERVICE: As-
 sociated Music Publishers.

Personnel

General Manager.....M. F. Chapin
Representative
 Reynolds-Fitzgerald, Inc.

W I S N

"PROGRAMS LISTENERS LIKE"
MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1120 Kc. POWER: 1000 watts,
 d.; 250 watts, n. OWNED BY: Hearst Radio,
 Inc. OPERATED BY: Hearst Radio, Inc. BUSI-
 NESS ADDRESS: 123 W. Michigan. PHONE:
 Daly 3900. STUDIO ADDRESS: 123 W. Michi-
 gan. TRANSMITTER LOCATION: 231 W.

Michigan. TIME ON THE AIR: 6:00 a.m. to
 12:00 midnight; Sunday, 7:30 a.m. to 12:00
 midnight. NEWSPAPER AFFILIATIONS: Mil-
 waukee Sentinel, Sunday News-Sentinel, NEWS
 SERVICE: International News Service. TRAN-
 SCRIPTON SERVICE: World Broadcasting Sys-
 tem.

Personnel

Station Manager.....G. W. Grignon
 Sales Manager.....Fred H. Zindler
 Musical Director.....E. Krebs
 Chief Engineer.....D. A. Weller

Coverage

	Daytime	Evening
Population—Primary	1,250,000	800,000
Radio Homes— "	250,000	160,000
Population—Secondary ..	1,500,000	1,000,000
Radio Homes— "	300,000	200,000

Source: Station survey.

Representative

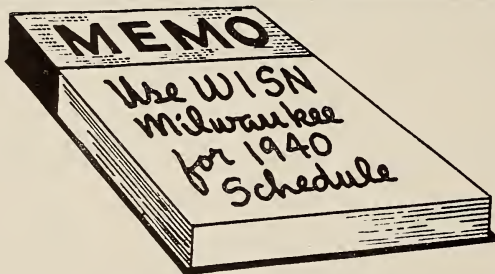
International Radio Sales

W E M P

"THE ENTERTAINMENT CENTER ON
 YOUR DIAL"

MILWAUKEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 watts.
 OWNED BY Milwaukee Broadcasting Co. OP-
 ERATED BY: Milwaukee Broadcasting Co.
 BUSINESS ADDRESS: 710 N. Plankinton.
 PHONE: Marquette 7722. STUDIO ADDRESS:



91% GAIN

IN NATIONAL SPOT BUSINESS

Plus a 55% Increase in CBS Network Commercial Time

(Six Months Period Ending Jan. 1)

TO SELL MILWAUKEE YOU NEED A MILWAUKEE STATION

W I S N

Represented by

INTERNATIONAL RADIO SALES

W I S C O N S I N

711 Empire Bldg. TRANSMITTER LOCATION:
710 Empire Bldg. TIME ON THE AIR: 6:30
A.M. to 12:00 midnight. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:
NAB Library.

Personnel

President.....H. L. Mount
Station Manager.....C. J. Lanphier
Commercial Manager.....Gene T. Dyer
Advertising Manager.....Glenn Roberts
Program Director.....Chas. La Force
Sales Manager.....Ben Wolff
Chief Announcer.....Carl Zimmerman
Publicity Director.....Bert Mulroy
Musical Director.....Florence Betty-Kelly
Chief Engineer.....Raymond Host

Coverage

Population—Primary	861,236
Radio Homes— "	170,490
Population—Secondary	53,524
Radio Homes— "	24,540

Source: Field intensity survey; U. S. Census.

W T M J

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: The Journal
Company. OPERATED BY: The Milwaukee
Journal. BUSINESS ADDRESS: 333 West State
St. PHONE: Marquette 6000. STUDIO AD-
DRESS: 333 W. State St. TRANSMITTER LO-
CATION: 12 miles west of Milwaukee on Blue
Mound Road. TIME ON THE AIR: 6:00 a.m.
to 12:00 midnight. MAINTAINS TALENT
SERVICE. NEWSPAPER AFFILIATIONS: The
Milwaukee Journal. NEWS SERVICE: United
Press. TRANSCRIPTION SERVICE: Associated.

Personnel

General Manager.....W. J. Damm
Station Manager.....L. W. Herzog
Asst. Manager.....R. G. Winnie
Commercial Manager.....Wm. F. Dittmann
Chief Announcer.....Robt. Heiss
Continuity Manager.....Russ W. Tolg
Musical Director.....Wm. J. Benning
Chief Technician.....D. W. Gellerup

Coverage

	Daytime	Evening
Population—Primary	2,984,189	1,634,345
Radio Homes— "	646,330	365,250
Population—Secondary ..	6,480,000	5,246,000
Radio Homes— "	1,407,000	1,168,000

Source: Field intensity measurements.

Representative

Edward Pety & Company

W I B U

POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Wm. C. Forrest. OPERATED BY:

Same. BUSINESS ADDRESS: RFD No. 2.
PHONE: 97R5. STUDIO ADDRESS: Poynette;
Portage; Beaver Dam; Madison. TRANSMIT-
TER LOCATION: Same. TIME ON THE AIR:
7:00 a.m. to 9:00 p.m. NEWSPAPER AFFILIA-
TION: Baraboo News Republic. NEWS SER-
VICE: United Press. TRANSCRIPTION SER-
VICE: Standard Radio.

Personnel

Station ManagerWm. C. Forrest
Chief Announcer.....Charles Harrison
Portage Studio Manager.....M. A. Hays
Beaver Dam Studio Manager.....Hal Woods
Madison Studio Manager...Ralph O'Connor
Chief EngineerLeonard Dose

W R J N

RACINE—EST. 1926

FREQUENCY: 1370 Kc. POWER: 250 Watts.
OWNED BY: Racine Broadcasting Corp. OP-
ERATED BY: Same. BUSINESS ADDRESS:
441 Main St. PHONE: Jackson 290.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Mt. Pleasant. TIME ON THE AIR:
8:30 a.m. to 10:00 p.m. NEWSPAPER AF-
FILIATIONS: Racine Journal-Times. NEWS
SERVICE: Transradio Press. TRANSCRIPTION
SERVICES: Lang-Worth, C. P. MacGregor.

Personnel

President.....F. R. Starbuck
Secretary-Treasurer &
General Manager.....Harry R. LePoidevin
Station & Commercial
Manager.....Harold J. Newcomb
Program Director.....H. S. Mann, Jr.
Publicity Director.....Ken Hegard
Chief Engineer.....F. Lee Dechant

Coverage

	Daytime	Evening
Population—Primary	921,832	921,832
Radio Homes— "	196,356	196,356
Population—Secondary ..	142,523	142,523
Radio Homes— "	30,427	30,427

Source: Field intensity survey; Joint Commit-
tee; U. S. Census.

Representative

Allied Representation Co.

W J M C

"THE VOICE OF THE DAIRY COUNTRY"
"IN THE HEART OF VACATIONLAND"
RICE LAKE—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Walter H. McGenty. OPERATED
BY: J. J. McGenty. BUSINESS ADDRESS: 410
North Main St. PHONE: 550. STUDIO AD-
DRESS: 410 North Main St. TRANSMITTER LO-
CATION: 1615 South Main St. TIME ON THE
AIR: 6:00 a.m. to local sunset, daily; 8:00 a.m.
to local sunset, Sundays. NEWS SERVICE:

W I S C O N S I N

Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....J. J. McGenty
 Station Manager.....C. C. Rice
 Business Manager.....C. C. Leonard
 Public Relations Director.....Dr. J. H. Wallis
 Chief Announcer.....Carlton Beaudette
 Agricultural Director.....Ingvald Hembre
 Chief Engineer.....Lawrence Brunen

Coverage

Population—Primary	100,000
Radio Homes— "	25,000
Population—Secondary	25,000
Radio Homes— "	6,000

Source: Joint Committee.

W H B L

"THE VOICE OF DAIRYLAND"
 SHEBOYGAN—EST. 1928

WISCONSIN RADIO NETWORK

FREQUENCY: 1300 Kc. POWER: 1000 watts, d.; 250 watts, n. OWNED BY: Press Publishing Co. OPERATED BY: Press Publishing Co. BUSINESS ADDRESS: 626-636 Center Ave. PHONE: 1900. STUDIO ADDRESS: 636 Center Ave. TRANSMITTER LOCATION: R R 3 Sheboygan, Wis. TIME ON THE AIR: daily, 7:00 a.m. to 10:15 p.m.; Sunday, 10:00 a.m. to 10:15 p.m. NEWSPAPER AFFILIATION: Sheboygan Press. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

Personnel

President.....C. E. Broughton
 Manager.....Ed Cuniff
 Chief Announcer.....Glen James
 Bus. Mgr.....H. H. Born
 Publicity Director.....E. Zufelt
 Program & Musical Director.....M. J. Pape
 Chief Engineer.....Herbert Mayer

Coverage

Population—Primary	587,505
Radio Homes— "	121,680
Population—Secondary	162,201
Radio Homes— "	31,250

Source: Station survey.

Representative

Howard H. Wilson & Co.

W L B L

"WISCONSIN LAND OF BEAUTIFUL
 LAKES"

STEVENS POINT—EST. 1924

FREQUENCY: 900 Kc. POWER: 5000 watts. OWNED BY: State of Wisconsin-Department of Agriculture and Markets. OPERATED BY: Department of Agriculture and Markets. BUSI-

NESS ADDRESS: State Teachers' College. PHONE: 525. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburndale. TIME ON THE AIR: Daytime License.

Personnel

Station Manager.....F. R. Calvert
 Program Director.....W. P. Wichmann
 Chief Engineer.....H. O. Brickson

W D S M

SUPERIOR—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: WDSM, Inc. OPERATED BY: WDSM, Inc. BUSINESS ADDRESS: Board of Trade Bldg. STUDIO ADDRESS: Board of Trade Bldg. TRANSMITTER LOCATION: Connor's Point. TIME ON THE AIR: 18½ hours daily. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....Robert D. Kennedy
 Program Director.....James Payton

Coverage

Population—Primary	348,560*
Radio Homes— "	87,140*

* Includes both primary and secondary areas.

Source: Station survey.

W S A U

"YOUR STATION"

WAUSAU—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Northern Broadcasting Co., Inc. OPERATED BY: Northern Broadcasting Co., Inc. BUSINESS ADDRESS: 113-115 Third St. PHONE: 6521. STUDIO ADDRESS: 113-115 Third St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 a.m. to 10:15 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....W. E. Walker
 General Manager.....Wayne W. Cribb
 Program Director.....Donald R. Burt
 Musical Director.....Vern Peterson
 Chief Engineer.....Roland Richardt

Coverage

	Daytime	Evening
Population—Primary	236,200	91,700
Radio Homes— "	48,224	18,966
Population—Secondary	136,800	92,700
Radio Homes— "	29,219	18,920

Source: Mail response analysis.

Representative

Reynolds-Fitzgerald, Inc.

WYOMING

Population 235,000

Number of Families 60,300

Number of Radio Homes 49,800

Retail Sales \$90,949,100

Auto Registrations 82,450

K D F N

CASPER—EST. 1930

FREQUENCY: 1440 Kc. POWER: 500 watts.
OWNED BY: D. L. Hathaway. OPERATED
BY: D. L. Hathaway. BUSINESS ADDRESS:
Box 930. PHONE: 407. STUDIO ADDRESS:
1st and Lennox Sts. TIME ON THE AIR: 7:30
a.m. to 9:00 p.m. NEWS SERVICE: Radio
News and Transradio Press. TRANSCRIP-
TION SERVICES: Lang-Worth, NAB Library,
Davis & Schwegler.

Personnel

Station & Sales Manager.....D. L. Hathaway
Commercial Manager.....F. R. Hufsmith
Chief Announcer.....M. Nichols
Publicity Director.....H. Brewer
Chief Engineer.....F. Wickencamp

Coverage

Population—Primary	87,428
Radio Homes— "	17,557
Population—Secondary	58,622
Radio Homes— "	11,296

Source: Station survey; Joint Committee.

Representatives

Sears and Ayer, James F. Fay,
Walter Biddick Co.

K V R S

ROCK SPRINGS—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts.
OWNED BY: Wyoming Broadcasting Co. OP-
ERATED BY: Wyoming Broadcasting Co. BUSI-
NESS ADDRESS: Rock Springs. PHONE: 93.
STUDIO ADDRESS: Same. TIME ON THE AIR:
Full time license. TRANSMITTER LOCATION:
Lincoln Highway. NEWS SERVICE: Transradio
Press. TRANSCRIPTION SERVICES: NBC The-
saurus, C. P. MacGregor.

Personnel

President.....R. R. West
General Manager.....Ken Nielsen
Chief Engineer.....C. R. Miller

K W Y O

"THE VOICE OF WYOMING"
SHERIDAN—EST. 1934

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: Bighorn Broadcasting Co. OP-
ERATED BY: Bighorn Broadcasting Co. BUSI-

NESS ADDRESS: Sheridan. PHONE: 601.
STUDIO ADDRESS: 19 N. Main. TRANSMIT-
TER LOCATION: Park Drive and O'Marr.
TIME ON THE AIR: 7:00 a.m. to 9:00 p.m.
NEWS SERVICE: Transradio Press. TRAN-
SCRIPTION SERVICES: C. P. MacGregor' Stan-
dard Radio.

Personnel

President.....R. E. Carroll
Station Manager.....Herb Siebert
Program Director.....Jim Carroll
Chief Announcer.....Paul Boyer
Chief Engineer.....Bob Crossthwaite

Coverage

	Daytime	Evening
Population—Primary	38,205	38,205
Radio Homes— "	12,636	12,636
Population—Secondary ..	50,000	50,000
Radio Homes— " ..	17,000	17,000

Source: Station Survey.

Representatives

Sears & Ayer, Inc.
Homer Owen Griffith

I WONDER
WHAT
RADIO DAILY
WILL SAY
ABOUT IT?

— TERRITORIES — — POSSESSIONS —

Alaska

K F Q D

ANCHORAGE—EST. 1924

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: R. E. McDonald. BUSINESS ADDRESS: KFQD Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 411 Fourth Ave. TIME ON THE AIR: 6:00 a.m. to 11:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

President and General

Manager.....R. E. McDonald
Program Director.....Ken Laughlin
Chief Engineer.....Wm. J. Wagner

Representative

Walter Biddick Co.

K F A R

FAIRBANKS—EST. 1938

FREQUENCY: 610 Kc. POWER: 1000 watts. OWNED BY: Midnight Sun Broadcasting Co. OPERATED BY: Midnight Sun Broadcasting Co. BUSINESS ADDRESS: Lathrop Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Fairbanks. TIME ON THE AIR: 8:00 a.m. to 1:00 p.m. and 5:00 p.m. to 12:00 midnight. NEWSPAPER AFFILIATION: Fairbanks Daily Newsminer. NEWS SERVICE: Associated Press, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....A. E. Lathrop
Vice-President.....E. F. Medley
Secretary-Treasurer.....Miriam Dickey
Manager.....Jack Winston
Assistant Manager.....Wilson K. Foster
Chief Engineer.....Stanton D. Bennett

Coverage

	Daytime	Evening
Population—Primary	25,000	25,000
Population—Secondary	40,000	40,000

Source: Field strength measurements; U. S. Census.

K I N Y

"THE FRIENDLY VOICE OF THE CAPITOL"

JUNEAU—EST. 1935

FREQUENCY: 1430 Kc. POWER: 1000 watts. OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Box 2597. PHONE: 197. STUDIO ADDRESS: Triangle Bldg. TRANSMITTER LOCATION: Alaska Juneau Mine Property. TIME ON THE AIR: 7:45 a.m. to 1:30 p.m. and 4:30 p.m. to 11:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....C. B. Arnold
Program & Commercial Mgr.....Harry W. Long
Chief Engineer.....C. F. Heister

Coverage

	Daytime	Evening
Population—Primary*	35,000	55,000
Radio Homes—"	31,500	47,000
Population—Secondary*	7,000	12,000
Radio Homes—"	6,300	10,800

* Families.

Source: Mail response analysis.

Representatives

Northwest Radio Adv. Co., Inc., Seattle
Joseph Hershey
McGillvra

K G B U

KETCHIKAN—EST. 1926

FREQUENCY: 900 Kc. POWER: 500 watts. OWNED BY: Alaska Radio and Service Co. OPERATED BY: Alaska Radio and Service Co. BUSINESS ADDRESS: KGBU Bldg. STUDIO ADDRESS: KGBU Bldg. TRANSMITTER LOCATION: Ketchikan. TIME ON THE AIR: 10:00 A.M. to 2:00 P.M. and 5:00 P.M. to 10:00 P.M.; Sunday, 4:00 P.M. to 9:00 P.M. TRANSCRIPTION SERVICE: Langworth.

Personnel

President-General Mgr.....James A. Britton
Vice-President.....R. W. Britton

Hawaii

K H B C

"THE HOME OF PELE"
HILO—EST. 1936

CBS-MBS

HAWAIIAN BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: Hawaiian Broadcasting System, Ltd. OPERATED BY: Hawaiian Broadcasting System, Ltd. BUSINESS ADDRESS: P. O. Box 595. STUDIO ADDRESS: 1285 Kalaniole Ave. TRANSMITTER LOCATION: Hilo. TIME ON THE AIR: 6:30 a.m. to 10:30 p.m., daily; 8:00 a.m. to 9:30 p.m., Sundays. NEWSPAPER AFFILIATION: Tribune Herald of Hilo. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

General Manager.....J. Howard Worrall
Station Manager.....Earl A. Nielsen

Representative

John Blair & Co.

K G M B

HONOLULU—EST. 1929

CBS—MBS

FREQUENCY: 590 Kc. POWER: 5000 watts.
OWNED BY: Hawaiian Broadcasting System, Ltd. OPERATED BY: Hawaiian Broadcasting System, Ltd. BUSINESS ADDRESS: Kapiolani Blvd. STUDIO ADDRESS: Kapiolani Blvd. TRANSMITTER LOCATION: Honolulu. TIME ON THE AIR: 5:55 a.m. to 12:00 midnight. NEWSPAPER AFFILIATION: Honolulu Star-Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated, C. P. MacGregor, NAB Library.

Personnel

President-General
Manager.....J. Howard Worrall
Station Manager.....Webley Edwards

Coverage

	Daytime	Evening
Population—Primary	411,485	411,485
Radio Homes—"	60,000	60,000

Representative

John Blair & Co.

K G U

"VOICE OF HAWAII"

HONOLULU—EST. 1922

NBC (RED & BLUE)

FREQUENCY: 750 Kc. POWER: 2500 Watts.
OWNED BY: Marion A. Mulrony and Advertiser Publishing Co., Ltd. OPERATED BY: Advertiser Publishing Co., Ltd. STUDIO ADDRESS: Advertiser Square. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M. NEWSPAPER AFFILIATION: Honolulu Advertiser. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

General Manager.....M. A. Mulrony
Program Manager.....Richard McGuire
Director of Natl. Advertising...R. S. Thurston
Assistant Manager.....Don O. Crozier

Representatives

The Katz Agency
Walter Biddick Co. (Coast)

K T O H *

"AMERICA'S MOST WESTERLY STATION"
LIHUE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Garden Island Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1748. STUDIO ADDRESS: Lihue. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 15 hours daily. NEWSPAPER AFFILIATION: The Garden Island, Kauai Filipino News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....C. J. Fern
Station Manager.....Deane Stewart
Program Director.....William Parsons
Chief Engineer.....Robert Glenn

Coverage

	Daytime	Evening
Population—Primary	40,000	300,000
Radio Homes—"	7,000	50,000
Population—Secondary		400,000
Radio Homes—"		70,000

Source: Radio Commission of Hawaii.

* Station licensed to operate under a C. P. at time of going to press.

Puerto Rico

W P R A

"VOICE OF THE WEST"
MAYAGUEZ—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. (C. P. 780 Kc., 2500 watts, d.; 1000 watts, n.) OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: Del Rio No. 26. PHONE: 269-271. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 mile from city. TIME ON THE AIR: 7:00 to 9:00 A.M.—11:00 A.M. to 2:00 P.M.—6:00 to 10:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President Andres Camara
Station Manager Patricio R. Fermainit
Chief Announcer Mario Acosta
Musical Director Celso Torres
Chief Engineer Ralph P. Perry

W P R P

"THE VOICE OF PUERTO RICO"
PONCE—EST. 1934

FREQUENCY: 1420 Kc. POWER: 250 Watts. (Application applied for 1480 Kc., 5000 watts.) OWNED BY: Julio M. Conesa. OPERATED BY: Same. BUSINESS ADDRESS: 4-8-16 Trujillo St. STUDIO ADDRESS: Same. TIME ON THE AIR: 7:00 a.m. to 2:00 p.m. and 5:00 p.m. to 11:00 p.m. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICE: Langworth.

Personnel

General Manager Julio M. Conesa
Artists' Bureau Head G. Ayala
Commercial Manager A. Mirabal
Chief Engineer I. S. Smidtko

Coverage

	Daytime	Evening
Population—Primary	700,000	400,000
Radio Homes—"	1,900,000	1,000,000

Source: Station estimate.

W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: P. O. Box 430. NEW YORK OFFICE: c/o International Telephone & Telegraph Co., 67 Broad St., New York City. STUDIO ADDRESS: Telephone Bldg. TRANSMITTER LOCATION: Hato Rey, P. R. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: Transradio-Radio News Association. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Vice-President-General
Manager John A. Zerbe
Commercial Manager Jose C. Irizarry
Program Director David A. Brown

Coverage

	Daytime	Evening
Population—Primary	828,300	821,250
Radio Homes—"	31,800	31,600
Population—Secondary	945,450	952,500
Radio Homes—"	18,200	18,400

Source: Field intensity survey; Department of Commerce.

W N E L

"THE LINK OF THE AMERICAS"
SAN JUAN—EST. 1934

FREQUENCY: 1290 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: 59 Brau St. PHONE: 107-8. STUDIO ADDRESS: 59 Brau St.; 99 Sol St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. TRANSCRIPTION SERVICES: Lang-Worth.

Personnel

Owner-Operator Juan Piza
General Manager Edgar S. Belaval
Commercial Manager Augustin Camunas
Program Director-Promotion
Manager Gustavo Diaz
Chief Engineer William N. Greer

Representative

Broadcasting Abroad, Ltd.

RADIO STATIONS IN THE U. S. A. OWNED WHOLLY OR PARTIALLY BY NEWSPAPER INTERESTS

The following listing was compiled through the cooperation of the FCC and is up-to-date as of Jan. 1, 1940.

ALABAMA

The Anniston Star.....WHMA
Licensee—Harry M. Ayers, Anniston.
 The Birmingham Age-Herald.....WSGN
 The Birmingham News
 Huntsville Times
Licensee—The Birmingham News
 Co., Birmingham.
 Through stock ownership.....WSFA
Licensee—Montgomery Broadcasting
 Co., Montgomery.

ARIZONA

Prairie Farmer Publishing Co.....KOY
Licensee—Salt River Valley Broad-
 casting Co., Phoenix.
 Arizona Republic.....KTAR
 Phoenix Gazette
 Arizona Weekly Gazette
Licensee—KTAR Broadcasting Co.,
 Phoenix.
 Arizona Republic.....KVOA
 Phoenix Gazette
Licensee—Arizona Broadcasting Co.,
 Tucson.

ARKANSAS

Arkansas Gazette.....KGHI
Licensee — Arkansas Broadcasting
 Co., Little Rock.
 Arkansas Gazette.....KLRA
Licensee — Arkansas Broadcasting
 Co., Little Rock.

CALIFORNIA

McClatchy Newspapers.....KERN
Licensee—McClatchy Broadcasting
 Co., Bakersfield, Cal.
 Marysville Appeal-Democrat.....KHSL
Licensee—Golden Empire Broadcast-
 ing Co., Chico, Cal.
 Humboldt Times.....KIEM
 Humboldt Standard
Licensee—Redwood Broadcasting Co.,
 Eureka.
 McClatchy Newspapers.....KMJ
Licensee—McClatchy Broadcasting
 Co., Fresno, Cal.
 Merced Sun Star.....KYOS
Licensee—Merced Broadcasting Co.,
 Merced, Cal.
 Monterey Peninsula Herald.....KDON

Salinas Index-Journal
 Salinas Post
Licensee—Monterey Peninsula
 Broadcasting Co., Monterey, Cal.
 The Oakland Tribune.....KLX
Licensee—Tribune Building Co.
 Oakland, Cal.
 Pasadena Star-News.....KPPC
Licensee — Pasadena Presbyterian
 Church, Pasadena.
 Redding Searchlight.....KVCV
 (See KHSL)
Licensee—Golden Empire Broadcast-
 ing Co., Redding.
 McClatchy Newspapers.....KFBK
Licensee — McClatchy Broadcasting
 Co., Sacramento, Cal.
 American Newspapers, Inc.....KYA
Licensee — Hearst Radio, Inc., San
 Francisco, Cal.
 Santa Barbara News.....KTMS
 Santa Barbara Press
Licensee—The News-Press Publish-
 ing Co., Santa Barbara, Cal.
 Santa Rosa Press-Democrat.....KSRO
Licensee—The Press-Democrat Pub-
 lishing Co., Santa Rosa, Cal.
 McClatchy Newspapers.....KWG
Licensee — McClatchy Broadcasting
 Co., Stockton, Cal.
 Visalia Times Delta.....KTKC
Licensee — Tulare-Kings Counties
 Radio Associates, Charles A.
 Whitmore, Pres., Visalia, Cal.
 Register-Pajaronian.....KHUB
Licensee—John P. Scripps, Watson-
 ville, Cal.

COLORADO

Stockholders interested in Okla- KVOR
 homa Publishing Co.; The Ga-
 zette & Telegraph; (Daily Okla-
 homan, Oklahoma City Times and
 Farmer . Stockman). Oklahoma
 Publishing Co., 33% stockholder.
Licensee—Outwest Broadcasting Co.,
 Colorado Springs, Colo.
 The Daily Oklahoman.....KLZ
 The Oklahoma City Times
 The Farmer-Stockman
Licensee — KLZ Broadcasting Co.,
 Denver, Colo.

CONNECTICUT

Hartford Times WTHT
(Gannett Co., Inc.)
Licensee—The Hartford Times, Inc.,
Hartford, Conn.
Waterbury American WBRY
Waterbury Republican
Licensee — American - Republican,
Inc., Waterbury.

DELAWARE

Lancaster (Pa.) Newspapers, Inc.... WDEL
Licensee—WDEL, Inc., Wilmington,
Del.
Lancaster (Pa.) Newspapers, Inc.... WILM
Licensee — Delaware Broadcasting
Co., Wilmington, Del.

DISTRICT OF COLUMBIA

The Washington Star..... WMAL
Licensee—National Broadcasting Co.,
Washington, D. C.
Station owned by Star Newspaper Co.
and is operated by the National
Broadcasting Co.

FLORIDA

Jacksonville Journal WJHP
Miami Daily News
Panama City News-Herald
(See WIOD)
Licensee—The Metropolis Co., Jack-
sonville.
The Miami Daily News..... WIOD-WMBF
Jacksonville Journal
Panama City News-Herald
(The Metropolis Publishing Co.)
Licensee—Isle of Dreams Broad-
casting Corp., Miami, Fla.
Owner holders 33 1/3% of Society WKAT
Pictorial
Licensee — A. Frank Katzentine,
Miami Beach, Fla.
Pensacola News WCOA
Pensacola Journal
Licensee — Pensacola Broadcasting
Co., Pensacola, Fla.
Highlands County Pilot..... WTAL
Scenic Highlands Sun
(Avon Park, Fla.)
Lake Placid News
(Lake Placid, Fla.)
Licensee — Florida Capital Broad-
casters, Inc., Tallahassee, Fla.
Tampa Times WDAE
Licensee—Tampa Times Company,
Tampa, Fla.
Waycross Journal-Herald WAYX
Licensee — Waycross Broadcasting
Co., Waycross, Ga.

GEORGIA

Athens Banner-Herald WGAU
Licensee—J. K. Patrick Co., Athens,
Ga.
One of licensee-partners is a pub-
lisher.
Atlanta Journal WAGA

Licensee—Liberty Broadcasting Co.,
Atlanta, Ga.
Atlanta Journal owns 40% of stock.
The Atlanta Journal..... WSB
Licensee—The Atlanta Journal Co.,
Atlanta, Ga.
Cordele Dispatch WMJM
Licensee—Cordele Dispatch Publish-
ing Co., Cordele.
Waycross Journal WAYX
Licensee—Jack Williams, Waycross.

ILLINOIS

News-Gazette WDWS
Licensee—Champaign News-Gazette,
Inc., Champaign, Ill.
Chicago Daily Drovers Journal..... WAAF
Licensee—Drovers Journal Publish-
ing Co., Chicago, Ill.
Chicago Tribune & News-Syndicate, WGN
Inc., publisher of the N. Y.
News. Directors interested in the
Washington Herald; Rockford
Morning Star and Register Re-
public.
Licensee—WGN, Inc., Chicago, Ill.
Farmers Radio Weekly..... WLS
Prairie Farmer
Stand-By
Licensee — Agricultural Broadcast-
ing Co., Chicago, Ill.
Danville Commercial-News WDAN
100% owned by Gannett Publications.
Licensee—Northwest Publishing Co.,
Danville, Ill.
Decatur Herald WJBL
Decatur Review
Licensee—Commodore Broadcasting,
Inc., Decatur, Ill.
Galesburg Register-Mail WGIL
Licensee — Galesburg Broadcasting
Co., Galesburg, Ill.
Rockford Consolidated Newspapers, WROK
Inc.
Rockford Morning Star
Rockford Register Republic
Licensee — Rockford Broadcasters,
Inc., Rockford, Ill.
Rock Island Argus..... WHBF
Licensee—Rock Island Broadcasting
Co., Rock Island, Ill.
Illinois State Journal..... WCBS
Licensee—WCBS, Inc., Springfield,
Ill.

INDIANA

Elkhart Daily Truth..... WTRC
Licensee — The Truth Publishing
Co., Inc., Elkhart, Ind.
Hammond-Lake County Times..... WHIP
Licensee — Hammond - Calumet
Broadcasting Corp., Hammond,
Ind.
Central Newspapers, Inc. (100%)... WIRE
Huntington Herald-Express
Vincennes Sun-Commercial
Licensee — Indianapolis Broadcast-
ing, Inc., Indianapolis, Ind.

South Bend Tribune.....WFAM
Licensee—The South Bend Tribune,
 South Bend, Ind.
 The South Bend Tribune.....WSBT
Licensee—The South Bend Tribune,
 South Bend, Ind.

IOWA

Des Moines Register & Tribune.....WMT
Licensee—Iowa Broadcasting Co.,
 Cedar Rapids, Iowa.
 Register & Tribune.....KRNT
Licensee—Iowa Broadcasting Co.,
 Des Moines, Iowa.
 Register & Tribune.....KSO
Licensee—Iowa Broadcasting Co.,
 Des Moines, Iowa.
 Director interested in The Davenport Democrat and Leader, Davenport, Iowa. WHO
Licensee—Central Broadcasting Co.,
 Des Moines, Iowa.
 Dubuque Telegraph-Herald.....KDTH
Licensee—Telegraph - Herald Co.,
 Dubuque, Iowa.
 Globe-GazetteKGLO
Licensee—Mason City Globe Gazette Co., Mason City, Iowa.
 The Sioux City Journal.....KSCJ
 Sioux City, Iowa.
Licensee—Perkins Bros. Co., Sioux City, Iowa (The Sioux City Journal).
 Principal Stockholder: Tribune Co., publisher of Sioux City Tribune (50%). KTRI
Licensee—Sioux City Broadcasting Co., Sioux City, Iowa.

KANSAS

The Coffeyville Daily Journal.....KGGF
 Coffeyville, Kans.
Licensee—Hugh J. Powell, Coffeyville, Kans.
 Dodge City Daily Globe.....KGNO
 Dodge City, Kans.
Licensee—The Dodge City Broadcasting Co., Inc., Dodge City, Kans.
 Kansas City Kansan.....KCKN
 Topeka Daily Capital
 (Capper Publications)
Licensee—KCKN Broadcasting Co.,
 Kansas City, Kans.
 Salina JournalKSAL
 Hays Daily News
 Goodland Daily News
 Hall City Times
Licensee—R. J. Laubengayer, Salina, Kans.
 The Topeka Daily Capital.....WIBW
 Kansas City Kansan
 (Capper Publications)
Licensee—Topeka Broadcasting Association, Inc., Topeka, Kans.
 The Wichita Eagle.....KFH
Licensee—Radio Station KFH Co.,
 Wichita, Kans.

KENTUCKY

Ashland Daily Independent.....WCMI
Licensee—The Ashland Broadcasting Co., Ashland, Ky.
 Louisville TimesWHAS
 Louisville Courier-Journal
Licensee—The Courier Journal Co.
 and the Louisville Times Co.,
 Louisville, Ky.
 Owensboro MessengerWOMI
 Owensboro Inquirer
Licensee—Owensboro Broadcasting Co., Owensboro, Ky.

LOUISIANA

Capital City Press.....WJBO
Licensee—Baton Rouge Broadcasting Co., Inc., Baton Rouge, La.
 Lafayette AdvertiserKVOL
Licensee—Evangeline Broadcasting Co., Inc., Lafayette, La.
 Stockholders interested in KPLC
 KRRV and KVOL.
Licensee—Calcasieu Broadcasting Co., Lake Charles, La.
 Stockholders interested in news- KRMD
 paper publishing.
 (See KPLC, KRRV and KHBG.)
Licensee—Radio Station KRMD,
 Inc., Shreveport, La.
 (See KPLC, KRRV and KHBG.)
 The Shreveport Times.....KTBS
Licensee—Tri-State Broadcasting System, Inc., Shreveport, La.
 The Shreveport Times.....KWKH
Licensee—International Broadcasting Corp., Shreveport, La.

MAINE

Stockholder with 99.4% interest in the newspaper business. WCOU
Licensee—Twin City Broadcasting Co., Lewiston, Maine.
 Stockholders are interested in news- WGAN
 paper publishing.
Licensee—Portland Broadcasting System, Portland, Me.

MARYLAND

American Newspapers, Inc.....WBAL
Licensee—The WBAL Broadcasting Co., Baltimore, Md.

MASSACHUSETTS

Lawrence Daily Eagle.....WLAW
 The Evening Tribune
Licensee—Hildreth & Rogers Co.,
 Lawrence, Mass.
 The Evening Standard Times.....WNBH
 The Sunday Standard-Times
 The Morning Mercury
Licensee—E. Anthony & Sons, Inc.,
 New Bedford, Mass.
 Worcester TelegramWTAG
 Worcester Evening Gazette
Licensee—Worcester Telegram Publishing Co., Inc., Worcester, Mass.

MICHIGAN

Enquirer and News.....WELL
(Federated Publications, Inc.)
Licensee—Enquirer-News Co., Battle Creek, Mich.
Calumet NewsWHDF
Houghton Mining Gazette
Licensee—Upper Michigan Broadcasting Co., Calumet, Mich.
The Detroit News.....WWJ
Licensee—The Evening News Association, Detroit, Mich.
The Daily Mining Journal.....WBEO
The Rhineland News
Rhineland, Wisc.
The Iron Mountain News
Iron Mountain, Mich.
Licensee—The Lake Superior Broadcasting Co., Marquette, Mich.
Farmington (Mich.) Enterprise.....WCAR
Licensee—Pontiac Broadcasting Co., Pontiac.

MINNESOTA

Northwestern Jeweler (Trade Paper) KATE
Licensee—Albert Lea Broadcasting Corp., Albert Lea, Minn.
Owner of one sixth interest in president of Trades Publishing Co.
Duluth News-TribuneWEBC
Superior Telegram
Northwestern Publications, Inc., publisher of Duluth News-Tribune and Evening Telegram Co., publisher of Superior (Wisc.) Telegram, both own 32% of stock each.
Licensee—Head of Lakes Broadcasting Co., Duluth, Minn.
Stockholders interested in newspaper publications. (See WEBC) WMFG
Licensee—Head of the Lakes Broadcasting Co., Hibbing, Minn.
St. Paul Dispatch-Pioneer PressWTCN
Minnesota (Minneapolis) Tribune (Northwest Publications, Inc.)
Licensee—Minnesota Broadcasting Corp., Minneapolis, Minn.
Times-JournalKFAM
Licensee—The Times Publishing Co., St. Cloud, Minn.
Evening TelegramWHLB (See WEBC)
Licensee—Head of Lakes Broadcasting Co., Virginia, Minn.
Winona Republican-HeraldKWNO
Partners are editor and general manager of newspaper.
Licensee—Winona Radio Service, Winona, Minn.

MISSISSIPPI

The Clarke County Tribune.....WCOC
Quitman, Miss.
Licensee—Miss. Broadcasting Co., Inc., Meridian, Miss.
The Vicksburg Evening PostWQBC

The Vicksburg Herald
Licensee—Delta Broadcasting Co., Inc., Vicksburg, Miss.

MISSOURI

St. Louis Star-Times.....KFRU
Licensee—KFRU, Inc., Columbia, Mo.
Capital NewsKWOS
Post-Tribune
Licensee—Tribune Printing Co., Jefferson City, Mo.
Joplin GlobeWMBH
Joplin News Herald
Licensee—Joplin Broadcasting Co., Joplin, Mo.
Kansas City Star.....WDAF
Licensee—The Kansas City Star Co., Kansas City, Mo.
Stockholders: News Broadcasting Co.; officers and directors associated with St. Joseph News-Press Gazette.
Poplar Bluff American Republic...KWOC
Licensee—A. L. McCarthy, O. A. Tedrick and J. H. Wolpers, Poplar Bluff.
Licensee—KFEQ, Inc., St. Joseph Mo.
Post-DispatchKSD
Licensee—The Pulitzer Publishing Co., St. Louis, Mo.
Star-TimesKXOK
Licensee—Star-Times Publishing Co., St. Louis, Mo.
Springfield NewsKGBX
Licensee—Springfield Broadcasting Co., Springfield, Mo.
Springfield NewsKWTO
Leader & News
Licensee—Ozarks Broadcasting Co., Springfield, Mo.

MONTANA

Stockholder interested in Great Falls Tribune. KFBB
Licensee—Buttrey Broadcast, Inc., Great Falls, Mont.

NEBRASKA

Clay County Sun (weekly).....KMMJ
Licensee—KMMJ, Inc., Clay Center, Neb.
Hastings Daily Tribune.....KHAS
Licensee—Hastings Broadcasting Co., Hastings.
Stockholders: Sidles Co., Lincoln State Journal, Lincoln Star. KFAB
Licensee—KFAB Broadcasting Co., Lincoln, Neb.
Stockholders: Sidels Co., Lincoln State Journal, Lincoln Star. KFOR
Licensee—Cornbelt Broadcasting Corp., Lincoln, Neb.
The Norfolk Daily News.....WJAG
Licensee—The Norfolk Daily News, Norfolk, Neb.
Stockholders interested in State Jour- KOIL

nal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star. Licensee—Central States Broadcasting Co., Omaha, Neb. Omaha World-Herald WAAW Licensee—World Publishing Co., Omaha, Neb.

NEVADA

McClatchy Newspapers KOH Licensee — The Bee, Inc., Reno, Nevada.

NEW JERSEY

Atlantic City Press WBAB Atlantic City Union Licensee — Press Union Publishing Co., Atlantic City.

NEW MEXICO

Owner of stock in licensee corporation is an officer in following: Albuquerque Publishing Co.; Journal Publishing Co.; Scripps-Howard Newspapers (Rocky Mt. Division), Denver Publishing Co. Licensee — Albuquerque Broadcasting Co., Albuquerque, New Mex. Pecos Enterprise, Pecos, Tex. KLAH Licensee — Carlsbad Broadcasting Co., Carlsbad, N. M.

NEW YORK

Knickerbocker News WABY Licensee—Adirondack Broadcasting Co., Albany, N. Y. Knickerbocker News WOKO Licensee — WOKO, Inc., Albany, N. Y. Auburn Citizen-Advertiser WMBO Licensee—WMBO, Inc., Auburn, N. Y. Buffalo Evening News WBEN Licensee — WBEN, Inc., Buffalo, N. Y. Buffalo Evening News WEBR Licensee — WEBR, Inc., Buffalo, N. Y. Elmira Star Gazette WENY Elmira Advertiser Licensee—Elmira Star-Gazette, Inc., 100% owned by Gannett Publications Elmira, N. Y. Elmira Star Gazette WESG Elmira Advertiser Operated under lease by Gannett Publications. Licensee — Cornell University, Elmira, N. Y. Poughkeepsie Sunday Courier WGNY Licensee—Courier Publishing Corp., Newburgh, N. Y. Jewish Daily Forward WEVD Licensee — Debs Memorial Fund, Inc., New York City.

Officers and directors are publishers. *American Newspapers, Inc. WINS Licensee—Hearst Radio, Inc., New York, N. Y. Niagara Falls Gazette WHLD Licensee — Niagara Falls Gazette Publishing Co., Niagara Falls. Through stock ownership WSLB Licensee—St. Lawrence Broadcasting Corp., Ogdensburg. Olean Times Herald WHDL Licensee—WHDL, Inc., Olean, N. Y. Through stock ownership WKIP Licensee — Poughkeepsie Broadcasting Corp., Poughkeepsie. Gannett Co., Inc. WHEC (Newspaper publishers) Licensee — WHEC, Inc., Rochester, N. Y. Yonkers Herald-Statesman WFAS (Westchester Newspapers, Inc.) Licensee—Westchester Broadcasting Corp., White Plains. *This station has been sold to Milton Biow and is awaiting final approval of FCC at time of going to press.

NORTH CAROLINA

Asheville Daily News WISE Licensee—Harold H. Thoms, Asheville. Asheville Citizen-Times WWNC Licensee — Asheville Citizen-Times Co., Inc., Asheville, N. C. The Durham Morning Herald WDNC The Durham Sun Licensee — Durham Radio Corp., Durham, N. C. Goldsboro News-Argus WGBR Licensee — Eastern Carolina Broadcasting Co., Goldsboro. Salisbury Post WSTP Stockholder with 39.33% interest is vice president and treasurer of a newspaper. Licensee — Piedmont Broadcasting Co., Salisbury, N. C. Winston-Salem Journal WSJS Licensee—Piedmont Publishing Co., Winston-Salem, N. C.

NORTH DAKOTA

Fargo Forum WDAY Licensee—WDAY, Inc., Fargo, N. D.

OHIO

Ashtabula Star-Beacon WICA Geneva Free Press Conneaut News-Herald Painesville Telegraph Licensee — WICA, Inc., Ashtabula, Ohio. Canton Repository WHBC Licensee—The Ohio Broadcasting Co., Canton, Ohio. 100% owned by Brush-Moore Newspapers Inc. Scripps-Howard Newspapers WCPO Cincinnati Post

Licensee — Scripps-Howard Radio Inc., Cincinnati, Ohio.
 The Cleveland Plain Dealer.....WHK
Licensee—United Broadcasting Co., Cleveland, Ohio.
 The Cleveland Plain Dealer.....WCLE
Licensee—United Broadcasting Co., Cleveland, Ohio.
 Columbus DispatchWBNS
 Ohio State Journal
Licensee—WBNS, Inc., Columbus, Ohio.
 The Cleveland Plain Dealer.....WHKC
Licensee—United Broadcasting Co., Columbus, Ohio.
 Dayton Daily News.....WHIO
 Springfield News
 Springfield Sun
Licensee—Miami Valley Broadcasting Corp., Dayton, Ohio.
 Owners interested in newspaper publishing. (Brush-Moore Newspapers, Inc.)
Licensee — Vee Bee Corp., Portsmouth, Ohio.
 Stockholders interested in Cleveland Plain Dealer. WKBN
Licensee — WKBN Broadcasting Corp., Youngstown, Ohio.
 Youngstown Vindicator & Telegram. WMFJ
Licensee — WKBN Broadcasting Corp., Youngstown, Ohio.

OKLAHOMA

The ArdmoreiteKVSO
Licensee—The Ardmoreite Publishing Co., Inc., Ardmore, Okla.
 Enid Morning News.....KCRC
 Enid Daily Eagle
Licensee — Enid Radiophone Co., Enid, Okla.
 Daily Phoenix and Times Democrat. KBIX
Licensee—Okla. Press Publishing Co., Muskogee, Okla.
 Fort Worth (Texas) Star Telegram...KTOK
Licensee — Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.
 Oklahoma City Oklahoman.....WKY
 Oklahoma City Times
Licensee—WKY Radiophone Co., Oklahoma City, Okla.
 Stauffer Publications Inc.....KGFF
 Newspapers in Neb., Kans., Mo., Okla., Ark. and N. M.
Licensee—KGFF Broadcasting Co., Inc., Shawnee, Okla.
 Owner is a publisher.....KOME
Licensee—Capitol Sales Corp., Tulsa, Okla.

OREGON

Astoria-BudgetKAST
Licensee—Astoria Broadcasting Co., Inc., Astoria, Ore.
 Bend BulletinKBND
Licensee—The Bend Bulletin, Bend, Ore.
 Grants Pass Courier.....KUIB
 Humboldt (Calif.) Times

Humboldt (Calif.) Standard
Licensee—Southern Oregon Broadcasting Co., Grants Pass.
 La Grande Observer.....KLBK
Licensee—Harold & Mrs. Eloise Finlay, La Grande, Ore.
 Coos Bay Times.....KOOS
Licensee—KOOS, Inc., Marshfield, Ore.
 Oregon JournalKALE
Licensee — KALE, Inc., Portland, Ore.
 Morning OregonianKEX
Licensee—Oregonian Publishing Co., Portland, Ore.
 OregonianKGW
Licensee — Oregonian Publishing Co., Portland, Ore.
 Oregon JournalKOIN
Licensee — KOIN, Inc., Portland, Ore.
 Roseburg News-ReviewKRNR
 Klamath Falls Herald and News
 Medford Mail-Tribune
Licensee—Southern Oregon Publishing Co., Roseburg, Ore.

PENNSYLVANIA

Allentown CallWCBA-WSAN
 Chronicle & News
Licensee—Lehigh Valley Broadcasting Co., Allentown, Pa.
 Stockholders interested in newspaper publications. WEST
Licensee — Associated Broadcasters, Inc., Easton, Pa.
 The Harrisburg Telegraph.....WHP
Licensee—WHP, Inc., Harrisburg, Pa.
 Harrisburg Telegraph News.....WKBO
Licensee — Keystone Broadcasting Corp., Harrisburg, Pa.
 Stockholders interested in newspaper publishing. WAZL
Licensee — Hazleton Broadcasting Service, Inc., Hazleton, Pa.
 Johnstown TribuneWJAC
Licensee—WJAC, Inc., Johnstown, Pa.
 Lancaster Newspapers, Inc.....WGAL
 Stockholders interested in newspaper publications (Mason Dixon Radio Group, Inc.)
Licensee — WGAL, Inc., Lancaster, Pa.
 Pittsburgh Sun-Telegraph.....WCAE
Licensee—WCAE, Inc., Pittsburgh, Pa.
 Pittsburgh Post Gazette.....WWSW
Licensee—Walker & Downing Radio Corp., Pittsburgh, Pa.
 Scranton TimesWQAN
Licensee — The Scranton Times, Scranton, Pa.
 Sharon HeraldWPIC
Licensee — Sharon Herald Publishing Co., Sharon, Pa.
 Sunbury ItemWKOK

Licensee — Sunbury Broadcasting Corp., Sunbury Pa.
 Williamsport SunWRAK
 Williamsport Gazette-Bulletin
Licensee — WRAK, Inc., Williamsport, Pa.
 Lancaster Newspapers, Inc.....WORK
 Stockholders interested in newspaper publishing (Mason Dixon Radio Group, Inc., Wilmington, Del.)
Licensee—York Broadcasting Co., York, Pa.

SOUTH CAROLINA

Independent & Daily Mail.....WAIM
Licensee—Wilton E. Hall, Anderson, S. C.
 Greenville NewsWFBC
 Greenville Piedmont
Licensee—Greenville News-Piedmont Co., Greenville, S. C.

SOUTH DAKOTA

Stockholder is a newspaper publisher. WNAX
Licensee—WNAX Broadcasting Co., Yankton, S. D.

TENNESSEE

Jackson SunWTJS
Licensee—The Sun Publishing Co., Inc., Jackson, Tenn.
 Scripps-Howard NewspapersWNOX
Licensee — Scripps-Howard Radio Inc., Knoxville, Tenn.
 Memphis Commercial Appeal.....WMC
Licensee—Memphis Commercial Appeal Co., Memphis, Tenn.
 Memphis Press-ScimitarWMPS
Licensee — Memphis Broadcasting Co., Memphis, Tenn.

TEXAS

Sweetwater ReporterKRBC
 Big Spring Herald
 Paris News
 Corpus Christi Caller
 Corpus Christi Times
 San Angelo Standard
Licensee — Reporter Broadcasting Co., Abilene, Tex.
 Amarillo Globe & News.....KGNC
 Lubbock Avalanche Journal
Licensee—Plains Radio Broadcasting Co., Amarillo, Tex.
 American Newspapers, Inc.....KNOW
Licensee—Frontier Broadcasting Co., Austin, Tex.
 Beaumont EnterpriseKRIC
 Beaumont Journal
Licensee — Beaumont Enterprise & Journal, Beaumont
 Big Spring Herald.....KBST
 San Angelo Standard
 Corpus Cristi Caller
 Corpus Christi Times
 Sweetwater Reporter
Licensee—Big Spring Herald Broadcasting Co., Big Spring, Tex.

Corpus Christi Caller-Times.....KGGI
 (W. G. Kinsolving, publisher, 14% stockholder).
Licensee—Eagle Broadcasting Co., Brownsville, Texas.
 Corpus Christi Caller-Times.....KRIS
 (W. G. Kinsolving, publisher, 40% stockholder).
Licensee—Gulf Coast Broadcasting Co., Corpus Christi, Tex.
 Dallas Times Herald.....KRLD
Licensee—KRLD Radio Corporation, Dallas, Tex.
 Dallas NewsWFAA
 Dallas Journal
 Farm News (semi-weekly)
 Texas Almanac
 State Industrial Guide
Licensee—A. H. Belo Corp., Dallas, Tex.
 El Paso Times.....KROD
Licensee—Dorrance D. Roderick, El Paso, Tex.
 Fort Worth Star-Telegram.....KGKO
Licensee—KGKO Broadcasting Co., Fort Worth, Tex.
 Fort Worth Star-Telegram.....WBAP
Licensee—Carter Publications, Inc. Fort Worth, Tex.
 Houston PostKPRC
Licensee—Houston Printing Co., Houston, Tex.
 Houston ChronicleKTRH
Licensee—KTRH Broadcasting Co., Houston, Tex.
 Kilgore Daily News.....KOCA
Licensee—Oil Capital Broadcasting Assn., Kilgore, Tex.
 Lubbock Avalanche-JournalKFYO
 (See KRBC and KBST)
Licensee—Plains Radio Broadcasting Co.
 Santa Ana (Calif.) Daily Register...KPDN
 Clovis (N. M.) News Journal
 Bucyrus (Ohio) Telegraph-Forum
 Pampa Daily News
Licensee—R. C. Hoiles, Pampa, Tex.
 Paris NewsKPLT
 (See KRBC and KBST)
Licensee—North Texas Broadcasting Co., Paris, Tex.
 Pecos EnterpriseKIUN
Licensee—Jack W. Hawkins and Barney H. Hubbs, Pecos, Tex.
 San Angelo Standard Times.....KGKL
 Abilene Reporter-News, Sweetwater Reporter, Big Spring Herald, Paris News, Corpus Christi Caller-Times
Licensee—KGKL, Inc., San Angelo, Tex.
 San Antonio Light.....KTSA
Licensee—Sunshine Broadcasting Co., San Antonio, Tex.
 The Sherman Democrat.....KRRV
 Sherman, Tex.
Licensee—Red River Valley Broadcasting Corp., Sherman, Tex.
 Sweetwater ReporterKXOK

Licensee — Sweetwater Radio, Inc.,
Sweetwater.
Temple TelegramKTEM
Licensee—Bell Broadcasting Co.,
Temple, Tex.
Texarkana GazetteKCMC
Texarkana Daily News
Licensee — KCMC, Inc., Texarkana.
American Newspapers, Inc.....WACO
Licensee—Frontier Broadcasting Co.,
Waco, Tex.
Amarillo Globe-NewsKRGV
Licensee — KRCV, Inc., Weslaco,
Texas.
98.43% stockholder is also inter-
ested in Globe News Publishing
Co.
Wichita Falls Post.....KWFT
Licensee—Wichita Falls Broadcast-
ing Co., Wichita Falls, Tex.

UTAH

Ogden Standard-ExaminerKLO
Licensee — Interstate Broadcasting
Corp., Ogden, Utah
Salt Lake City Tribune, Salt Lake City
Telegram. KSL
Licensee—Radio Service Corp. of
Utah, Salt Lake City, Utah.

VERMONT

Burlington Daily News.....WCAX
Licensee — Vermont Broadcasting
Corp., Burlington, Vt.

VIRGINIA

Newport News Press.....WGH
Newport News Times-Herald
Licensee — Hampton Roads Broad-
casting Corp., Newport News.
Ledger-DispatchWTAR
Virginian Pilot
Licensee—WTAR Radio Corp., Nor-
folk, Va.
Petersburg Progress-IndexWPIV
Licensee — Petersburg Newspaper
Corp., Petersburg, Va.
Richmond News Leader.....WRNL
Licensee — WLBG, Inc., Richmond,
Va.
Times-DispatchWRTD
Licensee—The Times-Dispatch Ra-
dio Corp., Richmond, Va.
Roanoke TimesWDBJ
World News
Licensee—Times World Corp., Roa-
noke, Va.

WASHINGTON

Longview Daily News.....KWLK
Licensee — Twin City Broadcasting
Corp., Longview, Wash.
Coos Bay TimesKVAN
(See KOOS)
Licensee—Vancouver Radio Corp.,
Vancouver.

WEST VIRGINIA

Bluefield Daily Telegram.....WHIS
Sunset-News & Times-Leader

Licensee—Daily Telegraph Printing
Co., Bluefield, W. Va.
The Huntington Advertiser.....WCHS
The Herald-Dispatch
The Sunday Herald-Advertiser
(See WBLK and WPAR)
Licensee — Charleston Broadcasting
Corp., Charleston, W. Va.
Clarksburg ExponentWBLK
Clarksburg Telegram
(See WCHS and WPAR)
Licensee—The Exponent Co., Clarks-
burg, W. Va.
Huntington Herald-DispatchWSAZ
Huntington Advertiser
Licensee—WSAZ, Inc., Huntington,
W. Va.
Clarksburg ExponentWPAR
Clarksburg Telegram
(See WBLK and WCHS)
Licensee—Ohio Valley Broadcasting
Corp., Parkersburg, W. Va.

WISCONSIN

Superior Evening Telegram.....WEAU
Eau Claire Telegram
Eau Claire Leader
Licensee—Central Broadcasting Co.,
Eau Claire, Wisc.
FDL Commonwealth Reporter.....KFIZ
Licensee—Reporter Printing Co.,
Fond du Lac, Wis.
Janesville GazetteWCLO
Licensee — Gazette Printing Co.,
Janesville, Wis.
Madison Capital Times.....WIBA
Wisconsin State Journal
Licensee—Badger Broadcasting Co.,
Inc., Madison, Wis.
American Newspapers, Inc.....WISN
Licensee—Hearst Radio, Inc., Mil-
waukee, Wis.
The Milwaukee JournalWTMJ
Licensee—The Journal Co. (The Mil-
waukee Journal), Milwaukee, Wis.
Racine Journal Times.....WRJN
Catholic Daily Tribune
Licensee — Racine Broadcasting
Corp., Racine, Wis.
Stock & Dairy Farmer.....WJMC
Licensee—Walter H. McGenty, Rice
Lake, Wis.
The Sheboygan Press.....WHBL
Licensee—Press Publishing Co., She-
boygan, Wis.

ALASKA

Fairbanks News-MinerKFAR
Licensee—Midnight Sun Broadcast-
ing Co., Fairbanks, Alaska.

HAWAII

Honolulu AdvertiserKGU
Licensee — Marion A. Mulrony &
Advertiser Publishing Co., Ltd.,
Honolulu, T. H.
Garden City Publishing Co.....KTOH
Licensee — Garden City Publishing
Co., Lihue, T. H.

HIGH FREQUENCY BROADCAST STATIONS

The term "high frequency station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for the purpose of experimentation.

LOCATION Town and State	Call Letters	Licensee	Power Watts	Frequency (kc or Groups)
Albany, N. Y.	W2XOY	General Electric Co.	150	43200
Alpine, N. J.	W2XMN	Edwin H. Armstrong	40000	42800, 117430
Avon, Conn.	W1XEH	Travelers Broadcasting Service Corp.	150	42460
Avon, Conn.	W1XSO	Travelers Broadcasting Service Corp.	1000	43200 (C.P. only)
Bethesda, Md.	W2XMC	McNary & Chambers	100	42600 (C.P. only)
Boston, Mass.	W1XKK	Westinghouse E. & M. Co.	1000	42600 (C.P. only)
Boston, Mass.	W1XKA	Westinghouse E. & M. Co.	50	42220
Carteret, N. J.	W2XOR	Bamberger Broadcast'g Service	1000	43400 (C.P. only)
Chattanooga, Tenn.	W4XBW	WDOD Broadcasting Corp.	100	26000
Cincinnati, Ohio	W8XNU	The Crosley Corp.	1000	25950
Cleveland, Ohio	W8XNT	United Broadcasting Co.	50	42340
Columbus, Ohio	W8XVH	WBNS, Inc.	250	43000 (C.P. only)
Dallas, Tex.	W5XD	A. H. Belo Corp.	100	25300
Denver, Colo.	W9XLA	KLZ Broadcasting Co.	100	25400
Detroit, Mich.	W8XWJ	Evening News Asso.	500	42060
Fairhaven, Mass.	W1XEQ	E. Anthony & Sons	100	42300
Flushing, N. Y.	W2XQO	Knickerbocker Broadcasting Co.	100	25500
Georgetown, D. C.	W3XO	Jansky & Bailey	1000	43200 (C.P. only)
Holden, Mass.	W1XSQ	Worcester Telegram Pub. Co.	1000	43400 (C.P. only)
Kansas City, Mo.	W9XA	Commercial Radio Equipm't Co.	1000	26000
Kansas City, Mo.	W9XBA	WHB Broadcasting Co.	100	26100
Kansas City, Mo.	W9XER	Midland Broadcasting Co.	500	42460
Los Angeles, Calif.	W6XDA	Columbia Broadcasting System	100	42300
Los Angeles, Calif.	W6XKG	Ben S. McGlashan	1000	25950
Los Angeles, Calif.	W6XRE	Ben S. McGlashan	500	42300, 116950 and 350000
Memphis, Tenn.	W4XCA	Memphis Comm. Appeal Co.	250	26150
Meriden, Conn.	W1XPW	WDRC, Inc.	1000	43400
Milwaukee, Wisc.	W9XAO	The Journal Co. (The Milwaukee Journal)	1000	42600 (C.P. only)
Milwaukee, Wisc.	W9XAZ	The Journal Co. (The Milwaukee Journal)	500	42260 (C.P. only)
Minneapolis, Minn.	W9XHW	Columbia Broadcasting System	50	42300
Nashville, Tenn.	W4XA	The Natl. Life & Accidt. Ins. Co.	1000	26150

LOCATION Town and State	Call Letters	Licensee	Power Watts	Frequency (Kc) or Groups
New York, N. Y.	W2XDV	Columbia Broadcasting System.	50	42300
New York, N. Y.	W2XJI	Bamberger Broadcasting Service	100	25300
New York, N. Y.	W2XQR	John V. L. Hogan	1000	43200
New York, N. Y.	W2XVP	City of New York Municipal Broadcasting System	1000	26100 (C.P. only)
New York, N. Y.	W2XWF	William G. H. Finch	1000	42180
New York, N. Y.	W2XWG	National Broadcasting Co., Inc.	1000	42600 (C.P. only)
Oklahoma City, Okla.	W5XAU	WKY Radiophone Co.	100	26125
Paxton, Mass.	W1XOJ	Yankee Network, Inc.	50000	43000 (C.P. only)
Philadelphia, Pa.	W3XIR	WCAU Broadcasting Co.	100	42140
Rochester, N. Y.	W8XAD	WHEC, Inc.	1000	42600 (C.P. only)
Rochester, N. Y.	W8XVB	Stromberg-Carlson Tel. Mfg. Co.	1000	43200 (C.P. only)
Sargents Purchase, N. H.	W1XER	Yankee Network, Inc.	500	42340
Schenectady, N. Y.	W2XDA	General Electric Co.	50	43200
South Bend, Ind.	W9XH	South Bend Tribune	100	26050
Springfield, Mass.	W1XKB	Westinghouse E. & M. Co.	1000	42380
Springfield, Mass.	W1XSN	Westinghouse E. & M. Co.	1000	42600
St. Louis, Mo.	W9XOK	Star Times Publishing Co.	100	25300
St. Louis, Mo.	W9XPD	Pulitzer Publishing Co.	100	25900
Superior, Wis.	W9XJL	Head of Lakes Broadcasting Co.	250	26100
Superior, Wisc.	W9XYH	Head of the Lakes B'casting Co.	1000	43000 (C.P. only)
Yonkers, N. Y.	W2XAG	Carman R. Runyan, Jr.	5000	117190

Pending Applications*

Addison, Ill.	not assigned	Moody Bible Institute of Chicago	1000	43000
Allison Park, Pa.	not assigned	Westinghouse E. & M. Co.	1000	42600
Alpine, N. J.	not assigned	Yankee Network, Inc.	50000	43000
Atlanta, Ga.	not assigned	Atlanta Broadcasting Co.	1000	42800
Atlanta, Ga.	not assigned	W. J. Holey	100	43200
Binghamton, N. Y.	not assigned	Howitt-Wood Radio Co.	1000	42600
Boston, Mass.	not assigned	Boston Edison Co.	250	43200
Chicago, Ill.	not assigned	WGN, Inc.	1000	43200
Chicago, Ill.	not assigned	Zenith Radio Corp.	1000	42800
Columbus, Ga.	not assigned	Columbia Broadcast'g System	1000	43000
Dayton, Ohio	not assigned	Miami Valley B'casting Corp.	1000	42600
Detroit, Mich.	not assigned	James F. Hopkins, Inc.	1000	43400
Greensboro, N. C.	not assigned	North Carolina B'casting Co.	250	42600
Kansas City, Mo.	not assigned	Midland Broadcasting Co.	1000	42600
Los Angeles, Calif.	not assigned	Echo Park Evangelistic Assn.	500	25300
Los Angeles, Calif.	not assigned	The May Dept. Stores Co.	1000	43000
Marshall, N. Y.	not assigned	WIBX, Inc.	1000	43400
Mt. Washington, N. H.	not assigned	Yankee Network, Inc.	5000	42600
Philadelphia, Pa.	not assigned	Pennsylvania Broadcasting Co.	1000	43400
Philadelphia, Pa.	not assigned	Westinghouse E. & M. Co.	1000	42600
Portland, Me.	not assigned	Portland B'casting System, Inc.	1000	43400
Providence, R. I.	not assigned	The Outlet Co.	1000	43400
St. Louis, Mo.	not assigned	Star-Times Publishing Co.	250	43000
Syracuse, N. Y.	not assigned	Central New York Broadcasting Corp.	1000	43200
Syracuse, N. Y.	not assigned	Onondaga Radio B'cast'g Corp.	1000	43000

* All pending applications except the Echo Park Evangelistic Association are for frequency modulation emission.

—F. C. C. Regulations Regarding— High Frequency Broadcast Stations

As of January 1st, 1940

The term "high frequency broadcast station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for general public reception.

Requirements

A license for a high frequency broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of high frequency broadcasting.

2. That substantial data will be taken on the propagation characteristics of these frequencies; on the noise level in different parts of the city; on the field intensity necessary to render good broadcast service; on antenna design and characteristics with respect to propagation; and on other allied phases of broadcast coverage.

3. That the research and experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

Non-Commercial

A licensee of a high frequency broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the high frequency broadcast station is given on its as-

signed frequencies only and the statement is made over the high frequency broadcast station that the program of a standard broadcast station or network (identify by call letters or name of network) is being broadcast. Immediately following any announcement of the call letter designation of a standard broadcast station, the program from which is being broadcast over a high frequency broadcast station, the call letter designation of the high frequency broadcast station shall be given. In case of the re-broadcast of the program of any broadcast station, the FCC regulation on re-broadcasting holds.

No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmissions of programs by the high frequency broadcast station, nor shall commercial accounts be solicited by a licensee of a standard broadcast station or network, or by others acting in their behalf upon representation that the commercial program will also be transmitted by a high frequency broadcast station.

Frequency Assignment

The following groups of frequencies are allocated for assignment to high frequency broadcast stations:

<i>Group A</i>	<i>Group B</i>	<i>Group C</i>	<i>Group D</i>
25,300 kc	25,900 kc	26,300 kc	42,060 kc
25,325	25,925	26,500	42,100
25,350	25,950	26,700	42,140
25,375	25,975	26,900	42,180
25,400	26,000		42,220
25,425	26,025		42,260
25,450	26,050		42,300
25,475	26,075		42,340
25,500	26,100		42,380
25,525	26,125		42,420
25,550	26,150		42,460

Group E	Group F	Group G	Group H
42,600 kc	116,590 kc	117,190 kc	Any frequency above 300,000 kc excluding band
42,800	116,710	117,430	
43,000	116,830	117,670	
43,200	116,950	117,910	400,000 to 401,000 kc
43,400	117,070		

A station assigned a frequency in Group A, B, D or F is authorized to operate exclusively with amplitude modulation (maximum band width of emission 30 kc). A station assigned a frequency in Group C, E or G is authorized to operate exclusively with frequency modulation (maximum band width of emission 200 kc). A station assigned a frequency in Group H is authorized to operate with either amplitude or frequency modulation with the above band widths of emission as applicable.

Stations serving the same area will not be assigned frequencies separated less than the following:

Group A or B 100 kc	Group D 160 kc
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Group C, E, F, G or H

To be determined

One frequency only in a Group will be assigned to a station. A station assigned a frequency in Group A, B or C will not be assigned another frequency. A station assigned a frequency in Group D may also be assigned a frequency in Group F, and in Group E, also in Group G. In case more than one frequency is assigned to a station, the license authorizes operation on only one of the frequencies at one time.

A license of a station assigned a frequency in Group A or one of the last two frequencies in Group C shall make the necessary observations to determine that no interference is caused in international mobile service and international fixed service respectively; and that the operation is in accordance with international agreements on the assignments of stations to this band. If interference is

caused to such services the licensee may be required to reduce the operating power of the station or cease operation until the Commission deems no further interference will result.

Power

No high frequency broadcast station will be licensed for an output power rating greater than 1000 watts unless the applicant can show that greater power is needed to carry on a special program of research, provided, however, in no case will an operating power greater than 1000 watts be authorized to a station assigned a frequency in Group A or one of the last two frequencies in Group C.

While conducting apparatus experiments and in case adequate signal for reliable service can be delivered with less power, the operating output may be reduced accordingly.

Each high frequency broadcast station transmitter shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 per cent of the assigned frequency.

Renewal Application

A supplemental report shall be filed with each and made a part of the application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Data taken in compliance with licensing requirements of these rules.
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.
4. Research and experiments being carried on to improve transmission and to develop broadcasting on the very high frequencies.
5. All developments or major changes in equipment.
6. Any other pertinent developments.
7. Comprehensive summary of all reports received.

DEVELOPMENTAL BROADCAST STATIONS

The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.

Licensee and Location	Call Letters	Frequency (kc)	Power	Emission
Bell Telephone Labs., Inc. Whippany, N. J.....	W3XDD	560, 900, 1340	50 kw	A3
Bell Telephone Labs., Inc. Whippany, N. J.....	W3XPY	43200	5000 w	Special (C.P. only)
Central Broadcasting Co. Mitchellville, Iowa	W9XC	1000	1000 w	A3
Connecticut State College Storrs, Conn.	W1XC8	39540, 139960, 300000- 400000	250 w	A3 & Special
Connecticut State College Storrs, Conn.	W1XEY	26300	500 w	Special
The Crosley Corp. Near Mason, Ohio.....	W8XO	700	100 kw-500 kw	A3
Natl. Broadcasting Co., Inc. Area of New York, N. Y....	W10XF	1614, 2398, 3492.5, 4797.5, 6425, 9135, 12862.5, 17310, 23100, 30660, 31020, 31140, 31180, 31540, 33340, 33460, 33620, 35060, 35460, 37060, 37140, 37540, 39140, 39460, 39540, 132400, 132680, 133380, 134360, 135340, 137440, 137860, 138140, 138840, 139540, 139960, 162000-168000, 210000-216000, 264000-270000, 300000-400000, 401000 and above	25 w	A1, A2, A3
Natl. Broadcasting Co., Inc. Area of New York, N. Y....	W10XR	Same as above	100 w	A1, A2, A3
The National Life and Accident Insurance Co., Inc. Nashville, Tenn.	W4XFN	300000-400000, 401000 and above	15 w	A3

F. C. C. Regulations Regarding Developmental Broadcast Stations

Licenses for developmental broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated, or is distinctive from those classes, or combination of closely related developments that involve different phases of broadcasting which can be pursued better under one license.

2. That the program of research has reasonable promise of substantial contribution to the development of broadcasting, or is along lines not already thoroughly investigated.

3. That the program of research and experimentation will be conducted by qualified persons.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

A separate developmental broadcast station license will be issued for each major development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make satisfactory showing and obtain a license for each.

A Licensee of developmental broadcast stations shall broadcast programs only when they are necessary to the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

A Licensee of a developmental broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the developmental broadcast station is given on its assigned frequency only and the statement is made over the developmental broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast in connection with the developmental work. In case of the rebroadcast of the program

of any broadcast station, the FCC Regulation on rebroadcasting holds.

Frequency Allotted

The following frequencies are allocated for assignment to developmental broadcast stations:*

	1,614			
2,396	} 2,398	12,855	} 12,862.5	37,140
2,400		12,870		37,540
				39,140
3,490	} 3,492.5	17,300	} 17,310	39,460
3,495		17,320		39,540
				132,400
4,795	} 4,797.5	23,100	}	132,680
4,800		30,660		133,380
		31,020		134,360
		31,140		135,340
6,420	} 6,425	31,180	}	137,440
6,430		31,540		137,860
		33,340		138,140
		33,460		138,840
8,650	} 8,655	33,620	}	139,540
8,660		35,060		139,960
		35,460		162,000-168,000
		37,060		210,000-216,000
9,130	} 9,135		}	264,000-270,000
9,140				300,000-400,000
				401,000 and above

* Also available for assignment to all other stations in the experimental service.

A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need therefor.

The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

In cases of important experimentation which cannot be conducted successfully on the frequencies allocated herein, the Commission may authorize developmental broadcast stations to operate on any frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

The operating frequency of a developmental broadcast station shall be maintained in accordance with the frequency tolerance given in Sec. 40.01, provided, however, where lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

The operating power of a developmental broadcast station shall not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

PLACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

3 copies via Inspector in Charge, radio district No. 14, Seattle, Wash.

1 copy direct to Washington, D. C.

1 copy direct to Washington, D. C.

2 copies direct to Washington, D. C.

1 copy direct to Washington, D. C.

2 copies direct to Washington, D. C.

1 copy to be sent as follows: (a) to proper district office if it requires personal appearance for operator examination under direct supervision from that office; (b) direct to Washington, D. C., in all other cases, including examinations for class C privileges.

Contents. Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

Full disclosures. Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

Additional statements. In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

Installation or removal of apparatus. Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or

installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

Extension of time for construction. Any application for extension of time within which to commence and/or complete construction of a station shall be filed at least thirty days prior to the expiration date of such permit: *Provided, however,* That any such application filed within less than thirty days may be accepted upon satisfactory showing to the Commission of sufficient reasons for the delay in filing such application. No application for reinstatement of a permit already forfeited will be granted, except upon a satisfactory showing to the Commission of sufficient reasons for the delay in filing such application.

License following construction permit. In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests. (All stations, except government, amateur, those on mobile vessels, railroad rolling stock or aircraft, must apply for construction permit.)

Where construction permit not required. Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

Modification of license. An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no

change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service, and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however*, that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

Renewal of license. Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

Financial statements. Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

Filing directed by Commission. Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

Temporary extension of station licenses. Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might

lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commission may, in its discretion, grant a temporary extension of such license; *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And provided further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

Assignment or transfer of control. (a) General. An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

Special temporary authorizations. (a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; *Provided, however*, That no such request will be considered unless:

Special Service Authorizations. Special Service Authority may be issued to the licensee of a standard broadcast station for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license

upon proper application therefor; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations:

(c) That public interest, convenience, and necessity will be served by granting the authorization requested.

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however*, That any such request received within less than ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared;

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the

Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

Inconsistent or conflicting applications. When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

Multiple applications; broadcast service. In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

Repetitious applications. (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

(b) *Other radio services.* In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission

will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations effecting safety of life or property.

Pending appeals. Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast service and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

Action on Applications

Partial grants. Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

Designation for hearing. In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, convenience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission one additional copy of the application and all papers incorporated as a part thereof and a written appearance, under oath, stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing.

Answers to Notices of Violation

Under Title III of the Act. Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any,

are taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

Revocation and Modification of Station Licenses

Revocation. Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

Modification. (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a

statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

Suspension of Operator Licenses

Order of suspension. No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission, shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

Proceedings. Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.



CBC IN CANADA provides a complete Canadian radio service. With dominant key stations . . . each operating on a power of 50,000 watts . . . strategically located across Canada and linked up with other CBC and privately owned stations of wide range and influence . . . CBC gives a coverage of 1,500,000 radio homes . . . extending from the Atlantic to the Pacific Ocean.

The CBC network assures Canadian Buyer Coverage. Broadcasting in Canada is a vital force and listening competition is at a minimum. Audiences are radio-minded. They feel the pulse of the world more consistently and with an intensity known in few other places. During both day and evening hours, listeners throughout the Dominion enjoy a wide variety of the finest entertainment through the CBC.

CANADIAN BROADCASTING CORPORATION

1 Hayter St., Toronto - Commercial Department - 1231 St. Catherine St. W., Montreal



CANADA



Stations

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Networks

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Survey

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*Newspaper
Owned Stations*

NETWORKS

OF CANADA

Canadian Broadcasting Corp.

One Hayter St., Toronto, Ont., Canada
 Montreal office: 1231 St. Catherine St., West.

DIRECTORS

Rene, Morin, Chairman; Brigadier General Victor Odum, Vice-Chairman; J. Wilfred Godfrey, N. L. Nathanson, Alan B. Plaunt, Adrien Pouliot, Canon W. Eastland Fuller.

PERSONNEL

General Manager.....Gladstone Murray
 Assistant General

Manager.....Dr. Augustin Frigon
 Chief Executive Assistant.....Donald Manson
 TreasurerHarry Baldwin
 General Supervisor of

Programs.....E. L. Bushnell
 Chief Engineer.....G. W. Olive
 Commercial Manager-Supervisor of
 Press and Information.....E. A. Weir
 Commercial Manager-Quebec

Division.....J. A. Dupont
 Supervisor of Station Relations...H. N. Stovin
 Traffic Manager.....E. W. Jackson
 Secretary.....R. P. Landry

STATIONS

The national network of the Canadian Broadcasting Corporation is broken down into the following regional groups:

Maritime Regional Network: CJCB, Sydney; CHNS, Halifax; CFCY, Charlottetown; CBA, Sackville; KKCW, Moncton; CHSJ, Saint John; CFNB, Fredericton.

Ontario Regional Network: CBO, Ottawa; CFRC, Kingston; CBL, Toronto; CKLW, Wind-

sor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William.

Quebec Regional Network: CHNC, New Carlisle; CJBR, Rimouski; CBJ, Chicoutimi; CBV, Quebec; CBF (French), Montreal; CBM (English), Montreal.

Prairie Regional Network: CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CBK, Watrous; CKBL, Prince Albert; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge.

British Columbia Network: CFCJ, Kamloops; CKOV, Kelowna; CJAT, Trail; CBR, Vancouver.

The Foothills Network

804-805 Southam Bldg., Calgary, Alta., Canada
 Phone: R 2021

PERSONNEL

General Manager.....H. R. Carson
 Director (CFGP).....C. L. Berry
 Director (CJCA).....Frank H. Elphicke
 Director (CFAC).....G. S. Henry
 Director (CJOC).....A. H. Nicholl

STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFGP, Grande Prairie.

COVERAGE

Province of Alberta.

NATIONAL REPRESENTATIVES

All-Canada Radio Facilities Ltd.
 Weed & Company

CANADIAN SURVEY

General

At the end of the fiscal year, March 31, 1939, the Department of Transport reported 1,223,502 receiving station licenses outstanding. It is estimated that the total number of sets in use at the end of 1938, including those unlicensed, was over 2,000,000, representing a 7 per cent increase during the year.

It is also estimated that 76 per cent of all Canadian families own receivers. The fall and winter seasons are the principal selling periods for sets. New models are usually announced late in the summer. In the last 5 years 40 per cent of annual sales to dealers have been made during the last quarter and 33 per cent in the third quarter.

Principal factors which handicap radio sales include the relatively high cost of receivers in Canada as compared with prices in the United States, lack of local broadcasting services in some areas, and the language handicap in Quebec where most of the listeners prefer French language programs.

Transmitting Equipment

A large proportion of the business in Canadian-made transmitting equipment is in medium power transmitters and accessories. Much of the requirements in microphones, transmitting tubes, control apparatus, and similar adjuncts is supplied by imports. Transmitting tube requirements are the same as in the United States market for stations up to 50,000 watts. Canadian subsidiaries or affiliates of American companies are active in the broadcasting equipment market. United States jobbers of specialty radio apparatus generally cover Canada with catalogs and part of the business is on a mail order basis. Manufacturers often maintain direct agency representation. Organization of amateurs is parallel with that in the United States. Amateurs often use American receivers. Police radio has been used effectively in a number of Canadian cities and in provincial police organizations. Use of radio in aircraft is growing and there is also a market in military work, the latter supplied largely by domestic and United Kingdom manufacturers. Canadian shipping laws regarding the use of radio are similar to standard British requirements.

Patents

Since 1927 the more important Canadian radio patents have been under the control of a patent corporation known as Canadian Radio Patents Limited. This corporation, at 159 Bay Street, Toronto, originally took over for licensing purposes numerous patents formerly held by individual concerns. It has since acquired patents and rights on its own account and has rights under foreign patents as well.

The privilege of the Canadian use of the patents controlled by Canadian Radio Patents Limited is given only to those firms which take out a license with the company and which manufacture in Canada. Even though the firm's receivers may be licensed under United States patents owned by firms also represented in Canadian Pat-

ents limited, an additional license under the Canadian company is also required. Such a license gives the manufacturer the right to produce receivers only for the reception of public radio telephone broadcasting. At present, under ordinary circumstances, the corporation is not included to grant further licenses by reason of the number already in the field.

The royalty rate is 10 per cent of the sales value of the chassis plus the speaker portion of the receiver, with a minimum sales value for royalty purposes fixed as the cost to manufacture the receiver plus 50 per cent. This royalty arrangement has no effect upon the actual price at which the merchandise is sold, but is merely a minimum established for royalty purposes. In 1937 the average royalty per set amounted to \$2.17, not accounting for the products of manufacturers who contribute patents to the pool and therefore pay no royalties. The royalty on sets for export is 50 per cent of the charge for sets for domestic sale. In certain cases in granting licenses the corporation requires a deposit, the amount of which would be determined by the patent company and from which would be taken the first year's royalties. The corporation does not make it a practice to undertake numerous court cases against individuals who import sets for their own use, but asserts that it is prepared to proceed against individuals.

The position of the patent organization with respect to its control seems to be firmly entrenched and it has been successful in maintaining its patent rights.

Television

This development is definitely in the experimental stage in the Dominion and its early practical application is discounted. Television presents a difficult geographic problem in Canada and as yet no concern has been inclined to provide television broadcasts because of the indeterminate nature of technical developments and the lack of concentrated population area large enough to warrant the installation expense. Television is not economically feasible in Canada at present.

Facsimile

In the spring of 1939 a facsimile circuit was established with Somerton, England, in connection with the Royal visit to Canada. The circuit involved landlines between Montreal and the Marconi beam wireless station at Drummondville, Quebec. Facsimile service on news pictures has not been utilized directly by the press, so far as radio is concerned. Broadcast news facsimile has not yet been introduced, but there has been some consideration of using such a service for the "broadcasting" of a radio listeners' publication of programs and discussion of broadcasts.

Tracing transmission systems have been sold to a minor degree. One firm renting machines reports that after several years of selling effort there are only 20 customers in the Dominion. These include railroads, automobile manufacturers, public utilities, but efforts to sell machines for hotel and bank use have not been successful, with one exception. One difficulty has been the relatively high valuation established for customs

purposes on imported machines placed in Canada for rental purposes. In addition, the rental revenue is itself subject to a 12½ per cent withholding tax.

Short Wave

Canadian broadcasting on the short wave bands is chiefly confined to commercial and police work, aside from a few stations which release standard band programs on the short wave and the Broadcasting Corporation's regular stations which provide free messenger service to remote northern areas, not covered by commercial line wire service. During the winter of 1938-39, beginning in November, an average of about 300 messages per week were broadcast by friends and relatives of persons in the far North. From a reception standpoint, the increased sale of dual-wave and all-wave sets confirms the interest in such broadcasts. Short wave programs receive publicity in the radio pages of the press. The 49, 32, and 25 meter bands give best consistent reception. United States stations are picked up readily and at times when standard band reception from American outlets is unsatisfactory the short wave relays give good service.

Broadcasting

Under the Canadian Radio Broadcasting Act, 1936, the Canadian Broadcasting Corporation on November 2, 1936, took over Government operation of the national broadcasting service and the control of all radio programs from the former Canadian Broadcasting Commission. Technical control of the broadcasting stations reverted to the Department of Transport under the Radiotelegraph Act. The Government-owned corporation is headed by a board of 9 honorary governors and a general manager in charge of operations. The legislation charges the corporation to carry on broadcasting in Canada and authorizes it to establish, maintain, and operate stations, to acquire or make operating agreements with private stations, produce programs, and otherwise function as a government broadcasting agency.

The legislation envisages gradual extension of public ownership of radio in Canada and enlargement of coverage with Federal finances. The principal difference between the Corporation and the Canadian Broadcasting Commission which it replaced is that under the Commission authority to act in matters of policy and administration were combined in one body whereas in the Canadian Broadcasting Corporation the board of governors will deal with questions of policy and administrative matters will be conducted separately. Broadcasting is considered a business controlled by a public service type of corporation, government-owned, rather than an activity under an administrative governmental organization. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by revenue from commercial radio business. Further, the Act provides that by order-in-council up to \$500,000 may be borrowed from the government for the extension or improvement of broadcasting facilities. In addition, working capital not to exceed \$100,000 may be advanced by order-in-council.

Prior to 1932 Canadian broadcasting developments were similar to those in the United States, except that the size of the general markets limited the amount of advertising revenue available for program and talent development. In 1929 an inquiry was made into the entire question, and as a result of recommendations, a nationalized chain of non-commercial stations under the Commission was established. Private commercial stations were provided for. The nucleus of the national chain comprised the stations formerly operated by the government-owned Canadian National Railways in principal cities throughout Canada. Although the nationalization of broadcasting is yet in a transitory stage, Government policy has consistently favored government ownership, and private licenses are issued only with the understanding that they may be taken over by

the State without value attaching to good-will. Licenses are issued by the Department of Transport after recommendation by the Corporation.

Programs

Canadian chain and local programs follow the same general classifications as those of American stations, and cooperative interchange with American chains has reached a considerable percentage of the total broadcast time. The local programs, however, are not so elaborate on the average, due to the lower revenue from advertising to the comparatively smaller markets. There is a greater conscious effort in Canada to provide programs of a distinctly Canadian character, as in most of the populated areas of the Dominion United States stations are readily received and the more generalized programs so provided. In view of the limited funds for program development Canadian broadcasters would find it difficult to compete successfully in this field to the extent possible under the program standards adopted.

Advertising

Radio advertising from privately owned stations and outlets controlled by the Broadcasting Corporation is conducted in the usual manner under established regulations. Station time is usually sold through advertising agencies and rates vary according to the time of broadcast and station coverage. The advertising content of any program is limited to 10 per cent of the program period and specific regulations cover permissible material in advertising continuities.

Recordings

The use of transcriptions is generally prohibited between 7:30 and 10 p.m., but at other hours they are extensively employed by the lower powered stations, particularly in the smaller population centers. Turntable speeds are 33 and 78 r.p.m.

The recording of incoming overseas broadcasts is frequently undertaken to permit more timely release, especially of direct outside broadcasts, for reception in the Canadian time zones. The broadcasting corporation has a special short wave receiving station with recording equipment for this purpose.

Regulations

New radio regulations were published in the Canada Gazette, December 10 and 24, 1938, and January 26, 1939, and republished in a special supplement to World Radio Markets of March 28, 1939. Two minor amendments issued in 1939 concern beer and wine advertising and the operation of subsidiary network hookups of private broadcasting stations.

Under the laws of Ontario, all electrical devices, (including socket power sets) must be inspected and approved by the Inspection Department of the Ontario Hydro Electric Power Commission before being used. Hydro approval is generally accepted by inspection authorities of other Canadian provinces. The Ontario Government, however, does not make it a practice to prosecute individuals who import sets for their own use, but confines its activities to those interested in selling receivers in quantities. Part II of the Canadian Electrical Code, in specification No. 1, outlines the general minimum requirements for power operated radio devices and methods of test to be employed. A new code specification, effective June 15, 1939, provided for the manufacture and use of AC-DC sets of approved construction, a type heretofore prohibited under the Electrical Code. Under the code the approval of either the laboratory of the Hydro Electric Power Commission of Ontario, the Underwriters' Laboratories of Chicago, or a recognized Canadian Government Laboratory are acceptable. In Ontario and Quebec the Hydro Laboratory approval is required. The Canadian Electrical Code is in full effect in these two provinces, but only partially in effect in other Canadian areas. Electrical inspection is a provincial matter in Canada.

CANADA

STATIONS—REGULATIONS—SURVEY

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.

Canadian network facilities covered in full on page 586.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	1050	50000	598
CBF	Montreal, Que.	910	50000	607
CBJ	Chicoutimi, Que.	1120	100	606
CBK	Watrous, Sask.	540	50000	611
CBL	Toronto, Ont.	840	50000	604
CBM	Montreal, Que.	960	5000	607
CBO	Ottawa, Ont.	880	1000	602
CBR	Vancouver, B. C.	1100	5000	594
CBV	Quebec, Que.	950	1000	608
CBY	Toronto, Ont.	1420	100	604
CFAC	Calgary, Alta.	930	1000	591
CFAR	Flin Flon, Man.	1370	100	596
CFCF	Montreal, Que.	600	500	607
CFCH	North Bay, Ont.	930	100	602
CFCN	Calgary, Alta.	1030	10000	591
CFCO	Chatham, Ont.	630	100	600
CFCT	Victoria, B. C.	1450	500	595
CFCY	Charlottetown, P. E. I.	630	1000	606
CFGP	Grand Prairie, Alta.	1200	100	592
CFJC	Kamloops, B. C.	880	1000	593
CFLC	Prescott, Ont.	930	100	602
CFNB	Fredericton, N. B.	550	1000	597
CFOS	Owen Sound, Ont.	C.P. 1370	100	602
CFPL	London, Ont.	730	100	601
CFPR	Prince Rupert, B. C.	580	50	594
CFQC	Saskatoon, Sask.	600	1000	611
CFRB	Toronto, Ont.	690	10000	604
CFRC	Kingston, Ont.	1510	100	601
CFRN	Edmonton, Alta.	960	100	592

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAB . . .	Moose Jaw, Sask.....	1200	250 d., 100 n.	610
CHCK . . .	Charlottetown, P. E. I.....	1310	50	606
CHGB . . .	St. Anne de la Pocatiere, Que.....	1200	100	609
CHGS . . .	Summerside, P. E. I.....	1450	50	606
CHLN . . .	Three Rivers, Que.....	1420	100	610
CHLP . . .	Montreal, Que.	1120	100	607
CHLT . . .	Sherbrooke, Que.	1210	100	609
CHML . . .	Hamilton, Ont.	1010	100	600
CHNB . . .	North Battlefield, Sask..... C.P.	1420	100	610
CHNC . . .	New Carlisle, Que.....	610	1000	608
CHNS . . .	Halifax, N. S.....	930	1000	598
CHRC . . .	Quebec, Que.	580	100	608
CHSJ . . .	Saint John, N. B.....	1120	100	598
CHWK . . .	Chilliwack, B. C.....	780	100	593
CJAT . . .	Trail, B. C.....	910	1000	594
CJBR . . .	Rimouski, Que.	1030	1000	609
CJCA . . .	Edmonton, Alta.	730	1000	592
CJCB-CJCX	Sydney, N. S.....	1240	1000	599
CJ CJ	Calgary, Alta.	690	100	591
CJCS . . .	Stratford, Ont.	1210	50	603
CJGX . . .	Yorkton, Sask.	1430	1000	611
CJHC . . .	Halifax, N. S..... C.P.	1420	1000	598
CJIC . . .	Sault Ste. Marie, Ont.....	1500	100	603
CJKL . . .	Kirkland Lake, Ont.....	1310	100	601
CJLS . . .	Yarmouth, N. S.....	1310	100	599
CJOC . . .	Leithbridge, Alta.	1210	100	592
CJOR . . .	Vancouver, B. C.....	600	500	594
CJRC . . .	Winnipeg, Man.	630	1000	596
CJRM . . .	Regina, Sask.	950	1000	611
CKAC . . .	Montreal, Que.	730	5000	607
CKBI . . .	Prince Albert, Sask.....	1210	100	610
CKCA . . .	Kenora, Ont.	1420	250 d., 100 n.	601
CKCD . . .	Vancouver, B. C.....	1010	100	595
CKCH . . .	Hull, Que.	1210	100	607
CKCK . . .	Regina, Sask.	1010	1000	611
CKCL . . .	Toronto, Ont.	580	100	604
CKCO . . .	Ottawa, Ont.	1010	100	602
CKCR . . .	Kitchener, Ont. (Waterloo).....	1510	100	601
CKCV . . .	Quebec, Que.	1310	100	608
CKCW . . .	Moncton, N. B.....	1370	100	597
CKFC . . .	Vancouver, B. C.....	1410	50	595
CKGB . . .	Timmins, Ont.	1440	100	603
CKIC . . .	Wolfville, N. S.....	1010	50	599
CKLN . . .	Nelson, B. C.....	1420	100	594
CKLW . . .	Windsor, Ont.	1030	5000	605
CKMC . . .	Cobalt, Ont.	1210	50	600
CKMO . . .	Vancouver, B. C.....	1410	100	595
CKNB . . .	Campbellton, N. B.....	1210	250	597
CKNX . . .	Wingham, Ont.	1200	100	605
CKOC . . .	Hamilton, Ont.	1120	1000 d., 500 n.	600
CKOV . . .	Kelowna, B. C.....	630	1000	593
CKPC . . .	Brantford, Ont.	930	100	599
CKPR . . .	Fort William, Ont.....	580	1000	600
CKRN . . .	Rouyn, Que.	1370	250	609
CKSO . . .	Sudbury, Ont.	780	1000	603
CKTB . . .	St. Catherines, Ont.....	1200	100	602
CKUA . . .	Edmonton, Alta.	580	500	592
CKVD . . .	Val D'Or, Que.....	1200	100	610
CKWX . . .	Vancouver, B. C.....	1010	100	595
CKX . . .	Brandon, Man.	1120	1000	596
CKY . . .	Winnipeg, Man.	910	15000	596

ALBERTA

Population 789,000

Number of Families 167,872

Number of Radio Homes 124,300

Retail Sales \$152,408,000

Auto Registrations 100,434

CFAC

"CALGARY'S FRIENDLY STATION"
"ALL DAY—EVERY DAY THE FINEST IN
RADIO ENTERTAINMENT"

CALGARY—EST. 1922

CBC & FOOTHILLS NETWORK

FREQUENCY: 930 Kc. POWER: 1000 Watts.
OWNED BY: Calgary Herald. OPERATED BY:
Taylor Pearson & Carson. BUSINESS AD-
DRESS: 1006 Southam Bldg. PHONE: R 1036-7.
STUDIO ADDRESS: 1006 Southam Bldg.
TRANSMITTER LOCATION: Forest Lawn.
TIME ON THE AIR: 6:30 A.M. to 12:00 mid-
night. Sunday, 9:00 A.M. to 11:30 P.M. NEWS-
PAPER AFFILIATION: Calgary Daily Herald.
NEWS SERVICE: Canadian Press News. TRAN-
SCRIPTION SERVICE: NBC Thesaurus, World
Broadcasting System.

Personnel

PresidentH. R. Carson
ManagerGordon S. Henry
Commercial Manager.....F. R. Shaw
Production Manager.....Pat Freeman
Publicity Director.....John N. Hunt
Continuity Director.....Madeline F. Austin
Chief Engineer.....Earl C. Connor

Coverage

Population—Primary 470,000
Radio Homes— " 79,900
Source: Station survey.

Representatives

All Canada Radio Facilities
Weed & Co.

CFCN

"THE VOICE OF THE PRAIRIES"
CALGARY—EST. 1922

FREQUENCY: 1030 Kc. POWER: 10,000
Watts. OWNED BY: The Voice of the Prairies,
Ltd. OPERATED BY: Same. BUSINESS AD-
DRESS: Toronto Gen. Trusts Bldg. PHONE:
M 1161. STUDIO ADDRESS: Same. TRANSMIT-
TER LOCATION: Strathmore. TIME ON THE
AIR: Daily, 6:30 A.M. to 12:00 midnight; Sun-
day, 9:30 A.M. to 10:30 P.M. NEWS SERVICES:
Transradio Press, Radio News Assn, British

United Press. TRANSCRIPTION SERVICES:
Standard Radio, Lang-Worth, Davis & Schweg-
ler.

Personnel

President and Managing Director . . .H. G. Love
Commercial ManagerE. H. McGuire
Program Director.....Ed Maloney
News Editor.....C. H. Stout
Sports Editor.....Doug Smith
Chief Engineer.....W. V. McLaughlin

Coverage

Population—Primary 917,200
Radio Homes— " 131,800
Source: Mail response analysis.

Representative

Jack Slatter

CJ CJ

CALGARY—EST. 1922

CALGARY

CBC

FREQUENCY: 690 Kc. POWER: 100 watts.
OWNED BY: Albertan Publishing Co., Ltd.
OPERATED BY: Same. BUSINESS ADDRESS:
Renfrew Bldg. PHONE: R 2001 — M-9966.
STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: Grandview Heights. TIME ON
THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday,
10:00 A.M. to 11:00 P.M. NEWSPAPER AF-
FILIATION: Albertan Publishing Co., Ltd. NEWS
SERVICE: Canadian Press. TRANSCRIPTION
SERVICES: Lang-Worth, Titan Productions.

Personnel

PresidentGordon Bell
Station Manager.....J. E. Gerke
Assistant Manager.....T. E. Snelgrove
Sales Manager.....V. Thompson
Chief Engineer.....M. McKenzie

Coverage

Population—Primary 172,900
Radio Homes— " 35,100
Population—Secondary 254,400
Radio Homes— " 41,200
Source: Mail response analysis.

CFRN

"THE LITTLE GIANT"
EDMONTON—EST. 1934
CBC

FREQUENCY: 960 Kc. POWER: 100 Watts.
OWNED BY: Sunwapta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 109 C. P. R. Bldg. PHONE: 23561-267. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jasper Highway, Edmonton West. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight, daily; 9:00 A.M. to 11:30 P.M., Sundays. NEWS SERVICES: Canadian Press, Edmonton Bulletin, Ltd., British United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....G. R. A. Rice
Commercial Manager.....H. F. Nielsen
Program Director.....S. S. Lancaster
News Editor.....G. Williamson
Chief Engineer.....E. Makepeace

Coverage

Population—Primary 311,232
Radio Homes— " 43,464
Source: Station survey.

Representatives

Joseph Hershey McGillvra (U.S.A. and Montreal)
Jack Slatter (Toronto)
Inland Broadcasting Service (Winnipeg)

CJCA

"VOICE OF THE GREAT NORTH WEST"
EDMONTON—EST. 1922
CBC—FOOTHILLS NETWORK

FREQUENCY: 730 Kc. POWER: 1000 watts.
OWNED BY: North Western Publishers, Ltd. "Edmonton Journal." OPERATED BY: Taylor & Pearson Broadcasting Co. Ltd. BUSINESS ADDRESS: Birk's Bldg., Jasper Ave. PHONE: 2-6131-2-3. STUDIO ADDRESS: Birk's Bldg. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: 8:00 A.M. to 12:00 P.M. (Sunday), 6:30 A.M. to 12:00 P.M. (weekdays), 6:30 A.M. to 2:00 A.M. (Saturday). NEWSPAPER AFFILIATION: Edmonton Journal. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

Station Manager.....Frank H. Elphicke
Assistant Manager.....Norman Botterill
Publicity Director.....Walter Dales
Continuity Editor.....James Allard
Technical Director.....Hastings McMahon

Coverage

Population—Primary	Daytime	Evening
.....	110,212*	452,463
Radio Homes—(Primary and Secondary)	76,276
*Families.		
Source: Population estimate.		

Representatives

All Canada Radio Facilities Ltd.
Montreal, Toronto, Winnipeg, Calgary,
Vancouver
Weed & Co.
N. Y., Detroit, Chicago, San Francisco

CKUA

EDMONTON—EST. 1927

CBC—ALBERTA EDUCATIONAL NETWORK
FREQUENCY: 580 Kc. POWER: 500 watts.
OWNED BY: University of Alberta. OPERATED BY: University of Alberta. BUSINESS ADDRESS: University of Alberta. PHONE: 3-2233-2-2131-12. STUDIO ADDRESS: Dept. of Extension, University campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:15 P.M. to 2:30 P.M., 5:00 P.M. to 8:30 P.M., Mondays to Fridays; 11:00 A.M. to 12:30 P.M., 9:15 P.M. to 11:00 P.M. Sundays.

Personnel

President of the University.....W. A. R. Kerr
Station Manager.....Donald Cameron
Studio Director.....Richard MacDonald
Secretary.....Alice Mary Carpenter
Chief Engineer.....John Wardlaw Porteous

CFGP

GRANDE PRAIRIE—EST. 1937

FOOTHILLS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED AND OPERATED BY: Northern Broadcasting Corp., Ltd. BUSINESS ADDRESS: Grande Prairie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grande Prairie. TIME ON THE AIR: Sunday, 10:00 A.M. to 6:00 P.M. Weekdays, 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....C. L. Berry
Chief Engineer.....S. Findlay

Coverage

Population—Primary	Daytime	Evening
.....	80,000	85,000
Radio Homes— "	8,754	10,151
Source: Station estimate.		

Representative

All Canada Radio Facilities, Ltd.
Weed & Co.

CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK

CANADIAN BROADCASTING CORP.
FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: Lethbridge Broadcasting Co. OP-

ERATED BY: H. R. Carson, Ltd. BUSINESS ADDRESS: Marquis Hotel, Fourth Ave., South. PHONE: 3871-2. STUDIO ADDRESS: Marquis Hotel. TRANSMITTER LOCATION: Marquis Hotel. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: British United Press, local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....J. G. Hutchings
 Station Manager.....A. H. Nicholl
 Commercial Manager.....R. Buss
 Program Director.....F. McDowell

Publicity Director.....C. A. Perry
 Traffic Manager.....A. Lewis
 Chief Engineer.....G. J. Gow

Coverage

	Daytime	Evening
Population—Primary	32,500*	32,500*
Radio Homes— "	20,000	20,000
* Families.		

Source: Station survey.

Representatives

All Canada Radio Facilities, Ltd.
 Weed & Company

BRITISH COLUMBIA

Population 774,000

Number of Families 164,680

Number of Radio Homes 120,300

Retail Sales \$232,740,000

Auto Registrations 116,341

CHWK

"THE VOICE OF THE FRASER VALLEY"

CHILLIWACK—EST. 1927

CBC & BC NETWORK

FREQUENCY: 780 Kc. POWER: 100 Watts. OWNED BY: Chilliwack Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 16 Wellington Ave. PHONE: 6106. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and Station Manager.C. Casey Wells
 Assistant Manager.....R. G. Wells
 Musical Director.....Bertram Turvey
 Chief Engineer.....Jack Dilling

Representatives

All Canada Radio Facilities
 Weed & Co.

1000. STUDIO ADDRESS: 322 Victoria St. TRANSMITTER LOCATION: North Kamloops. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATIONS: Kamloops Sentinel, Ltd. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: Transco and Hollywood Radio Attractions.

Personnel

President.....R. E. White
 Station and Commercial Manager
 D. Homersham
 Publicity Director.....L. Irvine
 Musical Director.....V. Arduini
 Chief Engineer.....T. Smalley

Coverage

Population—Primary	97,000
Radio Homes— "	24,000

Source: Field strength measurements.

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.
 FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Review Pub. Co. OPERATED BY: Kamloops Sentinel, Ltd. BUSINESS ADDRESS: 209 Victoria St. PHONE: 1018 and

CANADIAN BROADCASTING CORP.
 FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Okanagan Broadcasters, Ltd. OPERATED BY: Okanagan Broadcasters, Ltd. BUSINESS ADDRESS: Mill Ave. STUDIO ADDRESS: Mill Ave. TRANSMITTER LOCATION: Kelowna. TIME ON THE AIR: 7:00 A.M. to

11:00 P.M. NEWS SERVICE: Canadian Press.
TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Managing Director J. W. B. Browne
Women's Program Director... Mary E. Royle

Representatives

John E. Baldwin, Vancouver
Dominion Broadcasting Co. (Toronto)
Joseph Hershey McGillvra

CKLN

"THE KOOTENAYS' FAVORITE STATION"
NELSON—EST. 1939

CBC

FREQUENCY: 1420 Kc. POWER: 100 watts.
OWNED BY: The Nelson Daily News. OPERATED BY: The Nelson Daily News. BUSINESS ADDRESS: 711 Radio Avenue. STUDIO ADDRESS: 711 Radio Ave. TRANSMITTER LOCATION: 711 Radio Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight, except Saturday; 7:00 A.M. to 2:00 A.M., Saturdays. NEWSPAPER AFFILIATION: Nelson Daily News. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....Hume A. Lethbridge
Program Manager.....F. R. Halhed

Coverage

Population—Primary	*8,500
Radio Homes— "	6,970
Population—Secondary	*12,500
Radio Homes— "	12,250

* Families.

Source: Dominion Reports; Nelson Daily News.

Representative

All-Canada Radio Facilities, Ltd.

CFPR

"VOICE OF NORTHERN BRITISH COLUMBIA"

PRINCE RUPERT

FREQUENCY: 580 Kc. POWER: 50 watts.
OWNED BY: F. E. Batt. OPERATED BY: Northwest Broadcast & Service Co. BUSINESS ADDRESS: P. O. Box 848. STUDIO ADDRESS: 336 Second Ave. PHONE: 863. TRANSMITTER LOCATION: Prince Rupert. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Owner.....F. E. Batt
General Manager.....C. H. Insulander
Advertising Manager.....S. J. Anderson

Coverage

Population—Primary	14,500*
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* Additional 3,000 from April to October.

Source: Station survey.

Representative

All-Canada Radio Facilities, Ltd.

CJAT

"THE VOICE OF THE KOOTENAYS"
TRAIL—EST. 1934

CBC

FREQUENCY: 910 Kc. POWER: 1000 Watts.
OWNED BY: Kootenay Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Victoria St. PHONE: 737. STUDIO ADDRESS: Victoria St. TRANSMITTER LOCATION: Warfield. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight, daily; 9:00 A.M. to 11:30 P.M., Sundays. NEWSPAPER AFFILIATION: Trail Daily Times. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....B. A. Stimmel
Manager.....A. J. Balfour
Accountant.....A. D. Pettersen

Coverage

Population—Primary	202,800
Radio Homes— "	27,800

Source: Station survey.

Representatives

Weed & Company
All-Canada Radio Facilities

CBR

"VOICE OF BRITISH COLUMBIA AT VANCOUVER"

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.

BRITISH COLUMBIA REGIONAL NETWORK
FREQUENCY: 1100 Kc. POWER: 5000 Watts.
OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Hotel Vancouver. PHONE: Trinity 2511. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lulu Island. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: Canadian Press.

Personnel

Regional Representative.....I. Dilworth
Station Manager.....Peter Ayles
Regional Engineer.....N. R. Olding

Representative

Canadian Broadcasting Corp.

CJOR

VANCOUVER—EST. 1926

FREQUENCY: 600 Kc. POWER: 500 watts.
G. C. Chandler. BUSINESS ADDRESS: Hotel Grosvenor, Howe St. PHONE: Trinity 5321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elburne. TIME ON THE AIR: Daily, 6:30 A.M. to midnight; Sunday, 9:00 A.M. to 9:45 P.M. NEWS SERVICES: Transradio Press, British Union Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

BRITISH COLUMBIA

Personnel

Station Manager.....G. C. Chandler
Commercial Manager.....Don Laws
Publicity Director.....D. R. Baird
Program Director.....R. A. Diespecker
AccountantL. Watkis

Coverage

Population—Primary 551,000
Radio Homes— " 140,000

Source: Mail response analysis.

Representative

Joseph Hershey McGillvra

CKCD VANCOUVER

FREQUENCY: 1010 Kc. POWER: 100 Watts.
OWNED BY: Vancouver Daily Province. OPERATED BY: Pacific Broadcasting Co., Ltd. BUSINESS ADDRESS: 198 Hastings West. PHONE: Seymour 2750-7346. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 P.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Vancouver Daily Province. NEWS SERVICE: Local and national news tie-up.

Personnel

President and Station Manager..W. G. Hassell
Musical DirectorMabel Brown
Chief Engineer.....T. Derbyshire

CKFC-CKFX VANCOUVER—EST. 1921

FREQUENCY: 1410 Kc. POWER: 50 Watts (CKFX: 10 Watts on 6080 Kc.) OWNED BY: Standard Broadcasting System, Ltd. OPERATED BY: Standard Broadcasting System, Ltd. BUSINESS ADDRESS: 1504-5 Sun Bldg., 500 Beatty St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Vancouver. TIME ON THE AIR: Shares time with CKMO (38 hours weekly). NEWSPAPER AFFILIATION: Vancouver Sun. NEWS SERVICE: Vancouver Sun.

Personnel

ManagerF. E. Rutland
Chief Technician.....A. L. Porter

CKMO

"THE PIONEER VOICE OF
BRITISH COLUMBIA"
VANCOUVER—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1410 Kc. POWER: 100 watts.
OWNED BY: British Columbia Broadcasting System, Ltd. OPERATED BY: British Columbia Broadcasting System, Ltd. BUSINESS ADDRESS: 812 Robson St. PHONE: Sey. 8778-9. STUDIO ADDRESS: 812 Robson St. TRANSMITTER LOCATION: Sun Bldg. TIME ON THE AIR: 8:00 A.M. to 3:00 P.M. and

5:00 P.M. to 10:15 P.M. and 12:00 midnight to 2:00 A.M. NEWS SERVICE: Canadian Press; News-Herald and Sun News. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....R. J. Sprott
Vice-President.....B. A. Arundel
Station Manager.....H. M. Cooke
Program Director.....R. H. Wright
Commercial Manager.....J. Short
Office Manager-Accountant.....T. C. Stewart

Coverage

Population—Primary 594,991
Radio Homes— " 145,248

Source: Station survey.

CKWX

VANCOUVER—EST. 1923

CBC (Secondary)

FREQUENCY: 1010 Kc. POWER: 100 Watts.
OWNED BY: Western Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Georgia. PHONE: Seymour 2288. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1220 Seymour St. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. (average, 104 hours weekly). NEWS SERVICE: Local news from Vancouver Sun. TRANSCRIPTION SERVICES: World Broadcasting System, Davis & Schwegler.

Personnel

General Manager.....A. Holstead
Commercial Manager.....Reg. M. Dagg
SecretaryVera Rumble
Chief Engineer.....E. Ross MacIntyre

Coverage

Population—Primary 300,000
Radio Homes— " 80,000
Population—Secondary 400,000
Radio Homes— " 100,000

Source: Survey based on licensed receivers.

Representatives

Weed & Company (U.S.)
All-Canada Radio Facilities, Ltd.

CFCT

VICTORIA—EST. 1923

FREQUENCY: 1450 Kc. POWER: 500 watts.
OWNED BY: Victoria Broadcasting Assn. OPERATED BY: Victoria Broadcasting Assn. BUSINESS ADDRESS: Radio Centre. PHONE: G-2014. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Portage Inlet. TIME ON THE AIR: Unlimited. NEWS SERVICE: Transradio Press.

Personnel

General and Commercial Mgr...G. W. Deaville

Representatives

Associated Broadcasting Co.
Joseph Hershey McGillvra

MANITOBA

Population 727,000

Number of Families 154,680

Number of Radio Homes 94,200

Retail Sales \$161,253,000

Auto Registrations 80,860

CKX

"THE FRIENDLY STATION"
BRANDON—EST. 1928

CBC

FREQUENCY: 1120 Kc. POWER: 1000 Watts.
OWNED BY: Manitoba Telephone System.
OPERATED BY: Same. BUSINESS ADDRESS:
City Hall Sq., 8th & Princess Ave. PHONE: 4532.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Mental Hospital Grounds. TIME ON
THE AIR: 8:00 A.M. to 11:30 P.M. (daily); 12:00
noon to 11:30 P.M. (Sunday). NEWS SER-
VICE: Canadian Press.

Personnel

Station Manager W. F. Seller
Chief Engineer C. E. R. Collins

Representatives

All Canada Radio Facilities
Weed & Company

CFAR

"SERVING NORTHERN MANITOBA"
FLIN FLON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Arctic Radio Corp. OPERATED
BY: Same. BUSINESS ADDRESS: 120 Main St.
PHONE: 290. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 7:00 A.M. to 10:00 P.M., daily;
10:30 A.M. to 7:00 P.M., Sundays. NEWS SER-
VICE: Transradio Press. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President G. W. Bridgman
Vice-President J. M. Bridgman
Business Manager E. T. Scott
Chief Engineer Reg Durie

Representatives

All-Canada Radio Facilities
Weed & Company

CJRC

"MANITOBA'S FRIENDLY STATION"
WINNIPEG

FREQUENCY: 630 Kc. POWER: 1000 Watts.
OWNED BY: James Richardson & Sons, Ltd.
OPERATED BY: Same. BUSINESS ADDRESS:
Royal Alexandra Hotel. PHONE: 9-2266-7-8.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Middlechurch. TIME ON THE AIR:

(daily) 7:30 A.M. to 1:00 A.M.; (Sunday), 10:00
A.M. to 11:00 P.M. NEWS SERVICE: Transradio
Press. TRANSCRIPTION SERVICES: World
Broadcasting System, Standard Radio, and
Lang-Worth Features.

Personnel

Station Manager V. F. Nielsen
Assistant Manager Jack Kemp
Program Director Eddie Houston
Chief Studio Engineer Ken Cameron

Coverage

Population—Primary 527,600
Radio Homes— " 101,200
Source: Station survey.

Representatives

Joseph Hershey McGillvra (U.S.A. & Montreal)
Jack Slatter (Toronto)
Inland Broadcasting Service (Winnipeg)

CKY

"THE VOICE OF MANITOBA"
WINNIPEG—EST. 1922

DOMINION BROADCASTING CO.
CANADIAN BROADCASTING CORP.

FREQUENCY: 910 Kc. POWER: 15000 Watts.
OWNED BY: Manitoba Telephone System. OP-
ERATED BY: Manitoba Telephone System.
BUSINESS ADDRESS: Telephone Bldg. PHONE:
92-191. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: St. Francis Xavier. TIME
ON THE AIR: Sunday, 11:00 A.M. to 12:00
midnight. Week Days, 7:30 A.M. to 12:00
midnight. NEWS SERVICE: United Press, Ca-
nadian Press. TRANSCRIPTION SERVICE:
NBC Thesaurus, World Broadcasting System.

Personnel

Commissioner of Telephones J. E. Lowry
Station Manager William Backhouse
Commercial Manager Percy Gaynor
Program Director R. H. Roberts
Public Relations Director D. R. P. Coats

Coverage

Population—Primary 563,800
Radio Homes— " 107,800
Population—Secondary 145,500
Radio Homes— " 25,600
Source: Station survey.

Representatives

All-Canada Radio Facilities
Weed & Co.

NEW BRUNSWICK

Population 451,000

Number of Families 95,957

Number of Radio Homes 35,700

Retail Sales \$76,656,000

Auto Registrations 36,780

CKNB

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Dr. Charles Houde. OPERATED BY: Dr. Charles Houde. BUSINESS ADDRESS: P. O. Box 840. STUDIO ADDRESS: Chateau Restigouche. PHONE: 8. TRANSMITTER LOCATION: Campbellton. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 9:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: Transradio Press.

Personnel

Station Manager.....C. S. Chapman

Coverage

Population—Primary 150,000
 Radio Homes— " 30,000
 Source: Station survey.

CFNB

FREDERICTON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 550 Kc. POWER: 1000 watts.
 OWNED BY: James S. Neill & Sons Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Queen St. PHONE: 209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: University of New Brunswick. TIME ON THE AIR: 8:00 A.M. to midnight, daily; 11:00 A.M. to midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus.

Personnel

General Manager.....J. Stewart Neill
 Chief Announcer.....Cleve Stillwell
 Chief Engineer.....E. S. Cassidy

Coverage

Population—Primary 467,226
 Radio Homes— " 49,039
 Population—Secondary 193,491
 Radio Homes— " 22,184
 Source: Station survey.

Representatives

Weed & Co.
 All-Canada Radio Facilities

CKCW

MONCTON—EST. 1934

CBC—REGIONAL MARITIME

FREQUENCY: 1370 Kc. POWER: 100 Watts.

OWNED BY: Moncton Broadcasting Co., Ltd.
 OPERATED BY: Moncton Broadcasting Co., Ltd.
 BUSINESS ADDRESS: K of P Bldg. PHONE: 1302-1432. STUDIO ADDRESS: K of P Bldg.
 TRANSMITTER LOCATION: Harrisville. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 11:00 A.M. to 12:00 midnight, Sundays.
 NEWSPAPER AFFILIATIONS: Moncton Transcript, Moncton Times. NEWS SERVICE: Canadian Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

Personnel

Station Manager.....F. A. Lynds
 Program Director.....Earl McCarron

Representative

Joseph Hershey McGillvra

BY POPULAR DEMAND!

Radio Station

CKNB

Campbellton, N. B.

— which is —

158 AIR-LINE MILES FROM THE NEAREST MARITIME PROVINCE STATION

190 AIR-LINE MILES FROM NEAREST CBC STATION (CBA, Sackville)

• • •

A COMMUNITY STATION, serving a community's needs, CKNB enjoys the distinction of being Northern New Brunswick's most-listened-to radio station. Situated in the heart of industrial New Brunswick, CKNB carries your selling message to a prosperous, receptive audience.

SUCCESSFUL PROGRAMMING FOR SUCCESSFUL SELLING

For full particulars, write to:

Radio Station CKNB

250 P. O. Drawer 840 1210
 Watts CAMPBELLTON, N. B. Kcs.

C B A

SACKVILLE—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1050 Kc. POWER: 50,000 Watts.
 OWNED BY: Canadian Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Nova Scotian Hotel, Halifax, N. S. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Sackville. TIME ON THE AIR: 8:00 A.M. to
 12:00 midnight. NEWS SERVICE: Canadian
 Press. TRANSCRIPTION SERVICE: Lang-
 worth.

Personnel

General Manager.....Gladstone Murray
 Acting Regional Representative, George Young
 Regional Engineer.....James Carlisle

Coverage

Population—Primary 531,254
 Radio Homes— " 51,391
 Population—Secondary 511,463
 Radio Homes— " 43,964
 Source: Field intensity measurements; Do-
 minion Reports.

CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.

MARITIME NETWORK

FREQUENCY: 1120 Kc. POWER: 100 Watts.
 OWNED BY: New Brunswick Broadcasting
 Co., Ltd. OPERATED BY: Same. BUSINESS
 ADDRESS: Admiral Beatty Hotel. PHONE:
 3-2307. STUDIO ADDRESS: Same. TRANS-
 MITTER LOCATION: Same. TIME ON THE
 AIR: 7:30 A.M. to 12:15 A.M.; Sunday, 9:00
 A.M. to 12:15 A.M. NEWSPAPER AFFILIA-
 TIONS: Telegraph-Journal, Times-Globe. NEWS
 SERVICES: British United Press, Canadian Press.
 MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION
 SERVICE: World Broadcasting System.

Personnel

President.....H. P. Robinson
 Station Manager.....L. W. Bewick
 Chief Engineer.....J. G. Bishop

Coverage

Radio Homes—Primary 28,000
 Source: Licensed Receivers.

Representative

Joseph Hershey McGillvra

NOVA SCOTIA

Population 554,000

Number of Families 117,872

Number of Radio Homes 52,500

Retail Sales \$99,336,000

Auto Registrations 50,048

CHNS

"THE KEY STATION OF THE MARITIMES"

HALIFAX—EST. 1926

CBC AND MARITIME NETWORK

FREQUENCY: 930 Kc. POWER: 1000 watts.
 OWNED BY: Maritime Broadcasting Co., Ltd.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Lord Nelson Hotel. PHONE: B-8318. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Bedford. TIME ON THE AIR: 8:00 A.M. to 12:15
 A.M. NEWSPAPER AFFILIATION: Halifax Her-
 ald, Halifax Mail. NEWS SERVICE: Trans-
 radio Press. TRANSCRIPTION SERVICE: NBC
 Thesaurus, Standard Radio, and Lang-Worth.

Personnel

PresidentAndrew Robb
 General Manager.....William C. Borrett
 Commercial Manager.....John Clare
 Artists Bureau Head.....L. L. Shatford
 Chief Announcer.....Fletcher Coates
 Musical Director.....R. L. Fry
 Chief Engineer.....A. W. Greig

Coverage

Population—Primary 290,700
 Radio Homes— " 40,200
 Population—Secondary 58,300
 Radio Homes— " 5,600

Source: Field strength measurements.

Representatives

All-Canada Radio Facilities, Ltd.
 Weed & Company

C J H C *

HALIFAX

FREQUENCY: 1420 Kc. POWER: 1000 Watts.
 OWNED BY: Chronicle Co., Ltd. OPERATED
 BY: Same. BUSINESS ADDRESS: Halifax, N. S.
 NEWSPAPER AFFILIATION: Halifax Chronicle
 & Star.

Personnel

President.....F. B. McCurdy
 *Construction permit has been granted; no
 further information available at time of going
 to press.

CJCB - CJCX

"DOWN WHERE THE EAST BEGINS"
SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.
 FREQUENCY: 1240 Kc. POWER: 1000 watts.
 OWNED BY: Eastern Broadcasters, Ltd. OPERATED BY: Eastern Broadcasters, Ltd. BUSINESS ADDRESS: Radio Bldg. PHONE: 209-1412. STUDIO ADDRESS: Radio Bldg. TRANSMITTER LOCATION: South Bar, C.B. TIME ON THE AIR: 8:00 a.m. to midnight. NEWS SERVICE: Transradio Press and local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commercial-Advertising Manager, N. Nathanson
 Chief Announcer.....T. C. Robertson
 Sales Manager.....C. H. McDougall
 Publicity Director.....C. Nunn
 Musical Director.....Mrs. A. F. McKinnon
 Chief Engineer.....Chas. Atkinson

Coverage

	Daytime	Evening
Population—Primary	217,640	310,552
Radio Homes— "	52,865	71,224
Population—Secondary	122,746	246,850
Radio Homes— "	29,678	56,947

Source: Canadian Census Data.

Representatives

All-Canada Radio Facilities
 Weed & Co.

CKIC *

WOLFVILLE

FREQUENCY: 1010 Kc. POWER: 50 Watts.
 OWNED BY: Acadia University. OPERATED

BY: Same. BUSINESS ADDRESS: Wolfville.
 PHONE: 270. STUDIO ADDRESS: Same
 TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time.

*Station is not operating during 1939-1940.

CJLS

"THE VOICE OF WESTERN NOVA SCOTIA"
 "GATEWAY STATION TO MARITIME SALES SUCCESS"

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP.
 MARITIME NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts.
 OWNED BY: Gateway Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 684. PHONE: 500 and 316. STUDIO ADDRESS: Radio Bldg., Main St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:15 A.M. to 12:15 A.M., daily except Saturdays and Sundays; 8:15 A.M. to 1:00 A.M., Saturdays; 9:00 A.M. to 12:15 A.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth Programs.

Personnel

Owner-Chief Engineer:.....Laurie L. Smith
 Program Director.....Earl Jeffrey
 Commercial & Production Manager,

Fin Hollinger

Coverage

	Daytime	Evening
Population—Primary	87,534	87,534
Radio Homes— "	10,461	10,461
Population—Secondary	55,076	55,076
Radio Homes— "	7,968	7,968

Source: Canadian Census Data.

Representative

Dominion Broadcasting Co.

ONTARIO

Population 3,752,000

Number of Families 797,872

Number of Radio Homes 574,250

Retail Sales \$1,022,068,000

Auto Registrations 623,918

CKPC

BRANTFORD—EST. 1923

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts.
 OWNED BY: Telephone City Broadcasting, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. PHONE: 625-1646. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glebe Property. TIME ON THE AIR:

7:30 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICES: Canadian Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Commercial Manager.....J. D. Buchanan
 Chief Engineer.....W. H. Clark

Representative

Joseph Hershey McGillvra

CFCO

"WESTERN ONTARIO'S COMMUNITY STATION"

CHATHAM—EST. 1925

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 100 Watts.

OWNED BY: Western Ontario's Community Station. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 275. PHONE: 2626. STUDIO ADDRESS: William Pitt Hotel. TRANSMITTER LOCATION: Chatham. TIME ON THE AIR: Sundays, 8:30 A.M. to 10:30 P.M.; Week Days, 7:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press.

Personnel

Owner-Manager John Beardall
Sales & Commercial Director..... P. A. Kirkey
Program Director Ross Wright
Special Events Director..... Don Copeland
Chief Engineer Gordon Brooks

Coverage

Population—Primary 281,400
Radio Homes— " 59,700
Population—Secondary 165,700
Radio Homes— " 36,300

Source: Station survey.

CKMC *

COBALT

FREQUENCY: 1210 Kc. POWER: 50 watts.

OWNED BY: R. L. MacAdam. OPERATED BY: Same.

*No further information available at time of going to press.

CKPR

**FORT WILLIAM—PORT ARTHUR—
EST. 1931**

CBC

FREQUENCY: 580 Kc. POWER: 1000 Watts.

OWNED BY: Dougall Motor Car Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Radio Hall. PHONE: South 315. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 1:00 P.M. to 12:00 midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station Manager ..H. F. Dougall
Vice-President..... R. H. Parker
Secretary-Treasurer..... Irma Jones
Commercial Manager..... Jack Pension
Advertising and Publicity Manager,
Gordon McClain

Artists' Bureau Head..... I. Jones
Chief Announcer..... Ralph Parker
Sales Manager..... H. F. Dougall
Chief Engineer..... T. Ross

Coverage

	Daytime	Evening
Population—Primary	95,000	100,000
Radio Homes— "	25,000	26,000
Population—Secondary ..	250,000	300,000
Radio Homes— "	62,500	75,000

Source: Mail response analysis.

Representatives

Jack Slatter (Toronto)
Weed & Co. (New York and Chicago)

CHML

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 100 watts.

OWNED BY: Maple Leaf Radio Co., Ltd. OPERATED BY: Maple Leaf Radio Co., Ltd. BUSINESS ADDRESS: Pigott Bldg. PHONE: 7-1539-1530. STUDIO ADDRESS: Pigott Bldg. TRANSMITTER LOCATION: Saltfleet. TIME ON THE AIR: 7:30 a.m. to midnight. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager..... Kenneth D. Soble
Assistant Manager..... F. P. Hardy
Program Director..... A. L. Smith
Chief Engineer..... C. R. Snelgrove

CKOC

"THE BRIGHT SPOT ON YOUR DIAL"
HAMILTON—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1120 Kc. POWER: 1000 Watts.

d.; 500 Watts, n. OWNED BY: Wentworth Radio Broadcasting Co., Ltd. OPERATED BY: Wentworth Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Wentworth Bldg. PHONE: 4-4661. STUDIO ADDRESS: Wentworth Bldg. TRANSMITTER LOCATION: Fruitland. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 10:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President..... H. R. Carson
Station Manager..... M. V. Chestnut
Commercial Manager..... W. T. Cranston
Production Manager..... W. Guild
Chief Engineer..... Leslie Horton

Coverage

Population—Primary 635,942
Radio Homes— " 100,996

Source: Mail response analysis; Dominion Bureau of Statistics.

Representatives

All-Canada Radio Facilities, Ltd.
Weed & Company

CKCA

KENORA—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1420 Kc. POWER: 250 watts, d; 100 watts, n. OWNED BY: Kenora Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kenricia Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jaffray Township. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: via CBC. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....George A. Titus
Commercial Manager- Program Director,
Clinton V. Godwin
Secretary B. E. Emma
Chief Engineer.....Edmund Tompkins

Coverage

Population—Primary 18,900
Radio Homes— " 11,000
Population—Secondary 12,000
Radio Homes— " 4,500

Source: Station survey.

Representative

All-Canada Radio Facilities, Ltd.

CFRC

KINGSTON—EST. 1923

CBC

FREQUENCY: 1510 Kc. POWER: 100 Watts. OWNED BY: Queens University and Kingston Whip-Standard. OPERATED BY: Same. BUSINESS ADDRESS: Kingston. PHONE: 616. STUDIO ADDRESS: Fleming Hall. TRANSMITTER LOCATION: Queens University. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Whip-Standard. NEWS SERVICE: Canadian Press Assoc. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Business and Station Manager,
James Annand
Chief AnnouncerTom Warner
Chief EngineerProf. H. S. Steward, M.S.

Coverage

Population—Primary 204,100
Radio Homes— " 46,600

Source: Station survey.

Representative

Wood & Co.

CJKL

"MORE POWER TO THE GOLDEN NORTH"
KIRKLAND LAKE—EST. 1934

FREQUENCY: 560 Kc. POWER: 1000 watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Sky Arcade Bldg. PHONE: 27. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dame, Ont. TIME ON THE AIR: 8:00 A.M. to

midnight. NEWSPAPER AFFILIATION: Timmins Press (Kirkland Lake edition). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President R. H. Thomson
Station Manager Brian Shellon

Representatives

All-Canada Radio Facilities, Ltd.

CKCR

KITCHENER-WATERLOO—EST. 1926

FREQUENCY: 1510 Kc. POWER: 100 watts. OWNED BY: Kitchener-Waterloo Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Waterloo Trust Bldg. PHONE: Kitchener 4360—Waterloo 108. STUDIO ADDRESS: Waterloo Trust Bldg.; Kitchener, Ont. TRANSMITTER LOCATION: Waterloo. TIME ON THE AIR: 7:45 A.M. to 2:00 P.M. and 4:15 P.M. to 11:30 P.M. NEWS SERVICE: Transradio Press.

Personnel

Station and Commercial Manager,
W. C. Mitchell
Sales and Advertising Manager....G. Liddle

Coverage

	Daytime	Evening
Population—Primary	100,000	174,420
Radio Homes— "	16,000	33,414
Population—Secondary ..	135,000	289,227
Radio Homes— "	27,000	49,767

Source: Department of Marine; Radio Trade Builder.

Representative

Dominion Broadcasting Co.

CFPL

LONDON—EST. 1933 (CJGC est. 1922)

CANADIAN BROADCASTING CORP.

FREQUENCY: 730 Kc. POWER: 100 watts. OWNED BY: Free Press Pub. Co. OPERATED BY: Free Press Pub. Co. BUSINESS ADDRESS: Free Press Bldg. PHONE: Metcalfe 5200. STUDIO ADDRESS: Free Press Bldg. TRANSMITTER LOCATION: Hotel London. TIME ON THE AIR: 8:15 A.M. to midnight. NEWSPAPER AFFILIATION: London Free Press. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station and Sales Manager.... Philip H. Morris
Chief Engineer.....Lloyd York

Coverage

Population—Primary	436,000
Radio Homes— "	62,000
Population—Secondary	323,000
Radio Homes— "	49,000

Source: Mail response analysis.

Representative

Joseph Hershey McGillvra

CFCH

NORTH BAY—EST. 1931
CBC

FREQUENCY: 930 Kc. POWER: 100 Watts.
OWNED BY: Northern Broadcasting Co., Ltd.
OPERATED BY: Same. BUSINESS ADDRESS:
Capitol Theatre Bldg. PHONE: 2400-2401. STUDIO ADDRESS: Same. TORONTO OFFICE: Victory Bldg. TRANSMITTER LOCATION: Capitol Theater Bldg. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio. NBC Thesaurus.

Personnel

PresidentR. H. Thomson
Station ManagerTom Darling
Commercial Manager.....Cliff Pickrem
Advertising Manager.....Don Bassett
Chief Announcer.....Bruce McLeod
Publicity DirectorJ. Cooke
Musical Director.....Hal Cooke
Chief Engineer.....James Booke

Representatives

All-Canada Radio Facilities, Ltd.
Weed & Co.

CBO

"SERVES THE OTTAWA VALLEY"
OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.
FREQUENCY: 880 Kc. POWER: 1000 Watts.
OWNED BY: Canadian Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
Chateau Laurier Hotel. PHONE: 2-1151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hawthorne. TIME ON THE AIR: Sundays, 8:45 A.M. to 12:00 midnight; Week days, 7:45 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

Station Manager.....W. C. Anderson

CKCO

"THE COMMUNITY VOICE OF CANADA'S CAPITOL"
OTTAWA—EST. 1924

FREQUENCY: 1010 Kc. POWER: 100 Watts.
OWNED BY: Controller G. M. Geldert, M.D.
OPERATED BY: Controller G. M. Geldert, M.D.
STUDIO ADDRESS: 272 Somerset St., West.
TRANSMITTER LOCATION: Boone Island, Quebec. TIME ON THE AIR: Week Days, 8:00 A.M. to 11:00 P.M.; Sundays, 2:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Le Droit, Montreal Gazette. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Manager.....G. M. Geldert
SecretaryIrene Beckstedt
Advertising Manager.....Rolly Ford

Representative

Joseph Hershey McGillvra

CFOS*
OWEN SOUND

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Howard Fleming. OPERATED BY: Same. BUSINESS ADDRESS: 869 Second Ave., East. PHONE: 113. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Owen Sound Sun-Times.

Personnel

Manager.....Howard Fleming
*Construction permit has been granted; no further information available at time of going to press.

CFLC

"THE VOICE OF THE MIGHTY ST. LAWRENCE"
PRESCOTT—EST. 1925

FREQUENCY: 930 Kc. POWER: 100 Watts.
OWNED BY: Radio Association of Prescott.
OPERATED BY: Same. BUSINESS ADDRESS: Ogdensburg, N. Y. STUDIO ADDRESS: Hay Bldg., 307 George St. TRANSMITTER LOCATION: Prescott, Ont. TIME ON THE AIR: Unlimited License. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Langworth.

Personnel

President.....A. C. Halliday
Chief Engineer.....Loren Knight
Program Director.....A. M. Halliday

Representative

Joseph Hershey McGillvra

CKTB

ST. CATHARINES—EST. 1933
CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts.
OWNED BY: The Silver Spire Broadcasting Station Ltd. OPERATED BY: The Silver Spire Broadcasting Station Ltd. BUSINESS ADDRESS: Yates and St. Paul Sts. PHONE: 3900. STUDIO ADDRESS: Yates and St. Paul Sts. R.R. 2. TRANSMITTER LOCATION: Rifle Range, Port Dalhousie. TIME ON THE AIR: (daily) 7:45 A.M. to midnight; (Sunday) 10:45 A.M. to midnight. NEWS SERVICE: Transradio Press.

Personnel

President.....E. T. Sandell
Station Manager.....Paul Frost
Assistant Manager.....J. B. Mitchell
Musical Director.....W. G. Adamson

SecretaryGenevieve Smith
 Chief Engineer.....W. H. Allen

Coverage

Population—Primary 500,000
 Radio Homes— " 100,000
 Population—Secondary 2,000,000
 Radio Homes— " 500,000

Source: Mail response analysis; Dominion Census.

Representatives

Dominion Broadcasting Co., Toronto

CJIC

"YOUR RADIO STATION C J I C"
 S S MARIE—EST. 1934

CBC

FREQUENCY: 1500 Kc. POWER: 100 watts.
 OWNED BY: Hyland Broadcasting Co. OP-
 ERATED BY: Same. BUSINESS ADDRESS:
 P.O. Box 504. PHONE: 360-1. STUDIO AD-
 DRESS: Windsor Hotel. MICHIGAN OFFICE:
 Gage Bldg. PHONE: 1212-W. TRANSMITTER
 LOCATION: Tarantorus. TIME ON THE AIR:
 8:00 A.M. to 12:00 midnight. NEWS SERVICE:
 Transradio Press.

Personnel

General Manager.....J. G. Hyland
 Program Manager.....J. C. Whitby
 Manager, Michigan Office.....R. L. Warne
 Continuity Editor.....M. F. Stonehouse
 Chief EngineerS. C. Cusack

Representative

Joseph Hershey McGillvra.

CJCS

STRATFORD—EST. 1927

FREQUENCY: 1210 Kc. POWER: 50 watts.
 OWNED BY: F. M. Squires. OPERATED BY:
 Same. BUSINESS ADDRESS: Windsor Hotel.
 PHONE: 1675-6. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: 7:15 A.M. to 8:30 P.M. NEWS SER-
 VICE: Local news and Transradio Press. TRAN-
 SCRPTION SERVICE: All Canada Radio Fa-
 cilities.

Personnel

President Station.....F. M. Squires
 Commercial Manager.....S. E. Tapley
 Sales and Advertising Manager..S. E. Tapley
 Musical Director and Artists'
 Bureau HeadC. Tretheway
 Publicity Director.....M. R. Dunseith
 Chief Engineer.....J. Camden

Representatives

All-Canada Radio Facilities
 Weed & Co.

CKSO

"NORTHERN ONTARIO'S KEY STATION—
 THE VOICE OF THE NORTH"
 SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.
 ONTARIO REGIONAL

FREQUENCY: 780 Kc. POWER: 1000 watts.
 OWNED BY: W. E. Mason-Sudbury Star. OP-
 ERATED BY: W. E. Mason-Sudbury Star.
 BUSINESS ADDRESS: 21 Elgin St. PHONE:
 280. STUDIO ADDRESS: 21 Elgin St.
 TRANSMITTER LOCATION: Neelon Township.
 TIME ON THE AIR: 7:45 A.M. to 12:00 mid-
 night. NEWSPAPER AFFILIATIONS: Sudbury
 Star. NEWS SERVICE: Canadian Press, Sud-
 bury Star (local). TRANSCRIPTION SERVICE:
 NBC Thesaurus, World Broadcasting System.

Personnel

President.....W. E. Mason
 General Manager.....W. J. Woodill
 Program Director and Chief Announcer,
 Howard Clark
 Publicity Director.....C. H. Smith
 Musical Director.....R. T. Hill
 Chief Engineer.....J. McRae

Coverage

Population—Primary 148,568
 Radio Homes— " 65,000
 Population—Secondary 348,895
 Radio Homes— " 125,000

Source: Station survey.

Representatives

All-Canada Radio Facilities, Ltd.
 Weed & Company

CKGB

"THE VOICE OF THE NORTH"
 TIMMINS—EST. 1935

CBC

FREQUENCY: 1440 Kc. POWER: 100 watts.
 OWNED BY: Northern Broadcasting Co., Ltd.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Sky Block. PHONE: 500. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: Same.
 TIME ON THE AIR: 7:00 a.m. to 1:00 a.m.
 NEWSPAPER AFFILIATION: Timmins Daily
 Press. NEWS SERVICE: Transradio Press.
 TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

PresidentR. H. Thomson
 Station Manager.....Jack Cooke
 Commercial Manager.....Rip Crotty
 Advertising Manager.....Murray Morrison
 Chief Announcer.....Bob Kesten
 Musical Director.....Tod Graham
 Chief Engineer.....Allan Taylor

Coverage

Daytime Evening
 Population—Primary 80,000 80,000

Source: Station survey.

Representative

All-Canada Radio Facilities

CBL

"THIS IS THE CBC"
TORONTO—EST. 1937

CBC—NBC
 FREQUENCY: 840 Kc. POWER: 50,000
 Watts. OWNED BY: Canadian Broadcasting
 Corp. OPERATED BY: Same. BUSINESS AD-
 DRESS: One Hayter St. PHONE: Adelaide
 7051. STUDIO ADDRESS: 805 Davenport Rd.
 PHONE: Lakeside 2817. TRANSMITTER LO-
 CATION: Hornby. TIME ON THE AIR: 7:30
 a.m. to 12:00 midnight (E.S.T.). NEWS SER-
 VICE: CBC News Service. TRANSCRIPTION
 SERVICE: NBC Thesaurus.

Coverage

Population—Primary 2,489,100
 Radio Homes— " 541,700
 Source: Field intensity measurements.

Representative

Canadian Broadcasting Corp.

CBY

TORONTO—EST. 1936
 CBC

FREQUENCY: 1420 Kc. POWER: 100 watts.
 OWNED BY: Canadian Broadcasting Corp.

All by Ourselves We

Nearly Elected a Mayor

IN THE 1940 mayoralty elections in
 Toronto there were two candidates.
 One was supported by all the news-
 papers. The other's only means of
 publicity was our radio station. Here
 is an extract from a letter from the
 Tandy Advertising Agency Limited:

"It is also in order for us to con-
 gratulate you on the good work done by
 your station. Running for the office of
 Mayor, Major Duncan was opposing a
 candidate who was solidly supported by
 all Toronto daily papers. Major Duncan
 used small newspaper advertisements to
 call attention to his broadcasts on your
 station. Despite the combined editorial
 opposition of the papers together with the
 fact that his opponent was already the
 Mayor running for re-election, he ran neck
 and neck for mayoralty honors and was
 only defeated by a small majority.

"Major Duncan was indeed a 'radio
 candidate' and as he used only CKCL
 we wish to congratulate your station on
 the splendid work it did for him."

When one radio station can bring a
 candidate into a neck and neck
 mayoralty contest and have him lose
 by only about 3500 votes in a total
 poll of 120,000, that station has plenty
 of audience. You had best consider
 CKCL for your Toronto market.

CKCL

TORONTO, CANADA
 Henry S. Gooderham, President

OPERATED BY: Same. BUSINESS ADDRESS:
 805 Davenport Rd. PHONE: Lakeside 2871.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Same. TIME ON THE AIR: 8:00 a.m.
 to 12:00 midnight.

Personnel

Station Manager.....J. R. Radford

CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 690 Kc. POWER: 10,000
 watts. OWNED BY: Rogers Radio Broad-
 casting Co., Ltd. OPERATED BY: Same.
 BUSINESS ADDRESS: 37 Bloor St. W. PHONE:
 Mi. 3515-6—Mi. 4643-4-5. STUDIO ADDRESS:
 87 Bloor St. and Telegram Bldg. TRANSMITTER
 LOCATION: Aurora. TIME ON THE AIR: 7:00
 A.M. to midnight; Sunday, 10:30 A.M. to mid-
 night. TRANSCRIPTION SERVICE: Standard
 Radio, Langworth.

Personnel

President.....E. S. Rogers
 Managing Director.....Harry Sedgwick
 Station Manager.....E. L. Moore
 Chief Announcer.....Wes McKnight
 Musical Director.....Roy Locksley
 Chief Engineer.....Jack Sharpe

Coverage

Population—Primary 2,123,100
 Radio Homes— " 461,700
 Population—Secondary 293,000
 Radio Homes— " 58,900

Source: Field intensity measurements and
 mail response analysis.

Representative

Joseph Hershey McGillvra

CKCL

"CANADA'S GREATEST SPORTS STATION"
TORONTO—EST. 1924

FREQUENCY: 580 Kc. POWER: 100 watts.
 OWNED BY: Dominion Battery Co., Ltd. OP-
 ERATED BY: Dominion Battery Co., Ltd. BUSI-
 NESS ADDRESS: 444 University Ave. PHONE:
 Adelaide 1014. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 20 Trinity St. TIME
 ON THE AIR: 7:00 a.m. to 12:00 midnight,
 daily; 9:00 a.m. to 10:30 p.m., Sundays. MAIN-
 TAINS ARTISTS' BUREAU. NEWS SERVICE:
 Canadian Press, Transradio Press. TRAN-
 Scription SERVICE: Lang-Worth, World
 Broadcasting System, Davis & Schwegler,
 Standard Radio.

Personnel

President.....Henry S. Gooderham
 Station and Commercial Manager..A. E. Leary
 Artists Bureau Head.....M. Rapkin
 Publicity and Musical Director.Maurice Rapkin
 Chief Engineer.....Ernest O. Swan

CKLW

"AT YOUR SERVICE"

WINDSOR—EST. 1933

MUTUAL—CBC

FREQUENCY: 1030 Kc. POWER: 5000 Watts.
 OWNED BY: Western Ontario Broadcasting Co.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Union Guardian Bldg., Detroit. STUDIO AD-
 DRESS: Guaranty Trust Bldg., Windsor. TRANS-
 MITTER LOCATION: Sandwich South Town-
 ship. TIME ON THE AIR: 6:00 A.M. to 4:00
 A.M. NEWS SERVICE: United Press. TRAN-
 SCRIPTON SERVICE: World Broadcasting Sys-
 tem.

Personnel

General Manager.....J. E. Campeau
 Station Manager.....William J. Carter
 Commercial Manager.....L. J. Dumahaut
 Publicity Director.....Val Clare
 Chief Engineer.....William J. Carter

Representative

Joseph Hershey McGillvra

CKNX

WINGHAM—EST. 1926

CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts.
 OWNED BY: W. T. Cruickshank & B. Howard
 Bedford. OPERATED BY: Same. BUSINESS
 ADDRESS: Fields Bldg. PHONE: 158-W, 158-J.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Same. TIME ON THE AIR: 8:30 a.m.
 to 9:00 p.m. NEWS SERVICE: Transradio
 Press, local staff. MAINTAINS ARTISTS'
 BUREAU.

Personnel

General Manager.....W. T. Cruickshank
 Commercial Manager.....B. H. Bedford
 Production Manager.....Harry J. Boyle
 Merchandising Director.....R. G. Buckingham
 Chief Engineer.....Scott Reid

Coverage

	Daytime	Evening
Population—Primary	254,721	254,721
Radio Homes— "	52,871	52,871
Population—Secondary ..	208,093	208,093
Radio Homes— " ..	45,620	45,620

Source: Mail response analysis.

Representative

Joseph Hershey McGillvra

*Once upon a time there
 was an advertiser on*

CKLW

*—but now there are more than
 100 every day!*

THE REASON

CKLW *has a responsive audience* **IN DETROIT**

5,000 WATTS DAY & NIGHT • MUTUAL BROADCASTING SYSTEM

PRINCE EDWARD ISLAND

Population 95,000

Number of Families 20,212

Number of Radio Homes 10,800

Retail Sales \$11,748,000

Auto Registrations 8,011

CFCY

"THE FRIENDLY VOICE OF THE
MARITIMES"

CHARLOTTETOWN—EST. 1924

CBC—MBS—NBC

FREQUENCY: 630 Kc. POWER: 1000 Watts.
OWNED BY: Island Radio Broadcasting Co.,
Ltd. OPERATED BY: Island Radio Broadcast-
ing Co., Ltd. BUSINESS ADDRESS: Brace Bldg.
PHONE: 741. STUDIO ADDRESS: Brace Bldg.
TRANSMITTER LOCATION: Charlottetown.
TIME ON THE AIR: 8:00 A.M. to midnight.
NEWS SERVICE: Transradio Press. MAIN-
TAINS ARTISTS BUREAU. TRANSCRIPTION
SERVICE: Standard Radio, Lang-Worth.

Personnel

Managing Director.....K. S. Rogers
Sales and Studio Manager....L. A. McDonald

Coverage

Population—Primary	275,600
Radio Homes— "	25,500
Population—Secondary	116,300
Radio Homes— "	3,100

Source: Mail response analysis.

Representatives

All-Canada Radio Facilities
Weed & Co.

CHCK

"THE VOICE OF CANADA'S GARDEN
PROVINCE"

CHARLOTTETOWN

FREQUENCY: 1310 Kc. POWER: 50 Watts.
OWNED BY: CHCK Broadcasting Co., Ltd.

OPERATED BY: Island Radio Broadcasting Co.,
Ltd. (CFCY). BUSINESS ADDRESS: 4 Brace
Bldg. PHONE: 724. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 2:00 p.m. to 4:00 p.m.

Personnel

Managing Director.....K. S. Rogers
Sales & Studio Manager.....L. A. McDonald

CHGS

SUMMERSIDE—EST. 1925

CBC

FREQUENCY: 1450 Kc. POWER: 50 watts.
OWNED BY: R. T. Holman, Ltd. OPERATED
BY: Same. BUSINESS ADDRESS: Water St.
PHONE: 134. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Holman Bldgs. TIME ON
THE AIR: 7:30 A.M. to 8:30 A.M., 10:30 A.M.
to 2:30 P.M. and 4:00 P.M. to 9:00 P.M., daily;
11:00 A.M. to 1:00 P.M. and 3:30 P.M. to 9:00
P.M., Sunday. NEWS SERVICE: Christian Sci-
ence Monitor, Canadian Press.

Personnel

President

H. T. Holman
Station Manager

Coverage

Population—Primary	159,000
Radio Homes— "	35,000

Source: Mail response analysis.

Representative

All-Canada Radio Facilities, Ltd.

QUEBEC

Population 3,210,000

Number of Families 428,000

Number of Radio Homes 317,800

Retail Sales \$565,921,000

Auto Registrations 197,917

CBJ

CHICOUTIMI

CBC

FREQUENCY: 1120 Kc. POWER: 100 Watts.
OWNED BY: Canadian Broadcasting Corp. OP-
ERATED BY: Canadian Broadcasting Corp.
BUSINESS ADDRESS: Chicoutimi. PHONE: 155.

STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Same. TIME ON THE AIR: 8:00 A. M.
to 12:00 Midnight. NEWS SERVICE: Local
news.

Personnel

Station Manager.....Vilmond Fortin
Chief Engineer

J. E. Roberts

CKCH

"BILINGUAL STATION OF THE
OTTAWA VALLEY"
HULL—EST. 1933

CBC (AND PROVINCIAL)

FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: Hull Broadcasting Co. OPER-
ATED BY: Same. BUSINESS ADDRESS: 85
Champlain. PHONE: 2-1701. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Chelsea Road. TIME ON THE AIR: 8:00
A.M. to 11:30 P.M. NEWS SERVICE: Cana-
dian Press. MAINTAINS ARTISTS BUREAU.
TRANSCRIPTION SERVICE: NBC Thesaurus

Personnel

President..... Josephat Pharand
Station Manager..... J. Alexander Dupont
Chief Engineer..... J. F. Champagne

Representative

Dominion Broadcasting Co.

CBF

MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.

NBC (RED & BLUE)—For Programs With
French Announcements.

FREQUENCY: 910 Kc. POWER: 50,000 Watts.
OWNED BY: Canadian Broadcasting Corpora-
tion. OPERATED BY: Canadian Broadcasting
Corporation. BUSINESS ADDRESS: 1231 St.
Catherine St. West. PHONE: Marquette 5211.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Vercheres, Que. TIME ON THE AIR:
8:00 A.M. to midnight.. NEWS SERVICE: Ca-
nadian Press.

Personnel

Station Manager..... Maurice Goudrault
Program Director..... J. M. Beaudet
Commercial Manager..... J. A. Dupont
Chief Engineer..... E. D. Roberts

CBM

MONTREAL—EST. 1933

CANADIAN BROADCASTING CORP.
NBC—(RED)

FREQUENCY: 1060 Kc. POWER: 5000 Watts.
OWNED BY: Canadian Broadcasting Corpora-
tion. OPERATED BY: Canadian Broadcasting
Corporation. BUSINESS ADDRESS: 1231 St.
Catherine St. West, Montreal. PHONE: Mar-
quette 5211. STUDIO ADDRESS: Same. TRAN-
SMITTER LOCATION: Laprairie. TIME ON THE
AIR: 8:00 A.M. to midnight. NEWS SERVICE:
Canadian Press.

Personnel

Station Manager..... Maurice Goudrault
Program Director..... J. M. Beaudet
Commercial Manager..... J. A. Dupont
Chief Engineer..... E. D. Roberts

CFCF

(Short Wave CFCX)
MONTREAL—EST. 1918

NBC (Blue)

FREQUENCY: 600 Kc. POWER: 500 Watts.
OWNED BY: Canadian Marconi Co. OPER-
ATED BY: Canadian Marconi Co. BUSINESS
ADDRESS: 1231 St. Catherine St., West. PHONE:
Marquette 7086. STUDIO ADDRESS: 1231 St.
Catherine St. W. TRANSMITTER LOCATION:
Mt. Royal Hotel. TIME ON THE AIR: 7:45 A.M.
to 1:00 A.M. (daily); 9:00 A.M. to 11:15 P.M.
(Sunday). NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... A. H. Ginman
Station and Commercial
Manager..... James A. Shaw
Chief Announcer..... H. H. Hewetson
Sales and Publicity Director... Ernest H. Smith
Chief Engineer..... Kenneth R. Paul

Coverage

	Daytime	Evening
Population—Primary	1,500,000	1,200,000
Radio Homes— "	213,365	186,441
Population—Secondary	300,000
Radio Homes— "	26,924

Source: Radio Division, Department of Trans-
port.

Representatives

All-Canada Radio Facilities, Ltd.
Weed & Company (in the U. S.)

CHLP

"THE SPORTS STATION OF MONTREAL"
MONTREAL—EST. 1933

FREQUENCY: 1120 Kc. POWER: 100 watts.
OWNED BY: La Patrie Pub. Co. OPERATED
BY: Same. BUSINESS ADDRESS: Sun Life
Bldg. PHONE: Plateau 5225. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
180 St. Catherine St., W. TIME ON THE AIR:
16 hours daily. NEWSPAPER AFFILI-
ATIONS: La Patrie, La Presse, Le Canada,
Le Devoir, L'illustration, Montreal Daily Star,
Montreal Herald, Montreal Gazette. TRAN-
SCRIPTION SERVICE: Standard Radio.

Personnel

Station and Commercial
Manager..... Marcel Lefebvre
Publicity Director..... Armand Goulet
Chief Engineer..... F. F. Tambling

CKAC

"CANADA'S BUSIEST STATION"
MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM
QUEBEC NETWORK

FREQUENCY: 730 Kc. POWER: 5000 Watts.
OWNED BY: La Presse Pub. Co., Ltd. OP-

ERATED BY: La Press Pub. Co., Ltd. BUSI-
NESS ADDRESS: 980 St. Catherine St. West.
PHONE: Marquette 3611. STUDIO ADDRESS:
980 St. Catherine St. West. TRANSMITTER
LOCATION: St. Hyacinthe. TIME ON THE
AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER
AFFILIATIONS: La Presse, The Star, The Her-
ald, La Patrie, The Gazette. NEWS SERVICE:
British United Press, United Press. MAINTAINS
ARTISTS' BUREAU. TRANSCRIPTION SERVICE:
World Broadcasting System, Lang-Worth and
Parisian.

Personnel

Managing Director..... Phil Lalonde
Program Director..... Yves Bourassa
Musical Director..... Henri Letondal
Chief Engineer..... Leonard Spencer
Public Relations Director..... Louis Leprohon
Artists' Bureau Head..... Ferdinand Biondi
Local Sales Manager..... Paul Ouellet
Promotion Manager..... Andre Daveluy
Chief Engineer at Transmitter..... Percy Smith

Coverage

	Daytime	Evening
Population—Primary	2,782,065	2,641,988
Radio Homes—	254,337	227,012
Population—Secondary	655,315	722,985
Radio Homes—	40,437	44,271

Source: CBS Listening Area Study.

Representative

Joseph H. McGillvra

RADIO STATION

CHNC

Entering its 7th Year of Broadcasting
announces

increased coverage, more consistent
signal, as a result of the following
significant improvements:

1. 404-Foot Blaw-Knox Vertical Radia-
tor
2. 450 - Foot Gas - Filled Transmission
Line.
3. 1000-Watt Northern Electric High
Fidelity Transmitter.
4. Backed-up by a LOW FREQUENCY
—610 Kc.

CHNC's audience

- ★ Is larger than ever
- ★ Enjoys well-planned programmes
- ★ Listens, approves, and buys

LET CHNC INCREASE
YOUR SALES!

CHNC

NEW CARLISLE, QUE.

1,000 Watts ★ 610 Kc.

CHNC

"THE VOICE OF LA BAIE DES
CHALEURS"

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 610 Kc. POWER: 1,000 Watts.
OWNED BY: Gaspesia Radio Broadcasting
Co. OPERATED BY: Gaspesia Radio Broad-
casting Co. BUSINESS ADDRESS: Main St.
PHONE: 38. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: The Commons. TIME
ON THE AIR: 8:00 A.M. to 12:30 A.M., daily;
9:00 A.M. to 12:30 A.M. NEWS SERVICE:
Transradio Press. THANSRIPTION SER-
VICE: Langworth, NBC Thesaurus, C. P. Mac-
Gregor.

Personnel

President..... Dr. Charles Dumont
Managing Director..... Dr. Charles Houde
Chief Announcer..... V. Bernard
Chief Engineer J. R. McGough

CBV

QUEBEC—EST. 1934

CBC

FREQUENCY: 950 Kc. POWER: 1000 Watts.
OWNED BY: Canadian Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
Room 4002 Chateau Frontenac. PHONE: 5658.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Charlesbourg. TIME ON THE AIR:
8:30 A.M. to 12:00 Midnight. NEWS SERVICE:
Canadian Press.

Personnel

Station Manager A. H. Houde
Chief Engineer Charles Frenette

CHRC

"THE VOICE OF OLD QUEBEC"
QUEBEC—EST. 1926

FREQUENCY: 580 Kc. POWER: 100 Watts.
OWNED BY: CHRC, Limitee. OPERATED BY:
CHRC, Limitee. BUSINESS ADDRESS: Vic-
toria Hotel. PHONE: 2-8178. STUDIO AD-
DRESS: Victoria Hotel. TRANSMITTER LO-
CATION: Victoria Hotel. TIME ON THE AIR:
(daily) 7:30 A.M. to midnight; (Sundays) 11:30
A.M. to midnight. NEWS SERVICE: Own News
Service, British United Press. MAINTAINS
ARTISTS' BUREAU. TRANSCRIPTION SER-
VICE: Lang-Worth and own disk dibrary of
20,000 selections.

Personnel

Station Manager..... J. N. Thivierge
Secretary-Treasurer Henri Lepage
Sales Manager..... J. A. Hardy
Artists Bureau Head..... A. Pelletier
Chief Announcer..... T. H. Burham
Publicity Director..... J. D. Boudreau
Musical Director..... Gaston Voyer
Chief Engineer..... Arsene Nadeau

Coverage

Population—Primary	495,300
Radio Homes— "	36,700
Population—Secondary	189,900
Radio Homes— "	7,500

Source: Field intensity measurements.

Representative

Joseph Hershey McGillvra (U.S.A.)

CKCV

"LA VOIX DU CANADA FRANCAIS"
QUEBEC—EST. 1924

CANADIAN BROADCASTING CORPORATION
FREQUENCY: 1310 Kc. POWER: 100 Watts.
OWNED BY: CKCV, Limited. OPERATED BY:
CKCV, Limited. BUSINESS ADDRESS: 142 St.
John St. PHONE: 2-1585. STUDIO ADDRESS:
142 St. John St. TRANSMITTER LOCATION:
254 Marguerite-Bourgeois Ave. TIME ON THE
AIR: 7:45 A.M. to 11:30 P.M. NEWS SERVICE:
Canadian Press News. TRANSCRIPTION
SERVICE: World Broadcasting System. MAIN-
TAINS ARTISTS' BUREAU.

Personnel

Commercial Manager.....	Paul Lepage
Chief Announcer.....	Gilles Duhamel
Station Manager	Paul Lepage
Sales Manager	Paul Lepage
Publicity Director.....	Jean Nel
Musical Director.....	Edwin Belanger
Chief Engineer.....	Leon Baldwin

Coverage

	Daytime	Evening
Population—Primary	381,000	289,421
Radio Homes— "	36,300	28,200
Population—Secondary ..	450,000
Radio Homes— "	39,000

Source: Radio Division, Department of Trans-
port.

CJBR

"THE VOICE OF THE LOWER
ST. LAWRENCE"
RIMOUSKI—EST. 1937

CANADIAN BROADCASTING CORP.
QUEBEC REGIONAL NETWORK
FREQUENCY: 1030 Kc. POWER: 1000 Watts.
OWNED AND OPERATED BY: Lower St. Law-
rence Power Co. BUSINESS AND STUDIO
ADDRESS: 1 St. John St. PHONE, 396. TRANS-
MITTER LOCATION: Notre-Dame du Sacre
Coeur. TIME ON THE AIR: Weekdays 8:00
A.M. to 11:30 P.M. Sundays, 12:00 noon to
11:30 P.M. NEWSPAPER AFFILIATION: Le
Progres du Golfe. NEWS SERVICE: Trans-
radio Press, Canadian Press (via CBC).

Personnel

President.....	J. A. Brillant
Manager	G. A. Lavoie
Program Director.....	P. E. Corbeil
Office Manager.....	A. Morin

Coverage

	Daytime	Evening
Population—Primary	413,483	250,910
Radio Homes— "	88,696	55,131
Population—Secondary ..	425,350	259,400
Radio Homes— "	91,200	56,700

Source: Station survey.

Representative

Weed & Co.

CKRN

"TO SERVE THE NORTHWESTERN
QUEBEC MINING INTERESTS"
ROUYN—EST. 1938

CANADIAN BROADCASTING CORP.
FREQUENCY: 1370 Kc. POWER: 250 Watts.
OWNED BY: La Cie Radiodiffusion. OPER-
ATED BY: Same. BUSINESS ADDRESS: Reilly's
Bldg. STUDIO ADDRESS: Reilly's Bldg. TRANS-
MITTER LOCATION: Same. TIME ON THE
AIR: 8:00 A. M. to 12:00 Midnight. NEWS-
PAPER AFFILIATION: Rouyn-Noranda Press.
NEWS SERVICE: Transradio Press.

Personnel

President.....	L. Labelle
Vice-President.....	T. Herbert
Vice-President.....	M. P. Cuddihy
Secretary-Treasurer and General Manager.....	J. O. Tardif

CHGB

**SAINTE ANNE DE LA POCATIERE
—EST. 1938**

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: G. T. Desjardins. OPERATED
BY: Same. BUSINESS ADDRESS: Sainte Anne
de la Pocatiere. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 8:00 A. M. to 11:00 P. M., daily;
11:00 A. M. to 11:00 P. M. Sundays.

Personnel

Station Manager.....	G. T. Desjardins
Commercial Manager.....	G. H. Bouchard

CHLT

SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.
FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: La Tribune Ltd. OPERATED BY:
La Tribune Ltd. BUSINESS ADDRESS: La
Tribune Bldg. PHONE: 971. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Sherbrooke. TIME ON THE AIR: 7:45 A. M. to
12:00 Midnight. NEWSPAPER AFFILIATIONS:
La Tribune. NEWS SERVICE: Canadian Press.
TRANSCRIPTION SERVICE. Standard Radio.

Personnel

President.....	Hon. Jacob Nicol
Manager	A. Gauthier
Chief Engineer	C. Charlebois

CHLN

THREE RIVERS

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: Le Nouvelliste. BUSINESS AND STUDIO ADDRESS: Chateau de Blois. TRANSMITTER LOCATION: Three Rivers. TIME ON THE AIR: Weekdays, 8:00 A.M. to 11:30 P.M. Sundays, 12:00 noon to 11:30 P.M. NEWSPAPER AFFILIATION: Le Nouvelliste. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Director George Bourassa

CKVD

VAL D'OR—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting & Publishing Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Val d'Or. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M. and 4:30 P.M. to 7:30 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

Representative

All-Canada Radio Facilities, Ltd.
Weed & Co.

SASKATCHEWAN

Population 949,000

Number of Families 201,915

Number of Radio Homes 110,051

Retail Sales \$129,166,000

Auto Registrations 105,064

CHAB

"THE BRIGHT SPOT ON THE DIAL"
MOOSE JAW—EST. 1922

CBC

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: CHAB, Limited. OPERATED BY: CHAB, Limited. BUSINESS ADDRESS: Grant Hall Hotel. PHONE: 2377, 2378, 2379. STUDIO ADDRESS: Grant Hall Hotel. TRANSMITTER LOCATION: Grant Hall Hotel. TIME ON THE AIR: 7:00 A.M. to 12:00 Mid-night, daily; Sunday, 7:45 A.M. to 12:00 Mid-night. NEWS SERVICE: British United Press, Canadian Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Carson Buchanan
Sales Manager.....L. A. Bourgeois
Publicity Director.....Louis Lewry
Program Director.....Sid Boyling
Chief Engineer.....A. E. Jacobson

Coverage

Population—Primary 277,294
Radio Homes— " 37,862

Source: Station survey.

Representative

All-Canada Radio Facilities, Ltd., Canada
Weed & Company, U. S. A.

CHNB *

NORTH BATTLEFIELD

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: C. R. McIntosh. OPERATED BY:

Same. BUSINESS ADDRESS: North Battlefield. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

* Construction permit has been granted; no further information available at time of going to press.

CKBI

"SERVING CANADA'S FASTEST GROWING
COMMUNITY"
PRINCE ALBERT—EST. 1924

CBC

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: R. E. Price and L. E. Moffatt. BUSINESS AND STUDIO ADDRESS: Sanderson Block. TRANSMITTER LOCATION: 37th St., West. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: British United Pres. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager R. E. Price
Technical Director.....L. E. Moffatt

Coverage

	Daytime	Evening
Population—Primary	150,000	150,000
Radio Homes— " "	29,000
Population—Secondary	225,000	225,000
Radio Homes— " "	42,000

Source: Radio Trade Builder.

Representative

All Canada Radio Facilities
Weed & Co.

C J R M

REGINA—EST. 1926

CBC—GRAIN BELT NETWORK

FREQUENCY: 950 Kc. POWER: 1000 Watts.
 OWNED BY: James Richardson & Sons, Ltd.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Saskatchewan Life Bldg. PHONE: 8424.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Pilot Butte. TIME ON THE AIR: 7:00
 A.M. to 11:30 P.M.; Sundays, 9:00 A.M. to
 10:30 P.M. NEWS SERVICE: Transradio Press.
 TRANSCRIPTION SERVICE: World Broadcasting
 Service, Lang-Worth and Standard Radio.

Personnel

President.....Mrs. James A. Richardson
 Station Supervisor.....F. V. Scanlon
 Chief Announcer.....D. E. (Don) Wright
 Mgr. Radio Division.....V. F. Nielsen
 Commercial Director.....B. Pirie
 Publicity Director.....J. S. Horton
 Musical Director.....S. Hillier
 Chief Engineer.....A. W. (Bert) Hooper

Representative

Joseph Hershey McGillvra
 Jack Slatter

CKCK

REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 1000 watts.
 OWNED BY: Leader-Post, Ltd. OPERATED BY:
 Same. BUSINESS ADDRESS: Leader Bldg.
 PHONE: 8525-6. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Victoria Plains.
 TIME ON THE AIR: 6:30 A.M. to 12:00 Mid-
 night, daily; 8:00 A.M. to 12:00 Midnight,
 Sundays. NEWSPAPER AFFILIATION: Leader-
 Post, Ltd. NEWS SERVICES: British United
 Press. TRANSCRIPTION SERVICE: NBC The-
 saurus, C. P. MacGregor, All-Canada Radio
 Facilities, Ltd.

Personnel

Station Manager.....G. Gaetz
 Assistant Manager.....W. A. Speers
 Publicity Director.....D. McMillan
 Musical Director.....A. R. Smith
 Chief Engineer.....E. A. Strong

Representative

All-Canada Radio Facilities, Ltd. (Canada)
 Weed & Co. (U.S.A.)

CFQC

"HUB CITY STATION"

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 600 Kc. POWER: 1000 watts.
 OWNED BY: A. A. Murphy & Sons, Ltd. OP-
 ERATED BY: Same. BUSINESS ADDRESS:
 216 First Ave., N. PHONE: 5374-7282. STUDIO

ADDRESS: 216 First Ave., N. TRANSMITTER
 LOCATION: Saskatoon. TIME ON THE AIR:
 7:00 A.M. to 12:00 Midnight, daily; 8:45 A.M.
 to 11:30 P.M. Sundays. NEWS SERVICES:
 British United Press, Christian Science Monitor.
 TRANSCRIPTION SERVICE: NBC Thesaurus,
 Standard Radio. **Personnel**

President and Station Manager...A. A. Murphy
 Commercial Manager.....Vernon Dallin
 Program Director.....C. Cairns
 Secretary.....Edna Jones
 Chief Engineer.....S. Clifton

Representatives

Joseph Hershey McGillvra (USA only)
 Jack Slatter, Toronto & Montreal
 Inland Broadcasting Service

CBK

WATROUS—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 540 Kc. POWER: 50,000 Watts.
 OWNED BY: Canadian Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Manitoba Telephone Bldg., Portage Ave., East,
 Winnipeg, Man. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Watrous, Sask.
 TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight,
 daily; 8:00 A.M. to 12:00 Midnight, Sundays.

Personnel

Regional Director.....D. Claringbull
 Regional Engineer.....R. D. Cahoon

CJGX

YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.

FREQUENCY: 1430 Kc. POWER: 1000 Watts.
 OWNED BY: Yorkton Broadcasting Co., Ltd.
 OPERATED BY: Yorkton Broadcasting Co., Ltd.
 BUSINESS ADDRESS: 171 McDermot Ave.,
 Winnipeg. PHONE: Winnipeg 9235 L. STUDIO
 ADDRESS: 171 McDermot Ave., Winnipeg and
 Yorkton. TRANSMITTER LOCATION: Yorkton.
 TIME ON THE AIR: 7:30 A.M. to 11:00 P.M.
 NEWS SERVICE: British United Press. TRAN-
 SCRPTION SERVICE: World Broadcasting Sys-
 tem.

Personnel

Station Manager.....A. L. Garside
 Program and Publicity Director...C. F. Greene

Coverage

	Daytime	Evening
Population—Primary	85,000	125,000
Radio Homes— "	20,000	30,000
Population—Secondary ..	70,000	100,000
Radio Homes— "	17,000	25,000

Source: Station survey.

Representatives

Joseph Hershey McGillvra
 Jack Slatter
 Inland Broadcasting Service

CANADIAN STATIONS ★ WITH NEWSPAPER ★ AFFILIATIONS

ALBERTA

CFAC—Calgary. 1000 Watts; 930 Kc. Gordon S. Henry, manager.... CALGARY DAILY HERALD
CJCJ—Calgary. 100 Watts; 690 Kc. J. E. Gerke, manager..... CALGARY ALBERTAN
CJCA—Edmonton. 1000 Watts; 730 Kc. Frank H. Elphicke, manager..... EDMONTON JOURNAL

BRITISH COLUMBIA

CFJC—Kamloops. 1000 Watts; 880 Kc. D. Homersham, manager..... KAMLOOPS SENTINEL
CKOV—Kelowna. 1000 Watts; 630 Kc. J. W. B. Browne, manager..... KELOWNA COURIER
CKLN—Nelson. 100 Watts; 1420 Kc. H. Lethbridge, manager..... NELSON DAILY NEWS
CJAT—Trail. 1000 Watts; 910 Kc. A. J. Balfour, manager..... TRAIL DAILY TIMES
CKCD—Vancouver. 100 Watts; 1010 Kc. W. G. Hassell, manager,
VANCOUVER DAILY PROVINCE
CKFC—Vancouver. 50 Watts (temporary); 1410 Kc. F. E. Rutland, manager.... VANCOUVER SUN
CKMO—Vancouver. 100 Watts; 1410 Kc. H. M. Cooke, manager.... VANCOUVER NEWS HERALD

NEW BRUNSWICK

CKCW—Moncton. 100 Watts; 1370 Kc. F. A. Lynds, manager,
MONCTON TRANSCRIPT, MONCTON TIMES
CHSJ—Saint John. 100 Watts; 1120 Kc. L. W. Bewick, manager,
SAINT JOHN TELEGRAPH-JOURNAL, SAINT JOHN TIMES-GLOBE

NOVA SCOTIA

CJHC—Halifax. 1000 Watts; 1420 Kc. F. B. McCurdy, manager... HALIFAX CHRONICLE & STAR
CHNS—Halifax. 1000 Watts; 930 Kc. William C. Borrett, manager..... HALIFAX HERALD

ONTARIO

CFRC—Kingston. 100 Watts; 1510 Kc. James Annand, manager... KINGSTON WHIG-STANDARD
CJKL—Kirkland Lake. 100 Watts; 1310 Kc. Brian Shellon, manager..... TIMMINS PRESS
CFPL—London. 100 Watts; 730 Kc. Philip H. Morris, manager..... LONDON FREE PRESS
CFCH—North Bay. 100 Watts; 930 Kc. Tom Darling, manager..... TIMMINS PRESS
CFOS—Owen Sound. 100 Watts; 1370 Kc. Howard Fleming, manager.. OWEN SOUND SUN-TIMES
CKSO—Sudbury. 1000 Watts; 780 Kc. W. J. Woodill, manager..... SUDBURY SUN
CKGB—Timmins. 1000 Watts; 1440 Kc. William Wren, manager..... TIMMINS DAILY PRESS

QUEBEC

CHLP—Montreal. 100 Watts; 1120 Kc. Marcel Lefebvre, manager..... MONTREAL LA PATRIE
CKAC—Montreal. 5000 Watts; 730 Kc. Phil Lalonde, manager..... MONTREAL LA PRESSE
CJBR—Rimouski. 1000 Watts; 1030 Kc. G. A. LaVoie..... LE PROGRES DU GOLFE
CHLT—Sherbrooke. 100 Watts; 1210 Kc. A. Gauthier, manager..... SHERBROOKE LA TRIBUNE
CHLN—Three Rivers. 100 Watts; 1420 Kc. George Bourassa, manager,
THREE RIVERS LE NOUVELLISTE

SASKATCHEWAN

CKCK—Regina. 1000 Watts; 1010 Kc. G. Gaetz, manager..... REGINA LEADER-POST

***For Cuba, Mexico and South America Sta-
tions Please Turn to Page 961.***



TELEVISION



Stations

Personnel — Facilities

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Research

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Highlights of 1939

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Facsimile

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R.M.A. Standards

TELEVISION ACTIVITIES

CBS

NBC

By ADRIAN MURPHY

*Executive Director of Television
Columbia Broadcasting System*

The Columbia Broadcasting System will completely revise and to a large extent replace its initial studio equipment in preparation for actual television broadcasting. More sensitive studio cameras have been ordered, major revisions will be made in the present studio facilities, and work is going forward on a new-type mobile unit for covering outside events.

Since November the CBS high power television transmitter atop the Chrysler Building has been sending test patterns, and constant adjustments have been made, producing a marked improvement in the quality of transmission.

Four of the new cameras to be installed will employ a new kind of electronic tube which is expected to require only a fraction of the light needed for present cameras and which will have truer black and white response to the color spectrum. A fifth camera, developed in the Columbia laboratories, is serving as a test unit for new optical and physical controls later to be incorporated in the other four.

These special controls, according to Gilbert Seldes, CBS director of television programs, have proved essential for the optical and physical flexibility required by Columbia's approach to the program problem. The five additional cameras when used for multiple pickup will permit production of highly complex programs.

Work is now under way on a new-type mobile unit which, when completed in 1940, CBS will use to cover outside events. Application for a construction permit for this mobile unit, which will operate between 336,000-348,000 kilocycles, has been made to the Federal Communications Commission. The unit will carry three new-type cameras of its own and will be completely independent of outside power sources, enabling it, while in motion, to pick up and transmit both pictures and sound.

By THOMAS H. HUTCHINSON

*Manager, Television Program Division,
National Broadcasting Company*

Writing of progress in television program production during 1939 is to chronicle its beginning under the rigorous demands of public service telecasting. For it was in this year that all the experience gathered in three years of experimental telecasting was put to test in the day-to-day operations of a going television service.

With this backlog of experience, which will undoubtedly be of vast importance to other telecasters when they decide to go on the air, was inaugurated NBC's regular program service on April 30. Four days later, on May 3, American television's historic "First Night" went out over the air through Station W2XBS. Since that time eight months have passed.

Progress there has been. I am sure that everyone who has followed NBC service from its inception will agree that in December it had a certain finesse that was absent in May. In part this has been due to a closer cooperation between director and technician, in part to the facility that comes of handling cameras and program materials five days a week. Finally, we have explored more thoroughly than ever before the limitations and qualities inherent in present-day television.

Our choice of material has likewise taken a turn for the better. We realized as well as the most critical viewer that the variety programs of May and June were not the answer to television's problem. Straight vaudeville, in fact, is unsuited to the new art, at least within the technical framework of today's television. The telecast drama, on the other hand, has definitely proved itself. We have accordingly concentrated much attention on it. Our next problem is to bring other types of program up to the quality of these drama-casts.

Looking to the immediate future, I believe that we cannot too soon establish an experimental laboratory series for the testing of all sorts of program material prepared especially for television. That, we believe, is the only way we shall learn exactly what it is that distinguishes television from radio, the theater and motion pictures.

TELEVISION BROADCASTING STATIONS

As of January 1st, 1940

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public on an experimental basis.

Group A—2000 to 2100 kc.; Group B—42000 to 56000 kc.; Group C—60000 to 86000 kc.;
Group D—Any 6000 kc. frequency band above 110000 kc. excluding 400000 to 401000 kc.

Licensee and Location	Call Letters	Frequency (kc) or Group	POWER	
			Visual	Aural
Columbia Broadcasting System New York, N. Y.....	W2XAB	B, C	50 w	(CP only)
Don Lee Broadcasting System Los Angeles, Calif.....	W6XAO	B, C	C.P. 7500 w 1000 w	7500 w 150 w
C.P. T-Hollywood		(44000-50000)		
Don Lee Broadcasting System..... Portable-area of Los Angeles, Calif.	W6XDU	(321000-327000)	6.5 w	
Allen B. DuMont Laboratories, Inc. Portable-area of New York, N. Y....	W10XKT	D (156000-162000)	50 w	(CP only)
Allen B. DuMont Laboratories, Inc. Passaic, N. J.....	W2XVT	B	50 w	(CP only) 50 w
First National Television, Inc. Kansas City, Mo.....	W9XAL	B, C	300 w	150 w
General Electric Co. Albany, N. Y.....	W2XB	C	10000 w	3000 w
General Electric Co. Bridgeport, Conn.	W1XA	C	10000 w	(CP only) 3000 w
General Electric Co. Schenectady, N. Y.....	W2XH	B	40 w	(CP only)
General Television Corp. Boston, Mass.	W1XG	B, C	500 w	(CP only)
National Broadcasting Co., Inc. New York, N. Y.....	W2XBS	B, C	12000 w	15000 w
National Broadcasting Co., Inc. Portable—Camden, N. J. and New York, N. Y.	W2XBT	D (92000, 175000-180000) S. A. (156000-162000)	400 w	100 w
Philco Radio & Television Corp. Philadelphia, Pa.	W3XE	B, C	10000 w	10000 w
Philco Radio & Television Corp. Philadelphia, Pa.	W3XP	D (204000-210000)	15 w	
Purdue University West Lafayette, Ind.	W9XG	A	1500 w	
Radio Pictures, Inc. Long Island City, N. Y.....	W2XDR	B, C	1000 w	500 w
RCA Mfg. Co., Inc. (Portable) Bldg. No. 8 of Camden Plant, Camden, N. J.	W3XAD	(321000-327000)	500 w	500 w

<i>Licensee and Location</i>	<i>Frequency</i>	<i>Visual</i>	<i>Aural</i>
RCA Mfg. Co., Inc. Camden, N. J.....	W3XEP B, C	30000 w	30000 w
University of Iowa Iowa City, Iowa.....	W9XK A	100 w	
University of Iowa Iowa City, Iowa.....	W9XUI B, C	100 w	
Zenith Radio Corp. Chicago, Ill.	W9XZV B, C	1000 w	1000 w

Pending Applications

		<i>POWER</i>	
		<i>Visual</i>	<i>Aural</i>
Earle C. Anthony, Inc.....	50000-56000	1000 w	1000 w
Los Angeles, Calif.			
Balaban & Katz Corp.....	66000-72000	1000 w	1000 w
Chicago, Ill.			
Bamberger Broadcasting Service.....	84000-90000	1000 w	1000 w
New York, N. Y.			
Columbia Broadcasting System, Inc.....	Visual: 336,000-348,000	25 w	
Portable-area of New York, N. Y.	Aural: 180,000-186,000		10 w
Crosley Corp.	55000-56000	1000 w	1000 w
Cincinnati, Ohio			
Don Lee Broadcasting System.....	44000-50000	1000 w	1000 w
San Francisco, Calif.			
Allen B. DuMont Laboratories, Inc.....	44000-50000	1000 w	1000 w
Washington, D. C.			
Allen B. DuMont Laboratories, Inc.....	78000-84000	1000 w	1000 w
New York, N. Y.			
R. B. Eaton	44000-50000	100 w	100 w
Des Moines, Ia.			
Farnsworth Television & Radio Corp.....	66000-72000	1000 w	
Fort Wayne, Ind.			
General Electric Co.....	156000-162000	10 w	
New Scotland, N. Y.			
Grant Union High School District.....	50000-56000	1000 w	1000 w
Sacramento, Calif.			
The Journal Co.....	50000-56000	1000 w	1000 w
Milwaukee, Wisc.			
Kansas State College of Agriculture and Applied Science.....	44000-50000	100 w	100 w
Manhattan, Kans.			
B. B. Shapiro, F. P. Shapiro & H. Shapiro, d/b as Leroy's Jewelers.....	66000-72000	1000 w	1000 w
Los Angeles, Calif.			
May Department Stores Co.....	78000-84000	1000 w	1000 w
Los Angeles, Calif.			
Metropolitan Television, Inc.....	102000-108000	1000 w	1000 w
New York, N. Y.			
Midland Broadcasting Co.....	50000-56000	1000 w	500 w
Kansas City, Mo.			
Television Productions, Inc.....	66000-72000	1000 w	1000 w
Los Angeles, Calif.			
The Travelers Broadcasting Service Corp.....	66000-72000	1000 w	1000 w
Avon, Conn.			
Henry Joseph Walczak.....	1550	250 w	250 w
Springfield, Mass.			
WCAU Broadcasting Co.....	78000-84000	1000 w	1000 w
Philadelphia, Pa.			
WDRC, Inc.	66000-72000	1000 w	1000 w
Meriden, Conn.			



TELEVISION STATIONS



— IN THE UNITED STATES —
 — LOCATION — PERSONNEL — FACILITIES —

W2XAB NEW YORK CITY

FREQUENCY: Sight 51.25 Mcs. **SOUND,** 55.75 Mcs. **POWER:** Sight, 15,000 Watts (measured at peak of synchronizing pulses); Sound, 7,500 Watts. **OWNED AND OPERATED BY:** Columbia Broadcasting System. **BUSINESS ADDRESS:** 485 Madison Ave. **PHONE:** Wick-ersham 2-2000. **STUDIO ADDRESS:** Grand Central Terminal Bldg., 15 Vanderbilt Ave. **TRANSMITTER AND ANTENNA LOCATION:** Chrysler Bldg.

Personnel

Executive Director of Television, Adrian Murphy
 Manager of Television Operations, Leonard Hole
 Director of Television Programs, Gilbert Seldes
 Chief Engineer, Dr. Peter C. Goldmark
 Assistant Chief Engineer, John N. Dyer

FACILITIES

The transmitter facilities of Station W2XAB are located on the 73, 74 and 75 floors of the Chrysler Building. The video transmitter radiates a single side band signal of negative polarity with a frequency band width of 30 cycles to 4.25 Mc. DC transmission is employed. The transmitter radiates about 15 kw on the peaks of the synchronizing pulses. The audio transmitter radiates about 7.5 kw of carrier power. Pre-emphasis of the high audio frequencies is used in accordance with suggested standards. The video and the audio input and monitoring equipment is located in a shielded room on the 74 floor where the transmitters also are situated. On the 73 floor transformers, reactors, motor generators and water cooling equipment is placed, while the air conditioning equipment and the single side band filter are on the 75 floor.

The video antenna consists of horizontal dipoles parallel to the building surface, located on each of the four sides of the building. The audio antenna is similar and is located above the video antenna. All antennas are electrically heated and thermostatically controlled so that detuning due to ice formation is prevented.

A coaxial cable carries the video signals from the studio to the transmitter.

The studio facilities of WCXAB are located in the Grand Central Terminal Building. Nearly one half of an available floor space of 270 ft. long by 60 ft. wide has been sound treated and air conditioned for use as a studio. The main control room is located at the east end of this studio and is practically as wide. An adequate number of studio cameras and telecine channels of these facilities with several more camera channels and mobile equipment is now under way.

W6XAO

LOS ANGELES—EST. 1931

FREQUENCY: Sight, 45,250 Kc; Sound, 49,750 Kc (Channel). **POWER:** Sight, 150 Watts; Sound, 150 Watts. **OWNED AND OPERATED BY:** Don Lee Broadcasting System. **BUSINESS ADDRESS:** Don Lee Bldg., Seventh & Bixel Sts. **PHONE:** VAndike 7111. **STUDIO AND TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** Nightly (except Sundays and holidays), 8:00 to 9:00 P.M. or later depending upon program content; Tuesday and Thursday afternoons from 3:00 to 4:00 P.M.; and Saturday afternoons from 5:30 to 6:30 P.M.

Personnel

President, Thomas S. Lee
 Director of Television, Harry R. Lubcke
 Assistant Director of Television, Wilbur E. Thorp
 Television Engineer, William S. Klein
 Television Engineer, Harold W. Jury
 Television Engineer, Robert L. Pitzer
 Television Producer, Thomas Conrad Sawyer
 Public Relations Producer, Ray Coffin
 Assistant Directors,

Whit Waldgrave, Estelle Van Sooye
 Cameramen, M. C. Edwards,
 K. Meade, J. Anderson, G. Landcaster
 Makeup Men, R. Navarro, L. Turner

FACILITIES

SYSTEM IN USE: 441 line 30-60 frame RMA United States Standard, cathode-ray. Horizontal Polarization. Film equipment for broadcasting newsreels, shorts, and test items.

Mosaic live-pickup camera equipment for studio pickup. Portable television cameras

and equipment for outside events. (W6XDU)
RCA Manufacture.

DEVELOPMENTS OF 1938-1939: Fletcher Bowron, Mayor of Los Angeles, accompanied by Morton Downey, Maxine Gray (well known singer on Radio and Television in the East as well as the West), Betty Jane Rhodes (first Lady of Television), the King Sisters, Alvino Rey and his orchestra officially opened W6XAO to sustained program service and also the Los Angeles Automobile Show at the Pan Pacific Auditorium on October 14, 1939. Twenty-five thousand persons saw television images for three hours daily including Sunday at the Show, 5½ miles from W6XAO.

Interviews with popular personalities such as Bobby Breen, The Brewster Twins, Max Reinhardt, Rube Wolfe, Edith Fellows, James Finlayson, Commander E. P. Sauer of U. S. Navy, Jimmy Starr, Rob Wagner, Martha Hilton, Clarence Muse, Buron Fitts and many other notables.

Max Reinhardt and his players have produced several dramas which are becoming a regular feature.

The Shirley Thomas Players have presented all types of plays varying from light comedy to Shakespearian dramas.

U. S. C. has a weekly program consisting of activities of the school, interviews with the Heads of different departments and demonstrations from the Physical Education Department.

Geo. Fisher, of Mutual Broadcasting System, has presented his Hollywood news program about the various notables of the film industry.

The Sons of The Pioneers, a musical group, are on a weekly program.

Weekly News broadcasts have been televised throughout the entire year.

Numerous fashion shows from the large department stores commentated by Jean Markel have been televised.

There has also been a variety of singers, dancers, impersonators, dramatic readers, and demonstrations such as archery, Indian Jewelry, Oriental Art, Rare Laces and unnumbered other items of interest appearing weekly during the past year.

RECEIVERS: Receivers are on sale to the public in large department stores and radio dealers. A few hundred receivers are estimated to be in operation in Los Angeles, Hollywood, Inglewood, West Hollywood, North Hollywood, Burbank, Glendale, Pasadena, Long Beach and Pomona. The greatest distance of public reception is recorded at the city of Pomona which is thirty miles airline east of W6XAO and behind a range of hills.

PUBLIC DEMONSTRATIONS: Public demonstrations of the Don Lee television transmission are held almost daily by large downtown department stores and radio dealers.

PATENTS: United States and foreign patents covering film and live pickup, amplification, scanning sources, synchronization, receivers and cathode-ray tubes of Harry R. Lubcke are used in the work. The methods and equipment of the Don Lee System, though producing RMA Standard images functions considerably differently from those of other television organizations.

•
W 2 X V T

PASSAIC, N. J.—EST. 1938

FREQUENCY: Sight, 42.250 Kc.; Sound, 49-750 Kc. **POWER:** 50 Watts (Sight and Sound). **OWNED AND OPERATED BY:** Allen B. DuMont Laboratories, Inc. **BUSINESS ADDRESS:** 2 Main Ave. **STUDIO ADDRESS:** Same. **TRANSMITTER AND ANTENNA LOCATION:** Same.

FACILITIES

The transmitter is being used to test out the features of the DuMont Television System which does away with the necessity of the standardization of the number of pictures per second or lines per picture. This system requires approximately one-half the frequency band over that required by conventional systems now in use. At the end of 1939 transmitter was testing with 735 lines and 15 pictures per second. Test schedule: midnight to 9:00 A.M.

•
W 1 0 X K T

AREA OF PASSAIC, N. J.

PORTABLE

FREQUENCY: Sight 157, 250 Kc.; Sound, 161,750 Kc. **POWER:** 50 Watts (Sight and Sound). **OWNED AND OPERATED BY:** Allen B. DuMont Laboratories, Inc. **BUSINESS ADDRESS:** 2 Main Ave., Passaic, N. J. **STUDIO ADDRESS:** Variable. **TRANSMITTER AND ANTENNA LOCATION:** Variable. **TIME ON THE AIR:** No stated schedule.

FACILITIES

This transmitter is used to pick up outside events.

W9XAL

KANSAS CITY, MO.—EST. 1932

FREQUENCY: Sight, 42000 to 56000 Kc. and 60000 to 86000 Kc.; Sound, same. POWER: Sight, 300 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: First National Television Inc. BUSINESS ADDRESS: 22nd floor, Fidelity Bldg., Ninth and Walnut Sts. STUDIO LOCATION: Same. TRANSMITTER LOCATION: 34th floor, Fidelity Bldg.

W2XB

SCHENECTADY—EST. 1939

FREQUENCY: Sight, 67.250 Kc.; Sound, 71.750 Kc. (Channel 3). POWER: Sight, 10,000 Watts; Sound, 3000 Watts. OWNED AND OPERATED BY: General Electric Co. BUSINESS ADDRESS: 1 River Road. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Helderberg Mountains, 12 miles south of Schenectady.

Personnel

Technical Supervisor.....W. J. Purcell
 Program Director.....J. G. T. Gilmour
 12 miles south of Schenectady. TIME ON THE AIR: No stated schedule.

FACILITIES

G. E. will use a system similar to the RCA-NBC equipment but contemplates several entirely new variations. This includes low level modulation with radio relay link between studio and transmitter and linear Class B R. F. amplifiers to bring the power up to 40 kilowatts block level. It is an all-electric system designed to produce a 441-line definition, 30 frames per second, 60 fields per second with an aspect ratio of 4 to 3. General Electric has developed high power transmission at television frequencies and proper modulation of the television carrier signal. It has also developed improved vacuum tubes which exhibit more favorable characteristics, developed wide band output coupling circuits without sacrificing plate efficiency and increased transmission fidelity by expanding the frequency range up to 4 megacycles. Simultaneous operation of stations at Schenectady and Bridgeport on the same frequency is expected to increase knowledge of diurnal and seasonal signal strength variations and determination of the amount of interference permissible, necessary geographic separation and effect of directional antennas.

This transmitter provides a high signal level to Albany, Troy and Schenectady.

Engineering field tests are now in progress and a regular schedule of public broadcasts is expected to be announced late in 1939 or early in 1940. Engineering tests also under way on receiving equipment at a special receiving site in the Helderbergs near the transmitter which are expected to result in high quality reception of programs from New York City suitable for rebroadcast transmission over W2XB.

Technical supervision under W. J. Purcell; program director, J. G. T. Gilmour.

W2XD - W2XH

SCHENECTADY—EST. 1939

FREQUENCY: W2XD: 156,000 to 162,000 Kcs., used for relaying programs; W2XH: 288,000 to 294,000 Kcs., used for experimental laboratory work. POWER: 40 Watts (Sight, only). OWNED AND OPERATED BY: General Electric Co. BUSINESS AND STUDIO ADDRESS: 1 River Road. TRANSMITTER AND ANTENNA LOCATION: Schenectady. TIME ON THE AIR: No stated schedule.

FACILITIES

These stations, on completion, will be used for the most part in connection with experimental work in the laboratory and to supplement the experimental public service television programs of the G.E.'s Helderberg and Bridgeport transmitters. One of the Schenectady transmitters, W2XD, will serve as a relay visual station to transmit programs from the studio to the transmitter on a sharply directive beam obviating the necessity of a coaxial cable. For further information concerning system used for these stations, facilities, etc., see information listed under W2XB, Schenectady, N. Y. (above).

W1XA

BRIDGEPORT—EST. 1939

FREQUENCY: 60,000 to 86,000 Kc. POWER: Sight, 10,000 Watts; Sound, 3000 Watts. OWNED AND OPERATED BY: General Electric Co. BUSINESS, STUDIO, TRANSMITTER AND ANTENNA LOCATIONS: Bridgeport. TIME ON THE AIR: No stated schedule.

FACILITIES

This station will, on completion, serve as a locally controlled source of signal for ob-

taining propagation data and for use in connection with the development of television receivers. For further information concerning system used, facilities, etc., see information listed under W2XB, Schenectady, N. Y. (above).

W 1 X G

BOSTON

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. **POWER:** 500 Watts (visual). **OWNED AND OPERATED BY:** General Television Corp. **BUSINESS ADDRESS:** 70 Brookline Ave. **STUDIO, TRANSMITTER AND ANTENNA LOCATION:** 70 Brookline Ave.

W 2 X B S

NEW YORK CITY—EST. 1928

FREQUENCY: Sight, 45,250 Kc.; Sound 49,750 Kc. **POWER:** Sight, 12000 Watts; Sound, 15000 Watts. **OWNED AND OPERATED BY:** National Broadcasting Co. **BUSINESS ADDRESS:** 30 Rockefeller Plaza. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Empire State Bldg. **TIME ON THE AIR:** Wednesday through Sunday, inclusive: 2:30 to 3:30 P.M. and 8:30 to 9:30 P.M.; a similar amount of test pattern transmission on same days, plus special programs.

Personnel

Vice-President In Charge of Television,

A. H. Morton
Television Coordinator..... Clarence Farrier
General Production Director of Television,

Max Gordon
Manager of Television Program Division,

Thomas H. Hutchinson
Chief Engineer O. B. Hanson

FACILITIES

This station uses the RCA television system. Beginning on April 30, 1939, a regular television program service for the public in the New York City area was inaugurated. These transmissions have been in accordance with the RMA Technical Standards, utilizing RCA studio and transmitter equipment. The programs are supplied from a direct pickup studio equipped with three cameras, a film studio equipped with two cameras and a mobile unit having two cameras for televising scenes outside the studio. A large variety of programs utilizing all three forms of pickup has been transmitted, and a systematic study of audience reaction to each individual program feature is being made.

In the operation of its television activities, The National Broadcasting Co. employs over 75 persons. At the end of 1939 these were roughly divided as follows: technical, 50; production, 27; and mobile unit, 9.

Signals of this station have been satisfactorily received within a radius of approximately 60 miles.

Besides this station the National Broadcasting Co. operates Television Station W2XBT, mobile television station which is licensed to operate on 92,000 Kc. and from 175,000 to 180,000 Kc. with a power of 400 Watts for sight transmission and 100 Watts for sound transmission.

HISTORY

Experimental television station W2XBS was originally installed at the RCA Technical and Test Laboratory, Van Cortlandt Park, New York City. The first construction permit was granted on April 4, 1928 and the first temporary license was issued in June, 1928. From time to time various station permits allowed television experimental transmission on 4800 Kc., 2300 to 3300 Kc., 2050 to 2150 Kc., 2000 to 2100 Kc. and 2100 to 2200 Kc. The first permanent license was issued on December 1, 1928 with an assigned frequency band of 2100 to 2200 Kc. In the latter part of 1928 the station was moved to the RCA Telephone Building, 411 Fifth Avenue. On June 27, 1930, it was moved to the Times Square Studio of the National Broadcasting Company, where on July 7, 1930 it passed from RCA to NBC management.

In 1931 NBC television was carried on from W2XBS's present location on the top of the Empire State Building.

During 1936 and 1937 NBC operated with the new high definition standards, demonstrating television to groups representing diverse interests, such as:

- a. Political
- b. Motion Picture
- c. Foreign (political and commercial)
- d. Press
- e. Advertisers (manufacturers)
- f. Advertising agencies
- g. Artists (talent and musicians)
- h. Naval and Military
- i. Educational
- j. Financiers, Bankers
- k. Retailers
- l. Radio Station men
- m. Trade associations
- n. Institutional (4H Club, Atlanta School of Air winners, etc.)

The technical standards of transmission from W2XBS have been and are expected to continue to be those recommended by the Radio Manufacturers Association.

For a summary of NBC television activities

for 1939-40 see feature titled "The Forward March of Television" in another section of this RADIO ANNUAL.

•
W 2 X B T

**AREA OF NEW YORK, N. Y.
PORTABLE**

FREQUENCY: Sight, 159,000 Kc. **POWER:** Sight, 400 Watts; Sound, 100 Watts. **OWNED AND OPERATED BY:** National Broadcasting Co. **BUSINESS ADDRESS:** 30 Rockefeller Plaza. **STUDIO ADDRESS:** Variable (outdoor and indoor remotes). **TRANSMITTER AND ANTENNA LOCATION:** Variable (Mobile Unit 1B). **TIME ON THE AIR:** No stated schedule.

FACILITIES

This transmitter is a mobile unit used for pickups of remote programs with public interest such as baseball, football, boxing, wrestling, parades, public meetings, sidewalk interviews, aircraft flying and performance, etc. The technical staff for the unit consists of nine persons. Two cameras connect to the unit by means of 250 feet of 32 conductor cable. Picture in its completed state is sent to the transmitter unit through the cable and thence to the Empire State Building receiving location by means of a permanent antenna on the unit or a portable antenna which is affixed to roof tops, etc. At the end of 1939 power was obtained from public utility mains (750 foot cable carried). The greatest distance of successful transmissions at the time of going to press was 27 miles on test and 24 miles on a regularly scheduled tennis telecast.

•
W 3 X E

PHILADELPHIA—EST. 1931

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. **POWER:** Sight, 10000 Watts; Sound, 10000 Watts. **OWNED AND OPERATED BY:** Philco Radio & Television Corp. **BUSINESS ADDRESS:** Tioga and "C" Sts. **STUDIO AND TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** No stated schedule; at the end of 1939 station was maintaining a minimum program schedule of 10 hours per week.

Personnel

Engineer in Charge.....William N. Parker

FACILITIES

This station uses the Philco Television System. Reception which is heard in the homes of the company's engineers has been reported from points 12 miles from the transmitter.

This station which is used for experimentation and research in connection with television development radiates signals in accordance with the proposed RMA Television Standards. It employs the newly developed modulation system and is operating in the 50-56 Mc. channel.

•
W 3 X P

PHILADELPHIA—EST. 1938

FREQUENCY: 204,000 to 210,000 Kc. **POWER:** 15 Watts (Sight and sound). **OWNED AND OPERATED BY:** Philco Radio & Television Corp. **BUSINESS ADDRESS:** Tioga and "C" Sts. **STUDIO ADDRESS:** Same. **TRANSMITTER AND ANTENNA LOCATION:** Same. **TIME ON THE AIR:** No stated schedule.

Personnel

Engineer in Charge.....William N. Parker

FACILITIES

This station uses the Philco transmission line modulation system. It is used principally for a survey in Philadelphia of the possibilities of broadcasting at frequencies above 200 Mcs. The transmitter radiates signals in accordance with the proposed RMA television standards.

•
W 9 X G

LAFAYETTE, IND.—EST. 1932

FREQUENCY: 2000 to 2100 Kc. **POWER:** 1500 Watts. **OWNED AND OPERATED BY:** Purdue University. **BUSINESS ADDRESS:** Electric Bldg., Purdue University. **PHONES:** 6475, 2917. **TRANSMITTER LOCATION:** West Lafayette. **TIME ON THE AIR:** Tuesday, at 7:30 P.M. Thursday, at 8:00 P.M.

Personnel

Head of School of Electrical Engineering
C. Francis Harding

TELEVISION STATIONS

FACILITIES

This station uses a television system that has been developed at Purdue University.

W 2 X D R

LONG ISLAND CITY, N. Y.

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 1000 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: Radio Pictures, Inc.

W 3 X A D

CAMDEN, N. J.—EST. 1931

FREQUENCY: 321,000 to 327,000 Kcs. POWER: Sight, 500 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Portable Laboratories in Camden, N. J. TIME ON THE AIR: No stated schedule.

FACILITIES

This station is an experimental portable unit and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 1, November, 1934).

Several experimental television receivers have been set up within a 2 or 3 mile radius for experimental purposes.

The frequency band occupied by this transmitter varies from one to six megacycles on each side of the carrier. The band emitted during a particular test period is dependent upon the particular experimental project under test. This band width is determined by measuring the overall frequency characteristics of the system.

W 3 X E P

CAMDEN, N. J.—EST. 1935

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. (FCC application for assignment of 84000 to 90,000 Kcs.) POWER: Sight, 30000 Watts; Sound, 30000 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSI-

NESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Camden, N. J. TIME ON THE AIR: No stated schedule.

FACILITIES

This station is experimental and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 11, November, 1934).

Several experimental television receivers have been set up within 2 or 3 miles of each other. The receivers are a part of the equipment used in television research.

The frequency band occupied by the transmitter varies from one to six megacycles on each side of the carrier. The band emitted during a particular test period is dependent upon the particular experimental project under test. This band width is determined by measuring the overall frequency characteristics of the system.

W 9 X K

IOWA CITY

FREQUENCY: 2000 to 2100 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa.

W 9 X U I

IOWA CITY

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa.

W 9 X Z V

CHICAGO, ILL.—EST. 1938

FREQUENCY: Sight, 45,250; Sound, 49,750. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: Zenith Radio Corp. BUSINESS ADDRESS: 6001 Dickens Ave. PHONE: Berkshire 7500. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same. TIME ON THE AIR: Daily except Saturday and Sunday, experimentally; no stated schedule.

TELEVISION STANDARDS

Status as of Jan. 1st, 1940

THE First Report of the Television Committee of the Federal Communications Commission which was issued on May 22, 1939, was the result of the request of the Radio Manufacturers Association for approval of the technical standards proposed by that association in September 1938. The report itself is a careful study of the question of standards as made by the Committee in Washington and in the field at various television laboratories. While it commends the engineers of the RMA for their "contribution and honest efforts in the interests of orderly progress in the development of the technical aspects of television" and states that "it is entirely possible that the technical quality of television produced in accordance with the proposed standards may be accepted by the public as a practical beginning," the report contends that it would be hazardous to both the best interests of the industry and the public to attempt by administrative fiat to freeze the art at this stage of its development.

The Committee declared that the proposed standards do not contain a maximum degree of flexibility and that additional research may prove advantageous. Of the four definite recommendations, the first specifically refers to the RMA standards and is as follows:

RMA

"That the Federal Communications Commission neither approve or disapprove the standards proposed by the Radio Manufacturers Association. This recommendation is made first because the Commission by law is required to grant licenses to applicants for television stations, who prove that the granting of such applications would be in the public interest, and, second, because it appears undesirable to take any action which

discourages private enterprise or which decreases the incentive for undertaking research to effect further improvements.

"The Committee suggests that in taking this action the public be informed that in failing to approve the standards the Commission does not believe the proposed standards to be objectionable as a phase of a rapidly developing service. The public should also be informed that the Commission desires to be free to prescribe better performance for the transmitters it may license in the future

when and if such improvements are proved to be in the interest of the public.

"Also, in making this recommendation the Committee suggests that it be made clear that the proposed standards do not at this time appear suitable for the 12 undeveloped higher frequency channels reserved for television."

The proposed television transmission standards as presented to the FCC by the Radio Manufacturers Association are as follows:

T-101 Television Channel Width

The standard television channel shall not be less than 6 megacycles in width.

T-102 Television and Sound Carrier Spacing

It shall be standard to separate the sound and picture carriers by approximately 4.5 Mc. This standard shall go into effect just as soon as "single side band" operation at the transmitter is practicable. (The previous standard of approximately 3.25 Mc. shall be superseded.)

T-103 Sound Carrier and Television Carrier Relation

It shall be standard in a television channel to place the sound carrier at a higher frequency than the television carrier.

T-104 Position of Sound Carrier

It shall be standard to locate the sound carrier for a television channel 0.25 Mc. lower than the upper frequency limit of the channel.

T-105 Polarity of Transmission

It shall be standard for a decrease in initial light intensity to cause an increase in the radiated power. (See Standard M9-121.)

T-106 Frame Frequency

It shall be standard to use a frame frequency of 30 per second and a field

frequency of 60 per second, interlaced. T-107 Number of Lines per Frame

It shall be standard to use 441 lines per frame.

T-108 Aspect Ratio

The standard picture aspect ratio shall be 4:3.

T-109 Percentage of Television Signal Devoted to Synchronization

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, it shall be standard to use not less than 20 per cent nor more than 25 per cent of the total amplitude for synchronizing pulses.

T-110 Method of Transmission

It shall be standard in television transmission that black shall be represented by a definite carrier level independent of light and shade in the picture.

T-111 Synchronizing

The standard synchronizing signals shall be as shown on Drawing T-111.

T-112 Transmitter Modulation Capability

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, it shall be standard for the signal amplitude to drop to 25 per cent or less of peak amplitude for maximum white.

T-113 Transmitter Output Rating

It shall be standard, in order to correspond as nearly as possible to equivalent rating of sound transmitters, that the power of television picture transmitters be nominally rated at the output terminals in peak power divided by four.

T-114. Relative Radiated Power for Picture and for Sound

It shall be standard to have the radiated power for the picture approximately the same as for sound.

Television Headlines Of 1939 - From Radio Daily

JANUARY

Jan. 10—Four Television Licenses Are Granted to General Electric.

FEBRUARY

Feb. 8—NBC's Tele Scripts Ready for "Shooting."

Feb. 27—Baird's Television Invasion; Important English Firm to Establish Giant Screen Projection Suitable for Theater Audiences.

MARCH

Mar. 6—Fort Wayne Television Center; Farnsworth Moving Entire Facilities and Will Erect Huge Transmitter; To Retain Philly Office.

Mar. 10—Baird Television (Will Raise) \$2,000,000 for Further Expansion.

Mar. 14—DuMont Television Opening Transmitter April 1.

Mar. 22—New Television Attachment for Radio Receivers Announced by Wald Radio & Television Laboratories.

Mar. 23—CBS Reveals Television Setup; Expects to be Ready to Begin Active Television on a Test Schedule, but Will Not Tie Up With Fair.

Mar. 31—Film Television Scanner Ironed Out by CBS.

APRIL

Apr. 5—Baird Theater-Television Showing Will Get Under Way May 15.

Apr. 7—Stewart-Warner Television Reality This Spring.

Apr. 10—BBC New Television Budget Upped to \$2,500,000.

Apr. 13—FCC Television Committee Opens Active Survey.

Apr. 14—FCC Television Committee Is Wary on "Standards."

Apr. 17—Reception Is No Problem, Says Philco Television Head.

Apr. 18—First U. S. Television Schedule Is Completed by NBC.

Apr. 21—RCA Television Sets May 1; Prices \$300 to \$600.

Apr. 24—Picture Standards Okay for Television Purposes.

McDonald Television Fight Carried to NAB.

Apr. 25—Major Film Concerns to Refuse Television Pictures.

Apr. 27—Crosley Explains Television Setup; Has Already Built Receivers.

Apr. 28—Television Rounds the "Corner"; Production Cost Estimated by NBC at \$2,500 per Hour; Advertisers Interested Unofficially.

MAY

May 1—Television Stars at the Fair; Huge Crowds Attracted to Television on Grounds

May 2—Two Types of Television Programs Mullied by RCA; Home and Theater.

May 5—ASCAP Holds Television Rights; Television Covering United States Possible with New Technique: Boosters.

General Electric Television Begins in Two Weeks; Other Manufacturers Set Plans.

May 9—DuMont Planning to Install Penthouse Television Transmitter.

May 10—New Television Lighting System Devised by NBC Engineer.

May 11—Fair Television Draws 300,000; Exhibit of RCA-NBC Attracts Most of the Television-Minded Visitors During First Nine Days.

May 15—British Television Solved Two Major Problems.

May 16—Suggests Television Pool of U. S. Experiments.

General Electric Merges Its Radio and Television Activities.

May 17—Asks Advertisers' Aid in Television Presentations.

May 18—Mutual Assistance Plans Proposed for Television-Films.

May 19—Don Lee Television Going to 441 Lines.

May 22—Screen Actors Guild to Fight Equity on Television Jurisdiction.

May 23—"Network Television" Hopes Rise.

May 25—Hold Off Television Standards; in Accord with Industry Testimony FCC Committee Avoids "Freezing" Until Further Developments.

May 26—Seek Interstate Law Change Due to Television.

May 29—Majestic Television License Issued by DuMont Laboratories.

May 31—Television Experimenting with 16 mm. Films.

JUNE

June 2—American Television Co. New Set to Retail for \$185.

June 5—British Television Control Stays with the British Broadcasting Corp.

June 8—New RCA Television Tube Is Announced; No Receiver Change.

June 9—Television Status Today; Activity Prevalent in Key Centers as Public Evinces Keen Interest Throughout the Country. (RADIO DAILY's Television Issue)

June 13—See Commercial Television as Need to Progress.

June 14—Radio, Television and Facsimile to Highlight Army Maneuvers.

June 16—Two Television Improvements are Shown by Philco.

June 19—Large Television Screen in First U. S. Showing.

June 21—RCA Bearing Brunt of Television Exploitation.

- June 22—Canada Holds Rule on Non-Profit Television.
- June 26—Inter-Store Television Pictures on Commercial Basis.
- June 27—DuMont Speeds Television on 882-Line Setup.
- June 29—NBC-RCA Television Schedule Revised for Summer.
- June 30—First Television Network Links RCA with General Electric.

JULY

- July 6—ASCAP Readies Talks for Television Licenses.
- July 21—NBC Television Talent Cost \$115,000 During First Year.
- July 25—Form Wired Television Group; Otterson Heads New Film Planning to Install Wired Television System as Feasible Method.

AUGUST

- Aug. 8—WOR Files Television Construction Permit for Midtown Station.
- Aug. 9—Web Television Plans Proceed; RCA-NBC Going Ahead with General Electric Tieup with First Link Ready in Fall; G. E. Reports 185-Mile Pickup.
- Aug. 23—Department Store Inaugurates Intra-Store Wired Television.

SEPTEMBER

- Sept. 1—Television Gains Impetus with Today's Schedule.
- Sept. 12—WCAU Application for Television License Is Filed.
- Sept. 21—NBC Perfecting Television Commercial Standards.
- Sept. 22—General Electric Patent Agreement Revises Television Status.
- Sept. 26—Television Promotion Intensified by RCA.
- Sept. 28—Femme Product Firms Lead on Television Cooperation.

OCTOBER

- Oct. 3—RCA and Farnsworth in Patent Exchange.
- Oct. 17—CBS Engineers Using New Television Methods.
- Oct. 18—Television Airplane Reception 200 Miles from Transmitter.
- Oct. 19—Settle Television Jurisdiction; AFRA-Equity-SAG Seen Near Accord on Joint Control Over Industry; Meeting with NBC Tuesday.
- Oct. 25—Expect FCC Television Break; Conciliatory Attitude in Second Report with "Limited Commercials" Seen; U. S. Subsidy a Possibility.
- Oct. 31—Coast Television Market Looms.

NOVEMBER

- Nov. 7—AFM Television Committee Report Advises Local Supervision.
- Nov. 8—"Television in Education" To Be Shown By KSTP.
- Nov. 9—Television Network Relay Being Built By General Electric.
- Nov. 13—Plea For Television "Freedom"; McDonald Asks FCC For Continued Development Unhindered By U. S.

- Nov. 14—Actor Unions Ponder Standard Television Scale.
General Electric Appoints Gilmour.
- Nov. 15—FCC Gets Television Report; Committee Favors Two Classifications Of Licenses To Aid Development; Limited Commercial Aspect.
- Nov. 16—See Compromise In FCC Television Report.
- Nov. 17—Unions Renew Television Feud; Equity Attacks Report That It Lost Field To AFRA And Screen Union.
- Nov. 20—See Lower Television Sets To Stimulate Market.
- Nov. 21—Television Draws 100,000 In Oklahoma City And Chicago.
- Nov. 24—Actors Unions Discuss Wage Scales For Television.
FCC Television Permit Sought In Springfield, Mass.
First "Return" Television Show Scheduled By NBC On December 6.
- Nov. 28—Television-Purchase Survey Indicates Huge Sales.
- Nov. 29—Television Networks Not Remote; See Small "Booster" Units.
- Nov. 30—RCA's New Television Camera.

DECEMBER

- Dec. 1—Actor Unions Considering Joint Report On Television.
- Dec. 4—RCA New Television Camera Revealed In Capital.
- Dec. 5—Television Sports Feasible; NBC Expanding Plans.
- Dec. 7—Actor-Union Committee Lining Up Its Television "Code."
- Dec. 8—"Premature" Move Avoided; Unions Delay Television Scale.
- Dec. 11—Television Chain Feasible Says Major Armstrong.
- Dec. 12—DuMont Television Reveals Its New Developments.
Mark Woods To Attend Actors' Television Committee Meet.
- Dec. 14—Tells Actor Unions Need For Television Cooperation.
- Dec. 15—Television In San Francisco Soon As Site Is Selected.
- Dec. 18—DuMont Television Receivers Marked Down For Xmas.
- Dec. 19—Over 800 Television Receivers Now In Los Angeles Area.
- Dec. 20—Television Was 1939 High Spot; Viewed As Pacing All Other Aspects During The Year.
CBS-Philco Agree To Share Time On Television Wavelength.
- Dec. 26—Public Television Hearing Will Be Held By FCC.
RCA Mfg. Co. President's Report Optimistic Over Television.
Equity Reaffirms Stand On Television Jurisdiction.
- Dec. 27—More Tests For Television As Aviation Medium.
- Dec. 28—Farnsworth Mobile Television Unit Resuming Tour On January 8.

Allocation Table

(The following table was proposed to the FCC by its Television Committee on Nov. 15, 1939. The material contained herein is suggested as a guide for the Commission, but is by no means to be a hard and fast distribution of facilities.)

Metropolitan District	Population	Area Square Miles	Channel	Power kw.	(feet) Antenna Height
Lowell-Lawrence	332,028	292	1	0.1	250
Boston	2,307,897	1023	4	10	500
			6	1	250
			7	0.1	250*
Providence	963,686	818	5	1	250
			7	0.1	250*
Worcester	305,293	400			
Springfield	398,991	519	6	1	250
Hartford	471,185	565	3	1	500
Waterbury	140,575	207			
New Haven	293,724	249	5	1	250
Bridgeport	203,969	169	7	1	250
New York	10,901,424	2514	1	10	1000
			2	10	1000
			4	1	500
Trenton	190,219	173	6	0.1	250
Philadelphia	2,847,148	994	3	10	500
			5	10	500
			7	1	250
Wilmington	163,592	229			
Atlantic City	102,024	53	6	0.1	250
Baltimore	949,247	559	6	1	250
			7	1	250
Washington	621,059	485	4	10	500
			1	1	250
Scranton	652,312	395	6	1	250
			7	0.1	250
Reading	170,486	157	6	0.1	250
Harrisburg	161,672	130	7	1	250
Lancaster	123,156	232			
Allentown	322,172	335			
Albany	425,259	472	7	1	500
Buffalo	820,573	459	1	10	500
			4	1	250
Detroit	2,104,764	747	1	10	500
			3	1	500
			5	1	250
Cleveland	1,194,989	310	2	10	500
			4	1	250
			6	1	250
Chicago	4,364,755	1119	1	10	1000
			3	10	500
			5	1	500
Pittsburgh	1,953,668	1626	1	10	500
			4	1	500
			6	1	250
Utica	190,918	358	3	1	250
Binghamton	130,005	183	3	1	250
Rochester	398,591	304	3	1	250
Syracuse	245,015	140	4	1	250
Altoona	114,232	133	5	1	250
Johnstown	147,611	180	3	1	250
Erie	129,817	89	3	1	250
Youngstown	364,560	363	5	1	250
Akron	346,681	243	7	1	250
Canton	191,231	238	3	1	250

Wheeling	190,623	399	7	1	250
Columbus	340,400	219	3	1	250
Dayton	251,928	180	5	1	250
Cincinnati	759,464	520	2	10	500
			4	1	250
Racine	133,463	185	7	1	250
Milwaukee	743,414	242	2	1	500
			4	1	250
Rockford	103,204	139	4	1	250
Flint	179,939	141	4	1	250
Grand Rapids	207,154	136	4	1	250
South Bend	146,569	154	2	1	250
Ft. Wayne	126,558	139	3	1	250
Louisville	404,396	464	5	1	250
Charleston	108,160	277	1	1	250
Huntington	163,367	264	3	1	250
Richmond	220,513	335	2	1	250
Norfolk	273,233	469	1	1	250
Roanoke	103,120	231	3	1	250
Evansville	123,130	149	3	1	250
St. Louis	1,293,516	822	2	10	500
			4	1	250
			6	1	250
Indianapolis	417,685	312	6	1	250
Toledo	346,530	204	6	1	250
Peoria	144,732	106	4	1	250
Davenport	154,491	127	2	1	250
Kansas City	608,186	455	2	10	500
			4	1	250
Omaha	372,851	205	1	1	250
Des Moines	160,963	203	3	1	250
Minneapolis, St. Paul	832,258	525	2	10	500
			4	1	250
Duluth	155,390	444	1	1	250
Wichita	119,174	143	1	1	250
Tulsa	183,207	391	1	1	250
Oklahoma City	202,163	181	1	1	250
Dallas	309,658	504	1	1	250
Ft. Worth	174,575	171	3	1	250
Houston	339,216	799	1	1	250
San Antonio	279,271	467	1	1	250
Knoxville	135,714	193	1	1	250
Nashville	209,422	323	3	1	250
Chattanooga	168,589	490	2	1	250
Atlanta	370,920	221	1	1	250
Birmingham	382,792	308	3	1	250
Memphis	276,126	221	1	1	250
Jacksonville	148,713	218	1	1	250
Tampa	169,010	266	2	1	250
Miami	132,189	112	1	1	250
Savannah	105,431	370	2	1	250
Little Rock	113,137	109	2	1	250
New Orleans	494,877	287	1	1	250
Denver	330,761	305	1	1	250
Salt Lake City	184,451	451	1	1	250
El Paso	118,461	291	1	1	250
Spokane	128,798	270	1	1	250
Seattle	420,663	210	1	1	250
Tacoma	146,771	191	3	1	250
Portland	378,728	277	2	1	250
San Francisco	1,290,094	826	1	10	500
			3	1	500
			5	1	250
Sacramento	126,995	462	4	1	250
San Jose	103,428	210	7	1	250
Los Angeles	2,318,526	1474	1	10	500
			3	1	500
			5	1	250
San Diego	181,020	332	4	1	250

FCC TELEVISION COMMITTEE REPORT

SECOND important step in television was taken by the FCC on Nov. 15 when a television committee submitted its findings covering an extensive study of the visual broadcasting medium. The committee favored two classifications of licenses to aid development of the new industry, and included in its report explanations regarding the advisability of commercial television on a limited basis.

The committee, headed by Commissioner T. A. M. Craven, and including Commissioners Norman S. Case and Thad H. Brown, recommended that one group of stations be licensed for technical research while another group be licensed to develop program technique.

Although the rules would prohibit television broadcast licensees to make any charge, directly or indirectly, for the transmission of either aural or visual programs, sponsorship is not banned provided such sponsorship is primarily for the purpose of experimental program development. It was understood that the committee is adamant against exploitation of television time but was not opposed to the licensee receiving funds for program material and talent.

96 Allocations

A plan of allocation was outlined for the commission which would permit the granting of licenses in 96 metropolitan centers throughout the nation, however it was pointed out that departures might be necessary as experience is gained by the FCC from actual operations of licensed stations. Only seven of the nineteen television channels are developed sufficiently now, the committee found, and these seven (below 108,000 kc.) were suggested as the starting point for broadcast operations.

"In order to insure a fair and equitable distribution of the seven lower frequency channels to the various communities of the nation, the Committee is of the opinion that as a general allocation plan or policy, not more than the following number of these seven channels should be made available for the licensing of television stations in cities below indicated:

"Cities whose metropolitan districts exceed 1,000,000 population, 3 channels.

"Cities whose metropolitan districts are not less than 500,000 or more than one million population, 2 channels.

"Cities whose metropolitan districts are less than 500,000 population, 1 channel."

Time-Sharing Suggested

Where there are more applicants from any one district than there are facilities available, it was suggested that advantage should be taken, for the time being, of time-sharing agreements. However, the committee declared that every encouragement should be given to experimentation on the twelve upper channels, and before resorting to time-sharing it should be determined whether or not one of the twelve higher channels could be used.

The public is the key to further progress in television, the committee reiterated throughout its report and although steps were taken to encourage television, there was repeated warning that extreme promises might easily mean irreparable damage. Programs having a high public appeal were recommended as the means for wooing public support for television but immediate commercialization of television program service would not, in the opinion of the committee members, increase the sale of receivers. On the contrary, they warned, it might easily result as a retardation of the ultimate sale of such receivers on a large volume basis.

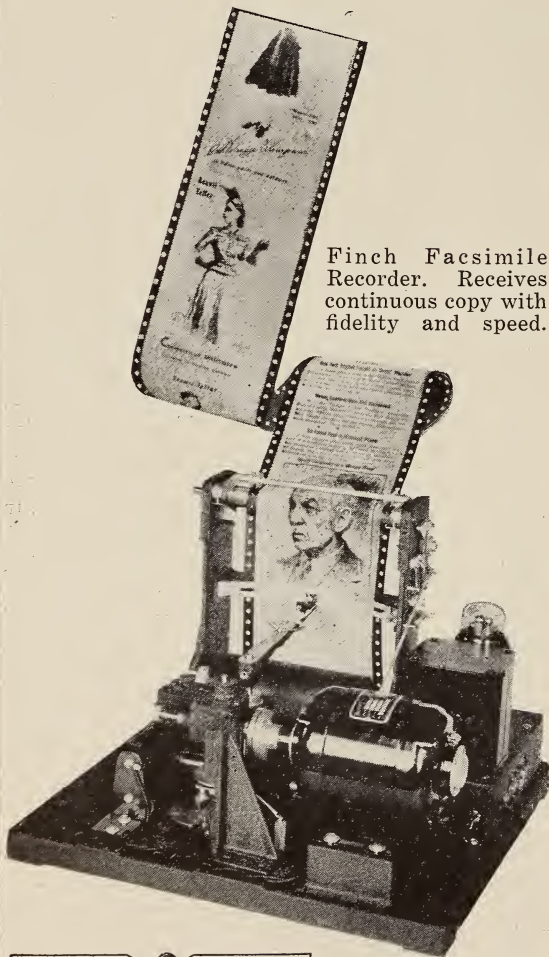
Lengthening its warning against complete commercialization in television, the committee weighed its possible effect upon the industry itself. "Premature commercialization," it was said, "might crystallize employment and wage levels before a new-born art and industry has any opportunity to gain sufficient experience to obtain the stability in this phase of the service which is so essential to employer and employee alike."

Commercial Tele Considered

Keeping in mind that the rules of today can be different than those of tomorrow, the three Commissioners declared that there is no "circulation" in television to attract any sponsor as a logical media. "It appears obvious," said they, "that before commercialization of television can become feasible, the service should be ready to sell some reasonable basis of circulation value to the sponsor."

BROADCASTERS —

finch facsimile



Finch Facsimile Recorder. Receives continuous copy with fidelity and speed.

Opens New Fields for Profits!!

NOW is the time to equip your station with **FINCH FACSIMILE** apparatus so that by experimentation you will be prepared to establish yourself in a position in this new field.

Facsimile—which is the transmission of printing, drawings, comics, and sketches, as well as advertisements, holds big profits possible for the future.

Revenues can be obtained immediately to offset present installation cost.

•
*Write immediately to us
for information.*
•



finch
TELECOMMUNICATIONS INC. PASSAIC N. J.

NEW YORK SALES OFFICE 1819 BROADWAY AT COLUMBUS CIRCLE • TELEPHONE CIRCLE 6-8080

EXPERIMENTAL FACSIMILE BROADCAST STATIONS

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>	<i>Emission</i>
Bamberger Broadcasting Service New York, N. Y.....	W2XUP	25250	100	A3 & A4
A. H. Belo Corporation Dallas, Texas	W5XGR	25250	100	A4
The Cincinnati Times-Star Co. Cincinnati, Ohio	W8XVC	25175	100	A4 (C.P. only)
The Crosley Corporation Cincinnati, Ohio	W8XUJ	25025	1000	A3 & A4
The Evening News Association Detroit, Mich.	W8XTY	25250	150	A4
W. G. H. Finch New York, N. Y.....	W2XBF	43740	1000	A4
The Louisville Times Co. N. E. of Eastwood, Ky.....	W9XWT	25250	500	A3 & A4 (C. P. only)
The National Life & Accident Insurance Co. Nashville, Tenn.	W4XIH	25250	1000	A4
The Pulitzer Publishing Co. St. Louis, Mo.....	W9XZY	25100	100	A4
Radio Pictures, Inc. Long Island City, N. Y.	W2XR	43580	500	A3 & A4
Sparks-Withington Co. Jackson, Mich.	W8XUF	43900	100	A4
Star Times Publishing Co. St. Louis, Mo.....	W9XSP	25250	100	A4
United Broadcasting Co. Cleveland, Ohio	W8XE	43620	100	A4
WBEN, Inc. Buffalo, N. Y.....	W8XA	43700	100	A4
WBNS, Inc. Columbus, Ohio	W8XUM	25200	100	A4
WOKO, Inc. Albany, N. Y.....	W2XWE	25050	500	A3 & A4 (C. P. only)

BROADCAST STATIONS LICENSED FOR EXPERIMENTAL TRANSMISSION OF FACSIMILE SIGNALS

<i>Call Letters</i>	<i>Licensee and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Authorized Watts</i>
KFBK . .	McClatchy Broadcasting Co..... Sacramento, Calif.	1490	10000
KMJ . .	McClatchy Broadcasting Co..... Fresno, Calif.	580	1000
WGN . .	WGN, Inc. Chicago, Ill.	720	50000
WHK . .	United Broadcasting Co. Cleveland, Ohio	1390	1000
WHO . .	Central Broadcasting Co..... Des Moines, Iowa	1000	50000
WLW . .	Crosley Corp. Cincinnati, Ohio	700	50000
WOKO, Inc., Albany, N. Y.....		1430	500
WOR . .	Bamberger Broadcasting Service, Inc..... Newark, N. J.	710	50000
WSM . .	National Life & Accident Insurance Co..... Nashville, Tenn.	650	50000

PENDING APPLICATION

Unassigned .	Symons Broadcasting Co., Spokane, Wash...	25150	100	A4
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F. C. C. REGULATIONS

Applicable to Television and Facsimile Broadcasting Stations As of January 1st, 1940

(The following rules applicable to television were presented by the Federal Communications Commission Television Committee consisting of Commissioners Craven, Case and Brown as its recommendation for the liberalization of existing regulations to help popularize this method of visual broadcast. They are contained in the Second Report of the Committee dated November 15, 1939 and await consideration from the Commission sitting en banc at the time of going to press.)

The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.

Television Broadcast Stations

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will be authorized for both visual and aural broadcast as hereinafter set out.

There shall be two types of experimental television stations, namely, "Experimental Research Stations" and "Experimental Program Stations" which shall be known as Class I and Class II stations, respectively.

A license for a television Class I station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation in the technical phases of television broadcasting, not requiring a service directly to the public, which indicates reasonable promise of substantial contribution to the development of the television art.

2. That the program of research and experimentation will be conducted by qualified engineers.

3. That the applicant is legally and financially qualified and possesses ade-

quate technical facilities to carry forward the program.

4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

A license for a Class II station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of experimentation in the television broadcast service including scheduled programs which indicates reasonable promise of substantial contribution to the advancement of television broadcasting as a service to the public.

2. That the program of experimentation will be conducted by qualified personnel.

3. That a minimum scheduled program service of five hours per week will be maintained throughout the license period. (This provision modifies Section 4.4 as it applies to Class II television broadcast stations.)

4. That program material is available and will be utilized by the applicant in rendering broadcast service to the public.

5. That the applicant will install and operate adequate transmitting and studio equipment to render a satisfactory service to the public within the designated service area and with the television transmission standards recognized by the Commission for Class II television stations.

6. That the operation with respect to fidelity of transmission, spurious emissions, carrier noise, safety provisions, etc., will be in accordance with the standards of good engineering practice applicable to television broadcasting stations in all phases not otherwise specifically included in these regulations. (The specifications for operation deemed necessary to meet the requirements of good engineering practice as applied to television stations will be published from time to time. These specifications will be altered as the art progresses and upon a showing being made that such changes are desirable in the public interest.)

7. That operation as proposed by the application will not result in objectionable interference to any other Class II station as determined by the Standards of Allocation applicable to television broadcast stations.

8. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

9. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Operation

(a) A licensee of a television broadcast station (Class I and Class II) shall not make any charge, directly or indirectly, for the transmission of either aural or visual programs.

CLASS I STATIONS

Scope of Experimentation; Limitations and Restrictions

(b) Class I stations shall operate to conduct research and experimentation for the development of the television broadcast art in its technical phases but shall not operate for rendering regularly scheduled broadcast service to the public.

(c) Class I stations will not be required to adhere to the television transmission standards recognized by the Commission for Class II television stations.

(d) No Class I station shall operate when interference would be caused by such operation to the regularly scheduled broadcast service of a Class II station.

CLASS II STATIONS

Scope of Experimentation; Service Requirements

(e) Class II stations shall operate to render scheduled television broadcast service for public consumption, and in connection therewith may carry out experiments with respect to program technique,

determine power and antenna requirements for satisfactory broadcast service and perform all research and experimentation necessary for the advancement of television broadcasting as a service to the public.

(f) Class II stations shall operate in accordance with the television transmission standards (scanning, synchronization, etc.) which the Commission recognizes for this class of station. The Commission will recognize a modification in these standards upon a showing by the applicant proposing the changes that it will be in the public interest to require all Class II stations to adopt the proposed changes.

(g) Class II stations shall make all equipment changes necessary for rendering the external transmitter performance required by the Commission.

(h) Class II stations shall maintain a minimum scheduled program service of five hours per week throughout the license period. (The Commission may modify this minimum schedule in accordance with the showing on the merits in individual cases.)

(i) In case of failure of a Class II station to render its minimum of scheduled program service per week, the license therefor will not be renewed unless it be shown that the failure of program service was due to causes beyond the control of the licensee.

(j) Class II stations may broadcast sponsored programs, provided such sponsorship and the program facilities or funds contributed by sponsors are primarily used for experimental development of television program service. Solicitation, or the offering on the part of a licensee to anyone, of its licensed facilities for hire as a regular service to the public or as a service to sponsors on other than an experimental basis is prohibited.

Frequency Assignment

(a) The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally:

Group A		Group B	
Channel No.	Channel	Channel No.	Channel
1	44,000-50,000 kc	8	156,000-162,000 kc
2	50,000-56,000	9	162,000-168,000
3	66,000-72,000	10	180,000-186,000
4	78,000-84,000	11	186,000-192,000
5	84,000-90,000	12	204,000-210,000
6	96,000-102,000	13	210,000-216,000
7	102,000-108,000	14	234,000-240,000
Group C		15	240,000-246,000
	Any 6000 kc band	16	258,000-264,000
	above 300,000 kc	17	264,000-270,000
	excluding band	18	282,000-288,000
	400,000-401,000 kc.	19	288,000-294,000

(b) Each Class II television broadcast station will be assigned only one channel from Groups A or B. Class I television stations may be assigned one or more channels as the program of experimentation requires. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel. The assignment of channels in Group A to Class II television broadcast stations does not preclude the use of these channels by Class I stations although the Class II television station has priority for the use of the channel for scheduled program service.

(c) Groups B and C may be assigned to television stations to serve auxiliary purposes such as television relay stations and developmental mobile service. However, no mobile or portable stations will be licensed for the purpose of transmitting television programs to the public directly.

(d) The assignment of frequency channels in group (a) for Class II television broadcast stations will be limited as follows: (This limitation upon the use of the channels for metropolitan districts having different populations can be departed from, providing the applicant shows that no other metropolitan district would be restricted to fewer channels than provided for by the table.)

Cities whose metropolitan districts exceed 1,000,000 population.....	3 channels
Cities whose metropolitan districts are not less than 500,000 population or more than 1,000,000 population	2 channels
Cities whose metropolitan districts are less than 500,000 population..	1 channel

(e) A license for only one Class II television station, on a channel in Group A, will be granted to a person to serve in whole or substantial part the same service area.

(f) No Class II television broadcast station will be assigned a channel in Group A for time sharing operation unless it is shown that the service proposed can not be rendered on a channel in Group B.

Power

(a) The operating power of a Class I station shall not be in excess of that necessary to carry forward the program of research.

(b) The operating power of a Class II station shall not be in excess of that necessary to provide adequate service to the service area designated for the station.

A supplemental report shall be filed with and made a part of each appli-

cation for renewal of license and shall include statements of the following:

(a) For Class I Television Broadcast Stations:

1. Number of hours operated.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the television broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

(b) For Class II Television Broadcast Stations:

1. Number of hours operated during which programs were transmitted classified as studio performances, special events (with appropriate description), films, etc.
2. Description of studio equipment used and any developments made during the license period.
3. Statement of the progress made in the advancement of television broadcasting as a service to the public.
4. Itemized financial statement showing cost of operation during the license period.
5. Field intensity measurements and visual and aural observations to determine the service area of the station (required for first report only and whenever changes are made which would tend to cause a change in the service area.)

Facsimile Broadcast Stations

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.
2. That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.
3. That the program of research and

experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Conditions of Licensing

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

Frequencies Allotted

The following groups of frequencies are allocated for assignment to facsimile broadcast stations which will be licensed experimentally only:

Group A	Group B	Group C	Group D
25,025 kc	43,540 kc	116,110 kc	Any frequency above 300,000 kc excluding band 400,000 to 401,000 kc.
25,050	43,580	116,230	
25,075	43,620	116,350	
25,100	43,660	116,470	
25,125	43,700		
25,150	43,740		
25,175	43,780		
25,200	43,820		
25,225	43,860		
25,250	43,900		
	43,940		

Other broadcast or experimental frequencies may be assigned for the operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

One frequency only will be assigned to a facsimile station from the Groups in subsection (a) of this rule. More than

one frequency may be assigned under provisions of subsection (b) of this rule if a need therefor is shown.

Each applicant shall specify the maximum modulating frequencies proposed to be employed.

The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency tolerance given in Sec. 40.01, provided, however, where a lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

Power Limitations

The operating power of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research, provided, however, not more than 1000 watts will be authorized on a frequency in Group A. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with Sections 40.01 to 40.11 of the FCC Regulations.

Power Limitations

The power output rating of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the facsimile broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

FACSIMILE PROGRESS IN THE U.S. DURING 1939

By

W. G. H. FINCH

President, Finch Telecommunications, Inc.

THAT a picture is worth ten thousand words fits communication as it does other arts. The famous Chinese sage may not have thought of facsimile communication via electrical flutterings; nevertheless, centuries ago when he propounded that axiom he admirably stated the case for this precise means of modern communication.

Equipment

Today's facsimile equipment, however, by virtue of automatic recording and synchronizing methods, may be considered as communications tools which may be applied to existing wire and radio circuits just as today's microphones, amplifiers and other related apparatus may be employed for transmission and reception of aural intelligence.

The latest possibilities of facsimile as a general communications medium extend to many services now employing telephony or telegraphy. As an adjunct to press services, it may be applied on existing telephone or radio channels to transmit news, proofs for correction, and other intelligence. In the allied field of advertising, methods now employed in exchanging proofs, layouts, and other illustrated copy between offices in different cities.

Future

The potentialities of facsimile broadcasting as a future form of mass communications comparable in scope to that of aural broadcasting have been a subject of increasing interest to many in various fields. In the report of the National Resources Committee, published in July, 1937, facsimile broadcasting was

included with television as one of the major technical developments which hold great promise for public service, and therefore may be expected to influence the social and economic life of the nation.

Under the regulations established by the Commission to cover experimental facsimile broadcasting, each station was required to place test recorders in homes within its primary service area to aid in determining public reaction to the projected service. The regular assigned frequencies and broadcasting equipment of the stations were to be employed in early-morning transmissions from midnight to 6:00 a. m., when aural broadcasting facilities would ordinarily be idle. Time switches were to be installed in homes to effect control of receivers and recorders at pre-determined hours.

Progress

Since the Fall of 1937, a total of 23 experimental facsimile broadcasting stations in various parts of the country have inaugurated daily transmissions of illustrated facsimile news bulletins and other copy to recorders in their primary service areas. In some cases, regular broadcasting channels are employed during early-morning schedules. In others, ultra-high-frequencies provide an experimental service during daylight or evening hours.

Now thousands of families are availing themselves of a regular facsimile newspaper consisting of daily news broadcasts sent out by the various facsimile broadcasters.

Methods

Briefly, in non-technical language, facsimile in its electrical communications sense, involves the conversion of illustrations, or other copy such as printed matter, into an electrical signal which can be sent over telephone or radio communications circuits. At the receiver the signal is automatically converted back into its visible form, appearing as a recorded replica of the original copy. The received copy is permanent and, like a printed page, can be handled, observed or read whenever desired.

The more technical phases of facsimile transmission and reception are generally understood by radio and sound engineers. For those who want to know just how radio facsimile transmission is effected a brief description of the Finch Facsimile transmitter, now used by the majority of experimental facsimile broadcasters as licensees under the Finch patents, will probably clarify some points in question.

Transmitter

The facsimile transmitter of the type to be employed by the pioneering stations in the forthcoming experimental service employs a scanning machine in which the copy to be sent over the air is inserted in what is termed the "copy head." This holds and advances the copy in front of a "scanning head," consisting of a small electric bulb, lens system and photocell. Light from the bulb is focused as a small spot on the surface of the paper carrying the copy, and the reflected light is picked up by the light-sensitive photocell. The scanning head is moved from side to side by an electric motor so that the spot of light traces a series of parallel paths across the copy, which is moved upwards through a distance equal to the diameter of the light spot at the end of each scanning stroke. In this manner, the entire surface of the paper is scanned, line by line, the black, half-tone and white areas reflecting to the photocell varying amounts of light ranging from minimum to maximum. These variations in reflected light effect a change in the amount of electric current flowing through the photocell, which in turn controls the loudness of a high-pitched whistle-like tone. The tone, called the "facsimile carrier" with its rising and falling aural characteristics, is then applied to ordinary broadcast amplifiers. These deliver it to the radio transmitter in the same manner in which aural

broadcast signals are handled. Any conventional broadcasting receiver tuned to the frequency of the transmitter will then pick up the signals. However, in order for the broadcasting listener to utilize these signals he must have a recording machine to convert them back into their visible equivalents on paper.

Home Recorder

The Home Facsimile Recorder is used for this purpose. The recording machine in many ways is similar to the scanning instrument. What is termed a "receiving copy head," holds the dry electro-sensitive recording paper, which is fed as a continuous strip two columns wide from a roll carried in the lower part of the machine. A recording stylus is then moved by a small electric motor from side to side across the surface of the paper, forming marks on the paper corresponding in position and quality to the elements of the copy at the transmitter. When the incoming signal is loudest the line traced is darkest, when it is weakest no trace is formed. At the end of each of these recording strokes the paper is moved up by an amount equal to that of the width of each line element. By means of extremely short low-tone synchronizing control impulses sent out by the transmitter just before the start of each recording stroke and by the use of a small motor turning over at a predetermined speed the recording stylus always moves across the paper in step with the scanning head of the transmitter, recording copy in its proper position, regardless of the type of electrical power supply of the different states in which transmitter and receivers may be located. The recorded copy is built up line by line to appear as a duplicate of the original.

Conclusion

The actual home recording machine is small enough to be housed as a complete unit in a cabinet approximately a foot square. It may be connected without auxiliary amplifying equipment to the output circuit of any broadcast receiver having a power rating of three watts or more. A switch in the loud speaker circuit is then employed to cut the speaker off during the recording of facsimile broadcasts. The broadcasting station from which facsimile signals are sent is tuned in with the receiver as if regular aural programs were to be received. The facsimile recorder is switched on and the volume control of the receiver is turned to the point where copy has the desired contrast. The actual recording operation is wholly automatic and requires no attention.

News
recorded on the scene of action!

**A M E R I C A N
R A D I O
N E W S R E E L**

An accredited news gathering organization presenting the *actual* personalities who make feature and page-one headlines along the news-fronts of the world, plus fast, on-the-spot coverage direct from the *actual* scenes of important news stories. *Three Releases Per Week.*

Available for National Sponsorship

AMERICAN RADIO NEWSREEL, INC.
Room 907, Time and Life Bldg., New York, N. Y.



RADIO PRODUCTION

***What's What and
Who's Who
Back Stage With
Radio Production
1939 - 1940***



F.C.C. Regulations

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Programs

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Transcriptions

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Producers

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Music Publishers



GRIPPING ACTION . . . "Secret Agent K-7" thrilled millions on an NBC nation-wide network for 4½ years. The gripping action of K-7's adventures on land and sea and in the air—based on his actual experience in intelligence work and the exploits of secret agents in many lands—has created a ready-made audience which eagerly awaits new K-7 adventures.

TIMELY THRILLS . . . As he tracks down spies and exposes plotters, K-7 relives the stories behind today's headlines. Here's a program packed with thrills as timely as the news of the hour!

SUSTAINED INTEREST . . . Each K-7 program is complete in itself . . . but one adventure leads to another, thus sustaining listener-interest and assuring an increasing audience as the series progresses.

**"SECRET AGENT
K-7 RETURNS"**

**gives spot advertisers these
audience-building features!**

This recorded program series is available for local, regional or national spot broadcasts. May be used on one or one hundred stations—one, two or three times weekly, as needed. 78 quarter-hour episodes—each a complete story.

K-7 is an outstanding program for product promotion directed to both youngsters and adults. And it offers almost unlimited opportunities for exploitation and merchandising.

Expertly produced in association with

HEFFELFINGER RADIO FEATURES

For presentation and merchandising guide, write:

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, New York • Merchandise Mart,
Chicago • Sunset and Vine, Hollywood

BACKSTAGE

Radio Production During 1939

By
NORMAN S. WEISER

Associate Editor

RADIO DAILY

GRADUALLY climbing into the leading brackets in industry, radio, in 1939 surpassed all previous endeavors in so far as production was concerned, and according to all indications during the early part of the first quarter of the current new year, the climb will continue without interruption. Highlighting radio's greatest year was the mark set by MBS, CBS and NBC in gross cumulative billings, of \$84,000,000, an increase of \$13,000,000 over the previous year. NBC's Red and Blue networks surpassed their previous record by chalking up gross billings totaling more than \$45,000,000, thus becoming the leading single medium in the advertising field.

Television

Television moved into the radio picture, and on April 30 began active operations. During the balance of the year, the new visual-audio art marked strides even larger than the steps taken by radio in its first 8 months of commercial life. At the turn of the decade, television was an established factor in the entertainment world, and gave every indication of continued health during the coming year. Another newcomer to the industry, from a production angle, was frequency-modulation. Although this new form of staticless broadcasting has been known for years, it was in 1939 that first transmissions took place, and opening 1940 was the word that development of frequency modulation had expanded to such a degree that receivers were to be marketed, and regular experimental transmissions were to be heard over more than 25 outlets.

Programs

While program likes and dislikes were only slightly changed during 1939, one important development in the production of commercial shows was noted — the heavy influx of cash giveaways. Quiz programs also maintained their heavy listening audiences, with "Information Please" leading the list in popularity. From Hollywood came the fact that motion picture concerns were more or less revising their anti-radio policies, even to the extent of purchasing time for the promotion of pictures via radio. The Screen Actors' Guild chalked up another year of broadcasting, with Gulf paying \$400,000 to the fund for the privilege of

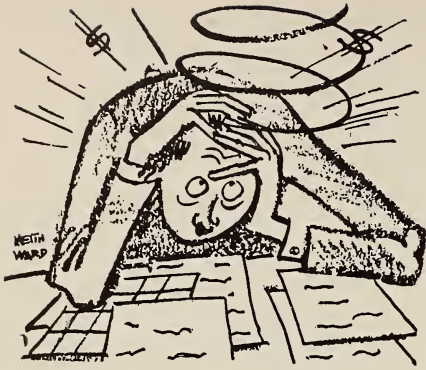
presenting name talent from the film capitol.

The European war created for radio another niche in the hall of fame. For it was through the unrelenting coverage of radio that the entire world was kept abreast of the happenings in trouble-torn Europe. The networks, operating under emergency measures, maintained a sane schedule of programs, and offered their listeners world-wide coverage, even broadcasting the epoch-making speech in which Chamberlain declared war. With transmission from Europe almost an hourly affair during the height of the activity, production in radio reached a new all-time high that undeniably made it "the greatest show on earth."

Labor

Unionism reached a peak, with AFRA signing contracts with the networks, 57 agencies and seven producers, and also putting through contracts with local stations throughout the country. AFM negotiations were started for new contracts, and the broadcasters formed BMI to counteract Ascap, whose contract expires at the close of the current year.

While the radio industry has grown to maturity and has taken under its wing several subsidiaries, the eventual height to which it will climb is still in the offing. That there will be continued improvement throughout 1940, what with television readying its commercialism and network debut, frequency modulation champing at the bit to get started, and the networks already indicating still another year of record gross billings, is a certainty.



WHY RADIO MEN MISS THE 5:15

Once upon a time a radio executive ate dinner at home. Years ago.

There are 300 reasons why a man we know never catches the 5:15. Account Executives do. Art Directors do. He doesn't.

These 300 reasons are the 300 program suggestions thrown at him during an average month. To give even fleeting thought to each, this man must develop cauliflower ears from listening—overflow his waste basket—or miss his train. He misses his train.

At Gellatly, Inc. we have established a policy that we hope will help him catch more trains—even if we may miss some business. But we believe it will help us make more friends.

We can discount the self-starting enthusiasm of suggesters of "terrific" shows. We know that sometimes today's thrill is tomorrow's headache.

We have set ourselves up as sparring partners for geniuses with ideas. When the genius packs an authentic punch we will bring his ideas around to you just as soon as we come out of the haze of our enthusiasm.

We may tell you about only one program idea a month but that one will be well worth listening to because we know radio's selling values from both sides of the mike—and are pretty good at recognizing a hit when we hear one.

The programs we will bring you will possess qualities you can definitely recommend to clients. They will have entertainment value. They will have selling value. They will build audiences or they are written to appeal to a ready-built audience of multiple millions familiar with the characters in the show. They will offer merchandising possibilities that ingenuity can go to town with.

In short, they will be good.

This pre-audition testing on *our* time will save *your* time—get you home more frequently for dinner—build up your contacts with your family—and perhaps make you look even more often than ever to "Gellatly for good shows."

GELLATLY, INC.

9 ROCKEFELLER PLAZA, NEW YORK

WILLIAM B. GELLATLY, *President*

LOUIS J. F. MOORE, *Vice-President*

Federal Trade Commission Review Of Commercial Continuities



NATIONAL and regional networks and producers of electrical transcription recordings are regularly called upon to submit copies of their commercial radio broadcast continuities to the Federal Trade Commission which reviews them through its Radio and Periodical Division. The procedure in handling continuities is discussed in another article concerning the activities of the Commission appearing in the legal section of this volume.

In its examination of advertising, the Commission's only purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what untruths or half truths he may not continue to say under the law. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices deemed to be unfair methods of competition or unfair or deceptive acts or practices in interstate commerce.

It is not the policy of the Commission to indicate its opinion, or give legal advice upon any assumed or given state of facts, but its findings, after full investigation and hearings, are expressed only in the manner provided by the statutes which it administers, and in the manner provided by its rules of practice and procedure adopted pursuant thereto.

The Commission receives many requests from radio stations, advertisers and advertising agencies for advice and information concerning certain advertisers and their products. The Commission cannot give the information requested in many cases, either because the matter may be under investigation or the Commission is not fully advised of all the facts and cannot render opinions therein; and, in any case, it is not the Commission's policy to pass on the merits of products advertised and it would be obviously impracticable for it to give counsel concerning unpublished or prospective advertising.

Twenty-five years of experience in the many thousands of advertisements in the entire field of trade, has enabled

the Commission and its staff to standardize, for their own guidance, some types of advertising commonly observed.

Types of Advertising Reviewed

Claims based upon false statements or misleading exaggerations.

Claims ambiguous in wording which may mislead.

Claims indirectly misrepresenting a product through distortion of detail.

Claims of an illogical nature and contrary to common sense.

Claims holding out the prospect of excessive profits or earnings.

Misleading price claims.

Contests of a dubious nature, and omission or concealment of any essential factor of a contest.

Lotteries and contests depending upon chance and lottery in their development.

Representing that various articles are given "free," i.e., creating a false impression that something additional is being given without charge, when in fact its cost is fully covered in the price of the main article advertised.

Statements tending to disparage competitors.

Pseudo-scientific claims which are untrue and assertions that distort the true meaning or application of statements made by accredited professional and scientific authorities; false advertisement of food, drugs, devices or cosmetics where the use of the same may be injurious to health because of results from such use under the conditions prescribed in the advertisement, or from customary and usual use; also where the false adver-



You are cordially invited to write, wire or phone
KASPER-GORDON, Incorporated
140 BOYLSTON STREET, BOSTON
*For suggestions and prices on your next transcrip-
tion job — whether it be for ½ hour — ¼ hour —
5-minute — 1-minute — 100-word — or 30-word
spots. Also — “live” productions — syndicated
tested transcriptions — air-checks — sound-on-film
— original theme songs. Now serving some of the
finest agencies, advertisers and stations in the world.
— No account or job too large or too small. — Our
studios are organ-equipped — lines to all Boston
stations. An experienced personnel is ready to serve
you. — Affiliates in principal cities - - -*

tising is with intent to defraud or mislead. Closely related to this group are direct and inferential claims of remedy, relief, or cure when such claims are false. Testimonials are considered as a direct representation by the advertiser as to the truth of the contents thereof.

Commercial Announcement Requirements

Only the commercial portions of programs or continuities are required by the Federal Trade Commission for its review of advertising by radio broadcast.

The term "commercial" includes all announcements, statements or assertions tending to or intended to create a demand for or to induce the purchase of any article of commerce, whether such commercial script opens, is interspersed with, or concludes a program.

Those portions of a program are deemed non-commercial and copies are not required, which are of a purely entertaining, informative, civic or political, educational or religious nature. Examples of non-commercial script are music, addresses, lectures, political speeches, sermons, discussions of current events, etc.

The criterion of a commercial station is whether its broadcasting is paid for by some sponsor, either as a sales lead or otherwise. Those stations which do not charge for their broadcasting services, and do not advertise their owners' commodities for sale, have been listed as non-commercial and excused from reporting.

Copies of spot announcements by or for local merchants are desired, as these often refer to articles of commerce moved interstate; and, in any event, every radio broadcast or transmission of intelligence may be an interstate matter.

Whenever the commercial announcements appended to or given in connection with a transcription program (electrical or otherwise) are read or delivered by an announcer in a local station, copies of such announcements are to be reported.

Chain programs transmitted over networks are reported directly to the Commission by the network headquarters, and need not be reported by the individual stations, except in cases of originating key stations, supplying commercial programs for cooperative networks, which may not have established headquarters.

Where commercial broadcasts are given extemporaneously, it is desired that type-written reports be submitted of any portions construable as promotional sales

effort, or likely to induce the purchase of commodities.

The Commission requests that an English translation be submitted for commercial continuities which were broadcast in any foreign language.

Only one copy of a commercial announcement need be reported where the identical announcement has been broadcast several times during the 15-day specified broadcast period covered by the request.

However, when continuity returns are submitted in response to subsequent requests of the Commission, additional copy should be included, even though some broadcasts may be identical to those rendered in response to a prior request.

Obviously, new Commission actions, orders and stipulations involving parties named as respondents in previous cases would require specimens of current broadcasts in order to check for compliance.

No standard form of report is needed. The carbon copies submitted by the stations serve the purpose.

It is essential, and the Commission specifically requests, that the call letters of the station and also the date of broadcast be printed, stamped or written upon each sheet of continuity submitted.

The name and address of the advertiser should also be indicated where it does not clearly appear.

Recent Amendments

New duties and responsibilities, as well as added powers, were conferred upon the Federal Trade Commission by the Wheeler-Lea amendment of March 21, 1938, amending the Federal Trade Commission Act. Certain additional sections were added to the earlier Act, specifically applying to food, drugs, devices and cosmetics. These sections specifically make it unlawful for anyone to disseminate or cause to be disseminated, any false advertisement by the United States mails, or in commerce by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase of such commodities. Such sections also make it unlawful to disseminate any false advertisement by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase in commerce of food, drugs, devices or cosmetics.



GENE STAFFORD

Radio Writer



MANAGEMENT--BEN TAFT
HARRY NORWOOD AGENCY, INC.
45 ROCKEFELLER PLAZA • Circle 5-8242-3

Program Producers

Aerogram Corporation

1611 Cosmo St., Hollywood, Cal. Phone, Hillside 7211. General Manager, G. Curtis Bird. REGIONAL REPRESENTATIVES: Charles J. Basch, Jr., 171 Madison Ave., New York, N. Y. Phone, MURray Hill 4-4717. Jones & Hawley, 228 N. LaSalle St., Chicago, Ill. Phone, State 5096. F. R. Jones, Scott Kingwill, Jones & Hawley, Bulkley Building, Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley. SERVICES OFFERED: Transcribed programs built on order, transcribed syndicated programs, program merchandising, production, scripts, air checks, studio rental, all types of lateral recording.

Air Features, Inc.

247 Park Ave., New York. Phone, Wickersham 2-0077.

Albany School of Cooking

13 Fern Ave., Albany, N. Y. Phone, 2-7291. Director, Jennie N. Parkinson. STUDIO: 16 Albany-Schenectady Road, Albany, N. Y. SERVICES OFFERED: Production of cooking school of the air.

Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, Columbus 5-1621. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

Arthur Ashley

457 West 47th St., New York, N. Y. Phone, Columbus 5-1348. Owner, Arthur Ashley; Office Manager, Louise Sesti; In Charge of Italian Programs, Gino Falconi; In Charge of Polish Program, Erna Granicka. SERVICES OFFERED: Foreign language program production; scripts and continuity, recording, talent, merchandising.

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, Bryant 9-0847. President, M. E. Tompkins. SERVICES OFFERED: Transcriptions, library, production, scripts, recording facilities, both vertical and lateral.

Authors & Artists, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-1811-2-3. President, Norman H. White, Jr.; Vice-President, Gerald Dickler; Secretary, Robert J. Prescott; Treasurer, S. Kirby Ayers. SERVICES OFFERED: Program ideas and production, scripts.

Ayers-Prescott, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-1811. President, Robert J. Prescott; Program and Production Director, S. Kirby Ayers. SERVICES OFFERED: Program production, talent.

Joseph M. Barnett

666 West End Ave., New York, N. Y. Phone, Schuyler 4-8200. SERVICES OFFERED: Scripts, production, talent.

Basch Radio Productions

171 Madison Ave., New York, N. Y. Phone, MURray Hill 4-4717, 4-4632. Owners, Charles J. Basch, Jr., and Frankie Basch. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production; custom and syndicated recordings; Eastern Representative for Aerogram Corp.

Beck Recording Studio

1208 Second Ave., South, Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, Joseph H. Beck. SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast and sound-slide films; radio program building; scripts, talent; production; audition service; off-the-air recordings.

Walter Biddick Co.

Chamber of Commerce Bldg., Los Angeles, Cal. Phone, Richmond 6184. Manager, M. Thompson. BRANCH OFFICES: Exchange Bldg., Seattle, Wash. Phone, Main 6440. Russ Bldg., San Francisco, Cal. Phone, Sutter 5415. SERVICES OFFERED: Transcriptions, production, scripts.

ROY WILSON

WILSON, POWELL and HAYWARD, Inc.

JAS. V. PEPPE, Gen. Mgr.

444 Madison Avenue

New York City

ARTISTS' REPRESENTATIVES—RADIO PRODUCERS

PRODUCTIONS FOR RADIO

HENRY SOUVAINÉ INC.

30 ROCKEFELLER PLAZA

Circle 7-5666

NEW YORK CITY

Joseph Bloom

19 West 44th St., New York, N. Y. Phone, VANDerbilt 6-3816. President, Joseph Bloom. SERVICES OFFERED: Program production.

Broadcasters Mutual Transcription Service, Inc.

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, J. Frank Eschen; Vice-President, James M. Althouse; Secretary, E. H. Harmon; Treasurer, Charles E. Harrison. REPRESENTATIVES: Walter Biddick Co., 568 Chamber of Commerce Bldg., Los Angeles, Calif.; Charles Michelson, 545 Fifth Ave., New York, N. Y.; Radioaids, Inc., 1041 North Las Palmas, Hollywood, Calif.; Organisaçao "Mercurio" Caixa Postal 3133, Rio de Janeiro, Brazil; Broadcasting Programme Service, 12 Rue Able-Ferry, Paris, France. SERVICES OFFERED: Transcribed productions and scripts, talent, and program service.

Broadcast Productions

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Director, John Stamford. SERVICES OFFERED: All types of programs produced. Electrical transcriptions and recordings.

Kenneth Burton

117 West 12th St., New York, N. Y. Phone, GRamercy 7-5384. SERVICES OFFERED: Program production and direction.

The Bruce Chapman Co.

145 West 41st St., New York, N. Y. Phone, WISconsin 7-2179. President, Bruce Chapman. SERVICES OFFERED: Production, scripts.

Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, CIRCLE 7-0094. President, Program Director and Producer, J. M. Collins; Director of Public Relations, William P. Maloney; Production, Sylvan Taplinger; Musical Director, Jack Miller; Choral Director, Ted Straeter; Writers, Don Sharpe and Jane Tompkins; Talent, Sam Schiff; Musical Arranger, Tony Gale. SERVICES OFFERED: Program building and producing.

Commercial Broadcasting Service, Ltd.

Hermant Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. President, E. A. Byworth; Vice-President, J. C. Tobin; Secretary-Treasurer, A. G. Irwin; Program Department, E. E. Goodman; Script Department, Don Insley. SERVICES OFFERED: Live talent production, syndicate transcriptions, custom recordings, time placements: Type of transcription manufactured: lateral cut on acetate for play-back, custom.

Paul Cruger

588 Carlton Way, Hollywood, Calif. Phone, Hollywood 9352. SERVICES OFFERED: Complete servicing for commercial radio broadcasting; specialist in trade programs; productions, scripts; creation of live and recorded shows.

Cosmopolitan Broadcasting Co.

7100 Broadway, Cleveland, Ohio. Phone, Diamond 3010, 0808. James J. Rattay, Paul Faut. SERVICES OFFERED: Foreign language programs.

Czech Broadcasting Service

333 N. Michigan Ave., Chicago, Ill. Phone, State 9344. President and Managing Director, Adele J. Fiala. SERVICES OFFERED: Preparation and production of foreign language (Czech and Slovak) programs.

Davis & Schwegler

1009 West 7th St., Los Angeles, Calif. Phone, Trinity 2006. BRANCH OFFICE: New Washington Hotel, Seattle, Wash. Executive in Charge, Nina Andrews. SERVICES OFFERED: Music publishers and recorders of tax free tunes and a tax free library; recording of phonograph records (10 inch and 12 inch) and pressings.

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Dean Hughes. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

radio production

WOLF ASSOCIATES, INC.

in all its phases

WE POINT WITH PRIDE TO TWO OUTSTANDING DAYTIME DRAMATIC SUCCESSES

THE O'NEILLS

Fifth year for Ivory Soap
Through Compton Advertising . .
NBC Red—12:15 P.M. and
5:45 P.M., E.S.T. 10 times weekly.

HILLTOP HOUSE

Third year for Palmolive
Through Benton & Bowles . .
CBS—10:30 A.M., E.S.T.
MONDAY THRU FRIDAY

Edward Wolf, General Manager

RKO BUILDING

RADIO CITY, N. Y.

COlumbus 5-1621

“MOVIE NIGHT ON THE AIR”



“DRUMS ALONG THE MOHAWK” • “SWANEE RIVER”

“THE BLUE BIRD” • “LITTLE OLD NEW YORK”



Thanks to . . .

DARRYL F. ZANUCK, KATE SMITH,
TED COLLINS, SHIRLEY TEMPLE,
SCREEN ACTORS' GUILD, “GOOD NEWS OF 1940”

Bill Bacher

Isabel Draesemer Radio Productions

706 South Detroit St., Los Angeles, Calif. Phone, Walnut 4528. Writer-Producer, Marie Isabel Draesemer. **SERVICES OFFERED:** Personalized building of shows for sponsors or advertising agencies, talent, coaching of talent, preparation of auditions, continuity conferences.

Harry S. Dube

1270 Sixth Ave., New York, N. Y. Phone, COLUMBUS 5-7035. Manager, J. Knight. **SERVICES OFFERED:** Scripts, production, talent.

Earnshaw Radio Productions

443 Western Pacific Bldg., Los Angeles, Calif. President, Harry A. Earnshaw; Secretary-Treasurer, H. L. Earnshaw; Vice-President and Sales Manager, Fenton W. Earnshaw. **BRANCH OFFICES:** 545 Fifth Ave., New York, N. Y. Phone, MURRAY Hill 2-3876. Manager, Charles Michelson. **SERVICES OFFERED:** Custom-built transcribed or live shows, transcribed and live features for local, regional and national release.

W. M. Ellsworth

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. **SERVICES OFFERED:** Custom transcriptions, radio programs, script shows, talent.

Fanchon & Marco

30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-5630. Radio Director, Samuel Shayon; Publicity, Dorothy Haas. **SERVICES OFFERED:** Production, talent.

Fields Brothers Radio Corporation

Equitable Bldg., Hollywood, Calif. Phone, Hollywood 7305. President, Leo Fields; Executive Vice-President, Harry David Fields; Secretary, E. B. Hazelton. **SERVICES OFFERED:** Producers of custom-built radio shows, live and transcribed.

Irving Fogel & Associates

1041 N. Las Palmas, Hollywood, Calif. Phone, Hollywood 5107. Irving Fogel, Howard Esary. **REPRESENTATIVES:** Francis J. Sullivan, 69 Yonge St., Tron-

to, Ont., Canada. Phone, Elgin 4086; R. C. Miller, U. S. Recording Co., 712 11th St., N.W., Washington, D. C. Phone, District 1640. M. M. Pitcher, 127 Seventh Ave., E. Calgary, Alberta, Canada; Herbert Rosen, 12, Rue Abel Ferry, Paris, France. **SERVICES OFFERED:** Production of live and transcribed radio presentations, foreign syndication of radio scripts and transcribed radio programs.

Paul M. Frailey Productions

Fidelity-Philadelphia Bldg., Broad and Sansom Sts., Philadelphia, Pa. Phone, Pennypacker 8450-1. Owner, Paul M. Frailey; Sales Manager, Jason Johnson; Script Department, Robert Enders; Research, Edwin Stanley; Office Manager, Marie Louise Sanderscn. **SERVICES OFFERED:** Live talent shows, electrical transcriptions, talking slide films, sound motion pictures.

Gellatly, Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-6120-1. President, William B. Gellatly; Vice-President, L. J. F. Moore; Secretary-Treasurer, E. M. Gellatly; Manager of Foreign Department, Jack Arthur. **SERVICES OFFERED:** Selling and promotion of selected live and transcribed programs.

General Broadcasting System

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. President, Donald C. Jones; Sales Manager, Raymond C. Leonard; Program Director, J. L. Brownell. **BRANCH OFFICE:** 1227 Prospect Ave., Cleveland, Ohio. Phone, Prospect 7716. **SERVICES OFFERED:** Custom-built transcriptions, production, script, recording, talent.

Ghostwriters Bureau

17 East 49th St., New York, N. Y. Phone, Wickersham 2-8996. Director, Fred E. Baer. **SERVICES OFFERED:** Writing of speeches, trade journal and general magazine articles, pamphlets and all forms of commercial literature.

Arthur M. Godfrey Productions

808 Earle Bldg., Washington, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. **SERVICES OFFERED:** Production of (personal) program.

**Harry S. Goodman
Radio Productions**

19 East 53rd St., New York, N. Y.
Phone, WI. 2-3338. SERVICES OFFERED: Program production for live talent and transcribed shows.

Max Graf Productions

221 Chronicle Bldg., San Francisco, Calif. Phone, Garfield 9155. General Manager, Max Graf. REPRESENTATIVES: Press-Radio Features, Inc., 360 N. Michigan Ave., Chicago. Phone, Randolph 9333. Paul Weichert. SERVICES OFFERED: Special transcriptions syndicated features.

Grombach Productions, Inc.

113 West 57th Street, New York, N. Y. Phone, Circle 6-6540. President, Jean V. Grombach; Senior Director in Charge of Production, Chester H. Miller; Treasurer-Assistant Director (drama), Margaret Kearney; Assistant Director (music), Joseph Corhan. REPRESENTATIVES: 8 Newberry St., Boston, Mass. Manager, James Murley. 6200 Franklin St., Los Angeles, Calif. Manager, Galen

Bogue. 50 New Bond St., London, England. Manager, Leslie Kettles. Rue de Lorette, Paris, France. Manager, Andre Oulmann. SERVICES OFFERED: Unit productions (package shows), program creation, production, scripts, casting directing, live talent or transcribed programs, television production.

Jean V. Grombach, Inc.

113 West 57th St., New York, N. Y. Phone, Circle 6-6540. President, Jean V. Grombach; Treasurer, Margaret Kearney; Chief Recording Engineer, Hazard E. Reeves; Music Rights, Joseph Corhan. REPRESENTATIVES: 8 Newberry St., Boston, Mass. Manager, James Murley, 6200 Franklin Ave., Los Angeles, Cal. Manager, Galen Bogue. 50 New Bond St., London, England, Manager, Leslie Kettles. Rue de Lorette, Paris, France. Manager, Andre Oulmann. SERVICES OFFERED: Production, recording, manufacture and distribution of electrical transcriptions, high-fidelity wax recordings for rebroadcast purposes, spot announcements.

**A. ("DINNY")
DINSDALE**

◆
RADIO DIRECTOR

◆
TRANSCRIPTIONS

◆
SLIDE FILMS

◆
TELEVISION

◆
4156 DENMAN STREET
ELMHURST, L. I., N. Y.

HA. 6-5436

TED COTT

Productions Director:

ROGER WHITE PRODUCTIONS, INC.

Director:

SOCIETY GIRL (CBS)

M. C.—Writer:

SO YOU THINK YOU
KNOW MUSIC (CBS)

Ubaldo Guidi's Italian Radio Programs

139 Richmond St., Boston, Mass. Phone, Capitol 4035. Owner, Ubaldo Guidi. SERVICES OFFERED: Production, spot announcements.

Sam Hammer Radio Productions

2 West 45th St., New York, N. Y. Phone, MURray Hill 2-0174. President, Sam Hammer; Vice-President in Charge of Production, Floyd Buckley; Vice-President in Charge of Script Department, Augustus Barrat; Women's Program Director, Eve VeVerka; Secretary and Recording Manager, Jose Yovin; Treasurer, C. F. Comly. SERVICE OFFERED: Program Production.

Hansen Associates

420 Lexington Ave., New York, N. Y. Phone, LEXington 2-5457. General Manager, Robert R. Hansen. SERVICES OFFERED: Transcribed features, radio and television scripts, production.

Harvey & Howe, Inc.

919 North Michigan Ave., Chicago, Ill. Phone, Delaware 1155. President, W. S. Harvey, Jr.; Vice-President, Eleanor Howe. BRANCH OFFICES: 122 East 42nd St., New York, N. Y. Phone, LEXington 2-6910; 610 Union Bldg., Cleveland. Phone, Main 0728. Manager, William E. Coates. SERVICES OFFERED: Planning and writing of women's programs, radio cooking schools, talent, transcriptions.

Sam Hayes

NBC Radio City, Hollywood, Calif. Phone, Hollywood 6161. SERVICES OFFERED: Production of radio commentator programs, scripts.

Heffelfinger Radio Productions

522 Fifth Ave., New York, N. Y. Phone, VANDerbilt 6-2450. Manager, Radio Division, C. H. Pearson. BRANCH OFFICE: 924 Second Ave., S., Minneapolis, Minn. Phone, Bridgeport 4730. SERVICES OFFERED: Production of live and transcribed programs.

Transcribed programs

100% AFRA
100% AFM
100% OK

Custom-built, or from library shows built on the basis of 20 years' advertising and 15 years' radio experience to do a specific merchandising job.

Spots costing the national sponsor as little as \$100 per episode have been broadcast on 160 stations in which dealers invested up to \$1,000 in time. The same shows have run up to 5 years for

THE SAME SPONSOR, SAME STATION,
SAME HOUR

Shirt-sleeve selling, economical cost, down-to-earth practicability feature our transcribed program ideas. Let us elaborate, without expense or obligation on your part.

GEORGE LOGAN PRICE, Inc.

Successor to Mertens & Price, Inc.

3902 West Sixth Street Los Angeles, Calif.

lilian okun, inc.

15 central park west
new york city
col 5-0060

♦
artists' representatives
package programs
writers and
directors.
talent.

♦
sales representative

gellatly, inc.

9 rockefeller plaza
new york, n. y.
cir 7-6120

• • • **PROGRAM PRODUCERS** • • •

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa.
Phone, GRant 3696. Owner-General Manager, George Heid. SERVICES OFFERED: Program production, continuity, recording, transcriptions.

Hispano Broadcasting Co.

105 E. First St., Los Angeles, Calif.
Phone, Mlchigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish programs, live and transcribed.

Intercontinental Audio-Video Corp.

9 Rockefeller Plaza, New York, N. Y.
Phone, Circle 7-4560. President, Mark H. Hawley; Secretary-Treasurer, Winston L. Miller, Jr. SERVICES OFFERED: Electrical transcriptions of programs and spot announcements, auditions, program production.

International Commercial Broadcasting Co.

3212 West Roosevelt Road, Chicago, Ill.
Phone, Van Buren 6680. Manager, Max

Sosowitz. SERVICES OFEFRED: Production of Jewish-language broadcasts.

International Radio Productions

20 East 57th St., New York, N. Y.
Phone, PLaza 8-2600. General Manager, Loren L. Watson; Production Manager, Ed Harvey. SERVICES OFFERED: Program production.

Italradio, Inc.

193 Hanover St., Boston, Mass. Phone, Capitol 3406-3407. President-Treasurer, Silene M. Irving; Secretary, Rinaldo Fiata. SERVICES OFFERED: Creation, direction and production of Italian and English programs.

Jacky & Thorndyke

520 North Michigan Ave., Chicago, Ill.
Phone, Delaware 3262. Partners, Fred Jacky and George Thorndyke. SERVICES OFFERED: Program planning, continuity, scripts and production.

Air Features

INCORPORATED



247 PARK AVENUE
NEW YORK, N. Y.

NOW AVAILABLE ON
TRANSCRIPTIONS

MAY ROBSON

The grand lady of the movies
in her greatest dramatic role . . .

"LADY OF MILLIONS"

105 Fifteen Minute Episodes

Written by Hector Chevigny, author
of "Lost Empire". Musical score under
direction of Salvatore Santaella.

COMPLETELY MERCHANDISED

Newspaper ads, Publicity articles,
Counter Displays, Window Streamers.

"An Outstanding Record of Success"

Write or Wire

FREDERIC W. ZIV, Inc.

2436 Reading Road Cincinnati, Ohio

Producers of transcribed programs for local
and regional sponsorship.

**Archie Josephson
Enterprises, inc.**

6313 Bryn Mawr Drive, Hollywood, Calif. Phone, Gladstone 6802. President-General Manager, Archie Josephson. SERVICES OFFERED: Transcribed programs.

Judea Broadcasting Studio

(Esseff Universal Studios—Universal Radio & Stage Guild)

17 Devon St., Roxbury, Mass. Phone, Garrison 8768. Production Manager, Samuel Fisher; Executive Secretary and Assistant Program Director, Doris Cibley; Musical Director, Harry Goodman; Assistant Production Managers, Charles Sobelman, Jack Stein; Recording Manager, Milton Yarkus. SERVICES OFFERED: Productions of foreign language programs, recordings.

**Kasper-Gordon Studios,
Inc.**

140 Boylstor. St., Boston, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper;

Treasurer and Director of Commercial Dept., Aaron S. Bloom; Scripts, Robert R. Giffen, Albert P. Burke; Production, Robert R. Giffen, Robert W. Graham; Recording Manager, E. N. Buzzell. SERVICES OFFERED: Custom-built transcriptions, syndicated transcriptions, studio recordings, air-checks, program production and talent.

Jesse L. Kaufman, Inc.

22 West 48th St., New York, N. Y. Phone, PENnsylvania 6-2409. President, Jesse L. Kaufman; Musical Director, William F. Wirges. SERVICES OFFERED: Program production.

**King-Trendle Broadcasting
Corp.**

1700 Stroh Bldg., Detroit, Mich. Phone, Cherry 8321. President, George W. Trendle; General Manager-Treasurer, H. Allen Campbell; Commercial Manager, Harry Sutton, Jr.; Advertising, Sales & Promotion Manager, Charles C. Hicks; Traffic Manager, James G. Riddell. SERVICES OFFERED: Program production.

HANSEN ASSOCIATES

RADIO
and
TELEVISION



PROGRAM IDEAS
and
PRODUCTION

Live and Transcribed Programs

LEXington 2-5457
420 LEXINGTON AVENUE
NEW YORK CITY

TYRO

P
R
O
D
U
C
T
I
O
N
S

Landau Broadcasting Service

270 Broadway, New York, N. Y. Phone, REctor 2-5341. Program Director, Herman Younglieb. **SERVICES OFFERED:** Original foreign-language programs and production, talent.

Langlois & Wentworth, Inc.

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, C. O. Langlois; Secretary-Treasurer, R. C. Wentworth; Talent, W. O'Keefe. **SERVICES OFFERED:** Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical. Facilities for writing, casting and production.

Lang-Worth Feature Programs, Inc.

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, R. C. Wentworth; Secretary-Treasurer, C. O. Langlois; Talent, W. O'Keefe; Continuity Chief, Neal Hopkins. **SERVICES OFFERED:** Syndicated transcribed programs for regional and local advertisers. Producers of Lang-Worth Planned Program Service, a library of tax-free music in transcription form.

Leading Attractions, Inc.

515 Madison Ave., New York, N. Y. Phone, PLaza 3-8093. Director and Production, Aaron B. Steiner. **SERVICES OFFERED:** Production of live talent and transcribed programs.

Lippe & Lazarus Productions

429 North Orange Drive, Hollywood, Calif. Phone, Walnut 2445. General Manager, M. M. Lippe. **SERVICES OFFERED:** Transcriptions, custom-built programs, scripts, talent.

Phillips H. Lord, Inc.

501 Madison Ave., New York, N. Y. Phone, Wickersham 2-2211. President, Phillips H. Lord. **SERVICES OFFERED:** Production of live talent programs.

Estelle Lutz Artists Bureau

(Successor to Armand-L'Estelle)
410 South Michigan Ave., Chicago, Ill. Phone, Harrison 6061. Owner-Manager, Estelle A. Lutz. **SERVICES OFFERED:** Scripts, live talent, musical and dramatic productions.

C. P. MacGregor

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor. **SERVICES OFFERED:** Musical and dramatic library, transcriptions, recordings, studio rental.

Harry Martin Enterprises

306 N. Michigan Ave., Chicago, Ill. Phone, Randolph 3842. President, Harry Martin. **SERVICES OFFERED:** Program production, scripts, transcriptions, syndicated programs, "program suggestor" service.

R. U. McIntosh and Associates, Inc.

10558 Camarillo St., N. Hollywood, Calif. Phone, SUNset 2-9275. President, R. U. McIntosh; Vice-President, Agnetta Peterson; Secretary-Treasurer, M. M. McIntosh. **SERVICES OFFERED:** Transcriptions, production of programs and recordings.

Alexander McQueen

185 East Chestnut St., Chicago, Ill. Phone, SUperior 9139. **SERVICES OFFERED:** Program productions, scripts, research, spot announcements, transcriptions.

Mertens & Price, Inc.

3923 W. Sixth St., Los Angeles, Calif. Phone, Drexel 1118. General Manager, George Logan Price. **SERVICES OFFERED:** Transcribed programs, custom-built transcribed or live shows, script service, talent service, merchandising and copy service.

Metropolitan Broadcasting Service Limited

Hermant Bldg., Toronto, Ont., Canada. Phone, Adelaide 0181. President, Ken Soble; General Manager, J. M. Sasley; Sales Manager, Paul Morris; Program Director, "Doc" Lindsey. **SERVICES OFFERED:** Program production, talent.

Charles Michelson

67 West 44th St., New York, N. Y. Phone, Murray Hill 2-3376. President, Charles Michelson. Representative for: Speedy-Q Sound Effect Records, Earnshaw Radio Productions, Porto-Playback Co. and Walter Biddick Co. **SERVICES OFFERED:** Transcribed program representative, sound effect record library, portable transcription playback machines.

Mid-West Transcriptions, Inc.

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

George Miller Productions, Inc.

Mart Bldg., St. Louis, Mo. (also P. O. Box 1424, Detroit, Mich.). President, George Miller. SERVICES OFFERED: Production of programs, live and transcribed.

Moonbeams Broadcasts, Inc.

1440 Broadway, New York, N. Y. Phone, LOnacre 5-8005. President, George Shackley; Secretary-General Manager, Lillian Stewart; Publicity Director, Gilbert Braun. SERVICES OFFERED: Musical and script programs; transcriptions, talent.

Raymond R. Morgan Co.

6362 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; Manager, R. E. Messer. SERVICES OFFERED: Production, transcriptions.

Lilian Okun, Inc.

15 Central Park, West, New York, N. Y. Phone, COlumbus 5-0060. President, Lilian Okun. REPRESENTATIVE: Galletly, Inc., 9 Rockefeller Plaza, New York, N. Y. Phone, CIRCLE 7-6120. SERVICES OFFERED: Program production, live and transcribed, talent, publicity, scripts.

Pacific Productions, Inc.

8780 Sunset Blvd., Hollywood, Calif. Phone, Crestview 50280. President, Frank W. Purkett. SERVICES OFFERED: Production.

Pan American Broadcasting Co.

330 Madison Ave., New York, N. Y. Phone, MURray Hill 2-0811. Manager, A. Alexander. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings.

Donna Parker Productions

540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 2277. SERVICES OFFERED: Productions, talent.

Harold E. (Hal) Pearce

White Henry Stuart Bldg., Seattle, Wash. Phone, Main 6626. Manager, Hal E. Pearce. SERVICES OFFERED: Transcription company representatives, air-check, scripts.

Peck Radio Production

3275 Wilshire Blvd., Los Angeles, Calif. Phone, FI. 8131. President, William M. Peck; Secretary, Thorbe Deakers; Program Director, Clinton Jones. SERVICES OFFERED: Production.

Peterson Radio Production Co.

1457 Broadway, New York, N. Y. Phone, Wisconsin 7-0069. President, Donald Peterson; Production and Public Relations, Gilbert Braun; Script Manager, Ruth Travers. SERVICES OFFERED: Program planning, writing, producing and transcribing. Publicity, special sound effects.

Playcrafters

207 East Ave., Bridgeton, N. J. Director, Jack B. Plumley; Assistant Director, Forrest Hoyt. SERVICES OFFERED: Scripts for advertising agencies and transcription companies, continuity, announcements.

Premier Radio Enterprises Inc.

530 Mart Bldg., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-President, Wilson Dalzell; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, wax and film recording, sales presentations.

Press Radio Bureau, Inc.

551 Fifth Ave., New York, N. Y. Phone, MURray Hill 2-5670. President, James W. Barrett. SERVICES OFFERED: News digests, special reports, news features and recordings.

Press Radio Features, Inc.

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 9333. President, F. W. Hemingway; Secretary, Paul C. Weichert, SERVICES OFFERED: Transcriptions, distributors of transcribed programs.

Radioart Guild of America

122 South Benton Way, Los Angeles, Calif. Phone, FEderal 2236. Manager, Ruth Clark. SERVICES OFFERED: Program production.

Radio Attractions, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4483. President, Herbert R. Ebenstein; Manager, Howard Carnow. SERVICES OFFERED: Feature transcribed programs.

Radio Centre Limited

100 Adelaide St., West, Toronto, Ont., Canada. Phone, Waverly 2036 and 2846. General Manager, D. Spencer Grow; Vice President, Stewart L. Grow; Production Manager, Douglas Marshall; Transcription Supervisor, David Fenn. BRANCH OFFICE: 127 Seventh Ave., East, Calgary, Alberta, Canada. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Custom - built transcriptions, syndicated transcriptions, studio recordings, air checks, production, talent.

Radio Events, Inc.

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3487. President, Joseph M. Koehler. SERVICES OFFERED: Production, scripts, casting.

Radio House, Inc.

56 West 45th St., New York, N. Y. Phone, VAnDerbilt 6-3808. Chairman of Board of Directors-Vice-President in Charge of Production, Martha Jayne Rountree; President-Treasurer, William Exton, Jr.; Musical Director, Byron Dalrymple; Assistant Musical Director, John Philip Sousa, 3rd; Script Department, Davis & Douglas, John McKay, John Philip Sousa, 3rd, Martha Jayne Rountree; Program Directors, Dinny Dinsdale, Martha Jayne Rountree, John McKay. SERVICES OFFERED: Building and production of live talent and transcribed programs, casting, scripts, direction, commercial spots.

Radio Producers of Hollywood

930 N. Western Ave., Hollywood, Calif. Phone, Hollywood 6288. OWNER: Lou R. Winston. SERVICES OFFERED: Transcribed feature programs.

Music Corporation of America

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Executive Vice-President, William R. Goodheart; Vice-President, David A. Werblin; Vice-President, Charles Miller; Vice-President, W. H. Stein; Vice-President-Radio Director, Harold Hackett. BRANCH OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President J. C. Stein, Manager, Taft Schreiber, In Charge of Radio, Walter Johnson; 111 Sutter St., San Francisco, Calif. Phone, Exbrook 8922. Manager, Lyle Thayer; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; 520 Michigan Bldg., Detroit, Mich. Phone, Cadillac 4312. Manager, Merle Jacobs; Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448. Manager, Norman Steppe; 520 Rhodes Haverty Bldg., Atlanta, Ga. Phone, Main 4770. Manager, George Walker; 16 Old Bond St., London, England. Phone, Regent 6506. Manager, Herman Stein. SERVICES OFFERED: Production, talent.

Robert S. Nash Co.

5437 Lisette Ave., St. Louis, Mo. Phone, Flanders 4758. President, Robert S. Nash. SERVICES OFFERED: Transcriptions, scripts, talent, production, recordings, air checks, sound effects records.

National Radio Advertising Agency

Hollywood Center Bldg., Hollywood, Calif. Phone, HEmpstead 1551. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, Circle 7-8300. Manager, C. Lloyd Egner;

• • • **PROGRAM PRODUCERS** • • •

Assistant Manager, Frank E. Chizzini; Production Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Maurice Wetzel; Sunset and Vine St., Hollywood, Calif. Phone, Hollywood 6161. Manager, Robert F. Schuetz. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, RCA-NBC Orthacoustic transcriptions.

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Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1184. Director of English Programs, Ivan F. Tyler; Director of French Programs, Paul L'Anglais; Musical Director, Edouard Beique; Special Field Producer, Gilbert Wall; Assistant Producers, Francoise Loranger and Katherine Cross. SERVICES OFFERED: Production, scripts, talent.

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Radio-Rundfunk Corporation

207-11 East 84th St., New York, N. Y. Phone, Rhineland 4-9609. President, Herbert F. Oettgen; Treasurer and Secretary, Wm. C. Foerster. SERVICES OFFERED: Foreign language radio production, outdoor transcriptions.

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Radioscript Productions Co.

1775 Broadway, New York, N. Y. Phone, Circle 7-2849. President, Maury Ascher; Manager, Stanley M. Ascher. SERVICES OFFERED: Production.

•
Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, Hollywood 3545. President and General Manager, Andrew J. Schrade; Station Relations Manager, Clyde L. Wood. SERVICES OFFERED: "Readibuilt" and custom-built transcribed programs produced and distributed.

•
Mark Richelson

11 West 42nd St., New York, N. Y. Phone, Pennsylvania 6-7838. SERVICES OFFERED: Production of syndicated news scripts, radio relations counsel.

Rocke Productions, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-7630. President, Ben Rocke; Production Manager, Charles A. Schenck; Sales Manager, Norman S. Livingston; Secretary, Rachel Palis. SERVICES OFFERED: Syndicated programs, production of live talent programs, talent.

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Norman Ross

605 North Michigan Avenue, Chicago, Ill. Phone, Superior 2168. SERVICES OFFERED: Scripts, casting, production.

•
R-W Productions, Inc.

RKO Bldg., Rockefeller Plaza, New York, N. Y. Phone, Circle 7-4943. President, Roger White; Director, Ted Cott; Casting Director, Kermit K. Schafer; Secretary, Marilyn Brandt. SERVICES OFFERED: Producing, writing, directing and publicizing radio productions.

•
Selviar Broadcasting System, Inc.

75 East Wacker Drive, Chicago, Ill. Phone, Randolph 8877. President, Arthur A. Kohn; Secretary-Treasurer, Irving Rocklin; Production Manager, Edna Glover Handleman. SERVICES OFFERED: Creating and producing of transcriptions and special program features.

•
Service Programs, Inc.

535 Fifth Ave., New York, N. Y. Phone, Murray Hill 6-3489. President, Gladys Miller. BRANCH OFFICE: 601 N. Rossmore, Hollywood, Calif. Phone, Hollywood 1691. Manager, Marque Richard. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

•
Stephen Slesinger, Inc.

250 Park Ave., New York, N. Y. Phone, Eldorado 5-2544. President, Stephen Slesinger. SERVICE OFFERED: Exclusive radio representatives for NEA comics and news features.

•
Edward Sloman Productions

8782 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-2242. President, Edward Sloman; Vice-President-General Manager, Sam Martin Kerner; Writer,

• • • **PROGRAM PRODUCERS** • • •

Maurice Zimm; Musical Director, Paul Sawtell; Secretary, Vicki Matisse. REPRESENTATIVE: Radio Attractions, Inc., 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4483. President, Herbert R. Ebenstein. SERVICES OFFERED: Program producers, transcription producers.

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Southern Radio Features

1009 Mercantile Bldg., Dallas, Texas. General Manager, A. M. Cohen. SERVICES OFFERED: Production of radio cooking schools.

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Henry Souvaine, Inc.

30 Rockefeller Plaza, New York, N. Y. Circle 7-5666. SERVICES OFFERED: Production of live talent and transcribed programs for national or regional networks, talent.

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Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, HOllYwood 0188. President, Gerald King; Production Manager, Don Allen. BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, M. M. Blink; Alex Sherwood; 30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-1811. Manager, Robert McCullough; P. O. Box 933, Dallas, Texas. Manager, Herbert Denny; White-Henry-Stuart Bldg., Seattle, Wash. Manager, Hal Pearce. SERVICES OFFERED: Library, sound effects library, transcriptions.

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Douglas F. Storer, Radio

1270 Sixth Ave., New York, N. Y. Phone, CIrCle 7-1150. President, Douglas Storer. SERVICES OFFERED: Personal representation and program counsel.

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Ernest Cutting's Talent Development Center

538 Fifth Ave., New York, N. Y. Phone, VAnDerbilt 6-5995. Owner, Ernest Cutting. SERVICES OFFERED: Studio recordings, transcriptions, production, casting, direction, live talent or transcribed programs, talent.

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TransAir, Inc.

105 West Adams St., Chicago, Ill. Phone, Central 0320. President, William

F. Arnold. SERVICES OFFERED: Electrically transcribed programs.

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Transamerican Broadcasting & Television Corp.

One East 54th St., New York, N. Y. Phone, PLaza 5-9800. President, John L. Clark; Executive Vice-President, E. J. Rosenberg. BRANCH OFFICES: 230 No. Michigan Ave., Chicago, Ill. Phone, State 0366; Hollywood, Calif. SERVICES OFFERED: Live and transcribed programs.

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Transcribed Radio Shows, Inc.

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. President, M. E. Moore. SERVICES OFFERED: Custom-built and syndicated transcribed programs and spot announcements.

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Twentieth Century International Radio Newsreel

1000 Cahuenga Blvd., Hollywood, Calif. Phone, Hillside 1161. President, Victor E. Dalton. BRANCH OFFICE: National Press Bldg., Washington, D. C. SERVICES OFFERED: Portable-equipment programs, on-the-spot transcriptions, program production.

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Twentieth Century Radio Productions

1611 Cosmos St., Hollywood, Cal. Phone, Granite 9021. General Manager, Archie Josephson. SERVICES OFFERED: Transcriptions.

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United Broadcasting Co.

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling. SERVICES OFFERED: Transcriptions, program production, talent.

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Thomas J. Valentino

729 7th Ave., New York, N. Y. Phone, Bryant 9-5543. Production Manager, Thomas J. Valentino; Treasurer, Wm. Rubenstein; Secretary, N. Cevedo.

• • • **PROGRAM PRODUCERS** • • •

SERVICES OFFERED: Custom jobs, library, recording, sound effects library.

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Viking Radio Corp.

805 Investment Bldg., Washington, D. C. President, Allan Wilson; Vice-President, Verd E. Wilson; Secretary, W. H. Mondell. SERVICES OFFERED: Program production, scripts.

•

J. Franklyn Viola & Co.

152 West 42nd Street, New York, N. Y. Phone, CHickering 4-3254. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs.

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Wells Feature Syndicate

1651 Cosmo St., Hollywood, Calif. Phone, GLadstone 9110. Manager, Allan W. Wells. BRANCH OFFICE: Balderas 32, Mexico City, Mexico. SERVICES OFFERED: Scripts, production.

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L. A. Weinrott & Associates

75 East Wacker Drive, Chicago, Ill. Phone, State 4207. Executives, L. A. Weinrott, William J. Kass, Jr., Arthur G. Gladd, James Pease. SERVICES OFFERED: Scripts and production.

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Carl Wester & Company

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester; Production Manager, Howard Keagan; Writer, Irna Phillips. SERVICES OFFERED: Program production, scripts.

•

Wiederhold Recording Studios

526 S. Fourth St., 505 Abe C. Levi Bldg., Louisville, Ky. Phone, Jackson 1757. Owner-Manager, George Wiederhold. SERVICES OFFERED: Production of live talent programs, recordings, air checks, instantaneous recordings, talent.

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Wolf Associates, Inc.

1270 Sixth Ave., New York, N. Y. Phone, COLUMbus 5-1621. General Manager, Ed Wolf; Production Manager, Jack Rubin; Sales Manager, William Koblenzer; Casting Director, Herbert Wolf; Directors: Carlo de Angelo, Basil Loughrane. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, Gladstone 6676. SERVICES OFFERED: Production, talent.

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World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, WICKersham 2-2100. President, P. L. Deutsch; Vice-President and General Manager, A. J. Kendrick; Vice-President in Charge of Sales, Norton Cotterill; Secretary-Manager of Program Production, Charles Gaines; Station Relations Manager, A. E. Sambrook; Sales Promotion and Advertising Manager, M. A. Hollinshead; Chief Engineer, Charles Lauda, Jr. BRANCH OFFICES: 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Calif. Phone, Hollywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglas 3310. Manager, C. C. Langevin; Wardman Park Hotel, Washington, D. C. Phone, Columbia 2000. Resident Manager, Harold A. Lafount. SERVICES OFFERED: Custom-built recordings, processing, pressings, production, scripts, talent, transcription program service library, nation-wide transcription network.

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Bernard Zisser, Inc.

40 East 49th St., New York, N. Y. Phone, Eldorado 5-4227. President, Bernard Zisser. SERVICES OFFERED: Production of live talent and transcribed shows, scripts, talent, syndicated programs.

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Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, Universitl 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President-Radio Director, John L. Sinn; Secretary, M. R. Ziv. SERVICES OFFERED: Live talent and transcribed programs.

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TRANSCRIPTION COMPANIES

A. A. Recording Studios

3543 Broadway, New York, N. Y. Phone, EDgecombe 4-700. SERVICES OFFERED: Recordings, transcriptions, studio or location air checks, audition records, television recordings (audio).

Acoustic Equipment Company

323 Walton Building, Atlanta, Ga. Phone, WALnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

ADL Recording Studios

4334 N. Kenmore Avenue, Chicago, Ill. Phone, WELington 3267. Executive-in-Charge, J. A. Callner. SERVICES OFFERED: Transcriptions (acetate and master); off-the-air recordings; spot announcements; audition recordings.

Advertisers Recording Service, Inc.

113 West 57th Street, New York, N. Y. Phone, CIRCLE 6-0141. President, James A. Miller; Secretary-Treasurer, George R. Smith; Ass't Secretary-Treasurer, E. B. McCutcheon; Commercial Manager, D. L. Provost. SERVICES OFFERED: Instantaneous direct cut acetate recordings and wax recordings.

Aerogram Corporation

1611 Cosmo St., Hollywood, Calif. Phone, Hillside 7211. General Manager, G. Curtis Bird. REGIONAL REPRESENTATIVES: Charles J. Basch, Jr., 171 Madison Ave., New York, N. Y. Phone, MURray Hill 4-4717; Jones & Hawley, 228 N. La Salle St., Chicago, Ill. Phone, State 5096. F. R. Jones, Scott Kingwill; Jones & Hawley, Bulkley Bldg., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley. SERVICES OFFERED: Transcribed programs built on order, transcribed syndicated programs, program merchandising, production, scripts, air checks, studio rental, all types of lateral recording.

Aircraft Recording Studios

642 Smithfield St., Pittsburgh, Pa. Phone, Grant 3468. President and Man-

ager, E. C. Williams; Secretary-Treasurer, H. M. Williams. SERVICES OFFERED: Recording service.

Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, COLUMbus 5-1621. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

American Foundation For the Blind, Inc.

15 West 16th St., New York, N. Y. Phone, CHelsea 3-2821. Chief Engineer, J. O. Kleber. SERVICES OFFERED: Recording of long-playing phonograph records of books and plays.

Armo Sound Recording Service

4244 Hartford St., St. Louis, Mo. Phone, Grand 1466. Partners, Robert G. Kennedy and William F. Hadd. SERVICES OFFERED: High fidelity recording for all purposes; transcriptions for broadcasting.

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto, Ont., Canada. Phone, Elgin 2464. TRANSCRIPTION PERSONNEL: R. E. McGuire, F. W. Cannon. SERVICES OFFERED: Transcriptions.

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0847. President, M. E. Tompkins. SERVICES OFFERED: Transcriptions, library, production, recording facilities, both vertical and lateral, scripts.

Associated Transcriptions of Hollywood

5636 Melrose Ave., Hollywood, Cal. Phone, Hillside 4229. Executive Manager Thorus E. LaCroix. SERVICES OFFERED: Electrical Transcriptions, off-the air recordings, phonograph recordings, custom-built transcriptions, production, scripts.

Audio-Scriptions, Inc.

1619 Broadway, New York, N. Y.
Phone, Circle 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings and electrical transcriptions at the studio and on-the-spot; "Clipping Bureau of the Air" (100,000 items available on 12 in. aluminum records).

Beck Recording Studio

1208 Second Ave., South, Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, Joseph H. Beck. SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast and sound-slide films; radio program building; scripts; talent; production; audition service; off-the-air recordings.

Broadcast Producers of New York, Inc.

501 Madison Ave., New York, N. Y. Phone, Eldorado 5-9300. General Manager, George W. Dan Jonas. SERVICES OFFERED: Dramatized 1-2-3 and 5-minute spot announcements, audition, off-the-air, custom and live show recording for spot advertisers, foreign language spots, domestic and foreign, exclusive rehearsal recordings and transcriptions on WOV;

rehearsal and broadcast recordings on WABC.

Brown's Studio of Recording

440 N. 60th St., Philadelphia, Pa. Phone, SHERWOOD 2655. Studio Address: 711 N. 43rd St., Philadelphia, Pa. Phone, Baring 1731. Owner and Operator, Sevilla Lowe Browne. SERVICES OFFERED: Recordings and transcriptions.

Champion Recording Corporation

1600 Broadway, New York, N. Y. Phone, COLUMBUS 5-4445. President-Secretary, Joy J. Pierri; Vice-President, Joseph Victoria. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, studio recording.

Chicago Recording Studios

64 E. Jackson Blvd., Chicago, Ill. Phone, WEBSTER 7288. SERVICES OFFERED: Recording, transcriptions, production.

Carle Christtensen Recording Studios

306 S. Wabash Ave., Chicago, Ill. Phone, Harrison 5669. Manager, Carle

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TRANSCRIPTION COMPANIES

A. Christensen; Chief Technician, Jack Hayes; Sales, Francis Hummel. **SERVICES OFFERED:** Complete recording facilities for standard phonograph records and radio transcriptions; production.

Cinema Recording Studio

1735½ North Vine St., Hollywood, Calif. Phone, GLadstone 0159. Owner, Robert Dick. **SERVICES OFFERED:** Air checks, studio recordings.

C. K. Recorders

3814 S. E. 26th Ave., Portland, Ore. Phone, East 4858. President and General Manager, P. O. Clark; Vice-President and Treasurer, N. K. Clark; Secretary, G. A. Kennedy; Engineer, J. E. Maley. **BRANCH OFFICE:** Studio Bldg., Portland, Ore. Phone, Beacon 2688. **SERVICES OFFERED:** Transcriptions, spot announcements, advertising specialties, musical programs, composition work.

Columbia Recording Corporation

(A Subsidiary of the Columbia Broadcasting System)

1473 Barnum Ave., Bridgeport, Conn. Bridgeport 6-0181. President, Edward

Wallerstein; Manager Transcription Division, William Schudt. **BRANCH OFFICES:** 799 Seventh Ave., New York, N. Y. Phone, CIrcle 5-7301; 6624 Romaine St., Hollywood, Cal. Granite 4134. **SERVICES OFFERED:** Manufacture and distribution of Columbia, Brunswick and Vocalion records.

Commercial Broadcasting Service, Ltd.

Herman Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. President, E. A. Byworth; Vice-President, J. C. Tobin; Secretary-Treasurer, A. G. Irwin; Program Department, E. E. Goodman; Script Department, Don Inasley. **SERVICES OFFERED:** Live talent production, syndicate transcriptions, custom recordings, time placements; Type of transcription manufactured; Lateral cut on acetate for play-back, custom.

Commercial Recording Studios, Inc.

56 West 45th St., New York, N. Y. Phone, VAnDerbilt 6-3808. President, Florence M. Law, Jr.; Vice-President, Martha Jayne Rountree; Secretary-Treasurer, Florence M. Law, Sr. **SERVICES OFFERED:** Complete recording

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131 18th Ave., Lachine, Montreal, Canada. Phone, Dexter 0905. President, H. S. Berliner; Secretary-Treasurer and Manager, E. M. Kirke Boyd. **SERVICES OFFERED:** Custom-built acetate recordings processed and pressed.

Cornish Recording Studio

(Cornish School Radio Department)
710 East Roy St., Seattle, Wash. Phone, Capitol 1400. Director, Donald MacLean. **SERVICES OFFERED:** Wax and acetate recordings and transcriptions, off-the-line and off-the-air transcriptions.

Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, Columbus 5-5662. President, Jack Kapp; Vice-President and General Manager, E. F. Stevens, Jr.; Manager Transcription Division, C. D. MacKinnon. **BRANCH OFFICES:** Boston, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, St. Paul, Houston, Atlanta, Memphis, New Orleans, Dallas, New York, Pittsburgh, Washington, Los Angeles, San Francisco and Seattle. **SERVICE OFFERED:** Custom-built electrical transcription records.

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland; Production Manager, Stan Francis; Script Department, Dean Hughes. **SERVICES OFFERED:** Scripts, live talent productions, transcriptions and recordings, air checks.

Eccles Disc Recordings

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 5257. Owner, Conroy, Douglass and Parlee. Manager, C. R. Alford. **SERVICES OFFERED:** Transcriptions, air check recordings.

Electrosound Products, Inc.

228 South Wabash Ave., Chicago, Ill. Phone, Harrison 1368. President, V. G. Geisel. **SERVICES OFFERED:** Sound engineering, recording, recording equipment sales company.

**Electro-Vox Recording
Studios**

5546 Melrose Ave., Hollywood, Cal. Owner and Manager, Bert B. Gottschalk.

SERVICES OFFERED: "Air-Chek" service; recordings, electrical transcriptions, recording equipment.

**Empire Broadcasting
Corporation**

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. President-Treasurer, Gerald A. Kelleher; Vice-President-General Manager, Eugene L. Bresson; Secretary, J. Howard Capron. **SERVICES OFFERED:** Syndicated transcribed programs, custom-built transcriptions, production, scripts, talent and complete recording facilities.

**Federal Transcribed
Programs, Inc.**

101 Park Ave., New York, N. Y. Phone, Caledonia 5-7530. **SERVICES OFFERED:** Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

Fidelity Recordings

725 Boylston St., Boston, Mass. Phone, Kenmore 8824. Partners, Keith C. Brown and Charles Pearson. **SERVICES OFFERED:** Studio recordings, off-the-line and off-the-air transcriptions.

Frankay Recording Studios

156 West 44th St., New York, N. Y. Phone, Longacre 5-0242. **SERVICES OFFERED:** Transcription, off-the-air recordings.

General Broadcasting System

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. President, Donald C. Jones; Sales Manager, Raymond C. Leonard; Program Director, J. L. Brownell. **BRANCH OFFICE:** 1227 Prospect Ave., Cleveland, Ohio. Phone, Prospect 7716. **SERVICES OFFERED:** Custom-built transcriptions, production, script, recording, talent

Hollywood Recording Co.

Cinema Bldg., 1731 North Highland Ave., Hollywood, Calif. Phone, Hillside 3097, GLadstone 2191. President, John Hirsch. **SERVICES OFFERED:** Line check and off-the-air recordings, transcriptions, production.

**Illinois Educational Sound
Service**

(Norman-Willets Sound Productions)
20 North Wacker Drive, Chicago, Ill. Phone, Randolph 8305. Manager, W. R. Damron. **SERVICES OFFERED:** Recordings.

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. President-Production Manager, Edwin H. Kasper; Treasurer-Director of Commercial Department, Aaron S. Bloom; Scripts: Robert R. Giffen, Albert P. Burke; Production: Robert R. Giffen, Robert W. Graham.

James B. Keysor Co., Inc.

137 Motor Ave., Salt Lake City, Utah. Phone, Wasatch 2552. President, J. B. Keysor. SERVICES OFFERED: Transcription recordings, processing and pressing.

Lewis Recording Studios, Inc.

1040 Geary St., San Francisco, Calif. Phone, ORdway 3671. President, Samuel Lewis; Executive Vice-President, Ralph Castle. SERVICES OFFERED: Electrical transcriptions, personal recordings, syndicated programs.

Estelle Lutz Artists Bureau

(Successor to Armand-L'Estelle)

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 6061. Owner-Manager, Estelle A. Lutz. SERVICES OFFERED: Scripts, live talent, musical and dramatic productions.

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor. SERVICES OFFERED: Musical and dramatic library, transcriptions, recordings, studio rental.

Mak-A-Record Transcription Co.

640 Riverside Drive, New York, N. Y. Phone, EDgecombe 4-7267. President-General Manager, Owen Seelig; Secretary, Dorothy Cimarosa; Treasurer, Alfred E. Seelig. SERVICES OFFERED: Air checks, personal recordings, transcribed programs, scripts, audition records, sound measurements, television film.

R. U. McIntosh & Associates, Inc.

10558 Camarillo St., N. Hollywood, Calif. Phone, SUNset 2-9275. President, R. U. McIntosh; Vice-President, Agnetta Peterson; Secretary-Treasurer, M. M. McIntosh. SERVICES OFFERED: Transcriptions, production of programs, recordings.

Mertens & Price, Inc.

3923 West Sixth St., Los Angeles, Calif. Phone, Drexel 1118. General Man-

ager, George Logan Price. SERVICES OFFERED: Transcribed programs, custom-built transcribed or live shows, script service, talent service, merchandising and copy service.

Meyers Recording Service

1414 McKean St., Philadelphia, Pa. Phone, DEWey 3435. Owner, Frederick A. Meyers. SERVICES OFFERED: Recordings.

Mid-West Transcriptions, Inc.

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

Miller Broadcasting System, Inc.

113 West 57th St., New York, N. Y. Phone, Circle 6-0141. President, James A. Miller; Secretary-Assistant Treasurer, E. B. McCutcheon; Commercial Manager, David D. Chrisman. SERVICES OFFERED: Recordings on tape.

Miller Bros.

445 S. La Cienga Blvd., Los Angeles, Calif. Phone, Bradshaw 2-1233. Partners, Ross Miller and W. H. Miller. SERVICES OFFERED: Transcriptions, recordings, sound engineering.

Musicraft Records, Inc.

10 West 47th St., New York, N. Y. Phone, BRyant 9-6564-5. President, Milton L. Rein; Treasurer, Henry Cohen; Secretary, Samuel P. Puner. SERVICES OFFERED: Off-the-air transcriptions.

Robert S. Nash Co.

5437 Lisette Ave., St. Louis, Mo. Phone, Flanders 4758. President, Robert S. Nash. SERVICES OFFERED: Transcriptions, scripts, talent, production, recordings, air checks, sound effects records.

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, Circle 7-8300. Manager, C. Lloyd Egner; Assistant Manager, Frank E. Chizzini; Production Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Maurice Wetzel, Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161. Manager, Robert F. Schuetz. SER-

VICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recording programs, reference or audition recordings, RCA-NBC Orthacoustic Transcriptions.

Premier Radio Enterprises, Inc.

530 Mart Bldg., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-President, Wilson Dalzell; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, wax and film recordings, sales presentation.

Radioaids, Inc.

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, Hollywood 5107. Manager, E. D. Bedell. SERVICES OFFERED: Electrical transcriptions.

Radio Center, Limited

100 Adelaide St., West, Toronto, Ont., Canada. Phone, Waverly 2036 and 2846. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Production Manager, Douglas Marshall; Transcription Supervisor, David Fenn. BRANCH OFFICE: 127 Seventh Ave., East, Calgary, Alberta, Canada. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Custom-built transcriptions, syndicated transcriptions, studio recordings, air checks, production, talent.

Radio Receiving Record Co.

304 Smith St., Providence, R. I. Phone, Dexter 4081. Manager, Lewis A. McGowan, Jr. BRANCH OFFICE: 2172 Front St., San Diego, Calif. Phone, Main 7552. Manager, Eleanor Osborne. SERVICES OFFERED: Educational recording service.

Radio Recorders, Inc.

932 North Western Ave., Hollywood, Cal. Phone, Hollywood 3917. President, F. H. Winter; Vice-President, J. C. Brundage; Secretary, L. D. Minkler; Treasurer, Ernest Dummel; Sales and Production Manager, J. J. Sameth. SERVICES OFFERED: Transcriptions, recording service.

Radio Recording Studios

4701 N. Winchester Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Mana-

ger, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings.

Radio Recording Studios

1619 Broadway, New York, N. Y. Phone, COLUMBUS 5-9037. Manager, A. Moran. SERVICES OFFERED: Off-the-air recordings, recordings at the studio, electrical transcriptions.

Radioscriptions, Inc.

726 11th St., N.W., Washington, D. C. Phone, REpublic 0861. President, E. G. Sharpless; Treasurer, B. P. Sharpless; General Manager: Marshall L. Faber. SERVICES OFFERED: Phonograph recordings, custom transcription, studio construction, manufacturers' representa-

Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, Hollywood 3545. President and General Manager, Andrew J. Schrade; Station Relations Manager, Clyde L. Wood. SERVICES OFFERED: "Readibuilt" and custom-built transcribed programs produced and distributed.

RCA Manufacturing Co.

155 East 24th St., New York, N. Y. Phone, Bogardus 4-6200. BRANCH OFFICES: 445 Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774; 1016 North Sycamore Ave., Hollywood, Calif.; Front and Cooper Sts., Camden, N. J.

Rec-Art Studios

1120 S. Main St., Los Angeles, Calif. Phone, PROspect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

Reeves Sound Studios, Inc.

1600 Broadway, New York, N. Y. Phone, CIRCLE 6-6686. President, Hazard E. Reeves. SERVICES OFFERED: Recording, transcription, phonographs and phonograph records.

Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Director, W. P. Robinson. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting and direction.

Roth & Berdun Recording Studios

4464 Cass Ave., Detroit, Mich. Phone, Temple 12552. Charles Roth; Cecil Berdun; George O. Allen. **SERVICES OFFERED:** Transcriptions, off-the-air and studio recordings.

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 914. Owner, Joseph C. Schramm. **SERVICES OFFERED:** Program production, recordings.

Shryock Radio Co.

Penn A. C. Bldg., Philadelphia, Pa. Phone, 4404-5 and 3300. Proprietor, J. Richard Shryock; Manager, Nace Hopple. **SERVICES OFFERED:** Recordings.

Harry Smith Recordings

2 West 46th St., New York, N. Y. Phone, MEDallion 3-2996. Owner-Recording Engineer, Harry Smith; General Manager, W. Earl Richard. **SERVICES OFFERED:** Transcription, air checks, personal recordings.

Speak-O-Phone Recording & Equipment Co.

23 West 60th St., New York, N. Y. Phone, Columbus 5-1350. Secretary-Treasurer, R. L. Lee; General Sales Manager, C. A. Austin. **REPRESENTATIVES:** John O. Olsen, 5314 Beelermont Place, Pittsburgh, Pa.; Murphy & Cota, 291 Peachtree St., Atlanta, Ga.; Byron L. Moore, 191 Starin Ave., Buffalo, N. Y.; Henry P. Segel, 235 Pine St., Gardner, Mass.; Royal Smith, 912 Commerce St., Dallas, Texas; Royal A. Stemm, 21 E. Van Buren St., Chicago, Ill.; Don Wallace, 4214 Country Club Drive, Long Beach, Calif.; M. E. Foster, 601 Cedar Lake Road, Minneapolis, Minn.; Paul M. Cornell, 3292 Cedarbrook Rd., Cleveland Heights, Ohio. **SERVICES OFFERED:** Custom recordings, radio checks, transcriptions, recording equipment.

Speedy-Q Sound Effects

1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Department Manager, Harry Gennett, Jr. **REPRESENTATIVE:** Charles Michelson. **SERVICES OFFERED:** Recorded sound effects.

Star Record Co.

17 West 60th St., New York, N. Y. Phone, Circle 6-2799. President-Engineer, J. L. Victoria; Assistant Engineer, William Gardner; Sales Manager, Dorothy Vanston; Secretary, Judith Frost. **SER-**

VICES OFFERED: Off-the-air, studio and portable recording service.

Edwin Strong, Inc.

71 W. 45th St., New York, N. Y. Phone, BRyant 9-5758. President Edwin Strong; General Manager, Gordon Butler; Chief Engineer, C. D. Sherer. **SERVICES OFFERED:** Custom recordings and electrical transcriptions, complete studio facilities.

Technisonic Recording Laboratories

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President-General Manager, James M. Alt-house; Secretary-Treasurer, Charles E. Harrison. **SERVICES OFFERED:** Transcriptions, recording service, air checks, transcribed productions, talent.

Time Abroad, Inc.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. President, E. P. Kampf; Manager, E. V. F. Brinckerhoff; Secretary, V. Meeker. **SERVICES OFFERED:** Complete facilities for all types of studio and line recordings.

Transray Recording & Production Co.

10-18 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 2772. General Manager, John H. Part. **SERVICES OFFERED:** Transcriptions, phonograph records, scripts, production.

Transtudio Recording Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. Vice-President-Treasurer, James W. Gillis, Jr.; Secretary-Director of Sales, H. D. Bogardus. **SERVICES OFFERED:** Transcribed radio programs, script programs, production, studio recordings, educational recordings, remote recording facilities.

Tullen Sound Recording Studios

40 Euclid St., West, Hartford, Conn. Phone, Hartford 6-7481. Manager, David B. Tullen. **SERVICES OFFERED:** Commercial and private disc recordings, air checks.

United Artists Bureau, Inc.

905 Walnut St., Des Moines, Iowa. Phone, 4-5553. General Manager, R. B. Eaton. **SERVICES OFFERED:** Transcription recording studios.

United Recording Co.

Suite 10-142, Merchandise Mart, Chicago, Ill. Phone, Delaware 6364. President, Lee Stremlau; Production and Sales, Sam T. Pierce. **SERVICES OFFERED:** Electrical transcriptions, production, talent.

United Sound Systems

5840 Second Blvd., Detroit, Mich. Phone, Trinity 2-9384. President, James V. Syracuse. **SERVICES OFFERED:** Instantaneous recordings, program transcriptions.

United States Record Corp.

1780 Broadway, New York, N. Y. Phone, Circle 5-7190. General Manager-Executive Vice-President, Eli E. Oberstein. **SERVICES OFFERED:** Phonograph records, transcriptions.

United States Recording Co.

Rialto Theater Building, Washington, D. C. Phone, District 1640. President, R. C. Miller; Commercial Manager, Joseph Tait; Chief Engineer, Earl A. Merryman. **SERVICES OFFERED:** Custom transcriptions, scripts, talent.

Universal Radio Productions

360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, L. M. Rush. **SERVICES OFFERED:** Transcriptions, program counsel, off-the-air recordings.

Universal Recording Co., Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 5-4895. General Manager, Allen Best. **SERVICES OFFERED:** Transcriptions; off-the-air; off-the-line and studio recordings.

Voice Recordings

221 Chronicle Bldg., San Francisco, Calif. Phone, Garfield 9155. Manager, Robert Caraway. **SERVICES OFFERED:** Recordings.

Gleen Wallichs Recording Studios

5205 Hollywood Blvd., Hollywood, Calif. Phone, Gladstone 2940-8633. Manager, Gleen Wallichs; Technician, Carl Auer. **BRANCH OFFICES:** 1637 N. Ivar Ave., Hollywood, Calif. Phone, Hillside 9615. Manager, Oscar Wallichs; 730 West Seventh St., Los Angeles, Calif. Phone Vandike 1241. Manager, John D. Jennings. **SERVICES OFFERED:** Electrical transcriptions, studio recordings,

direct-line recordings, off-the-air recordings, portable recording service.

WHN Transcription Service

1540 Broadway, New York, N. Y. Phone, BRyant 9-7800. Manager, Robert G. Patt. **SERVICES OFFERED:** Electrical transcription, production, instantaneous off-the-line and off-the-air transcriptions, master recordings, pressings, air checking, talent.

Woods Recording Studios

54 West Randolph St., Chicago, Ill. Phone, DEArborn 3646. President, Henry Kaufman; General Manager, Frank Bard; Sales Manager, Dr. E. K. Osmun. **SERVICES OFFERED:** Custom transcriptions.

Wor Electrical Transcription and Recording Service

1440 Broadway, New York, N. Y. Phone, Pennsylvania 6-8383. Manager of Transcription Division, Ray S. Lyon. **SERVICES OFFERED:** Electrical transcription producing, talent, production, off-the-line transcription, air-check, recordings, off-the-air recording, pressings, portable recording.

World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, Wickersham 2-2100. President, P. L. Deutsch; Vice-President and General Manager, A. J. Kendrick; Vice-President in Charge of Sales, Norton Cotterill; Secretary-Manager of Program Production, Charles Gaines; Station Relations Manager, A. B. Sambrook; Sales Promotion and Advertising Manager, M. A. Hollinshead; Chief Engineer, Charles Lauda, Jr. **BRANCH OFFICES** 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Cal. Phone, Hollywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglass 3310. Manager, C. C. Langevin; Wardman Park Hotel, Washington, D. C. Phone, Columbus 2000. Resident Manager, Harold A. Lafount. **SERVICES OFFERED:** Custom-built recordings, processing, pressing, production, scripts, talent, transcription program service library, nation-wide transcription network.

Zabelle, Inc.

1918 S. E. Ladd Ave., Portland, Ore. Phone, East 9809. Manager-Owner, R. T. Zabelle. **SERVICES OFFERED:** Transcriptions, studio rental, film recordings.

VALUE OF THE LITTLE THEATER TO LOCAL BROADCASTERS

By

JOSEPH M. KOEHLER
President, Radio Events, Inc.

THE LITTLE THEATER GROUP in your town represents a ready-made audience for your station. That perhaps is the baldest way of looking at the little theater and its relationship to broadcasting. It's one, moreover that cannot be discounted. If there isn't a little theater in your town, there is an Epworth League, the dramatic section of the Y.M.C.A. or a college dramatic organization like the Mask and Wig, The Blackfriars or The 47 Workshop, all ready to cooperate with you in the broadcasting of live drama, all ready to deliver a listening audience. There is no more earnest group of boosters in the world than the men and women of your town interested in a little theater. The property man may be the town banker, the scene painter, the druggist and the promoter may be the Mayor. The writer knows of at least twelve little theaters that shape up approximately this way, with the balance of the staff and cast representing a cross section of the town's "Who's Who" from both sides of the track.

Publicity

Radio, for the little theater, represents its most efficient publicity medium and hundreds of groups pay for their own scripts and even rehearse their weekly plays in their own theaters or studios, thus making practically no call upon the station's staff or studios except for "dress" and broadcast. They demand little in the way of credit, beyond the announcement that "The Civic Theater presents your favorite drama with your favorite cast including . . ."

There is no doubt also that present day groups such as the Mason City Little Theater, the Town Theater of Charlotte, N. C., The Baker Theater of Portland, Oregon, The Kanawha Players of Charleston, West Virginia, The Pasadena Playhouse of Pasadena, California, are just part of the thousands of little theaters that are building stars. They are often broadcasting performances that sometime top the very fine work that is being done by NBC's "Guild" and CBS's Workshop because they are not restricted on rehearsals. To them a rehearsal is a labor of love that goes on—on as long as it is necessary.

Experimental

Aside from the fact that they deliver an audience, there is a broader reason

for presenting your Little Theater on the air. This is found in the fact that there must be a real experimental side to radio drama, there must be a broadcast place for drama that may be terrible or inspired. The differential between these two is far less than many of you, who are undramatic minded, realize.

There are playwrights working in the radio medium, that are writing material that is being turned down daily by agencies and networks as "not being radio." Even the men and women who turn down the material will tell you that they'd like to "take a chance" with it but don't dare gamble with the sponsors' money or affiliated stations' time. Yet the very essence of the future of radio depends upon these experimental broadcasts reaching the air. Men like John Fleming, whose "Aussa, the Arab" finally broke onto NBC coast to coast with sensational midnight results in five weeks are writing material that will create a new formula for broadcast drama. Were it not for the hundreds of little theaters that are already on the air, they would find no place to work out or develop technique. That "two character dramas" and a "new story telling method" are evolving on these hundreds of stations is ample proof of the virility of the Little Theater on the air, as an experimental medium.

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Phone, MUrray Hill 6-3487. President, Joseph M. Koehler.

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Conestoga Bank Bldg., Lancaster, Pa.
Phone, 2-1387. Manager, M. S. Miller; Director, Special Features Division, Paul Rodenhauer.

The Script Library

535 Fifth Ave., New York, N. Y.
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tact, Martin Lawrence; General Manager, Genevieve Pace.

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250 Park Ave., New York, N. Y.
Phone, PLaza 3-4991. Executive Vice President, Daniel C. Studin; Manager, John C. Treacy; Continuity Supervisor, Burke Boyce; Director of Women's Programs, Gay Lee. REPRESENTATIVES: All-Canada Radio Facilities, Toronto, Ont. (Offices also in Montreal, Winnipeg, Calgary and Vancouver.

World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y.
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A · S · C · A · P

By **JOHN G. PAINE**

General Manager

THE American Society of Composers, Authors and Publishers is a voluntary, non-profit association of men and women who write music, together with their publishers. It was organized in 1914 by the late Victor Herbert and a few of his contemporaries. The purpose of the organization is twofold: first, to provide a simple mechanism whereby persons desiring to use music in quantity in the conduct of their business can readily obtain a license to do so, and secondly, to assist the members of the association in adequately protecting their property from unauthorized use.

To effectuate these purposes, ASCAP grants licenses to commercial users and collects the license fees for such use. The revenue collected by ASCAP, after operating expenses have been deducted, is entirely divided every three months among the members of the Society and of the foreign performing right societies with which the American Society is affiliated.

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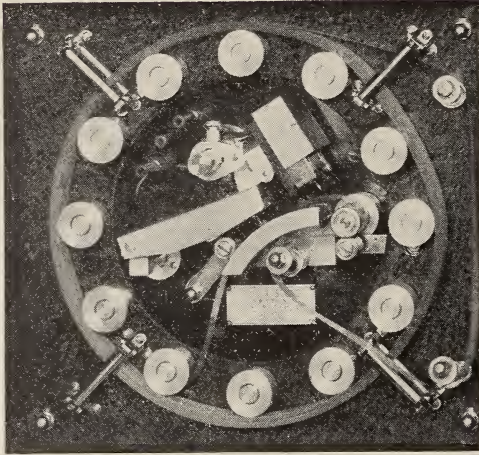
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*Vice-President and Director of Engineering
Fonda Corporation*

GREAT strides have been accomplished in the art of disc recording. Lateral as well as hill and dale wax recordings have attained a great degree of perfection in quality. Development in this art has reduced surface noises, increased the frequency range and by the perfection of the pressed material has enhanced quality. Chemistry in its ceaseless search, particularly in the field of resinous materials, perfected a lacquer, which when coated on an aluminum disc, produced a medium that obtained a quality comparable to wax recordings. These coated discs have permitted recording to enter fields heretofore prohibited by the wax method, namely, education, broadcasting, commercial and the home.

Large Disk

With the advent of the talking pictures, necessity again becoming the mother of invention, a 16-inch disc rotating at 33 1/3 revolutions per minute, having a playing time of 15 minutes capable of synchronization with 1,000 feet of film was developed. Simultaneously with the development of the synchronized 16-inch disc came the photographic method of reproducing sound on film and the 16-inch disc was then relegated to the field of radio electrical transcriptions.

With the years there has been a tremendous demand for many applications for a longer recording time—this field of research has been sadly neglected.

Tape

It can be readily understood that to accomplish longer playing time a material such as film or tape had to be used. To date we have film or other like material which we shall designate as tape. It may be advisable at this time to mention that with the use of tape to give continuous uninterrupted recording the following advantages are essential; namely, permanency, intelligibility of sound, instantaneous playback and minimum cost of operation.

Since the invention of motion picture film and the phonograph many have experimented to record and reproduce sounds on film or tape by the means of

a stylus. The experiments conducted have never been wholly satisfactory. In 1930, I discovered a method whereby with the use of the "yieldable bed" I found it possible to accomplish the important requirements for sound recording on tape; indefinite life, minimum surface noise, permanency and intelligibility of sound.

Research

In the course of this film research a magazine containing an endless loop was developed for uninterrupted recording for any period of time desired. Recently by tests and research it was found that with the use of a new material in this continuous loop greater periods of continuous recording could be accomplished giving a greater reduction in cost per hour for permanent recording.

Briefly, the Fonda Continuous Recorder is an apparatus approximately 13x13x8 inches in size, weighing approximately 25 pounds, that will continuously and uninterruptedly record and reproduce from a microphone, a radio or any other means desired. To sum up the foregoing, the advantages we have accomplished are these: shavings and needle changing are eliminated, oil, dirt and scratches will not affect the sound groove and the tape used is a safety material. This material prepared in an endless loop is furnished on a magazine to facilitate the ease of loading and comes in any recording time required,

MANAGERS and AGENTS

*Addresses and Telephone Numbers of Those Who Handle Talent
in New York, Los Angeles and Chicago*

NEW YORK

Allen, Charles
RKO Bldg.CIRCLE 7-4124

Appell, James
1270 Sixth Ave.CIRCLE 7-5278

Artists Management Bureau, Inc.
17 E. 45th St.MURRAY HILL 2-1888

Authors & Artists, Inc.
30 Rockefeller Plaza.COLUMBUS 5-1811

Ayers-Prescott
30 Rockefeller Plaza.COLUMBUS 5-1811

Barnett, Joseph M.
666 West End Ave.SCHUYLER 4-8200

Batchelor Enterprises, Inc.
1270 Sixth Ave.CIRCLE 6-4224

Bentham, M. S.
1564 Broadway.BRYANT 9-1227

Bernie, Herman, Inc.
522 Fifth Ave.VANDERBILT 6-3980

Bestry, Harry
1501 BroadwayCHICKERING 4-3393

Bloom, Joseph
19 West 44th St.VANDERBILT 6-3816

Bloom, Phil
353 W. 56th St.CIRCLE 6-1290

Briscoe & Goldsmith, Inc.
522 Fifth Ave.MURRAY HILL 2-6244

Brown, Chamberlain
145 W. 45th St.BRYANT 9-8480

Brown, Curtis-Collins, Alan, Inc.
347 Madison Ave.MURRAY HILL 6-6170

Collins, Ted
1819 Broadway.CIRCLE 7-0094

Columbia Artists, Inc.
485 Madison Ave.WICKERSHAM 2-2000

Columbia Concerts Corp.
113 W. 57th St.CIRCLE 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza.COLUMBUS 5-3580

Cutting, Ernest
538 Fifth Ave.VANDERBILT 6-5995

Dube, Harry S.
1270 Sixth Ave.COLUMBUS 5-7035

Evans & Salter
113 W. 57th St.CIRCLE 7-6900

Fanchon & Marco, Inc.
30 Rockefeller Plaza.CIRCLE 7-5630

Featured Artist Service, Inc.
247 Park Ave.PLAZA 5-5044

Forkins, Marty
1564 Broadway.BRYANT 9-0766

Foyer, Bernie
1540 BroadwayBRYANT 9-2030

Gale, Inc.
48 W. 48th St.LONGACRE 3-6110

General Amusement Corp.
RKO Bldg.CIRCLE 7-7550

Germannt, William
521 Fifth Ave.VANDERBILT 6-1750

Getts, Clark H.
Waldorf-Astoria Hotel.PLAZA 3-9005

Glaser, Joe, Inc.
30 Rockefeller Plaza.CIRCLE 7-0862

Haensel & Jones
113 W. 57th St.CIRCLE 7-6900

Hahlo, Sylvia
145 W. 58th St.CIRCLE 7-7440

Hanna, Mark
654 Madison Ave.REGENT 4-6250

Hayward, Leland, Inc.
654 Madison Ave.REGENT 4-7000

Hesse & McCaffrey
501 Madison Ave.ELDORADO 5-1076

Irwin, Lou, Inc.
30 Rockefeller PlazaCIRCLE 6-1234

Kaufman, Jesse L., Inc.
22 W. 48th St.PENNSYLVANIA 6-2409

Lavin, Jack
Park Central HotelCIRCLE 7-8000

Leading Attractions, Inc.
515 Madison Ave.PLAZA 3-8093

Lenzel, William C., Literary Associates
654 Madison Ave.REGENT 4-0770

Lipset, Ben B., Inc.
1350 BroadwayLACKAWANNA 4-9275
CHICKERING 4-2466

Lyons, A. & S., Inc.
515 Madison Ave.PLAZA 3-5181

Metro Artist Bureau
1650 BroadwayCIRCLE 7-2829

Mills Artists, Inc.
1619 BroadwayCircle 6-1566

Morris, William, Agency
1270 Sixth Ave.....Circle 7-2160

Morrison, Leo, Inc.
1776 Broadway.....Circle 7-6413

Moses, John, Inc.
730 Fifth Ave.....Circle 6-2677

Music Corporation of America
745 Fifth Ave.....Wickersham 2-8900

National Radio Artists
1650 BroadwayCircle 7-3071

NBC Artists Service
30 Rockefeller Plaza.....Circle 7-8300

North, Meyer B.
1564 Broadway.....BRyant 9-8667

Okun, Lillian, Inc.
15 Central Park West.....Columbus 5-0060

Radio Orchestra Corp.
1619 Broadway.....Columbus 5-5952

Roth Agency, The
1619 BroadwayCircle 7-8220

Rubinoff Orchestras
1501 BroadwayLAcawanna 4-7147

Samuels, David S.
1600 BroadwayCircle 6-6446

Selznick, Myron, Ltd. of N. Y.
630 Fifth Ave.....Circle 7-6201

Shank, Mary L. & Tuvim, Abraham
RKO Bldg.Columbus 5-1332

Shurr, Louis
1501 Broadway.....CHickering 4-8240

Simon Agency, Inc.
1270 Sixth Ave.....Columbus 5-7772

Souvaine, Henry, Inc.
1270 Sixth Ave.Circle 7-5666

Spector, Martin
551 Fifth Ave.Murray Hill 2-4111

Storer, Douglas F.
1270 Sixth Ave.....Circle 7-1150

Tyro Productions
1697 BroadwayColumbus 5-3737

Vallee, Rudy, Orchestra Units Corp.
9 Rockefeller PlazaCircle 7-2620

White, Roger
1270 6th Ave.....Circle 7-4943

Wilson, Roy (Wilson, Powell & Hayward)
444 Madison Ave.....PLaza 5-5480

Wolf Associates, Inc.
1270 Sixth Ave.....Columbus 5-1621

WHN Artist Bureau
1540 BroadwayBRyant 9-7800

WMCA Artist Bureau
1657 BroadwayCircle 6-2200

WNEW Artist Bureau
501 Madison Ave.....PLaza 3-3300

WOR Artists' Bureau
1440 BroadwayPENnsylvania 6-8383

Worthington, Dorothy
17 East 55th St.....Wickersham 2-2759

☆
LOS ANGELES
☆

Artists & Authors, Inc.
8555 Sunset Boulevard.....OXford 2371

Artists' Managers Guild
9441 Wilshire Blvd. (Beverly Hills)
OXford 4585

Associated Artists, Ltd.
8627 Sunset Blvd.....OXford 6286

Batchelor, Walter
8782 Sunset Blvd.....CRestview 1-8181

Berg-Allenberg
9484 Wilshire Blvd. (Beverly Hills)
OXford 3131

Beyer-MacArthur & Co.
1680 N. Vine St.Hillside 2125

British American Film Agency
9010 Sunset Blvd.....CRestview 1-5285

Charney, William
9615 Brighton Way (Beverly Hills)
CRestview 1-9111

Collier-Weber & Todd
8584 Sunset Blvd.....OXford 3101

Columbia Management of Calif.
6111 Sunset Blvd.Hollywood 6365

Conlon-Armstrong
8734 Sunset Blvd.CRestview 1-5181

Consolidated Radio Artists, Inc.
9134 Sunset Boulevard.....OXford 1005

Crosby, Everett, N., Ltd.
9028 Sunset Blvd.....CRestview 11171

Curtis, Jack
6030 Wilshire Boulevard.....WEbster 7181

Davis, Don
9123 Sunset Boulevard.....CRestview 5-7444

Dolan & Doane
8905 Sunset Blvd.CRestview 1-9185

Epstein, David
6777 Hollywood Blvd.....GRanite 2159

Famous Artists, Inc.
9441 Wilshire Blvd.....CRestview 1-5222

Fanchon & Marco
5600 Sunset Blvd.....Hollywood 5341

General Amusement Corp.
9028 Sunset Boulevard.....CRestview 1-8101

Gertz, Mitchell
8506 Sunset Blvd.....OXford 7018

Goldstone, Nat C.
8782 Sunset Blvd.....OXford 1131

Hawks-Volck
9441 Wilshire Blvd. (Beverly Hills)
OXford 3121

Hayward, Leland Co., Inc.
9200 Wilshire Blvd.....CRestview 15151

Irwin, Lou
9134 Sunset Boulevard.....OXford 1005

Jaffe, Sam
8555 Sunset Blvd.....OXford 6121

Kingston, Al
9441 Wilshire Blvd., Beverly Hills
CRestview 1-5222

Kane, Walter
8584 Sunset Blvd. OXford 2396

Lee, Thomas S., Artists' Bureau
1076 West 7th St. VAndike 7111

Lehr, Abraham, Inc.
8923 Sunset Boulevard. OXford 4153

Levee, M. C.
1300 N. Crescent Heights Blvd. .GLadstone 3115

Lichtig & Englander
8776 Sunset Boulevard. CRestview 1-2141

A. & S. Lyons, Inc.
9441 Wilshire Blvd., Bev. Hills. . . OXford 1116

MacQuarrie Agency
8913 Sunset Blvd. OXford 7162

Marx, Zeppo
8732 Sunset Blvd. OXford 4161

McCarthy, Charlie, Inc.
6305 Yucca Hillside 6125

Morris, William, Agency
202 N. Canyon Drive. CRestview 1-6161

Morrison, Leo
204 S. Beverly Drive. CRestview 1-9191

Music Corporation of America
MCA Square, Beverly Hills. . . BRadshaw 2-3211

Mutual Broadcasting System
1076 W. Seventh St. VAndyke 7111

NBC Artists' Bureau
1500 N. Vine St. HOLlywood 6161

Orsatti & Co.
9130 Sunset Blvd. OXford 6241

Pantages, Rodney
6233 Hollywood Blvd. HOLlywood 2211

Radio Central Casting Bureau
1151 S. Broadway. PProspect 2626

Schall-Martyn Agency
8949 Sunset Blvd. OXford 1101

Schulberg, Ad-Jaffe, Sam, Inc.
8555 Sunset Blvd. OXford 6121

Selznick, Myron & Co., Inc.
9700 Wilshire Blvd. (Beverly Hills)
CRestview 1-9171

Selwyn, Arch
8782 Sunset Blvd. CRestview 1-8181

Shagrin, Max
6253 Hollywood Blvd. GRANite 5171

Shurr, Louis Inc.
9165 Sunset Blvd. CRestview 11116

The Small Co.
8272 Sunset Blvd. HOLlywood 2722

Swanson, H. N., Inc.
8523 Sunset Blvd. CRestview 1-5115

Weed, Richard M., Agency
8584 Sunset Boulevard. OXford 6834

Winship, William C.
8500 Sunset Blvd. CRestview 1-9989

Wolfe Associates, Inc.
6912 Hollywood Boulevard. . . GLadstone 0676

Wurtzel, Harry
8981 Sunset Blvd. CRestview 5-6175

☆
CHICAGO
☆

Benn Theatrical Agency
64 West Randolph St. DEArborn 2810

Bezark Associated Booking Office
54 W. Randolph St. DEArborn 2202

Chicago Artists Bureau
190 N. State St. CENTral 1627

Columbia Concerts Corp.
410 N. Michigan Ave. WHItHall 6000

Conklin, Neil
75 E. Wacker Drive. DEArborn 1714

Consolidated Radio Artists, Inc.
32 W. Randolph St. FRAnklin 8300

Edwards, Gus
410 N. Michigan Ave. DELaware 5526

Ellsworth, W. M.
75 East Wacker Drive. CENTral 0942

General Amusement Corp.
32 West Randolph St. STAtE 6288

Glaser, Marcus
203 N. Wabash Ave. DEArborn 8223

Gordoni, Lillian
1258 S. Michigan Ave. CALumet 6979

Gumbiner Theatrical Enterprises
310 S. Michigan Ave. WEster 4543

Herman, Sam
54 W. Randolph St. STAtE 2147

Jacky & Thorndycke
520 N. Michigan Blvd. DELaware 3262

Levin, W. Biggie
612 N. Michigan Ave. SUPerior 0506

Linton, Ray
360 North Michigan Ave. STAtE 6662

Lutz, Estelle, Artists Bureau
410 South Michigan Ave. HARRison 6061

Morris, William, Agency
203 N. Wabash Ave. STAtE 3632

Morse, Edward M.
190 N. State St. STAtE 7419

Morse, Sidney P.
162 North State St. STAtE 1728

Music Corporation of America
430 N. Michigan Ave. DELaware 1100

NBC Artists Service
Merchandise Mart SUPerior 8300

North, Stanley
310 S. Michigan Ave. WABash 5595

Parker, Donna
540 N. Michigan Ave. DEArborn 1714

Pearlman, Bernard
75 E. Wacker Drive. FRAnklin 1144

Schuster, Milton
36 W. Randolph St. DEArborn 3633

WLS Artists Bureau
1230 W. Washington Blvd. HAYmarket 7500

Yellman, Duke, Agency, Inc.
162 North State St. STAtE 1728

F. C. C. Regulations Regarding Announcement of Call Letters of Broadcast Stations

As of January 1st, 1940

"Each licensee of a broadcast station shall announce the call letters and allocation as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech, play, symphony concert or operatic production of longer duration than 30 minutes; and in such cases the announcement of the call letters and location shall be made as soon as possible."

The Commission announces the following interpretation of the second sentence which reads: "In no event shall more than 30 minutes elapse be-

tween such announcements, and in so far as practicable these announcements shall be made on the hour and half hour."

Call Letters of stations need not be announced within *exactly* 30 minutes or less of the previous announcement but shall be made as near thereto as practicable. During variety-show programs, baseball game broadcasts, etc., of an hour or more in duration, the call letter announcements shall be made on the hour and half hour within a 5-minute period thereof. That is, the half hour announcement shall be made between 25 and 35 minutes after the hour, and likewise the hour announcement shall be within 5 minutes of the hour.

The interpretation given above in no way affects the waiver clause given in the last sentence of this rule.

FCC Rules and Regulations Regarding Political Broadcasting

As of July 1st, 1939

"Rule 36a 1. No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate.

"Rule 36a 2. The following definitions shall apply for the purposes of Rule 36a 1:

(a) 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws.

(b) 'Other candidates for that office' means all other legally qualified candidates for the same public office.

"Rule 36a 3. The rates, if any,

charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

"Rule 36a 4. Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted."

AFRA CODE OF FAIR PRACTICE

"AFRA Code of Fair Practice for Commercial Broadcasting Minimum Terms and Conditions for Radio Artists" and the "qualifications," were signed February 2, 1939 by AFRA, CBS and NBC. It is binding upon advertising agencies and their clients. Resolutions Passed during 1939 are also included.

CODE OF FAIR PRACTICE FOR COMMERCIAL BROADCASTING MINIMUM TERMS AND CONDITIONS FOR RADIO ARTISTS

We, the undersigned, on this.....day of.....1939, agree with the American Federation of Radio Artists that we will accept and conform to the Code of Fair Practice and the minimum terms and conditions promulgated by them for the engagement of radio artists on commercial broadcast programs produced under our auspices on the network systems and their several stations. We hereby accept notice of the minimum terms and conditions as specified in the schedules annexed to this Code, which schedules are included herein and are hereby made a part of this Code.

The American Federation of Radio Artists (herein called AFRA) agrees and represents that it is and will continue to be an open union. AFRA agrees that it will keep its membership rolls open and will admit to membership all eligible radio artists whom we engage to appear on such commercial broadcasts. We agree that on all present and future commercial broadcasts produced by us, or under our auspices, we will use the services only of performers, including actors, singers and announcers, who are members in good standing of AFRA or become such members prior to their appearance on such broadcasts. AFRA agrees not to impose unreasonable entrance fees or dues upon its members.

It is mutually agreed that it is a part of this Code of Fair Practice that the engagement of radio performers for all such present and future commercial broadcasts can be made only under the minimum terms and conditions provided herein or better.

We agree that we will not, for the purpose of evading performance under this Code, sublet or transfer responsibility for commercial network programs produced by us to any third person, and that we will not transfer our operations to any other points of origination for the purpose of defeating or evading this Code.

This agreement is in effect beginning with February 10, 1939, until and including February 10, 1941.

We agree with the American Federation of Radio Artists for this period to submit to arbitration all questions relating to wages and working conditions affecting live commercial broadcasts not covered by this agreement and Code, as well as any controversy or dispute between AFRA and ourselves arising with respect to this Code or the interpretation or breach thereof.

Such arbitration shall be conducted under the rules then obtaining, of the American Arbitration Association, with the following specific provisions:

Either party may demand such arbitration in writing, which demand shall include the name of the arbitrator appointed by it. Within three days after such demand, the other party shall name its arbitrator, or in default of such appointment, such arbitrator shall be named forthwith by the Arbitration Committee of the American Arbitration Association. The two arbitrators so appointed shall select a third within a period of five days, from a panel submitted to them by the Arbitration Committee of the American Arbitration Association, and in lieu of their agreement upon such third arbitrator, he shall be appointed by the Arbitration Committee of the American Arbitration Association. The hearing shall be held on two days' notice and shall be concluded within fourteen days unless otherwise ordered by the arbitrators. The award of the arbitrators shall be made within seven days after the close of the submission of evidence. An award agreed to by a majority of the arbitrators so appointed shall be binding upon both parties, during the period of this agreement, and judgment upon such award may be entered by either party in the Highest Court of the Forum, State or Federal, having jurisdiction.

This agreement and Code of Fair Practice shall be construed by the laws of the State of New York.

IN WITNESS WHEREOF, we have signed this agreement and Code of Fair Practice on the day and year above stated.

By

Producer

By
American Federation of Radio Artists

SCHEDULE OF MINIMUM FEES AND CONDITIONS FOR RADIO ARTISTS APPEARING ON COMMERCIAL PROGRAMS USING THE FACILITIES OF THE NATIONAL BROADCASTING COMPANY, THE COLUMBIA AND MUTUAL BROADCASTING SYSTEMS AND THEIR SEVERAL STATIONS

ACTORS

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$15.00	\$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

Rehearsal: \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of \$3.00 per half-hour or part thereof. Rehearsal for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be on the basis of time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

In the event that an actor is engaged and paid for five 15-minute programs per week, then and only in that event the rehearsal time shall be computed at \$5.00 per hour, the first hour being required, and thereafter rehearsals may be computed and paid in half-hour periods at the rate of \$2.50 per half-hour or part thereof.

Thirteen Weeks' Continuous Guarantee:

(a) Where a producer on a fifteen-minute dramatic strip show by written contract with the actor guarantees a thirteen weeks' continuous non-cancellable engagement on such show, the producer may discount the actor's scales to the extent shown in the following schedule if the producer guarantees the actor the minimum amounts shown in the schedule, no matter whether he plays or rehearses or not. Base rate on rehearsals where such discount is effective is six dollars per hour. The schedule follows:

Single Broadcast Per Day

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	\$105.00
4	10	100.00
3	5	80.00

Broadcast and Repeat

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	\$140.00
4	10	125.00
3	5	100.00

Advance Recording Plus Life

Network Broadcast

(Each appearance means one for recording and one for live)

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	\$160.00
4	10	145.00
3	5	115.00

The compensation which shall be paid to the performer under a thirteen weeks' continuous guarantee contract as above specified, shall be the applicable fees plus rehearsal pay, less the discount above set forth, or the guaranteed minimum, whichever is higher.

(b) On written guaranteed continuous thirteen weeks' non-cancellable engagement of actors for half-hour and hour shows, a discount from scale of ten per cent of the basic scale is allowed.

(c) On half-hour shows after four hours rehearsal per appearance, rehearsal rate drops to three dollars an hour beginning with the fifth hour of rehearsal, and on hour shows, the same is true after six hours, beginning with the seventh hour of rehearsal.

Program Auditions: Shall be paid for at one half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts. This compensation is for program auditions; voice tests may be made without compensation but the producer shall not use this privilege unreasonably.

Recordings: Off-the-line recordings may be made and used only by the original sponsor or his affiliated companies. They must be used without extra fees to the performer under the following conditions:

(a) Providing that such recordings are not broadcast on any major station in the city of origination; or broadcast to a net-

work from the city of origination; or broadcast to any network providing national facilities; and providing further that such recordings are used once only for the original sponsor and are not broadcast on any major station affiliated with the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., or the Mutual Broadcasting System, Inc., in New York, Chicago, San Francisco, Hollywood or Los Angeles. Further providing, however, that this latter restriction shall not apply if recordings are made by network stations for later broadcasts only on that station because of unavailability of facilities at time of live broadcast, and such operations are billed to the sponsor as a network operation without recording charges:

If off-the-line recordings are made and broadcast, except under the provisions outlined above, the performer shall be paid not less than the rebroadcast fee for such recording broadcast, unless he has already been paid a fee for a live re-broadcast.

(b) Providing that such recordings are not broadcast later than two months after the discontinuance of the program on a live basis;

(c) Where a record is made either prior to or subsequent to a live broadcast or re-broadcast, and an extra performance is thereby required, the actor should be paid under the advance recording date and rehearsal time as specified heretofore in this scale.

Dramatized Commercials: Where the actor is engaged for a dramatized commercial, the following minimum scale shall apply:

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$15.00	\$7.50
16 to 30 minutes	20.00	10.00
31 to 60 minutes	25.00	12.50

A fifteen-minute rehearsal period prior to the dress rehearsal may be included in the foregoing scale.

SINGERS

Class 1—Groups of 9 or More Voices:

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$14.00	\$7.00
16 to 30 minutes	16.00	8.00
31 to 45 minutes	18.00	9.00
46 to 60 minutes	20.00	10.00

Rehearsal: Orchestra and all coaching rehearsals \$4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.00 per quarter-hour or part thereof.

Class 2—Groups of 5 to 8 Voices Inclusive:

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$24.00	\$8.00
16 to 30 minutes	28.00	10.00
31 to 45 minutes	32.00	12.00
46 to 60 minutes	36.00	14.00

Rehearsal: Orchestra rehearsal \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour or periods at the rate of \$1.50 per quarter-hour or part thereof.

Program Auditions: Shall be paid for at one-half the broadcast fee and one-half the broadcast rehearsal fee for all time required. Individual voice tests may be had without compensation.

Special Minimum Working Conditions for Singers: Any performance must begin within twenty-four hours of the original to be considered a rebroadcast, otherwise, first performance fee prevails.

No rehearsal shall be considered as less than one hour in duration except such rehearsal, as is called immediately before or after performance. However, a singer may be required to stand by fifteen (15) minutes before a performance without payment of rehearsal fee.

Orchestra rehearsal may not be divided into more than two sections.

There must be a rest period of five minutes each hour in rehearsals of more than one hour in duration.

Any member who auditions for a program, as a member of a group, shall, in the event that said group is accepted for the program, be considered to be a member of said group and may not be discharged without AFRA's consent as long as group remains on said program or for a period of thirteen (13) weeks, whichever is less.

Coaching rehearsal is the designation applied to any rehearsal session other than rehearsal with orchestra or other acts in which material is prepared for a specific broadcast or audition.

On written guaranteed continuous thirteen weeks' non-cancellable engagements of singers for 15-minute, half-hour and hour shows, a discount from scale of ten per cent of the basic scale is allowed.

Signature numbers shall be at the rate of \$15.00 for the broadcast and \$7.50 for the re-broadcast, with dress rehearsal included. Exceptional situations such as traveling on the road will be met by waivers under paragraph "8" of the Rules.

ANNOUNCERS

Length of program	Fee	Re-broadcast fee
15 minutes or less	\$15.00	\$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

Rehearsal: \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of \$3.00 per half-hour or part thereof. Rehearsals for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be based on the time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

Where announcer is engaged for a commercial program for guaranteed terms of not less than thirteen (13) weeks, on 15-minute programs broadcast five (5) times or more a week, the following minimum weekly compensation may be provided:

Times a week	Weekly Minimum Compensation	Weekly fee for re-broadcast
5	\$75.00	\$37.50
6	85.00	42.50

In such cases of guaranteed term engagements at the weekly rate, 45-minute rehearsal time per day is included.

Network Commercial Cut-In Announcements: Shall be paid at the rate of \$10.00 for each such announcement.

Program Auditions: Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts. Voice tests may be had without compensation.

Special Provisions Regarding Announcers:

(a) Where a prior record is made in connection with a five-time-a-week live broadcast, the fee for five such recordings shall be \$50.00.

(b) The 45-minute rehearsal allowed for each of five broadcasts may be computed at 225 minutes to be used by producer as desired within five days. If producer desires, he may use such rehearsal time for prior recordings and announcer agrees to allow 15-minute rehearsal for each live broadcast. These conditions apply only in connection with 13-week uncancellable contracts.

(c) On five-minute local news broadcasts with not less than two per day, the fee for the news reporter shall be \$5.00 for each such broadcast. In such cases where a supporting announcer is used, the fee for such supporting announcer shall be \$4.00 for each such broadcast.

Rehearsal: Orchestra rehearsal \$4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.00 per quarter-hour or part thereof.

Class 3—Groups of 2 to 4 Voices Inclusive:

Length of program	Fee	Re-broadcast fee
15 minutes or less	\$30.00	\$10.00
16 to 30 minutes	35.00	12.00
31 to 45 minutes	40.00	14.00
46 to 60 minutes	45.00	16.00

Rehearsal: Orchestra rehearsal \$5.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.25 per quarter hour or part thereof.

Class 4—Soloists:

Length of program	Fee	Re-broadcast fee
15 minutes or less	\$40.00	\$15.00
16 to 30 minutes	50.00	17.50
31 to 45 minutes	60.00	20.00
46 to 60 minutes	70.00	22.50

GENERAL SCHEDULE OF RULES

1. **Engagements:** Performer shall have specific notice of the part to be played, date, time and place of broadcast, time of re-broadcast, if any, place of rehearsal and rehearsal time contracted for. An actor or soloist is permitted to double one part per performance without additional compensation. In variety shows, or where the program consists of a series of short different episodes, such as, but not being limited to, dramatized news broadcasts or historical sequences, such program shall be considered an exception. Participation in crowd noises shall not be considered a double.

2. **Compensation:** Performer shall be paid not less than the minimum fee applicable in legal tender and not later than seven (7) calendar days after time specified for broadcast. The minimum fees shall be net to the performer and no deduction whatever may be made therefrom (except for such taxes and withholdings as are required by law). No term or provision of this Code may be waived by any performer without the prior written consent of AFRA, but nothing in this Code shall prevent any performer from agreeing to any terms and/or conditions more favorable to such performer than those specified herein.

3. **AFRA Rules:** Producer agrees that he has notice that the performer is a member of AFRA and must obey its rule. Producer admits specifically, notice of the rule which requires the AFRA member to render services only upon a program where all the Actors, Singers and Announcers are members in good standing of the American Federation of Radio Artists.

4. **Cancelled Program:** Where the entire program is cancelled, the performer shall, nevertheless, be paid in full for all contracted time as specified in this agreement, unless she shall have been notified in writing of the cancellation at least 24 hours in advance of the first scheduled call for rehearsal.

5. **Cancelled Individual Engagements:** In the event the performer's engagement for the program is cancelled, Producer agrees, nevertheless, to pay the performer in full for all contracted time, as herein specified, except where cancellation is for gross insubordination or misconduct and AFRA consents to such dismissal without payment. Producer agrees that after the engagement is made, the risk of performer's incompence is assumed by him.

6. **Arbitration:** Any controversy or claim between any Producer and any member of AFRA arising out of, or relating to, this Code or any contracts or engagements governed by this Code, or the breach thereof, shall (with the consent of AFRA) be settled by arbitration, in accordance with the rules then obtaining of the American Arbitration Association, and judgment upon the award rendered may be entered in the Highest Court of the Forum, State or Federal, having jurisdiction. The procedure for such arbitration shall be the same as that specified on page "1" of this Code.

7. **Additional Services:** No service of the performer is contracted for except as specified herein.

8. **Waivers:** AFRA will give waivers in proper cases upon application by the Producer to meet any program requirements with respect to working conditions. Minimum fees are not working conditions.

9. **Production Prosecuted:** In the event that the program for which the performer is engaged

is complained of and any prosecution, civil or criminal, private or governmental, shall follow. Producer agrees at his expense, to defend the performer and to pay all charges and judgments so incurred.

10. **Alterations:** Producer agrees that he will make no contract with any performer at terms less favorable to such Performer than those contained in this Code and make no changes or alterations of these provisions without the written consent of AFRA, nor, without such consent, shall any performer be deemed engaged upon terms which would commit such performer to do any acts after this Code expires, which would violate any rule of AFRA.

11. **Bond in Certain Cases:** AFRA reserves the right, in the event it determines that a particular Producer is not reliable or financially responsible, to require the posting in advance, of an adequate bond, cash or other security.

12. **Unfair Producers:** Producer agrees that he has notice that the AFRA Code of Fair Practice represents the minimum terms and working conditions of performers in Network commercial broadcasting. Anyone engaging performers in this field who breaches or violates conditions of the Code may be regarded as unfair and performers may be instructed not to work for anyone who is unfair.

13. Notice of this Code will be given to AFRA members, and they will contract subject thereto, and as to such producers who either sign this Code or signify their intention to abide thereby, the member will sign any contracts subject to the fulfillment of all obligations of such producer hereunder.

14. Any representative of AFRA shall be admitted to the premises of the producer or where the rehearsal or broadcast takes place, at any reasonable time, to check the performance by the producer of this Code; but such checking shall be done so as not to interfere with the conduct of the producer's business.

15. The producer agrees, for the benefit of AFRA and all performers employed by the producer, that existing contracts with all performers are hereby modified in accordance herewith, but no terms, wages or hours now had by any such performers which are more favorable to such performers than the terms, wages or hours herein specified, shall be deemed so modified. If there are any other contracts between or among signatories to this Code or those who signify their intention of abiding thereby, which require performers to work under terms, wages or conditions less favorable to such performers than this Code, then, notwithstanding such contracts, it is agreed that this Code shall, nevertheless, apply for the benefit of all such performers and of AFRA.

16. The terms and conditions covered by this agreement are for the engagement of radio artists on commercial "network" broadcast programs produced under the auspices of the producer, on the "network" facilities of the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., and the Mutual Broadcasting System, Inc., originating in New York, Chicago, Hollywood, Los Angeles or San Francisco. "Network" means two or more stations joined by wire for simultaneous broadcasting. On major stations in New York and Chicago, the network rate shall apply to a broadcast from one such station.

17. Nothing in this Code shall be construed as preventing the producer from buying package shows from fair independent contractors; provided that the producer must, in its agreement with the independent contractor, include a provision requiring such contractor to sign, adopt and conform to AFRA's Code of Fair Practice, and further provided that such independent contractor becomes a signatory to such Code.

18. Signature voices on dramatic shows shall be paid a minimum of \$50 for five programs a week and \$12.50 for the re-broadcasts; \$10 for single broadcast and \$2.50 for re-broadcast; and 15-minute rehearsal; dress rehearsal included.

19. The fee for a record made prior to the live broadcast on a 15-minute program shall be \$10 and \$6 per hour for first hour of rehearsal, \$3 per half-hour or part thereof for additional rehearsal.

20. Audience participation is excepted.

21. Extras and supernumeraries who do not speak individual lines shall be paid not less than \$7.50 for the program and \$5 for re-broadcast, including 4 hours of rehearsal time in two sessions.

22. The re-broadcast fee on 15-minute shows includes a 15-minute dress rehearsal immediately preceding re-broadcast. This applies both to actors and announcers. In cases of lateness for rehearsal or other breach by any member of AFRA, AFRA will invoke its disciplinary power under its Constitution. In the event of a collection of any fine due to such disciplinary action, AFRA may reimburse the producer who has suffered loss due to lateness or other breach.

23. Children on adult programs shall receive the minimum applicable fee for adults. Special children's programs where more than 75 per cent of the cast are children come within the provisions of the waiver clause and shall be so treated.

RESOLUTIONS PASSED IN 1939

Rule 5(a). "AFRA" or "Union" Shop Defined. AFRA members shall render services (1) only where all the actors, singers and announcers on the program or in the performance are members in good standing of AFRA and work under AFRA conditions and regulations, and (2) only for employers who enforce AFRA shop and who have agreed to and abide by AFRA terms and conditions.

Rule 5(b). "AFRA" shop applies to recorded programs as well as "live" broadcasts. Where a record or electrical transcription is broadcast, all actors, singers and announcers who took part in the record or transcription, as well as all actors, singers and announcers on such part of the program as may be "live," must be members of AFRA in good standing and work under AFRA conditions and regulations.

Rule 6(a). The National Board may, from time to time, place on the unfair list any employer or other person who refuses to abide by union conditions established by AFRA, or is otherwise unfair to organized labor.

Rule 6(b). No member of AFRA may work for any employer or other person who is on the unfair list, nor may any member of AFRA accept an engagement to work on a "live" or recorded broadcast originating at any radio station that is unfair.

Rule 6(c). The term "employer" or "person," as used herein, includes any sponsor, advertising agency, radio station, network, individual contractor, producer and any other person, firm or corporation which is unfair.

Rule 6(d). The unfair list shall be binding upon all locals of AFRA. When any Local Board proposes to place employers or other persons on the unfair list, such proposal must be submitted to the National Board for approval, together with a statement of the reasons therefor.

Rule 7(a). The Code of Fair Practice for Commercial Broadcasting Minimum Terms and Conditions for Radio Artists shall be applicable to all network broadcasting and to all commercial programs broadcast on any network system or its stations. Explicitly, the Code applies not only to programs broadcast over the facilities of the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., and the Mutual Broadcasting System, but in addition applies to any new network or stations from which commercial programs shall originate, and which shall, in the opinion of the National Board, be classified as coming within the terms of the Code.

7(b). No member of AFRA may accept an engagement or make a contract requiring the performance of services on any network system until such system has been classified by the National Board or permission to accept such engagement and make such contract has been granted by the National Board.

WORLD-TELEGRAM ANNUAL RADIO EDITORS' POLL

RELEASED JAN., 1940

Program Favorites

	<i>Points</i>
Jack Benny	85
Information Please	63
Charlie McCarthy	55
Fred Allen	36
Bing Crosby Hour	34
Kay Kyser's Kollege	29
Bob Hope	28
WABC Monday Radio Theater	25
Orson Welles	19
Toscanini Concerts	16
America's Town Meeting	15
One Man's Family	13

Leading Comedians

	<i>Points</i>
Jack Benny	143
Fred Allen	85
Charlie McCarthy	80
Bob Hope	76
Fibber McGee and Molly	25
George Burns and Gracie Allen	20
Fannie Brice	11
Tom Howard and George Shelton	9
Abbott and Costello	8
Milton Berle	7

Quiz and Contest Programs

	<i>Points</i>
Information Please	183
Kay Kyser's Kollege	55
Professor Quiz	51
Doctor I. Q.	46
What's My Name	25
So You Think You Know Music	19
Milton Berle's Gag Busters	17
Ask-It Basket	16
Pot O' Gold	15
Vox Pop	13

Dramatic Shows

	<i>Points</i>
Lux Radio Theater	139
Orson Welles	85
One Man's Family	45
Star Theater	24
NBC Great Plays Series	21
Aldrich Family	19
Columbia Workshop	18
Ellery Queen Dramas	17
First Nighter	16
Tie Between Silver Theater and Hol- lywood Playhouse, both	13

Quarter Hour Shows

	<i>Points</i>
Fred Waring's Orchestra	88
Walter Winchell	43
Amos 'n' Andy	40
Easy Aces	38
Lum 'n' Abner	26
I Love a Mystery	18
Lowell Thomas	17

Children's Programs

	<i>Points</i>
Nila Mack's Let's Pretend	72
Lone Ranger	42
Little Orphan Annie	30
American School of the Air	24
March of Games	19
Ireene Wicker's Singing Lady	17
Jack Armstrong	15

Sports Announcers

	<i>Points</i>
Bill Stern	158
Ted Husing	153
Red Barber	35
Clem McCarthy	24
Sam Taub	11

Radio Commentators

	<i>Points</i>
Lowell Thomas	51
H. V. Kaltenborn	50
Raymond Gram Swing	36
Walter Winchell	33
Paul Sullivan	18
Elmer Davis	17
Fulton Lewis	12

Studio Announcers

	<i>Points</i>
Don Wilson	48
Harry Von Zell	47
Milton Cross	33
Ken Carpenter	29
David Ross	14
Ben Grauer	12
Paul Douglas	9

Popular Orchestras

	<i>Points</i>
Guy Lombardo	79
Kay Kyser	52
Andre Kostelanetz	37

Wayne King	30
Glenn Miller	26
Horace Heidt	25
Benny Goodman	24
Eddie Duchin	16
Fred Waring	15
Orrin Tucker	13
Phil Spitalny	12
Paul Whiteman	11

Popular Girl Singers

	<i>Points</i>
Frances Langford	89
Kate Smith	86
Connie Boswell	77
Virginia Simms	29
Mildred Bailey	24
Bea Wain	22
Judy Garland	20
Nan Wynn	17
Bonnie Baker	15
Dorothy Lamour	13

Male Popular Singers

	<i>Points</i>
Bing Crosby	171
Kenny Baker	89
Tony Martin and Lanny Ross, tie	24
Dennis Day	18
Barry Wood	17
Frank Munn	16
Frank Parker	15
Buddy Clark	13

Symphonic Conductors

	<i>Points</i>
Arturo Toscanini	174
John Barbirolli	94
Alfred Wallenstein	28
Frank Black	26
Eugene Ormandy	24
Andre Kostelanetz	20
Erno Rapee	19
Howard Barlowe	17
Leopold Stokowski	12
Fritz Reiner	9

Classical and Operatic Singers

	<i>Points</i>
Nelson Eddy	86
Lawrence Tibbett	63
Richard Crooks	53
Lily Pons	36
Margaret Speaks	33
Gladys Swarthout	26
John Charles Thomas	25
Marian Anderson	23
Donald Dickson	21
Kirsten Flagstad	20
Lucille Manners	18
Jan Peerce	10

New Stars

1. Alec Templeton
2. Ezra Stone
3. Glenn Miller

MOTION PICTURE DAILY RADIO POLL

Released December 28, 1939

OPEN CHAMPIONS

Edgar Bergen (Charlie
McCarthy)
Jack Benny
Bing Crosby
Alec Templeton } tie
Kay Kyser }
Orson Welles }
Bob Hope

FILM PLAYERS ON AIR

Don Ameche
Edward G. Robinson
Bing Crosby
Walter Huston
Bob Hope

FILM PROGRAMS

Lux Radio Theatre
Screen Guild Theatre
Good News of 1940
Gateway to Hollywood
Silver Theatre

DRAMATIC SERIES

One Man's Family
Lux Radio Theatre
Campbell Playhouse
Big Town
First Nighter
Arch Oboler's Plays } tie

COMEDIANS

Jack Benny
Bob Hope
Fred Allen
Edgar Bergen (McCarthy)
Robert Benchley

COMEDIENNES

Fannie Brice
Gracie Allen
Mary Livingstone
Barbara Jo Allen
(Vera Vague)
Marian Jordan
(Molly McGee)

COMEDY TEAMS

Fibber McGee & Molly
Burns & Allen
Benny & Livingstone
Bergen & "McCarthy"
Howard & Shelton

VOCALISTS: MALE (Popular)

Bing Crosby
Kenny Baker
Lanny Ross
Buddy Clark
Frank Parker

VOCALISTS: MALE (Classical)

Nelson Eddy
Lawrence Tibbett
Richard Crooks
John Charles Thomas
Donald Dickson

VOCALISTS: FEMALE

(Popular)

Kate Smith
 Connie Boswell
 Frances Langford
 Virginia Simms
 Bea Wain

VOCALISTS: FEMALE

(Classical)

Margaret Speaks
 Lucille Manners
 Lily Pons
 Jessica Dragonette
 Gladys Swarthout

DANCE ORCHESTRAS

(Popular)

Guy Lombardo
 Kay Kyser
 Wayne King } tie
 Glenn Miller }
 Andre Kostelanetz
 Horace Heidt

DANCE ORCHESTRAS

(Swing)

Benny Goodman
 Glenn Miller
 Artie Shaw
 Tommy Dorsey
 Bob Crosby } tie
 Larry Clinton }
 Kay Kyser }

ORCHESTRAS

(Classical)

NBC Symphony
 New York Philharmonic
 Ford Symphony } tie
 Andre Kostelanetz }
 Philadelphia Symphony
 Frank Black's NBC

MUSICAL PROGRAMS

(Popular)

Kay Kyser's Kollege of
 Musical Knowledge
 Your Hit Parade
 Paul Whiteman
 Tune Up Time
 Fred Waring

MUSICAL PROGRAMS

(Classical)

Ford Sunday Evening Hr.
 NBC Symphony
 New York Philharmonic
 Firestone
 Cities Service

COMEDY SERIES

Jack Benny Show
 Aldrich Family
 Bob Hope Show
 Fibber McGee and Molly
 Amos 'n' Andy } tie
 Easy Aces }

CHILDREN'S SERIES

Let's Pretend (Nila Mack)
 Lone Ranger

Coast to Coast on a Bus

(Milt Cross)

Irene Wicker
 Malcolm Claire } tie
 Jack Armstrong }

ANNOUNCERS

Don Wilson
 Milton Cross
 Ken Carpenter
 Harry Von Zell
 Bob Trout
 Ben Grauer } tie
 Andre Baruch }

COMMENTATORS

H. V. Kaltenborn
 Lowell Thomas
 Elmer Davis
 Raymond Gram Swing
 Paul Sullivan

SPECIAL EVENTS

CBS—War News
 NBC—War News
 Mutual—War News
 CBC—Visit of Royalty
 CBS—News Roundup

COMMERCIAL TALKS

Jello Program (Benny)
 Ford Sunday Evening Hr.
 Johnson's Wax
 (Fibber McGee)
 Kraft Music Hall (Crosby)
 Canada Dry
 Information, Please

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B E H I N D
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W O R K O F

ARTISTS

WRITERS

MUSICIANS

ANNOUNCERS

VOCAL ARTISTS

NOVELTY TALENT

ORCHESTRA LEADERS

NEWS COMMENTATORS

SPORTS COMMENTATORS

BACK STAGE PERSONNEL

F O R ——— 1 9 3 9

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BURNS

and

GRACIE
ALLEN

for

HINDS HONEY AND ALMOND CREAM
(C.B.S.)



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BOB BURNS

STILL WITH KRAFT MUSIC HALL

(I GUESS I'M IN A RUT)



Exclusive Management
WILLIAM MORRIS AGENCY, INC.

Radio Artists

AND THEIR WORK
DURING 1939



— A —

AAROA, ALDEN
WCHV, Charlottesville, Va.
WCHV Players.

ABBEY, JOAN
WCKY, Cincinnati, Ohio. Jean
Abbey Woman's Home Com-
panion.

ABBOTT, BUD
CBS. Kate Smith Hour.

ACE, GOODMAN
NBC. Easy Aces.

ACE, JANE
NBC. Easy Aces.

ACREE, CHARLES
WLS, Chicago, Ill. Some-
thing To Talk About.

ACREE, CHUCK
NBC. We, the Wives.

ADAMS, BILL
CBS. Your Family and
Mine.

ADAMS, FRANKLIN P.
NBC. Information Please.

ADAMS, HELEN
KWK, St. Louis, Mo. It's
Fun To Keep House.

ADAMS, ROBERT K.
CBS. Dr. Susan, Hilltop
House.

ADAMSON, HANS CHRISTIAN
CBS. Men Behind the Stars.

ADLER, DON
KFAR, Fairbanks, Alaska.

AGUGLIA, MIMI
WOV, New York, N. Y.

ALBRIGHT, EDDIE
CBS.

ALDERMAN, VIRGINIA
ALLEN
WDAE, Tampa, Fla. Bridge
Forum.

ALEXANDER, AL
WHN, New York, N. Y.
Board of Arbitration.

ALEXANDER, BEN
NBC. Hawthorne House. Signal
Carnival, Hall of Fun,
Brenthouse, Little Oie Holly-
wood, This Moving World.

ALLEN, BARBARA JO
NBC. One Man's Family,
The Signal Carnival.

ALLEN, CHARME
David Harum, Life Can Be
Beautiful NBC, Pretty Kitty
Kelly CBS.

ALLEN, FRED
NBC. The New Fred Allen
Show.

ALLEN, GRACIE
Chesterfield Program, Hinds
Program CBS, Burns and
Allen NBC.

ALLEN, IDA BAILEY
NBC.

ALLEN, MEL
CBS. Saturday Night Swing
Club.

ALLENBY, PEGGY
Life Can Be Beautiful CBS,
David Harum NBC.

ALLMAN, ELVIA
Bob Hope Show NBC, Chase
& Sanborn Hour NBC, Kraft
Music Hall NBC, Texaco Star
Theatre CBS, Lifebuoy
Program CBS, Those We Love
NBC, Al Pearce and His Gang
NBC.

AMECHE, DON
NBC. The Chase and San-
born Program.

AMOS 'N' ANDY
NBC. Amos Freeman F. Gos-
den, Andy Charles J. Correll.

AMSDELL, WILLIAM
NBC. Kitty Keene.

ANDERSON, EDDIE
NBC. Jello Program.

ANDERSON, MARJORIE
MBS. The Shadow.

ANDORN, SIDNEY
WGAR, Cleveland, Ohio.
Cleveland Scene.

ANDREE, EDITH
CBS. Society Girl.

ANGELL, HERB
KQV, Pittsburgh, Pa. Movie
Gossip.

ANNEN, GERTRUDE
NBC. Young Widder Brown.

ANTHONY, ALLAN C.
KWK, St. Louis, Mo. Song
Fest.

ANTHONY, JOHN J.
MBS. Good Will Hour.

ANTHONY, NORMAN
NBC. Doctor I. Q.

APLON, BORIS
NBC. Kitty Keene.

ARCHER, GRAHAM
NBC. Brent House.

ARKELL, ROD
WSUN, St. Petersburg, Fla.
Florida Speaks.

ARLITT, CORINNE
KMAC, San Antonio, Texas.
Juvenile Stars.

ARNALL, CURTIS
NBC. Pepper Young's Family.

ARNOLD, EDWARD
NBC. Good News of 1940.

ARQUETTE, CLIFF
NBC. Brent House, The Gil-
more Circus.

ARTHUR, JACK
NBC. Grand Central Station,
Death Valley Days.

ARTHUR, RENE
CKCV, Quebec, Que. Professor
Toc.

ASCOT, RITA
NBC. Oxydol's Own Ma Per-
kins.

ATWELL, ROY
CBS. Joe Penner Program.

AUBREY, WILL
KGO, San Francisco, Calif.
Musical Clock, Bard of By-
ways, In the Good Old Days
NBC, Musical Clock NBC.

AUERBACH, ARTIE
CBS. Jack Haley's Wonder
Show.

AUSTEN, CHARLES
CBS. The Zanny Family.

— B —

BARCOCK, BETTY
WJBC, Bloomington, Ill. Musi-
cal Footnotes.

BACKUS, JIM
CBS. Society Girl.

BACON, MILTON
WCKY, Cincinnati, Ohio.
Homemakers, Cities Worth-
while, Apples and Salt.

BADOLATI, MARIO
WOV, New York, N. Y.

BAILEY, RUTH
NBC. Guiding Light, The
Right to Happiness, The
Woman in White, Kitty
Keene, Inc.

BAIRD, JANET
NBC. Through a Woman's
Eyes.

BAKER, FLORENCE
NBC. Brent House.

BAKER, MILDRED
CBS. By Kathleen Norris.

BAKER, PHIL
CBS. Honolulu Bound.

BAKER, RUSS
WOW, Omaha, Nebr. WOW
Players.

BALDRIDGE, FANNY MAY
NBC. The Man I Married.

BALL, LARRY
WISN, Milwaukee, Wisc.

BALL, LUCILLE
CBS. The Wonder Show.

BANDS, JOHN
This Day Is Ours CBS, John's
Other Wife NBC, One of the
Finest NBC.

BARNEY, MARION
The Chase Twins NBC, Pep-
per Young's Family, NBC,
When A Girl Marries CBS,
Gang Busters CBS.

BARNHART, CHARLEY
KXOK, St. Louis, Mo. One
Man's Diary.

BARRETT, Pat
NBC. The National Barn
Dance, Sunday Afternoon In
Rosedale, Uncle Ezra's Radio
Station EZRA.

BARRETT, RUTH
WFLL, Philadelphia, Pr. Wom-
an of the Hour.

BARRIE, ELAINE
CBS. Society Girl.

BARRON, FRED
CBS. Dr. Susan.

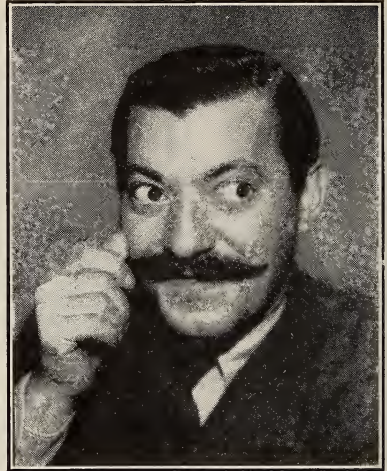
BARRON, PATRICIA
WHN. There's a Law Against
It.

BARROWS, RICHARD
CBS. Second Husband.

BARRYMORE, JOHN
CBS. Texaco Star Theatre.

BARTON, BARBARA
NBC. Lorenzo Jones.

JERRY COLONNA



◆
"Greetings Gates"

PEPSODENT SHOW



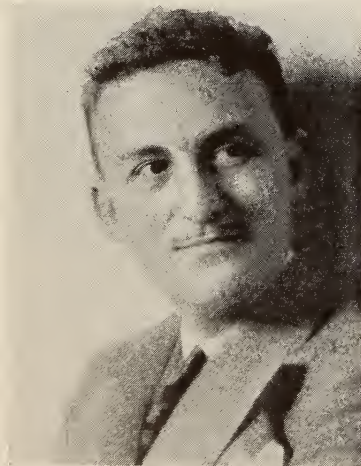
NBC



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*"Booktalk. Backtalk
and Smalltalk"*

W
O
R



*"Things That
Interest Me"*

RADIO ARTISTS

- BARTON, WILLIAM H.**
CBS. Men Behind the Stars.
- BASCH, FRANKIE**
WMCA, New York, N. Y.
Success Stories, Pet Peeves,
Broadway Meets Park Avenue,
Roving Reporter, Make Up
Your Mind, Gangplank
Interviews.
- BAUER, CHARITA**
NBC. Young Widder Brown,
Billy and Betty.
- BAUM, VICKI**
MBS. Author, Author.
- BAXTER, DALE**
NBC. It's Up to You.
- BEASLEY, IRENE**
CBS. Irene Beasley's R.F.D.
No. 1.
- BEAUVAIS, PETER**
CBS. Society Girl.
- BECKER, BOB**
NBC. Bob Becker's Chats
About Dogs.
- BECKER, BOB**
WFIL, Philadelphia, Pa. The
Timekeeper.
- MBS. Mystery History.
- BEER, LUCIUS**
MBS. Play Reviews.
- BEGHLEY, GERTRUDE**
WBYK, Clarkesburg, W. Va.
Poetic Gems.
- BEHMILLER, HELEN**
NBC. Midstream, Story of
Mary Marlin, Waterloo Junction,
Girl Alone.
- BEHRENS, FRANK**
NBC. Guiding Light, Arnold
Grimm's Daughter, Jack Arm-
strong.
- BEHLINGER, M. A.**
CJBR, Rimouski, Que. L'Heure
des Petits.
- BELL, JOSEPH**
NBC. Uncle Jim's Question
Bee.
- BELL, ORTH**
CBS. Uncle Jonathan.
- BEMIS, BETTY LOU**
KLZ, Denver Colo. The Fem-
inine Angle.
- BENCHLEY, ROBERT**
CBS & NBC. Melody and
Madness.
- BENELL, JULIE**
NBC. Stella Dallas.
- BENNETT, H. N.**
WBLK, Clarksburg, W. Va.
Our Navy.
- BENNETT, JACK**
KPO, San Francisco, Calif.
Musical Clock.
- BENNETT, RHONA**
WFIL, Philadelphia, Pa.
- BENNY, JACK**
NBC. The Jello Program.
- BENTLEY, ROBERT**
WCPO, Cincinnati, Ohio.
- BERG, GERTRUDE**
CBS & NBC. The Goldbergs.
- BERGEN, EDGAR**
NBC. The Chase and Sanborn
Program.
- BERGEN, MRS. FRANK**
KTAR, Phoenix, Ariz. Sylen
of Inle, Safety Club.
- BERGER, HAL**
KHJ, Los Angeles, Calif.
Adventures of General Shafter
Parker.
- BERLE, MILTON**
NBC. Stop Me If You've
Heard This One.
- BERNARD, AL**
CBS. Al Bernard's Merry
Minstrels.
- BERNER, SARA**
NBC. Joe Penner Program,
Bob Benchley Program, Ed-
die Cantor Program.
- BERWICK, VIOLA**
CBS. Scattergood Baines.
- BERWIN, BERNICE**
NBC. One Man's Family.
- BINGHAM, LESLIE**
CBS. This Day Is Ours.
- BINGLE, CHARLES**
NBC. The Man I Married.
- BISSON, F. C.**
WLS, Chicago, Ill. Grain
Market Reporter.
- BLACKBURN, ARLENE**
The O'Neills NBC, By Kath-
leen Norris CBS, Pretty Kitty
Kelly CBS.
- BLAINE, JOAN**
NBC. The Valiant Lady.
- BLAIR, JULES**
WSPD, Toledo, Ohio. Kiddies'
Karnival.
- BLAND, AL**
WCKY, Cincinnati, Ohio.
Meet the People, Morn Pa-
trol.
- BLOCK, MARTIN**
WNEW, New York, N. Y.
Make Believe Ballroom.
- BLUME, ETHEL**
NBC. Easy Aces, Father and
Son.
- BOOTHE, SHIRLEY**
MBS. Guess Where.
- BORRELLI, RALPH**
WPEN, Philadelphia, Pa. San
Giorgio Varieties.
- BOSWELL, LAURA**
WHMA, Anniston, Ala. News
For the Home.
- BOUCHEY, BILL**
NBC. Guiding Light, Mid-
stream, The Woman in White,
Backstage Wife, Kitty Keene.
- BOUNDS, VIRGINIA**
KRBC, Abilene, Texas. Betty
and Jenny.
- BOWES, MAJOR EDWARD**
CBS. Major Bowes' Amateur
Hour, Major Bowes' Capital
Family.
- BOYER, CHARLES**
NBC. Hollywood Playhouse.
- BRACKEN, EDDIE**
NBC. The Aldrich Family.
- BRADLEY, JOE**
NBC. The Adventures of
Tom Mix.
- BRAHAM, HORACE**
CBS. Society Girl, Woman
of Courage.
- BRAMLEY, RAY**
NBC. David Harum.
- BRANAS, MARY**
WALR, Zanesville, Ohio.
Mother Hubbard's Cupboard.
- BRANT, ROY**
WFBM, Indianapolis, Ind.
- BRAYTON, MARGARET**
Brent House NBC, Joe Penner
Program CBS.
- BRECKNER, GARY C.**
Boulevard Interviewer KNX,
PDQ Quiz Court, Catalina
Fun Quiz CBS, Headin' For
Catalina CBS.
- BRESE, SIDNEY**
NBC. Road of Life.
- BRENEMAN, TOM**
KNV, Los Angeles, Calif.
Spelling Beeliner.
- BRICE, FANNY**
NBC. Good News of 1940.
- BRICKETT, CARLTON**
NBC. The Story of Mary
Marlin, Girl Alone, A Tale
of Today.
- BRINKER, KAYE**
MBS. True To Life.
- BRIT, ELTON**
WNEW, New York, N. Y.
Bound-T Ranch.
- BRODIE, DON**
NBC. The Grouch Club.
- BROOKS, MARTHA**
WGY, Schenectady, N. Y.
Market Basket.
- BROWN, ARCH**
WBRB, Red Bank, N. J. Home
Philosopher.
- BROWN, E. N.**
WDAF, Kansas City, Mo. With
the Poets.
- BROWN, ESTHER SIMON**
WDAE, Tampa, Fla. Current
Magic.
- BROWN, JESSIE**
WFBL, Syracuse, N. Y. Miss
Goodnews Program.
- BROWN, JOE E.**
CBS.
- BROWN, JOHN**
NBC. The New Fred Allen
Show, Valiant Lady, Loranzo
Jones, The O'Neills, Dick
Tracy.
- BROWN, JOHNNY MACK**
CBS. Under Western Skies.
- BROWN AND LAVELLE**
WCCO, Minneapolis, Minn.
The Sunrisers.
- BROWN, NINETTE**
WHBF, Rock Island, Ill.
Cousin Peggy's Sunshine Club.
- BROWN, RUSS**
NBC. The Tip Top Show.
- BRUCE, NIGEL**
NBC. The Adventures of
Sherlock Holmes.
- BRYAN, ARTHUR Q.**
NBC. The Grouch Club.
- BRYAN, WARREN**
NBC. Orphans of Divorce.
- BRYANT, GEOFFREY**
NBC. Death Valley Days.
- BRYSON, LYMAN**
CBS. The People's Platform,
CBS Adult Education Board.
- BUNCE, ALAN**
CBS. Doc Barclay's Daugh-
ters.
- BURDICK, HAL**
Night Editor NBC & CBS,
Doctor Kate NBC.
- BURKE, JOHNNY**
NBC. The National Barn
Dance.
- BURNS, BOB**
NBC. Kraft Music Hall.
- BURNS, GEORGE**
NBC & CBS. Burns and
Allen.
- BUSHMAN, FRANCIS X.**
CBS. Stepmother.
- BUTLER, FRANK**
NBC. Lorenzo Jones.
- BUTLER, JERRY**
WBRE, Wilkes Barre, Pa.
Phil And Jerry's Liars Club.
- BUTTERFIELD, HERBERT**
NBC. The Affairs of Anthony,
Kitty Keene, Betty and Bob,
The Story of Mary Marlin.
- BUTTERWORTH, WALLY**
NBC. Vox Pop.
- BUTTRAM, PAT**
WLS, Chicago, Ill.
- BYERS, BILLIE**
NBC. Hawthorne House.

RADIO ARTISTS

BYRNES, "HAPPY" HAL
WBER, Birmingham, Ala. At the Crossroads.

— C —

CAHILL, HOLGER

CBS. What's Art To Me.

CAMERON, AL

NBC. Brent House.

CAMERON, W. J.

CBS. Ford Sunday Evening Hour.

CAMPBELL, ARCHIE

WNOX, Knoxville, Tenn. Mid-day Merry-Go-Round.

CANTOR, CHARLES

The New Fred Allen Show NBC, Brenda Curtis CBS, Guess Where MBS, Billy and Betty NBC.

CANTOR, EDDIE

CBS. Eddie Cantor's Camel Caravan.

CARD, CLELLAN

WCCO, Minneapolis, Minn. Almanac of the Air.

CARD, KATHRYN

NBC. The Affairs of Anthony. The Story of Mary Marlin. Uncle Sam's Forest Rangers. Woman in White.

CAREY, MacDONALD

NBC. Ellen Randolph, John's Other Wife, Stella Dallas, Just Plain Bill.

CARLON, FRANCES

NBC. The Story of Mary Marlin, Kitty Keene.

CARLON, LINDA

NBC. The O'Neills, The Parker Family.

CARNEY, DON

MBS. Uncle Don.

CARNEY, GRACE

CBS. Society Girl.

CARPENTER, CLIFF

Woman of Courage CBS, The Aldrich Family NBC, One of the Finest NBC, Just Plain Bill NBC.

CARSON, JACK

NBC. The Signal Carnival.

CARTER, BOB

WFMJ, Youngstown, Ohio.

CARTWRIGHT, LOWELL

MBS. Muse and Music.

CHASE, MARILU

WRAL, Raleigh, N. C. News For Women, Club Chats, Darling Magazine Program.

CATHCARD, ELEANOR

WAIM, Anderson, S. C. Tales From Poe.

CAVANAUGH, EDDIE

WCFL, Chicago, Ill. Radio Gossip Club.

CAVANAUGH, FANNIE

WCFL, Chicago, Ill. Radio Gossip Club.

CECIL, MARY

CBS. By Kathleen Norris.

CFJC DRAMATIC CLUB

CFJC, Kamloops, B. C.

CHALMERS, THOMAS

CBS. Cavalcade of America.

CHANDLER, JULIA

WHN. The Microphone In the Sky, CBS Strange As It Seems.

CHANEX, FRANCES

CBS. Brenda Curtis.

CHAPMAN, JOHN

MBS. Author, Author.

CHAPPLE, JOE MITCHELL

WAAB, Boston, Mass.

CHASE, EDDIE

WAAF, Chicago, Ill. Mythical Ballroom.

CHATTERTON, RUTH

CBS. Big Sister.

CHESHIRE, PAPPY

KMOX, St. Louis, Mo. Barnyard Follies.

CHOATE, HELEN

CBS. Brenda Curtis, Pretty Kitty Kelly.

CHOTZINOFF, SAMUEL

NBC. NBC Symphony Orchestra.

CHRIST, JOHN

NBC. I Love a Mystery, One Man's Family.

CHRISTIE, KENNETH

NBC. Jack Armstrong, Road of Life, Oxydol's Own Ma Perkins.

CLAIRE, HELEN

Texaco Star Theatre CBS, Rudy Vallee Hour NBC, Christian CBS, The O'Neills NBC, Echoes of New York Town NBC, Death Valley Days NBC, Magic Key of RCA NBC, Television Programs NBC, Hilltop House CBS.

CLAIRE, ROSE

KXOK, St. Louis, Mo. Women's Page.

CLARK, CLIFF

NBC. The Gilmore Circus.

CLARK, GENE

KPO, San Francisco, Calif. Oh Teacher, Who's Dancing.



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New York

RADIO ARTISTS

- CLARK, VIRGINIA**
The Woman in White NBC,
Romance of Helen Trent CBS.
- CLARKE, LULU BELLE**
WGN. Batchelor's Children.
Wind. Better Business Bureau
Programs.
- CLIFFORD, JACK**
NBC. The Gilmore Circus.
- CLOSE, EGBERT B.**
WCAP, Asbury Park, N. J.
Boardwalk Interviews.
- CODY, HARRY**
NBC. The Gilmore Circus.
- COLBY, GUY**
WLS, Chicago, Ill. WIS Barn
Dance.
- COLLINS, RAY**
CBS. Country Seat, Hilltop
House.
- COLLINS, TED**
CBS. Kate Smith Hour.
- COLLYER, CLAYTON**
The Schaefer Revue NBC,
Young Widder Brown NBC,
Pretty Kitty Kelly CBS, Just
Plain Bill NBC.
- COLONNA, JERRY**
NBC. The Pepsodent Show.
- COLSTON, WARREN**
WHN. Widder Brown.
- COLTON, KINGSLEY**
Valiant Lady NBC, John's
Other Wife NBC, My Son and
I CBS.
- COMPERE, DOROTHY**
WBAP, Fort Worth, Texas.
The House That Jan Built.
- CONLEY, PATTY**
CBS. Scattergood Baines.
- CONSTANTINEAU, RENE**
CKCV, Quebec, Que. Oncle
Jean.
- CONTE, JOHN**
CBS. It Happened In Hol-
lywood.
- COPPEDGE, GEORGE**
WRAL, Raleigh, N. C. Street
of Dreams.
- COPPIN, GEORGE**
NBC. John's Other Wife.
- CORRELL, CHARLES**
CBS & NBC. Amos 'n' Andy.
- COOGAN, JACKIE**
CBS. Society Girl.
- COOK, NATHAN**
WBX, Utica, N. Y. The
Pipe Dreamer.
- COOK, PHIL**
WABC, New York, N. Y.
Morning Almanac.
- COOPER, MYRTLE**
NBC. The National Barn
Dance.
- COSTELLO, LOU**
CBS. Kate Smith Hour.
- COSTLEY, JAN**
WSYR, Syracuse, N. Y. Mid-
Morning Ltd.
- COTTE, ARBIE**
WHEB, Portsmouth, N. H.
Arbie Coty the Cottager.
- COTT, TED**
So You Think You Know
Music CBS, Sensations NBC.
- COURTNEY, ALAN**
Gloom Chasers MBS & WNEW.
- COUTURE, M.**
CJBR, Rimouski, Que. Lit-
erary Interpretations.
- CRABTREE, KATHERINE**
KGB, San Diego, Calif. For
Ladies Only, Voices.
- CRADDOCK, DEON**
KWK, St. Louis, Mo. Song
Fest.
- CRAMER, BETH**
WLS, Chicago, Ill. Little Ella
Long.
- CRANDALL, BRAD**
WDAF, Kansas City, Mo.
Four-Bill Roundup.
- CREIGHTON, SALLY**
Chase & Sanborn Hour NBC,
Woodbury Playhouse NBC,
Those We Love NBC, Lux
Radio Theatre CBS, Al Jol-
son Show CBS, Burns & Allen
CBS.
- CRIMI, HARRY**
WTIC, Hartford, Conn. Noon-
time Varieties.
- CROCKER, BETTY**
NBC. Betty Crocker Program.
- CRONKHITE, GLADYS**
KPO, San Francisco, Calif.
International Kitchen NBC.
- CROSBY, BING**
NBC. Kraft Music Hall.
- CROWLEY, MATTHEW**
CBS. Life Can Be Beauti-
ful, Pretty Kitty Kelly, Brenda
Curtis.
- CRUMIT, FRANK**
NBC. Battle of the Sexes.
- CRYSTAL, YVETTE**
NBC. Midstream.
- CURTIN, JOSEPH**
David Harum NBC, Second
Husband CBS, Mr. District
Attorney NBC, Just Plain
Bill NBC.
- CURTIN, STEVE**
CBS. Hilltop House.
- CURTISS, CAROLYN**
KQV, Pittsburgh, Pa. Woman
To Woman.
- CUSICK, PHIL**
WBRE, Wilkes-Barre, Pa. Phil
and Jerry's Liars Club.

— D —

- DAIGNEAU, KEN**
NBC. Ellen Randolph, Thun-
der Over Paradise.
- DALE, FRANCES**
NBC. The Trouble with
Marriage.
- DAMERAL, DONNA**
CBS. Myrt and Marge.
- DAMON, LESTER**
NBC. Arnold Grimm's Daugh-
ter, Girl Alone, Backstage
Wife.
- DANE, FRANK**
NBC. Arnold Grimm's Daugh-
ter, The Story of Mary Mar-
lin, Road of Life, Houseboat
Hannah.
- DANZIG, JERRY**
MBS. Welcome Neighbor.
- DAVIDSON, BILL**
KFRc, San Francisco, Calif.
Rise and Shine, Brain Battle
Quiz, Breakfast Club.
- DAVIDSON, GRETCHEN**
CBS. Brenda Curtis.
- DAVIES, MARJORIE**
NBC. David Harum.
- DAVIS, GEORGE GIBSON**
KYA, San Francisco, Calif.
Morning Inspirations.
- DAVIS, HUMPHREY**
WHN. Now You Decide,
There's a Law Against It.
- DAVIS, NAOMI**
KBBC, Abilene, Texas.
- DAVIS, WATSON**
CBX. Adventures In Science.
- DAVIS, WESLEY**
OPI, Bristol, Tenn. Larry
and His Souvenirs.
- DAWLY, MARY**
NBC. This Moving World.
- DAWSON, BETH**
NBC. Bennie Walder's Tilla-
mook.
- DAWSON, NICK**
NBC. Beyond Reasonable
Doubt.
- DAY, DOLLY**
NBC. Kitty Keene.
- DAY, ELIZABETH**
NBC. Thunder Over Para-
dise, Valiant Lady.
- DEAN, BOBBE**
NBC. Hawthorne House.
- DEANE, JUDY**
KGO, San Francisco, Calif.
Gentlemen Preferred.
- DEBOLD, EDITH**
WHN. There's A Law Against
It.
- DeCAMP, ROSEMARY**
CBS. Dr. Christian.
- DeKOVEN, ROGER**
Hilltop House CBS, Against
the Storm NBC, Life Can Be
Beautiful NBC.
- DELMAR, KENNETH**
The Shadow MBS, Gang Bust-
ers CBS.
- DEMILLE, CECIL B.**
CBS. Lux Radio Theatre.
- DEMILING, BILL**
CBS. Joe E. Brown Program.
- DeMOSS, LYLE**
WOW, Omaha, Nebr. Family
Party, Oshkosh Program, Jun-
ior Round Table.
- DENNY, JR., GEORGE V.**
NBC. America's Town Meet-
ing of the Air.
- DENSHAM, JACK**
KYA, San Francisco, Calif.
Jack Densham's Column.
- DERBY, FRANCIS**
NBC. Little Orphan Annie.
- DESMOND, MAE**
WDAS, Philadelphia, Pa.
Theatre of the Air.
- DESMOND, MARY FRANCES**
Romance of Helen Trent CBS,
Anne Thomas, Career Wife
NBC.
- DeSYLVARA, B. (Mme.)**
NBC. Stella Dallas.
- DEVINE, ANDY**
NBC. The Jello Program.
- DEVITT, ALAN**
CBS. This Day Is Ours.
- DICKSON, ATRELIS**
CBS. Pretty Kitty Kelly.
- DI CORSIA, TED**
CBS. Adventures of Ellery
Queen, Brenda Curtis, Gang
Busters.
- DI DONATO, JOSE**
CBS. The Goldbergs.
- DIHLL, ILKA**
NBC. Backstage Wife.
- DIERKEN, KATHERINE**
WBAL, Baltimore, Mr. Mary
Landis.
- DILLE, LOUISE**
KWK, St. Louis, Mo. It's
Fun To Keep House.
- DILLON, JANE**
WTIC, Hartford, Conn. A
Visit with the Happys.
- DILLON, TOM**
CBS. Hilltop House.
- DIXON, NANCY**
WXYZ, Detroit, Mich. News
From the Stores.
- DONALD, PETER**
NBC. Thunder Over Para-
dise.
- DONNELLY, JIMMY**
The O'Neills NBC, Hilltop
House CBS.

• • • **RADIO ARTISTS** • • •

DONNELLY, TOMMY
Second Husband CBS, Young
Widder Brown NBC.

DOOLEY, JUANITA
WBA - WBZA, Boston, &
Springfield, Mass. Footlight
Frances, Twenty-Five Years
Ago Today.

DOOLEY, TONY
WBZ-WBZA, Boston, & Spring-
field, Mass. Footlight Fan-
cies, Twenty-Five Years Ago
Today.

DOWLING, JEANNETTE
NBC. Road of Life.

DOWNIE, JONANN
KWLC, Decorah, Ia. Novels.

DOYLE, LEONARD
NBC. Mr. District Attorney.

DRAKE, BOB
WROL, Knoxville, Tenn. Jack-
son Family.

DROHDT, MISS
WDEV, Waterbury, Vt. Con-
test Club.

DUDLEY, DONALD
NBC, Hawthorne House.

DUDLEY, DORIS
NBC, Backstage Wife.

DUGAN, BETTY
WWSW, Pittsburgh, Pa. Ju-
venile Roundup.

DULGERENT, MYRNA
WAAF, Chicago, Ill. The
Feminine World.

DUMAS, HELENE
NBC. The Chase Twins, Ellen
Randolph, John's Other Wife,
Jane Arden.

DUNHAM, BERT
WNAX, Yanktown, S. D.
Happy Jack's Oldtimers,

Sleepy Valley Cowboys, Sad-
dle Pals, Royal Vikings, Ro-
deo Recess, Western Jam-
boree, Zeke Martin's Boys.
Sunset Trail.

DUNN, EDDIE
WFAA, Dallas, Texas. Early
Birds, Pepper Cadets.

DURHAM, BUDDY
WBZ-WBZA, Boston & Spring-
field, Mass. Footlight Fan-
cies, Twenty-Five Years Ago
Today.

— E —

EARL, CRAIG
CBS. Prof. Quiz.

EAST, ED
Breakfast in Bedlam NBC,
Name It and Take It NBC,
Come to the Fair MBS.

EASTERLIN, MALCOLM
WHN. There's a Law Against
It.

EASTMAN, CARL
Life Can Be Beautiful CBS
& NBC, Billy and Betty NBC,
David Harum NBC, Renfrew
of the Mounted NBC.

EBERHARDT, W. C.
WEW, St. Louis, Mo. Mothers
Health Class.

EDGE, BOB
CBS. Outdoors With Bob
Edge.

EDMUNDSON, HELEN
KQV, Pittsburgh, Pa. Per-
sonality Sketches.

EDWARDS, JACK
NBC, Virginia Lane.

EDWARDS, SONNY
NBC. One Man's Family.

EDWARDS, VIVIAN
CBS. Lux Radio Theatre.

EGAN, AUDREY
CBS. Billy and Betty, Doc
Barclay's Daughters.

EGELSTON, CHARLES
NBC. Oxydol's Own Ma Per-
kins.

EINSTEIN, HARRY
"PARKYAKARKUS"
CBS. Al Jolson Show.

ELLEN, MINETTA
NBC. One Man's Family.

ELLINGTON, KEN
CBS. Americans At Work.

ELLIOT, BILL
WEEL, Boston, Mass. The
Singing Cop.

ELLIOTT, WALLACE
NBC. Night Editor.

ELLS, CAROLINE
NBC. Caroline's Golden Store.

ELLSTROM, SIDNEY
NBC. The Adventures of
Tom Mix, Woman In White,
Girl Alone, Sunday Dinner At
Aunt Fanny's.

ELMAN, DAVE
CBS & NBC. Hobby Lobby.

ELMER, ARTHUR
CBS. Society Girl.

ELSTNER, ANNE
NBC. Carson Robinson and
His Buckaroos, Stella Dallas,
Thunder Over Paradise.

ELVIN, RALPH
WLOK, Lima, Ohio. Hank
the Hired Man.

EMERY, BOB
Rainbow House WOR, This
Wonderful World MBS.

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CHARACTERS • NARRATIONS



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DAVID HARUM
SOCIETY GIRL
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RADIO ARTISTS

EMHARDT, ROBERT
WHN, Five Star Final, Now
You Decide, There's A Law
Against It.

ENGLE, CLIFF
NBC. Good Morning, Tonite
It's A Fact.

ERIC, ELSPETH
NBC. Betty and Bob, Cen-
tral City.

ERRINGTON, ISABEL
KGW-KEX, Portland, Ore. I
Want A Job, Covered Wagon
Days.

ERSKINE, MARILYN
NBC. The Chase Twins,
Young Widder Brown.

EVANS, PHIL
KMBC, Kansas City, Mo. Phil
Evans Comments.

EVERETT, ETHEL
NBC. David Harum, The O'-
Neils, Believe It or Not
CBS, Kate Smith Hour CBS,
Columbia Workshop CBS,
Great Plays NBC.

EVERETT, LEE
WRC, Washington, D. C. Old
Timer.

EVERETT, MEMTO
NBC. Arnold Grimm's Daugh-
ter.

— **F** —

FADIMAN, CLIFTON
NBC. Information Please,
Magic Key of RCA.

FAGERLIN, KEN
NBC. Oxydol's Own Ma Per-
kins.

FAIRBANKS DRAMA SOCIETY
KFAR, Fairbanks, Alaska,
Radio Playhouse.

FALES, DEAN
KGBX-KWTO, Springfield, Mo.

FANT, ROY
NBC. The O'Neills, David
Harum.

FARNUM, WILLIAM
NBC. Midstream, Woman In
White, Girl Alone, Dan Hard-
ing's Wife, A Tale of To-
day.

FAUST, GILBERT
NBC. Oxydol's Own Ma Per-
kins.

FEAGIN, LOUISE
WSGN, Birmingham, Ala. Yel-
low Label Comic Club.

FELDMAN, DAVE
WAAF, Chicago, Ill. Sport
of Kings.

FELTON, VERA
Jello Program Starring Jack
Benny NBC, I Want a Di-
vorce NBC, Blondie CBS, Lux
Radio Theatre CBS, Joe Pen-
ner Program NBC, Hedda
Hopper's Hollywood CBS, Two
Happy People NBC.

FENNELLY, PARKER
Ellen Randolph NBC, Kate
Smith Hour CBS, Your
Family and Mine NBC.

FIDLER, JIMMY
NBC & CBS, Jimmy Fidler
In Hollywood.

FIELD, BETTY
NBC. The Aldrich Family.

FIELD, ELVIN
CBS. Hilltop House.

FIELD, SID
CBS. Eddie Cantor's Camel
Caravan.

FILLBRANDT, LAURETTE
NBC. Girl Alone, Waterloo
Junction, A Tale of Today.

FIRESTONE, JR., EDDIE
NBC. Hawthorne House.

FISCHER, HARRY
NBC. The Man I Married.

FISHER, GEORGE
KHJ, Los Angeles, Calif. Hol-
lywood Whispers (MBS).

FITZ, LOUISE
CBS. Manhattan Mother.

FITZ, KATHLEEN
Brent House NBC, One Man's
Family NBC, Lux Radio
Theatre CBS, Hedda Hopper's
Hollywood CBS.

FITZGERALD, ED.
MBS. Ed. Fitzgerald Pro-
gram, Book Talk, Backtalk
and Smalltalk WOR.

FITZGERALD, PEGEEN
MBS. Things That Interest
Me.

FITZMAURICE, MICHAEL
CBS. When a Girl Marries,
Myrt and Marge, Gang Bust-
ers.

FLETCHER, Dr.
KFAR, Fairbanks, Alaska. On
the Spot.

FLIPPEN, JAY C.
NBC. Stop Me If You've
Heard This One.

FLOWER, PRESTON
NBC. Arnold Grimm's Daugh-
ter.

FLYNN, BERNARDINE
NBC. Vic and Sade.

FONE, RAY
CBS. Our Gal Sunday.

RADIO PUBLICITY AND PRODUCTION

VOICES
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RADIO ARTISTS

FORBES, MURRAY
NBC, Oxydol's Own Ma Perkins, Guiding Light.

FOREMAN, BILL
KWK, St. Louis, Mo. It's Fun To Keep House.

FORTE, JOE
CBS. Joe Penner Program.

FOSTER, JANE
WTMV, East St. Louis, Ill. Woman's Magazine of the Air.

FOX, TEMPLETON
CBS. Your Family and Mine.

FRAMER, WALT
WWSW, Pittsburgh, Pa. Footlights and Stardust.

FRANCIS, ARLENE
What's My Name, MBS & NBC, Betty and Bob, NBC, Beyond Reasonable Doubt NBC, Mr. District Attorney NBC.

FRANCIS, MARION
CBS. It Can Be Done.

FRANK, CARL
CBS. By Kathleen Norris, Gang Busters.

FRANKLIN, MAURICE
CBS. Hilltop House.

FREDERICK, JOHN T.
CBS. Of Men And Books.

FREEMAN, FLORENCE
NBC. Young Widder Brown.

FRIDELL, VIVIAN
NBC. Backstage Wife, Road of Life.

FROST, ALICE
Big Sister CBS, Johnny Presents NBC, Melody and Madness with Bob Benchley NBC.

Campbell Playhouse CBS, Sky Blazers NBC, Columbia Workshop CBS, What Would You Have Done? NBC.

FULLER, BARBARA
CBS. Scattergood Baines. Women in the News.

FULLER, MARGARET
NBC. Guiding Light, We, the Wives, Woman In White, Don Winslow of Navy, Oxydol's Own Ma Perkins.

GEORGE, WILLIMAE
KWWT, Wichita Falls, Texas. The Woman's Page.

GERALD, ARA
NBC. Just Plain Bill.

GERMAN, GEORGE B.
WNAX, Yankton, S. D. Western Jamboree.

GERRARD, CHARLES
NBC. Hawthorne House.

GERSON, BETTY LOU
NBC, Arnold Grimm's Daughter, Midstream, Road of Life, The Story of Mary Marlin.

GIBBS, GENELIE
NBC, Arnold Grimm's Daughter.

GIDDINGS, THADDEUS
MBC. Music For Every Child.

GIES, JAMES
WNAX, Yankton, S. D. Sunset Trails, Western Jamboree.

GILBERT, MISS
WDEV, Waterbury, Vt. Housewives Forum.

GILL, FRANK
CBS. Joe E. Brown Program.

GILLEN, DOLORES
NBC, Against the Storm, Story of Mary Marlin, Fibber McGee and Molly.

GILMAN, LUCY
NBC. Guiding Night, One Man's Family.

GELMAN, PAGE
NBC. One Man's Family.

GILMAN, TONY
NBC. The Woman in White.

GIROUX, ANTOINETTE
CKAC, Montreal, Que. Le Theatre de Chez-Nous.

— G —

GABEL, MARTIN
Big Sister CBS, Easy Aces NBC.

GALLAGHER, MIKE
KPFL, Dublin, Texas. Gateway to Hollywood CBS, Casa Manana-Fort Worth Program.

GANNON, JOHN
NBC. Jack Armstrong.

GARDE, BETTY
CBS. My Son and I, By Kathleen Norris, Gang Busters, Jane Arden.

GATES, CONNIE
WHBQ, Memphis, Tenn. The Easyway.

GATES, RUTH
CBS. Dr. Susan.

GAUNT, JOHN
WDAF, Kansas City, Mo. Music Box Revue.

GAY, CAROL
KWK, St. Louis, Mo. Paris Fashion Revue.

GELINAS, GRATIEN
CKAC, Montreal, Que. Le Train de Plaisir.



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Saturdays—
11:15 A. M., E.S.T.
NBC—Red

RADIO ARTISTS

- GLENN, JOE**
WMMN, Fairmont, W. Va.
Brush Creek Folks.
- GLORIA, ANGELO**
WOV, New York, N. Y.
- GODFREY, ARTHUR**
WJSV, Washington, D. C. Sun Dial.
- GOFF, NORRISS**
CBS & NBC. Lum and Abner.
- GOODWIN, GLENN**
NBC. Midstream.
- GORDON, BERT**
CBS. Eddie Cantor's Camel Caravan.
- GORDON, DOROTHY**
MBS.
- GORDON, GAVIN**
NBC. Brent House.
- GORDON, HAPPY**
KSNB, San Francisco, Calif.
Happy Gordon and Gang.
- GORDON, RICHARD**
NBC. Orphans of Divorce, Jane Arden, Cities Service Concert.
- GOSDEN, FREEMAN**
NBC & CBS. Amos 'n' Andy.
- GOSS, JAMES**
NBC. Jack Armstrong, Betty and Bob.
- GOTHARD, DAVID**
CBS. Hilltop House.
- GOTTSCHOLK, NORMAN**
NBC. Backstage Wife, Houseboat Hannah.
- GOULD, JAY**
WGL-WOVO, Fort Wayne, Ind.
- GOULD, MLTZI**
NBC. The Parker Family, Thunder Over Paradise.
- GRAHAM, FRANK**
Armchair Adventures CBS,
Nightcap Yarns KNX.
- GRAHAM, MARGERIE**
MBS. Book A Week.
- GRAINGER, SHARON**
NBC. The Affairs of Anthony, Guiding Light, Dan Harding's Wife.
- GRANIK, THEODORE**
MBS. American Forum.
- GREEN, JANE**
NBC. The Affairs of Anthony.
- GREEN, MARGARET LEE**
WGH, Newport News, Va.
Stars of Tomorrow.
- GREEN, WILLIAM**
CBS. Romance of Helen Trent.
- GREY, NAN**
NBC. Those We Love.
- GREY, WILLIAM**
WHN. There's A Law Against It.
- GRIFFIN, KEN**
Manhattan Mother CBS, Road of Life CBS & NBC, Backstage Wife NBC, Girl Alone NBC.
- GRIFFIN, ROBERT**
NBC. Kitty Keene, Girl Alone, Road of Life, Don Winslow of Navy, The Story of Mary Marlin.
- GRIFFITH, R. P.**
KDKA, Pittsburgh, Pa. Stockman Sam.
- GRIMES, JACKIE**
NBC. Lorenzo Jones, Billy and Betty.
- GUEST, JR., EDGAR A.**
CBS. It Can Be Done.
- GULBERT, BOB**
NBC. The Story of Mary Marlin, Don Winslow of Navy.
- GUNN, TOM**
CBS. Our Gal Sunday.
- GUY, CARELTON**
WAAF, Chicago, Ill. Hoosier Philosopher.
- GUYER, SANDY**
WPEN, Philadelphia, Pa. 920 Club.



- HAGAN, MARY K.**
KTMS, Santa Barbara, Calif.
Hollywood Column.
- HAGAN, HARRY, DR.**
NBC. True or False.
- HAGLUND, GLENN**
WNAX, Yankton, S. D. Sleepy Valley Cowboys, Saddly Plays, Royal Vikings, Rodeo Recess, Western Jamboree, Zeke Martin's Boys, Sunset Trail.
- HALE, MILTON**
WMAS, Springfield, Mass.
The Passing Show.
- HALEY, AMBROSE**
NBC. Hoosier Hop.
- HALEY, JACK**
CBS. The Wonder Show.
- HALL, CLIFF**
NBC. The Forty Winks Club.
- HALL, FRED**
NBC. Fields and Hall.
- HALL, HELEN**
WAIM, Anderson, S. C. WAIM Dramatic Players.
- HALL, JUANITA**
CBS. Brenda Curtis.



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RADIO ARTISTS

HALLE, KATHERINE
WGAG, Cleveland, Ohio.

HAMBLÉN, STU
KFWB, Los Angeles, Calif.
Stu Hamblen's Gang.

HAMILTON, HELEN
WAVE, Louisville, Ky. Ladies First.

HAMMOND, JR., JOHN H.
CBS, Young Man With a Band.

HANNAN, MARJORIE
CBS, Bachelor's Children.

HANSON, MAURICE
CBS, Hilltop House.

HARRIS, ARLENE
NBC & CBS, Al Pearce and His Gang.

HARRIS, HARRIETT
WOW, Omaha, Nebr. Magic Story Circle.

HARRIS, PEGGY
WGSN, Birmingham, Ala.
Birmingham Day By Day.

HARRIS, RADIE
WOR, Newark, N. J. Film Commentator.

HARRIS, STANLEY
NBC, The Trouble With Marriage, Betty and Bob.

HARRISON, CLAIRE
KWK, St. Louis, Mo.

HAWK, BOB
MBS, Name Three, People's Rally.

HAWKINS & AUNT FAX, EZRA
KMBC, Kansas City, Mo. Bar-O-Ranch.

HAWKINS, LEM
KMA, Shenandoah, Ia. KMA Country School.

HAYES, ALBERT
CBS, Woman of Courage.
Doc Barclay's Daughters.

HAYES, HELEN
CBS, Campbell Playhouse.

HAYES, SAM
CBS, The People's Vote, Hollywood Highlights, Sam Hayes Points the Periscope.

HAYNES, DONALD
WTSJ, Jackson, Tenn.

HAYS, HARVEY
NBC, Adventures of Tom Mix, The Story of Mary Marlin, Uncle Sam's Forest Rangers, Words and Music, Guiding Light.

HEALY, TIM (CAPT.)
NBC, Calling All Stamp Collectors, Capt. Tim Healy.

HEAPHY, TOM
CBS, Society Girl.

HEARNE, JOHN
CBS, Scattergood Baines.

HEATTER, GABRIEL
CBS, Cavalcade of America, CBS We the People.

HECKSCHER, ELIZABETH
CBS, Woman of Courage.

HEDGE, RAY
CBS, Myrt and Marge.

HEEN, GLADYS
NBC, Guiding Light, Don Winslow of Navy, Dan Harding's Wife.

HEFLIN, VAN
NBC, Betty and Bob, The Man I Married.

HEILMAN, HARRY
WXYZ, Detroit, Mich. Fan on the Street, Town Meeting.

HEINEMAN, MRS. M.
"AUNT MARTHA"
WTMV, East St. Louis, Ill.
Little Neighbors Hour.

HEMUS, PERCY
The Adventures of Tom Mix
NBC, Road of Life CBS.

HENDERSON, LLOYD
WPAY, Portsmouth, Ohio.
Football Fan Quiz.

HENDLEY, FISHER
WIS, Columbia, S. C. Balentine's Aristocratic Pigs.

HENDON, JUNE
KSNAN, San Francisco, Calif.
Mothers Only.

HERMAN, GEORGE
WHN.

HERMAN, MILTON C.
CBS, Gang Busters.

HERNE, CAPTAIN
MBS.

HERSHFIELD, HARRY
NBC, Stop Me If You've Heard This One.

HERSHOLT, JEAN
CBS, Dr. Christian.

HEWSON, ISABEL MANNING
NBC, Morning Market Basket.

HICKMAN, HENRY
WFBR, Baltimore, Md. Quiz of Two Cities.

HICKORY NUTS
WMMN, Fairmont, W. Va.
Sense-Non-Sense.

HIGBY, MARY JANE
CBS, When A Girl Marries.

HIGGINS, MARY
WPPO, Providence, R. I.
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RADIO ARTISTS

HIGSBY, HIRAM
KMBC, Kansas City, Mo.
Brush Creek Follies, Dinner
Bell Round Up.

HILL, ALICE
NBC. Backstage Wife, Betty
and Bob.

HILLIARD, BECKY MARTIN
WGH, Newport News, Va.
Little Chatterbox Lady.

HILLIAS, MARGARET
CBS. Manhattan Mother.

HINCKS, M. H.
CKLN, Nelson, B. C. Library
Time.

HITZ, ELSIE
NBC. Ellen Randolph.

HODGES, PAUL
WCPO, Cincinnati, Ohio. Train
Time, Bus Time.

HODNETT, EDWARD
MBS. University Life.

HOBY, DENNIS
NBC. Thunder Over Para-
dise.

HOFFA, PORTLAND
NBC. The New Fred Allen
Show.

HOGAN, JOHN
KXRO, Aberdeen, Wash. Poet's
Corner.

HOLBROOK, JOHN
CBS & NBC. Life Can Be
Beautiful.

HOLDEN, ANN
KGO, San Francisco, Calif.
Thru A Woman's Eyes.

HOLDEN, EDDIE
NBC. The Holdens, Frank
Watanabe and Hon. Archie.

HOLE, JONATHAN
NBC. Oxydol's Own Ma Per-
kins.

HOLLOWELL, STELLA
KDB, Santa Barbara, Calif.
Fashion Review, Parents'
Forum.

HOLTBY, GRACE
NBC. Virginia Lane.

HOOPER, DENNIS
CBS. Pretty Kitty Kelly.

HOPE, BOB
NBC. The Pepsodent Show.

HOPE, DOUG
WAAF, Chicago, Ill. Matinee
Frolics.

HOPKINS, CHICKIE
WDZ, Tuscola, Ill. Chickie
Sings The News.

HOPKINS, HAZEL
WDAF, Kansas City, Mo.
Young Thespians.

HOPPER, HEDDA
CBS. Sunkist Presents Hed-
da Hopper's Hollywood.

HORTON, BERT
NBC. Hawthorne House, Doc-
tor Kate, One Man's Family.

HOSMER, DAN
WLS, Chicago, Ill.

HOUSE, BILLY
CBS. Al Pearce and His
Gang.

HOUSH, MERLE
WLS, Chicago, Ill. Henry
Hornsuckle.

HOLDEN, EDMUND
Watanabe and Archie NBC-
KHJ.

HOWARD, BOB
NBC. Talk to Me.

HOWARD, EUNICE
Pepper Young's Family NBC.
By Kathleen Norris CBS.
American Family Robinson
ET's, Hello Peggy NBC.

HOWARD, FRED
NBC. Oxydol's Own Ma Per-
kins.

HOWARD, HERB
WNAX, Yankton, S. D. Rodeo
Recess.

HOWARD, JOE
CBS. Columbia's Gay Nine-
ties Revue.

HOWARD, TOM
CBS. Model Minstrels.

HOWE, LOUISE HILL
KSL, Salt Lake City, Utah.
KSL Players.

HUBBARD, IRENE
Young Widdler Brown NBC.
Hilltop House CBS, Our Gal
Sunday CBS.

HUBBELL, WILLIAM
MBS. Southern School of the
Air.

HUBLER, WINIFRED
WNAX, Yankton, S. D. Sun-
set Trail.

HUDSON, BOB
CBS. My Children.

HUDSON, FRANCES
WTJS, Jackson, Tenn.

HUGHES, ARTHUR
NBC. Just Plain Bill, Stella
Dallas.

HUGHES, LON
KGO, San Francisco, Calif.
Financial Service.

HUGHES, TOMMY
CBS. Dr. Susan.



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CBS



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RADIO ARTISTS

HUGHES, VERONA
WCKY, Cincinnati, Ohio.
Homemakers.

HULICK, BUD
We're Steppin' Along WABC.
Show of the Week MBS, Music
and Manners MBS, Guess
Where MBS, What's My Name?
NBC, The Budd Show NBC.

HUNNICUTT, MIKE
WKRC, Cincinnati, Ohio, Dawn
Patrol.

HUNNIFORD, DOROTHY
WPRO, Providence, R. I.
Fashion Fanfare.

HUNTER, HENRY
NBC. The Affairs of An-
thony, Anne Thomas, Career
Wife, Girl Alone, Uncle Sam's
Forest Rangers, Don Winslow
of the Navy.

HUNTER, MARTHA
KMBC, Kansas City, Mo. The
Food Scout.

HUNTER, MARY
NBC. Easy Aces.

HUSTON, JANE
NBC. Stella Dallas.

IDELSON, BILLY
NBC. Vic and Sade.

INTROPIDI, ETHEL
CBS. Pretty Kitty Kelly.

— I —

IVES, ANICE
Personality Program WMCA.

— J —

JACKSON, JOSEPH HENRY
KGO, San Francisco, Calif.
A Bookman's Notebook.

JAMES, GEE GEE
CBS. Hilltop House.

JAMESON, HOUSE
This Day is Ours CBS, By
Kathleen Norris CBS, Renfrew
of the Mounted NBC, The
Aldrich Family NBC, Young
Widder Brown NBC.

JANAVER, RICHARD
CBS. Myrt and Marge.

JANNEY, LEON
NBC & CBS. The Parker
Family.

JARVIS, AL
KFWB, Los Angeles, Calif.
Make Believe Ballroom.

JARVIS, STAN
WYAX, Yankton, S. D. Saddle
Pals, Rodeo Recess, Western
Jamboree, Sleepy Valley Cow-
boys.

JELLISON, BOB
NBC. The Story of Mary
Marlin, Girl Alone, A Tale of
Today.

JENNINGS, DON
WHIO, Dayton, Ohio. Sing-
ing Parson.

JEROME, ED
CBS. Society Girl, Second
Husband, When A Girl Mar-
ries.

JESKE, FRED
WSYR, Syracuse, N. Y. Time-
keeper Program.

JESSEL, GEORGE
NBC. George Jessel's Celeb-
rities, For Men Only.

JOHNNY (ROVENTI)
NBC. Johnny Presents,
Breezin' Along.

JOHNSON, BESS
CBS. Hilltop House.

JOHNSON, CARL J.
WDGY, Minneapolis-St. Paul,

Minn. Hollow Funrise Frolic,
Barn Dance.

JOHNSON, DAN
WTMV, East St. Louis, Ill.

JOHNSON, DORA
NBC. Oxydol's Own Ma Per-
kins, Betty and Bob.

JOHNSON, PARKS
NBC. Vox Pop.

JOHNSON, RAYMOND
Valiant Lady NBC, Your
Family and Mine CBS.

JOHNSTON, CLARK
CKNX, Wingham, Ont. CKNX
Barn Dance.

JOHNSTONE, BILL
The Shadow MBS, Valiant
Lady NBC.

JOLSON, AL
CBS. Al Jolson Show.

JONES, CAROLINE
WMSL, Decatur, Ala. Social
and Household Hints.

JONES, MARION
WMBG, Richmond, Va. The
Todd Family.

JONES, VIRGINIA
Romance of Helen Trent CBS,
The Carters of Elm Street
NBC.

JORDAN, CORRINE
KSTP, St. Paul, Minn. Morn-
ing Messenger.

JORDAN, JACK
Your Family and Mine CBS
& NBC, Ellen Randolph NBC.

JORDAN, JIM
NBC. Fibber McGee and
Molly.

JORDAN, MARION
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RADIO ARTISTS

JOSTYN, JAY
CBS. This Day Is Ours, Second Husband, Hilltop House, Gang Busters.

JOSTYN, JAY
NBC, Me. District Attorney, The Parker Family.

JURIST, EDWARD
WHN. News Comes to Life, There's a Law Against It.

JUVELIER, JEANNE
NBC. Arnold Grimm's Daughter, Gurning Light, Houseboat Hannah.

— K —

KAMMEN, BRUCE
NBC. Kaltenmeyer's Kindergarten.

KANE, JOHN
NBC. Pepper Young's Family, John's Other Wife, Your Family and Mine.

KAPPELL, PETER
CBS. Hilltop House.

KARNEY, BEULAH
KMBC, Kansas City, Mo. KMBC Happy Kitchen.

KARNS, JACK
WDM, St. Albans, Vt. Kentucky Ramblers.

KAUFMAN, IRVING
Hearn's Kiddies Show WHN, George Jessel's Show WEAF, Society Girl CBS, "Happy Jim" Parsons NBC, Johnny Prentiss.

KAY, BEATRICE
CBS. Columbia's Gay Nineties Revue.

KAY, GERALDINE
NBC. Orphans of Divorce.

KEATING, LARRY
NBC. Professor Puzzlewit.

KEEGAN, T. J.
WHIO, Dayton, Ohio. Fire-side Philosopher.

KEITH, RICHARD
Hilltop House CBS, Stella Dallas NBC.

KELK, JACK
Hilltop House CBS, The Chase Twins NBC, Coast to Coast on a Bus NBC, Terry and the Pirates.

KELLY, JOE
NBC. The National Barn Dance.

KENNEDY, JOHN B.
MBS. People Rally.

KENT, ALLAN
MBS. Don't You Believe It.

KENT, ELAINE
NBC. John's Other Wife.

KERWOOD, ORIE
WNAX, Yankton, S. D. Sunset Trail.

KETTLESON, LESTER
WNAX, Yankton, S. D. Sleepy Valley Cowboys, Saddle Pals, Royal Vikings, Rodeo Recess, Western Jamboree, Zeke Martin's Boys, Sunset Trail.

KIENE, GRACILOU
WFMJ, Youngstown, Ohio.

KIERAN, JOHN
NBC. Information Please.

KILLELEA, E. J.
KWFT, Wichita Falls, Texas. Business Parade.

KILPACK, BENNETT
Doc Barclay's Daughters CBS, Mr. Keen Tracer of Lost Persons NBC, Young Widder

Brown NBC, David Harum NBC, Seth Parker NBC.

KING, DEL
NBC. Avalon Time.

KING, EDDIE
WCAP, Asbury Park, N. J. Radio Kiddies.

KING, JEAN
NBC. Death Valley Days.

KINGSTON, LENORE
NBC. The Affairs of Anthony, Midstream, Don Winslow of the Navy.

KIRKLAND, ALEXANDER
CBS. Society Girl, Our Gal Sunday.

KIRKWOOD, JACK
KFRC, San Francisco, Calif. Breakfast Club.

KITCHELL, ALMA
NBC. Alma Kitchell's Brief Case, Let's Talk It Over.

KLEIN, ADELAIDE
CBS. Life Can Be Beautiful, Gang Busters.

KNAPP, W. A.
WHN. There's A Law Against It.

KOCEN, SAM
WMBG, Richmond, Va. Puppet Theatre.

KOHL, ARTHUR
NBC. The Adventures of Tom Mix, The Story of Mary Martin, Girl Alone, Don Winslow of the Navy.

KOLLMAR, RICHARD
NBC. Life Can Be Beautiful.

KORENKE, CARL
NBC. The Adventures of Tom Mix.



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RADIO ARTISTS

KRAMER, PHIL
NBC. Joe Penner Program, Grouch Club.

KRATZ, DONALD
Road of Life NBC, Road of Life CBS, Girl Alone NBC.

KRIEGER, JAMES
NBC. Orphans of Divorce, Pepper Young's Family, Your Family and Mine.

KRUGER, ALMA
NBC. Those We Love.

KURLAN, SYDNEY
NBC. Now You Decide, There's A Law Against It.

KVALDEN, GRETA
NBC. Pepper Young's Family.

KWYO PLAYERS
KWYO. Sheridan, Wyo.

KYSER, KAY
NBC. Kay Kyser's College of Musical Knowledge.

— **L** —

LABELLE, RUPERT
NBC. The Story of Mary Madlin, Don Winslow of the Navy.

LACEY, LEWIS
KYA. San Francisco, Calif. Early Birds.

LAKE, ARTHUR
CBS. Blondie.

LAKE, JOHN
Good News of 1939 NBC, Lux Radio Theatre CBS, Chase & Sanborn Hour NBC, Big Town CBS, Silver Theatre CBS.

LANDWENR, RUTH
WTOL, Toledo, Ohio. For Women Only.

LANE, TOMMY
CBS. Joe Penner Program.

LANNING, AUNT EM
WLS, Chicago, Ill. WLS Barn Dance.

LARGE, HOWARD
CHAB. Moose Jaw, Sask. Going Places with the Millers.

LASKY, JESSE L.
CBS. Gateway to Hollywood.

LATHAM, JOSEPH
Myrt and Marge CBS, Just Plain Bill NBC.

LATIMER, ED
Wings for the Martins NBC, Men Against Death CBS, Gang Busters CBS, American School of the Air CBS, Columbia Workshop CBS, Dick Tracy NBC, Lorenzo Jones NBC, American at Work CBS, The Mighty Show CBS, Grand Central Station CBS, David Harum NBC, Melody and Madness NBC, Words Without Music CBS, Howie Wing CBS, Arch Oboler's Plays NBC, Gay 90's Revue CBS, The Human Adventure CBS, Valiant Lady NBC, Society Girl CBS, By Kathleen Norris CBS, Sky Blazers NBC.

LAUB, JUDY
CBS. Hilltop House.

LAUCK, CHESTER
CBS & NBC. Lum and Abner.

LAURIA, LEW
Joe E. Brown Program CBS, Good News of 1939 NBC,

Lux Radio Theatre CBS, I Want a Divorce NBC, Big Town CBS.

LEE, BARBARA
NBC. The Man I Married, Valiant Lady.

LEE, EARL
NBC. Virginia Lane.

LEE, MADALINE
CBS & NBC. Amos 'n' Andy.

LEEDS, DAVID
WHN. There's A Law Against It.

LEHR, LEW
Half and Half Show CBS, For Men Only NBC, Magic Key of RCA NBC, Quaker Party NBC, Ben Bernie and All the Lads CBS.

LEONARD, DAVID
CBS. Your Family and Mine.

LEONARD, GENE
NBC. Lorenzo Jones, Just Plain Bill.

LESCOULI, JACK
CBS & NBC. The Grouch Club.

LEVY, ESTELLE
Hilltop House CBS, Kate Smith CBS, Orson Welles CBS, Ellery Queen CBS, Vic & Sade NBC, Aldrich Family NBC, Gallant American Women NBC.

LEWIS, ELLIOTT
Silver Theatre CBS, Brown and Allen CBS, Big Town CBS, Jello Program Starring Jack

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Ellery Queen	My Son and I
Hilltop House	

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RADIO ARTISTS

Benny NBC, Arch Oboler's Plays NBC, Knickerbocker Playhouse CBS, First Nighter CBS.

LEWIS, FORREST
CBS. Scattergood Baines.

LEWIS, MORT
NBC. Fun with the Famous.

LEYDEN, BILL
WCFL, Chicago, Ill. Make Believe Danceland.

LINCOLN, ANNE
NBC. The Aldrich Family.

LIPPER, MARGARET
CBS. Brenda Curtis.

LISS, RONALD
CBS. Hilltop House.

LIST, VIRGINIA
WKRC, Cincinnati, Ohio. Economy Kitchen.

LIVEZEY, TOM
WPEN, Philadelphia, Pa. The Poets Corner.

LIVINGSTONE, MARY
NBC. The Jello Program.

LOCHMAN, WALT
KMBC, Kansas City, Mo. Olympics of the Air.

LOCKE, RALPH
CBS NBC. Life Can Be Beautiful.

LOCKERBIE, BETH
CJGX, Yorkton, Sask. Student Radio Theatre, Subs of the Air.

LOGAN, JANET
NBC. Kitty Keene. The Trouble with Marriage, Girl Alone.

LORRAINE, IRENE
NBC. Guiding Light.

LORD, JACKSON
KVOA, Siloam Springs, Ark. The Dreamer, Reading From the Classics.

LORD, PHIL
NBC. The Affairs of Anthony, The Story of Mary Marlin, The Woman In White, Don Winslow of the Navy, Girl Alone, Guiding Light.

LORING, ANN
CBS. Our Gal Sunday.

LORING, MICHAEL
CBS. Studio Rendezvous.

LOUGHLAN, SAM
CJGX, Yorkton, Sask. Reuben Spinach Program.

LOVE, SUNDA
CBS. Stepmother.

LOVEJOY, FRANK
Your Family and Mine CBS, Gang Busters CBS, Betty and Bob NBC, Beyond Reasonable Doubt NBC, Young Widder Brown NBC.

LOWE, DAVID
WNEW, New York, N. Y. Sound Track.

LOWE, DR. FRANK
KGB, San Diego, Calif. Lowe Highlights.

LOWELL, DOROTHY
CBS. Our Gal Sunday, Hilltop House.

LOWRY, JUDITH
NBC. Valiant Lady.

LOWTHER, GEORGE
CBS. Your Family and Mine.

LUBIN, LOU
NBC. Swor and Lubin.

LUDDY, BARBARA
CBS. First Nighter.

LUM AND ABNER
NBC.

LUTHER, PAUL
NBC. Backstage Wife, Road of Life.

LYNCH, KENNETH
CBS. Gang Busters.

LYNN, EDWARD
KFWB, Los Angeles, Calif. Uncle Jimmy, That's How It Happened.

LYON, CHARLES
NBC. Doctor I. Q.

LYTLE, KAY
WFMJ, Youngstown, Ohio.

— M —

McBRIDE, DEWITT
NBC. The Adventures of Tom Mix.

McBRIDE, MARY MARGARET
CBS.

McCALL, GEORGE
CBS. Man About Hollywood.

McCALLION, JIMMY
CBS. Billy and Betty.

McCAMBRIDGE, MERCEDES
NBC. Midstream.

McCOMB, KATE
NBC. The O'Neills.

McCONNELL, "SMILIN' ED"
NBC. Acme White Lead.

McCUNE, CATHERINE
CBS. Scattergood Baines.

McCUNE, DOROTHY
KVOO, Tulsa, Okla. Bringing Brown-Dunkin' To You, It's A Woman's World.

McCUNE, VANCE
NBC. The Adventures of Tom Mix, NBC Minstrels.



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RADIO ARTISTS

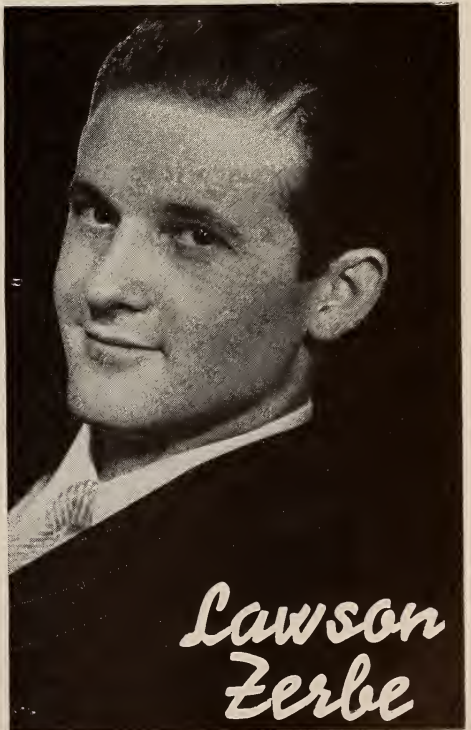
- MATTISON, RUTH**
NBC. Betty and Bob, Life Can Be Beautiful.
- MAXWELL, RICHARD**
CBS.
- MAYHEW, LILIAN**
WBRB, Red Bank, N. J. The Green Room.
- MEADE, DORIS**
WBZ-WBZA, Boston & Springfield, Mass. We Women.
- MEADE, DWIGHT**
WBZ-WBZA, Boston & Springfield, Mass. We Women.
- MEARS, MARTHA**
CBS. It Happened In Hollywood.
- MEIGHAN, JAMES**
Second Husband CBS, The Chase Twins NBC, Just Plain Bill NBC, Alias Jimmy Valentine.
- MELTON, JAMES**
CBS. Ford Summer Hour.
- MEMDICK, CHARLES**
WHN. There's A Law Against It.
- MEMKEN, HELEN**
CBS. Second Husband.
- MEREDITH, BURGESS**
CBS. Pursuit of Happiness.
- MEREDITH, JUNE**
NBC. The Story of Mary Marlin, Kitty Keene.
- MERRIFIELD, DON**
NBC. Arnold Grimm's Daughter.
- MERRILL, JUNE**
WSUN, St. Petersburg, Fla. With Sally U. Nelson.
- MILFORD, MARY**
NBC. The Signal Carnal Carnival, Brent House.
- MILLER, BEATRICE**
CBS. Society Girl.
- MILLER, KAY**
CBS. Stepmother.
- MILLS, MARJORIE**
MBS. The Girl From Maine.
- MINGUS, BRO**
KRBC, Abilene, Texas. Birth-day Club.
- MINOTT, MRS.**
WDEV, Waterbury, Vt. Country Woman.
- MITCHELL, DOROTHY**
WWSW, Pittsburgh, Pa. Story Hour.
- MITCHELL, EVERETT**
NBC. National Farm and Home Hour.
- MOHN, MONTGOMERY**
NBC. Hawthorne House, Doctor Kate.
- MOISSON, JOHN**
WFBC, Greenville, S. C.
- MONKS, JAMES**
CBS. Brenda Curtis.
- MOORE, CARL**
WEEI, Boston, Mass. Top O' the Morning, Matinee Promenade.
- MOORE, DON**
WCFL, Chicago, Ill. Ship of Dreams.
- MOORE, JAMES**
CBS. Hilltop House.
- MOORE, MARGARET**
KLZ, Denver, Colo. Lady Lend an Ear.
- MOORHEAD, AGNES**
CBS. This Day Is Ours, Brenda Curtis.
- MORFFIT, CARRY**
NBC. Club Matinee.
- MORGAN, CLAUDIA**
NBC. Against the Storm.
- MORGAN, FRANK**
NBC. Good News of 1939.
- MORGAN, GILBERT**
CBS. My Children.
- MORGAN, JANE**
NBC. Brent House.
- MORIN, MARG**
CJBR, Rimouski, Que.
- MORRALL, WILL**
WAAF, Chicago, Ill. Seven-Upper.
- MORRISON, BRET**
Romance of Helen Trent CBS, Carnation Contented Program NBC, Kitty Keene NBC, Arnold Grimm's Daughter NBC.
- MORSE, OTTO "TED"**
WLS, Chicago, Ill.
- MOSHER, JOHN**
MBS. Busman's Holiday.
- MOSS, ARNOLD**
NBC. Against the Storm, The Man I Married, Stella Dallas.
- MOYES, CLAUDE "PIE PLANT PETE"**
WTAM, Cleveland, Ohio. Pete and Joe.
- MOULES, JACK**
CBS. My Children.
- MUELLER, MARVIN**
NBC. Midstream, The Woman In White.
- MULGREW, TOM**
WPRO, Providence, R. I. Playhouse of the Air.
- MUNRO, GORDON**
KMBC, Kansas City, Mo. Across the Breakfast Table.

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NBC COAST BLUE

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South Africa, Honolulu

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Artists Service
Hollywood



RADIO ARTISTS

MUNRO, MARGARET
KMBC, Kansas City, Mo.
Across the Breakfast Table.

MUNSON, ONA
CBS, Big Town.

MURPHY, GEORGE
CBS, Screen Guild Show.

MURPHY, MICKEY
KFPL, Dublin, Texas.

MURPHY, PAT
NBC, Girl Alone, Woman In
White, Dan Harding's Wife.

MURRAY, JACK
WAIM, Anderson, S. C. Waim
Dramatic Players.

MURRAY, KEN
CBS, Texaco Star Theatre.

MURRAY, MILDRED
WJAS, Pittsburgh, Pa. Mild-
red Murray's Hour, NBC—
Television, So This Is New
York, Plays.

MURRAY, RITA
KFWB, Los Angeles, Calif.
Voice of Friendship.

MYERS, PAUL
MBS, Haven of Rest.

MYSTERY CHEF, THE
NBC.

— N —

NAGEL, CONRAD
CBS, Silver Theatre.

NASH, REG
WDEV, Waterbury, Vt. Man
About Town.

NAZARRO, CLIFF
NBC, Jello Program Starring
Jack Benny.

NEELY, HENRY M.
Hilltop House CBS, The
Fitch Band Wagon NBC.

NELSON, HELEN
KWLC, Decorah, Ia. Poetic
Prelude.

NELSON, HERBERT
NBC, The Carters of Elm
Street, Kitty Keene, Dan
Harding's Wife, Betty and
Bob, Jack Armstrong, Girl
Alone, Woman In White.

NELSON, MARIE
CBS, Romance of Helen
Trent.

NELSON, RAY
NBC, Morning Patrol.

NEWELL, GORDON
WDEV, Waterbury, Vt. Mem-
ories Bookshelf.

NEWMAN, PHYLLIS JANE
NBC, Hawthorne House.

NEWTON, TED
CBS, Joyce Jordan Girl In-
terne.

NICHOLS, CLARE
WFDF, Flint, Mich. Nick and
the Cornhuskers.

NICKEL, PROFESSOR T. H.
KWLC, Decorah, Ia. Church
Music.

NIDAY, KATHLEEN
CBS, Brenda Curtis.

NIESSEN, CLAIR
NBC, The O'Neills.

NOA, JULIAN
CBS, This Day Is Ours.
Brenda Curtis.

NOBLETTE, IRENE
CBS, Texaco Star Theatre.

NOLAN, JEANNETTE
CBS, Brenda Curtis.

NOLL, RAY
KHJ, Los Angeles, Calif. Let's
Play Bridge.

NOONAN, HELEN
WLOK, Lima, Ohio. Home-
makers Holiday.

NORMAN, DON
WAAF, Chicago, Ill. School-
Days.

NORWOOD, CHARLES
WHN, Now You Decide.
There's A Law Against It.

NUSSBAUM, MORT
WSAX, Rochester, N. Y. Curb-
stone Quiz.

— O —

O'BRIEN-MOORE, ERIN
NBC, John's Other Wife.

O'DAY, JUNIOR
CBS, Big Sister.

O'DEA, MICKEY
NBC, Coast to Coast on a
Bus.

OGDEN, VIVIA
NBC, John's Other Wife,
Lorenzo Jones, Orphans of
Divorce.

O'KEEFE, WALTER
CBS, Tune-Up Time, Variety
Show, Tuesday Night Party.

OLD TIMER
MBS, Musical Steelmakers.

OLMSTED, NELSON
WBAP, Fort Worth, Texas.
World's Greatest Short Stories.

OLSON, MARTIN
WEBC, Duluth, Minn. Trib-
une Funnies.

O'MALLEY, JACK
WNAX, Yankton, S. D. Hap-
py Jack's Oldtimers, Rodeo
Recess, Western Jamboree.

ORTEGA, SANTOS
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Aunt Jenny, Helen Menken —
"Second Husband," Life Can Be Beau-
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CBS, By Kathleen Norris CBS.
Gang Busters CBS, The Man
I Married NBC, Vaillant Lady
NBC, Billy and Betty NBC.

OSGOOD, CONNIE

NBC. Midstream.

OSGOOD, DICK

WXYZ, Detroit, Mich. The
Factfinder, Show World, Hol-
lywood Highlights.

O'SHEA, OSCAR

NBC. Those We Love.

OSSENBRINCK, LUTHER

NBC. The National Barn
Dance.

OWEN, ETHEL

NBC. Valiant Lady, House-
boat Hannah, Sunbrite Smile
Parade, Story of Mary Mar-
lin, Kitty Keene, Backstage
Wife.

— P —

PACELLI, FRANK

NBC. Road of Life, Story
of Mary Marlin.

PADGETT, PAT

CBS. Modern Minstrels.

PAIGE, RUTH

WEBR, Buffalo, N. Y. Time
To Chat.

PALMER, EFFIE

Just Plain Bill NBC, Orphans
of Divorce NBC, By Kathleen
Norris CBS, This Day Is Ours
CBS, Dog Heroes NBC, Seth
Parker NBC.

PARK, NATALIE

NBC. Hawthorne House.

PARKER, BYRON

WIS, Columbia, S. C. Black
Draught Hillbillies.

PARKER, LEW

WABC, New York, N. Y.
We're Steppin' Along.

PARKER, MARY

CBS. My Children.

PARKER, WARREN

NBC. Horse and Buggy Days.

PARKS, BERT

NBC. Camel Caravan.

PARNELL, EMERY

NBC. The Grouch Club.

PARRISH, JOHN

CBS. Life Can Be Beautiful.

PARSON, LEE

WFBC, Greenville, S. C.

PASCOE, PALLIE

CHAB, Moose Jaw, Sask. Go-
ing Places with the Millers.

PATERSON, WALTER

NBC. One Man's Family.

PATTERSON GROUP,

CHARLOTTE BARBER

CHAB, Moose Jaw, Sask.

CHAB Dramatic Players.

PATTON, MARY

NBC. The Trouble with Mar-
riage.

PAYNE, VIRGINIA

NBC. The Carters of Elm
Street, Woman In White, Road
of Life, Kitty Keene.

PEARCE, AL

CBS. Al Pearce and His
Gang.

PEARDON, PAT

NBC. Orphans of Divorce.

PEARY, HAROLD

NBC. Fibber McGee and Mol-
ly, Girl Alone, Tom Mix
Straight Shooters.

PEATIE, YVONNE

NBC. Virginia Lane.

PEEPLES, CORNELIUS

CBS. Stepmother.

PENNER, JOE

NBC. Tip-Top Show.

PERELMAN, S. J.

MBS. Author, Author.

PERKINS, DOROTHY

KRLH, Midland, Texas. Lady
Make Believe.

PERKINS, RAY

NBC. Letters Home, Ray Per-
kins and His Piano "Clar-
ence."

PERROTT, RUTH

WHN. Now You Decide,
There's A Law Against It.

PERRY, ADA

KGB, San Diego, Calif. Over
the Garden Gate.

PERSONS, FERN

NBC. Anne Thomas, Career
Wire, The Story of Mary Mar-
lin.

PETERSON, ARTHUR

NBC. Guiding Light, The
Right to Happiness, The Story
of Mary Marlin.

PETERSON, NANCY

CBS. Hilltop House.

PETERSON, RUTH

NBC. Hawthorne House.

PEHDUN, SOUTHALL

KFAR, Fairbanks, Alaska. On
the Spot.

PHILIPS, ELEANOR

Doctor Susan CBS, Central
City NBC.

PICARD, JOHN

CBS. My Son and I.

PIERCE, JENNINGS

KGO, San Francisco, Calif.
U. S. Department of Agricul-
ture Program.

PIERCE, MADILEINE

Orphans of Divorce NBC, Sec-
ond Husband CBS, Big Sister
CBS, Our Gal Sunday CBS,
Pepper Young's Family NBC.

PIOUS, MINERVA

NBC. Melody and Madness,
The New Fred Allen Show.

POLING, DANIEL A. DR.

NBC. Opportunity.

POLK, OSCAR

CBS. Big Sister.

POLLEY, MILLICENT

WHBF, Rock Island, Ill.
Listen Ladies.

POOLE, JIM

WLS, Chicago, Ill. Livestock
Market Reporter.

POST, JR., WILLIAM

NBC. John's Other Wife.

POWELL, DAWN

MBS. Music and Manners.

POWELL, DICK

CBS. Lifebuoy Program.

POWELL, HEBRETT

WRNL, Richmond, Va. Pee
Wee and Goliath.

POWELL, RUDY

NBC. The Gilmore Circus.

POWERS, CHARLES

NBC. The Aldrich Family.

POYNTON, LORETTA

CBS. Manhattan Mother.

PRATT, RUSSELL

KDKA, Pittsburgh, Pa. Dr.
Sunshine.

PRENTISS, ED

NBC. Guiding Light, A Tale
of Today.

PRESBY, ARCHIE

KPO, San Francisco, Calif. Oh
Teacher.

PRESCOTT, ALLEN

NBC. Wife Saver, Don't For-
get, Hour of Charm, If I
Had the Chance, Saturday
Morning Club.

PRIN, TOBY

WCOP, Minneapolis, Minn.

Saturday Open House.

PRINGLE, HENRY

MBS. Author, Author.

PRYOR, ROGER

CBS. Screen Guild Theatrc.

PUGH, JESS

CBS. Scattergood Baines.

PUGOT, DAVE

WEBR, Buffalo, N. Y. Uncle
Ben Program.

PURCELL, BOB

WCFL, Chicago, Ill. Peekers
in the Pantry.

— Q —

QUEEN, ELLERY

MBS. Author, Author.

QUINN, BILL

CBS. When A Girl Marries,
Woman of Courage.

— R —

RABY, JOHN

CBS. When A Girl Marries.

RACHT, KATHERINE

NBC. The Aldrich Family.

RADCLIFFE, CLAUDE

WCCO, Minneapolis, Minn. The
Sunrisers.

RAFFETTO, MICHAEL

NBC. One Man's Family.

RAINEY, BUD

WTIC, Hartford, Conn. Day
Dreams, When Day is Done.

RANDALL, MARION

KGB, San Diego, Calif. Home-
maker's Catalog.

RANDOLPH, LILLIAN

CBS. Joe Penner Program.

RANDOLPH, ISABEL

NBC. Fibber McGee and Mol-
ly, Dan Harding's Wife.

RASCOE, MAXINE

WHN. There's A Law Against
It.

RATHBONE, BASIL

NBC. The Adventures of
Sherlock Holmes, The Circle.

RAYE, MARTHA

CBS. Al Jolson Show.

READICK, JR., FRANK

MBS. Smilin' Jack.

REBAK, VIN

WHN. All American Foot-
ball Parade, There's A Law
Against It.

REED, ALAN

NBC. One of the Finest, Easy
Aces, Johnny Presents, Breez-
in' Along.

REED, TOBE

KFRC, San Francisco, Calif.
Headlines of the Past.

REINHART, ALICE

NBC & CBS. Life Can Be
Beautiful.

RELLER, ELIZABETH

CBS. Doc Barclay's Daugh-
ters.

REVELL, NELLIE

NBC. Neighbor Nell, Meet
the Artist, Songwriter.

REYNOLDS, STELLA

CBS. The Goldbergs.

RICH, IRENE

NBC. Irene Rich for Welch.

RIGGS, GLENN

NBC. Luden's Dinner Date,
Musical Varieties, The Forty
Winks Club.

RIGGS, TOMMY

NBC. The Quaker Party.

RINGWALL, RUDOLPH

WGAR, Cleveland, Ohio. Sym-
phony Notes.

RADIO ARTISTS

- RIPLY, ROBERT L.**
CBS. Believe It Or Not Ripley.
- RIVERS, RALPH**
KFAR, Fairbanks, Alaska. On the Spot.
- ROBERG, ETHEL**
KWIC, Decorah, Ia. Dramatic Moments.
- ROBERTS, JUSTINE**
WHN. There's A Law Against It.
- ROBERTSON, LONNIE**
KMA, Shenandoah, Ia. KMA Country School.
- ROBIN, MILDRED**
CBS. Doc Barclay's Daughters, Life Can Be Beautiful.
- ROBINSON, EDWARD G.**
CBS. Big Town.
- ROBINSON, LAWRENCE**
CBS. Woman of Courage.
- ROBINSON, CARSON**
NBC. Carson Robinson and His Buckaroos.
- ROBSON, BILL**
KQV, Pittsburgh, Pa. Mayor's Fireside Chats, Your Government.
- RODEK, TWINS**
KSTP, St. Paul, Minn. Sunrise Roundup.
- ROGER, SIDNEY**
My Children CBS, Virginia Lane NBC.
- ROGERS, KATHERINE**
CBS. Society Girl.
- ROGERS, LOU**
NBC. Animal News Club.
- ROLF, ERIK**
Joyce Jordan Girl Interne CBS, Thunder Over Paradise NBC, Mary and Bob's True Stories NBC.
- ROMAINE, JACK**
WNAX, Yankton, S. D. Sleepy Valley Cowboys, Saddle Pals, Royal Vikings, Rodeo Recess, Western Jamboree, Zeke Martin's Boys, Sunset Trail, Jamminers.
- RONSON, ADELE**
CBS. By Kathleen Norris.
- ROSE, WILLIAM**
NBC. The Carters of Elm Street, Houseboat Hannah.
- ROSE, ARTHUR**
CBS. March of Games.
- ROSS, DON**
CBS. The Alibi Club.
- ROTH, MARY LUCILLE**
WSPD, Toledo, Ohio. Radio Neighbor.
- ROUSE, GENE**
NBC. Doctor I. Q.
- ROUVEROL, JEAN**
NBC. One Man's Family.
- ROWLANDS, HUGH**
NBC. The Adventures of Tom Mix, Arnold Grimm's Daughter, Dan Harding's Wife, Waterloo Junction.
- ROY, CECILE**
CBS. Scattergood Baines.
- ROYLE, SELENA**
Woman of Courage CBS, Against the Storm NBC, Betty and Bob NBC, Hilda Hope M. D. NBC, The O'Neills NBC, Central City NBC, Billy and Betty NBC.
- RUBE**
KMBC, Kansas City, Mo. Brush Creek, Follies, Dinner Bell Round Up.
- RUBIN, JACK**
NBC. The O'Neills.
- RUBY, BEVERLY**
NBC. The Woman in White.
- RUGGERI, ADA**
WOV, New York, N. Y.
- RUGGLES, CHARLES**
CBS. Texaco Star Theatre.
- RUNNION, GUY**
WDAF, Kansas City, Mo. Liars Court, Moonbeams.
- RUSSELL, ANN**
NBC. The Carters of Elm Street.
- RUSSELL, GEORGE B.**
WCHV, Charlottesville, Va. Vanity Fair, Through The Years.
- RUSSELL, RUTH**
NBC. Just Plain Bill.
- RUYSDAEL, BASIL**
CBS. Cavalcade of America.
- RYAN, DICK**
NBC. The Tip Top Show.
- RYAN, PATRICIA**
NBC. The Parker Family.
- RYAN, QUIN**
MBS. Marriage License Bureau.
- RYDER, ALFRED**
NBC. Easy Aces.

— S —

- ST. JOHN, CHARLES**
WHN. Bowery Mission.
- SAFONEY**
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Round Up.
- SAHLIN, AL**
WDGY, Minneapolis-St. Paul, Minn. Hollow Furnise Frolic, Barn Dance.
- SALE, VIRGINIA**
NBC. Those We Love.
- SALISBURY, MORSE**
NBC. National Farm and Home Hour.
- SALMON, PROFESSOR E. T.**
CKOC, Hamilton, Ont.
- SANDERSON, JULIA**
NBC. Battle of the Sexes.
- SANDS, JAMES**
WCLE, Cleveland, Ohio. Kapers.
- SAXE, HENRY**
NBC. Little Orphan Annie.
- SAYLOR, BILL**
WAIM, Anderson, S. C. Tales From Poe.
- SCANLON, ARTHUR**
NBC. Coast to Coast on a Bus, Just Plain Bill.
- SCHREIBER, MIGNON**
NBC. Guiding Light, The Right to Happiness.
- SCOFIELD, SYDNEY**
WJMC, Rice Lake, Wisc. Your Country, Editor Speaks.
- SCOTT, DALE**
WEDC, Chicago, Ill. Humans of Fate.
- SCOTT, PROFESSOR GEORGE**
WRDW, Augusta, Ga. Common Errors in English.
- SCOTT, MARTHA**
CBS. By Kathleen Norris.
- SCOTT, MELVA**
WHN. There's A Law Against It.
- SCOURBEX, ALEX**
CBS. Joyce Jordan Girl Interne.
- SCRIBNER, JIMMY**
MBS. Johnson Family.
- SEABROOK, GAY**
The Tip Top Show NBC, Joe Penner Program CBS.
- SEAMAN, LADDIE**
CBS. Hilltop House.
- SEMANN, NELLE**
KMAC, San Antonio, Texas. Juvenile Stars.
- SETTLE, ANN**
WOFL, Bristol, Tenn. Storytime.
- SEVENSON, AL**
CBS. Hilltop House.
- SEYMOUR, ANNE**
NBC. The Story of Mary Marlin.
- SEYMOUR, DAN**
CBS. Saturday Night Swing Club, Young Man with A Band.
- SHAFFER, ROY**
WEW, St. Louis, Mo. Hillbilly, Roy Shaffer and His Gang.
- SHANK, ART**
CBS. Pull Over Neighbor.
- SHANKLAND, DICK**
KOVC, Valley City, N. D. Skeeter and His Gang.
- SHANNON, DR. J. B.**
MBS. Southern School of the Air.
- SHARDELL, PAUL**
Five Star Final WMCA, There's a Law Against It WHN, Football Parade WHN.
- SHARLAND, REGINALD**
NBC. Frank Watanabe and the Honorable Archie.
- SHARP, FERN**
WBNS, Columbus, Ohio. Round Robin Review.
- SHAW, STAN**
WNEW, New York, N. Y. Milkman's Matinee.
- SHEDLOVE, POLLY**
WHN. Polly the Shopper.
- SHEEHAN, TESS**
CBS. Woman of Courage.
- SHELLEY, WILLIAM**
NBC. David Harum, Just Plain Bill.
- SHELTON, GEORGE**
CBS. Model Minstrels.
- SHEPARD, ANN**
Joyce Jordan CBS, Hilda Hope NBC, Aunt Jenny's Real Life Stories CBS, Grand Central Station CBS.
- SHERMAN, JAMES**
NBC. Young Widder Brown.
- SHERMAN, MRS. LLOYD PALM**
WJMC, Rice Lake, Wisc. News of Women.
- SHERMAN, RANSON**
NBC. Quicksilver, Ranson Sherman Presents, Sunbrite, Smile Parade.
- SHERMAN, ROSALIND**
WNEW, New York, N. Y. In the Spotlight.
- SHIELDS, FRED**
NBC. Candid Lady.
- SHOCKLEY, MARIAN**
CBS. Adventures of Ellery Queen.
- SHREVE, BOB**
WGL-WOWO, Fort Wayne, Ind.
- SHUMER, HENRY**
NBC. Hawthorne House.
- SILBERG, ROSALYN**
CBS. The Goldbergs.
- SINGIN' SAM**
Coca Cola ETs.
- SINGLETON, PENNY**
CBS. Blondie.
- SKETS**
WFDF, Flint, Mich. Skeets and the Playboys.
- SKELTON, RED**
NBC. Avalon Time.

RADIO ARTISTS

- SLATER, TOM**
MBS. Don't You Believe It.
- SLOANE, EVERETT**
Campbell Playhouse CBS, The Goldbergs CBS, Billy and Betty NBC, The Shadow MBS, Big Town CBS, Big Sister CBS, Mary and Bob's True Stories NBC, Aunt Jenny's Real Life Stories CBS, Easy Aces NBC, Girl Interne CBS, Grand Central Station CBS, Dick Tracy NBC, Smilin' Jack MBS, Betty and Bob NBC, Philip Morris Program CBS, Brenda Curtis CBS.
- SLOANE, ROBERT**
NBC. Betty and Bob, Central City.
- SLON, SIDNEY**
CBS. Hilltop House.
- SMALL & CO., JIM**
WEEB, Portsmouth, N. H. Hillbilly Act.
- SMART, JACK**
Pepsodent Show NBC, Big Town CBS, Blondie CBS, Burns and Allen CBS, Grouch Club NBC, Joe Penner Program NBC.
- SMITH, GRANT JENNINGS**
WMBG, Richmond, Va. WMBG Theatre.
- SMITH, HAL**
WEBX, Utica, N. Y.
- SMITH, HOWARD**
CBS. Pretty Kitty Kelly.
- SMITH, KATE**
CBS. Kate Smith Hour, Kate Smith Speaks.
- SMITH, MARK**
NBC. The Chase Twins, Ellen Randolph.
- SMITH, T. V.**
CBS. Of Men and Books.
- SMITH, VIC**
NBC. The Carters of Elm Street.
- SMOLEN, VIVIAN**
Doc Barclay's Daughters CBS, Stella Dallas NBC, David Harum.
- SMYTHE, J. ANTHONY**
NBC. One Man's Family.
- SNOW, CARMEL**
CBS.
- SOTHERN, JEAN**
NBC. Pepper Young's Family.
- SOUBIER, CLIFF**
NBC. The Affairs of Anthony, Story of Mary Marlin, Girl Alone, Betty and Bob, NBC Minstrels.
- SPARKS, HALE**
KGO, San Francisco, Calif. The University Explorer.
- SPARKS, NED**
Texaco Star Theatre CBS, The Grouch Club NBC.
- SPICER, DOROTHY**
WWJ, Detroit, Mich.
- SPIEGLE, STAN**
KXRO, Aberdeen, Wash. Doodlebub Revue.
- SPIER, WILLIAM**
CBS. Music For Fun.
- SPRAGUE, EDMUND**
NBC. Little Orphan Annie.
- SPRAGUE, RUTH**
NBC. Hawthorne House.
- STAFFORD, HANLEY**
NBC. Good News of 1940
NBC, Hollywood Playhouse
NBC, Blondie CBS.
- STAFFORD, JR., HARRY**
Gateway to Hollywood CBS.
- STANIN, J. EDWARD**
MBS. First Offender.
- STANTON, ANDREW**
CBS. Pretty Kitty Kelly.
- STECK, JACK**
WFIL, Philadelphia, Pa. Jack's Jamboree.
- STEHLI, EDGAR**
CBS. Hilltop House.
- STEN, RUDY**
WNAX, Yankton, S. D. Sleepy Valley Cowboys, Sunset Trail, Bohemian Band, Saddle Pals, Rodeo Recess, Western Jamboree, Royal Vikings.
- STERLING, LEN**
One of the Finest NBC, Energetic Newsreel NBC.
- STERNI, GIUSEPPE**
WOV, New York, N. Y.
- STEWART, BLANCHE**
Jello Program Starring Jack Benny NBC, Pepsodent Show NBC, Joe E. Brown Program CBS, Al Pearce and His Gang NBC.
- STEWART, PAUL**
CBS. The Goldbergs, Brenda Curtis, Gang Busters.
- STIDGER, WILLIAM L., DR.**
NBC. Getting the Most Out of Life.
- STILLWELL, EDNA**
NBC. Avalon Time.
- STOCKEY, CHARLEY**
CBS. Columbia's Country Journal.
- STODDARD, HAILA**
CBS. Big Sister.
- STONE, ANN**
NBC. Candid Lady, Brent House.
- STONE, EZRA**
Kate Smith Hour CBS, Aldrich Family NBC.
- STOOKEY, CHARLEY**
CBS. Columbia's Country Journal.
- STOOPNAGLE, COLONEL LEMUEL Q.**
MBS. Quixie Doodle Contest.
- STOVENOUR, JUNE**
WEEF, Rock Island, Ill. Juvenile Theatre.
- STRATTON, CHESTER**
NBC. Against the Storm, The O'Neills.
- STRAUSS, ROBERT**
NBC. The Aldrich Family.
- STREICH, EVELYN**
CBS. Hilltop House.
- STRONG, LEONARD**
KSL, Salt Lake City, Utah. KSL Players.
- STRUDWICK, SHEPPARD**
NBC. Betty and Bob.
- STUDEBAKER, HUGH**
Road of Life CBS & NBC, Bachelor's Children CBS, Midstream NBC, Fibber McGee and Molly NBC.
- SULLIVAN, FRED**
NBC. Anne Thomas, Career Wife, Midstream, Don Winslow of the Navy, Inside Story, Woman In White, Story of Mary Marlin.
- SUMMERS, HOPE**
Romance of Helen Trent CBS, Guiding Light NBC.
- SUTTER, DAN**
CBS. Manhattan Mother.
- SWART, JACK**
WEDC, Chicago, Ill. Let's Act.
- SWENSON, ALFRED**
NBC. The Chase Twins, The O'Neills.
- SWENSON, KARL**
Our Gal Sunday CBS, Lorenzo Jones NBC.
- SWOR, JOHN**
NBC. The Gilmore Circus.

— T —

- TANNER, PEARL KING**
NBC. Hawthorne House.
- TANSEY, JIMMY**
The O'Neills NBC, Hilltop House CBS.
- TARLIN, MAURICE**
CBS. Hilltop House, Gang Busters.
- TAYLOR, DEEMS**
This is New York CBS, Information Please NBC.
- TAYLOR, FREDERICK CHASE**
NBC. (Col. Lemuel Q. Stoopnagle.)
- TAYLOR, JOANNE**
KMBC, Kansas City, Mo. Joanne Taylor's Fashion Flashes.
- TAYLOR, MARY LEE**
CBS.
- TAYLOR, REESE**
Road of Life CBS & NBC, Romance of Helen Trent CBS, Backstage Wife NBC, Guiding Light NBC, Woman In White.
- TEASDALE, MARGOT**
CKAC, Montreal, Que. Ceux Qu'on Aime.
- TED & BILL**
KMAC, San Antonio, Texas.
- TEDRO, HENRIETTA**
NBC. Guiding Light, Little Orphan Annie, Woman In White, The Gilmans.
- TERRISS, TOM**
NBC. Letters From Abroad, Adventure Stories.
- TESSMAN, ABBOTT**
KGO, San Francisco, Calif. Our House, Good Old Days.
- TETLEY, WALTER**
NBC. The Grouch Club.
- TETZEL, JOAN**
CBS. Woman of Courage, When A Girl Marries.
- TEXEL, EDDIE**
WNAX, Yankton, S. D. Happy Jack's Oldtimers, Bohemian Band, Western Jamboree, Rodeo Recess, Jamminers.
- THOMPSON, BILL**
NBC. Fibber McGee and Molly.
- THOMPSON, CLARA BELLE**
MBS. Success Session.
- THORNTON, GLADYS**
CBS. Hilltop House, My Son and I.
- TOBIN, LU**
NBC. Virginia Lane, Hawthorne House.
- TODD, ANNE**
NBC. Those We Love.
- TOMPKINS, JOAN**
Just Plain Bill NBC, Your Family and Mine CBS, Orphans of Divorce NBC.
- TRANTER, JAMES**
NBC. Just Plain Bill, Lorenzo Jones.
- TRAVIS, JUNE**
NBC. The Affairs of Anthony, Girl Alone, Waterloo Junction.
- TREMAYNE, LES**
CBS. First Nighter.

RADIO ARTISTS

TRENT, SYBIL
CBS. March of Games.

TREVOR, CLAIR
CBS. Big Town.

TREVOR, EDWARD
NBC. John's Other Wife.

TROUT, BOB
CBS. Professor Quiz, Saturday Night Serenade.

TROUT, FRANCIS
CBS. Scattergood Baines.

TROY, HELEN
CBS. It Happened In Hollywood.

TUCKER, JERRY
CBS. Hilltop House.

TUCKER, SOPHIE
CBS. Sophie Tucker and Her Show.

TURNER, COLONEL ROSCOE
CBS. Sky Blazers.

TUTTLE, LURENE
Silver Theatre CBS, Lifebuoy Program CBS.

TYLER, BETTY JANE
CBS. Myrt and Marge.

— U —

UNGER, STELLA
MBS. Hollywood Girl.

UTTAL, FRED
For Men Only NBC, Consumer Quiz MBS, Big Sister CBS, What's My Name NBC.

— V —

VAIL, MYRTLE
CBS. Myrt and Marge.

VALENTI, LILI
NBC. Young Widder Brown.

VALENTINE, LEW
NBC. Doctor I. Q.

VALLEE, RUDY
NBC. The Chase and Sanborn Program, Rudy Valle Variety Hour.

VAN DYK, JAMES
CBS. Gang Busters, Hilltop House.

VAN HARVEY, ART
NBC. Vic and Sade.

VAN ROOTEN, LUIS
NBC. Thunder Over Paradise.

VAUGHN, WALTER
Woman of Courage CBS, Gang Busters CBS, The Man I Married NBC.

VENUTA, BENAY
MBS-WOR, Newark, N. J. The Benay Venuta Program.

VINTON, ARTHUR
One of the Finest NBC, Gang Busters CBS, Stella Dallas Dallas NBC.

VOICE OF EXPERIENCE, THE
MBS.

VOLA, VICKI
CBS. Brenda Curtis.

— W —

WADSWORTH, GENEVIEVE
WBFB, Rock Island, Ill. Homemaking Neighbor.

WALKER, BENNIE
NBC. Bennie Walker's Amateur Hour, Bennie Walker's Tillamook Kitchen.

WALKER, JANE
WBFB, Rock Island, Ill. House of Music.

WALKER, JUNE
MBS. Guess Where.

WALL, LUCILLE
CBS. Your Family and Mine, Life Can Be Beautiful.

WALL, PEGGY
CBS. Stepmother.

WALLACE
MBS. Get Thin To Music.

WALLACE, GEORGE
CBS. Scattergood Baines.

WALLACE, TOM
NBC. Uncle Walter's Dog House.

WALPOLE, HELEN
NBC. Adventure in Reading, Sheriff Bob.

WALSH, JOHN
CBS. Manhattan Mother.

WALTER, WILMER
Your Family and Mine CBS, David Harum NBC.

WALTON, ALFRED GRANT, DR.
NBC. The Call to Youth.

WANAMAKER, SAM
NBC. Guiding Light, Road of Life.

WARD, COLLEEN
NBC. One of the Finest.

WARING, EVELYN
NBC. The Man I Married.

WARNER, GERTRUDE
NBC. Against the Storm.

WARNER, WALLACE
CBS. Hilltop House.

WATANABE, FRANK
NBC Coast Blue. The Honorable Archie.

WATERS, JAMES R.
CBS & NBC. The Goldbergs.

WEBB, JANE
NBC. The Adventures of Tom Mix.

WEBER, KARL
NBC. The Story of Mary Marlin, The Woman In White, Don Winslow of the Navy, Waterloo Junction.

WEBSTER, CHARLES
CBS. Life Can Be Beautiful.

WEEKS, BARBARA
CBS. Her Honor Nancy James, Meet the Dixons, By Kathleen Norris, Gang Busters.

WELLES, ORSON
CBS. Campbell Playhouse.

WELLS, DICK
NBC. Kitty Keene.

WELLS, RUTH MERRIAM
WGAR, Cleveland, Ohio.

WELLS, SARAJANE
NBC. Jack Armstrong, Guiding Light, Woman In White.

WEST, JANE
NBC. The O'Neills.

WEST, WAYNE
WHK, Cleveland, Ohio. Meet the Ladies.

WESTMAN, NYDIA
MBS. Guess Where.

WESTON, JAMES
WGL-WOVO, Fort Wayne, Ind. Home Economist.

WEYER, NED
Her Honor Nancy James CBS, Irene Rich NBC, Dick Tracy NBC.

WHEELER, WALTER
WMBH, Joplin, Mo. Physical Culture Program.

WHITE, GEORGE
WASHINGTON
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Round Up.

WICKER, IRENE
NBC & MBS. The Singing Lady.

WIDMARK, RICHARD
CBS. Meet the Dixons.

WIDMER, HARRIETTE
NBC. The Carters of Elm Street, Betty and Bob, A Tale of Today.

WIENER, HELEN
CBS. My Children.

WILLIAMS, MRS. PAUL
WHMA, Anniston, Ala. Serenade in Blanco and White.

WILSON, CLAIRE
NBC. Orphans of Divorce.

WILSON, DON
NBC. Jello Program Starring Jack Benny.

WILSON, KATHLEEN
NBC. One Man's Family.

WILSON, STU
KFWB, Los Angeles, Calif. Waker-Upper.

WING, PAUL
NBC. Paul Wing's Spelling Bee.

WINKLER, BETTY
Road of Life CBS & NBC, Girl Alone NBC, 1001 Wives NBC.

WINSLOW, PAULA
CBS. Joe E. Brown Program.

WINSLOW, THYRA SAMTER
MBS.

WINSTON, IRENE
CBS. When A Girl Marries.

WINTERS, JOAN
NBC. Girl Alone, Road of Life.

WINTERS, ROLAND
CBS. Ganga Busters.

WISE, MARGARET LUKE
MBS. Success Session.

WOLFE, WINIFRED
NBC. One Man's Family.

WOOD, HELEN
NBC. Those We Love.

WOOD, LESLEY
CBS. Road of Life.

WOODBURY, FRANCES
CBS. When A Girl Marries.

WOODS, DONALD
NBC. Those We Love.

WOODS, LESLEY
NBC. Road of Life, Guiding Light, The Woman In White.

WORTH, BETTY
NBC. The Man I Married.

WRAGGE, ELIZABETH
NBC. Pepper Young's Family.

WRIGHT, BURTON
NBC. The Trouble with Marriage.

— Y —

YARBOROUGH, BARTON
NBC. One Man's Family.

YOUNG, AGNES
My Son and I CBS, Young Widder Brown NBC.

YOUNG, CARLETON
One of the Finest NBC, Second Husband CBS, Hilltop House CBS, Doc Barclay's Daughters CBS.

YOUNG, JOHN S.
CBS. Let's Go To The Fair.

YOUNG, ROLAND
NBC. Good News of 1940.

YOUNG, SEYMOUR
NBC. Guiding Light, The Right to Happiness.

— Z —

ZERBE, LAWSON
CBS. By Kathleen Norris.

Vocal Artists

AND THEIR WORK
DURING 1939



— A —

ADAIR, FRANCES
NBC. Sunday Drivers, The Swing Fourteen.

ADAMS, JOE
WFLA, Tampa, Fla.

ALCOTT, MARY
KMOX, St. Louis, Mo. Mel-low Time.

ALEXANDER, DURELLE
NBC.

ALEXANDROVA, SASCHA
WMEX, Boston, Mass.

ALLEN, BETTY
WRBL, Columbus, Ga. The Voice of Betty Allen.

ALLEN, ISABELLA
NBC. The Spinning Wheel Singers.

ALLISON, LYNN
WRC, Washington, D. C. Dreams Come True.

AMECHE, DON
NBC. The Chase and Sanborn Program.

ANDERSON, BOB
WHBQ, Memphis, Tenn. Music by Anderson.

ANDREWS SISTERS
CBS Honolulu Sound.

ANGER, MARGUERITE
WBAL, Baltimore, Md. Around the Dinner Table.

APPLEWHITE, ANNA
WBIG, Greensboro, N. C. Golden Quartet Hour.

ARBOGAST, MAX
WDGY, Minneapolis-St. Paul, Minn. Hollow Funrise Frolic, Barn Dance.

ARCHER, GENE
WRC, Washington, D. C. Hometowns, Gene Archer Entertains, In Town Tonight Whispering Rhythm.

ARLEN, JUDITH
CBS. Judith Arlen's Pent-house Blues, Concert in Rhythm.

ARMENGOD, RAMON
NBC. Lady Esther Serenade.

ARMSTRONG, BOB
WGAR, Cleveland, Ohio. Gay Caballeros.

ARNOLD, BUDDY
MBS.

ARRES, DON
MBS.

ARTHUR, JACK
MBS. Consolidated Edison.

ATKINS, JIMMY
NBC. Fred Waring in Pleasure Time.

AUBREY, WILL
In the Good Old Days. NBC; Musical Clock, NBC; Musical Clock, KGO; Bard of Byways, KGO.

AYERETT COLLEGE CHORAL CLUB
WBTM, Danville, Va.

AYRES, MARLENE
KOY, Phoenix, Ariz. Fan-fares.

AXTON, BAILEY
NBC. Turn Back the Clock, Spot Programs, Bagby, Margaret



n a n
w y n n



CBS

• • • **VOCAL ARTISTS** • • •

— **B** —

BAGBY, MARGARET
WAIR, Winston-Salem, N. C.
Melody Time.

BAGELMAN SISTERS
WARD, Brooklyn, N. Y. Yod-
die From the South.

BAGGIORE, ATTILIO
MBS. Pageant of Melody.

BAILEY, GLADYS
KXRO, Aberdeen, Wash. Syn-
copated Riddles.

BAILEY, MILDRED
NBC. Camel Caravan.

BAILEY SISTERS
CBS. Ben Bernie and All the
Lads.

BAKER, JEAN
WHK, Cleveland, Ohio. Jean
Baker Sings.

BAKER, JERRY
WMAN, Mansfield, Ohio

BAKER, JOHN
WBNX, New York, N. Y.

BAKER, KENNY
CBS. Texaco Star Theatre.

BALDWIN, ELSIE
WDBJ, Roanoke, Va. Studio
Party.

BANDUR, BEVERLEY
CJGX, Yorkton, Sask. Gloom
Chasers.

BARFIELD, WARREN
WBT, Charlotte, N. C. B. C.
Hymn Time.

BARLOW, OLIVE
CKOC, Hamilton, Ont., Can.

BARR, HELEN
WFEI, Boston, Mass. Mati-
nce Promenade.

BARRETT, BETTY
NBC. Ransom Sherman Pre-
sents, Roy Shield Revue. Spot
Programs.

BARRIE, CLYDE
CBS. Goin' South.

BARRIE, GRACIE
MBS. Listen America.

BARTLETT, JANE
WBT, Charlotte. N. C. B. C.
Noveltees.

BARTLETT, JUNE
WOL, Washington, D. C. Tru
Blu Songstress: Bartlett,
Brown and Young.

BARSAMIAN, LOUISE
WBNX, New York, N. Y. Vo-
cal Art Series.

BARTON, BETTY
MBS. Betty and Buddy.

BAUER, LILLIAN
WFDF, Flint, Mich. Blues
Chasers.

BAXTER, JEAN
WCAE, Pittsburgh, Pa. Sophis-
ticated Ladies, Muted Music,
Airliners, Linger Awhile, Lazy
Rhapsody, Enchanted Hour.

BEASLEY, IRENE
CBS. Irene Beasley's R. F. D.
No. 1.

BECHTEL, EVELYN
WLS, Chicago, Ill.

BELCHER, RED
WDZ, Tuscola, Ill. Hillbilly,
Kitchen Barn Dance.

BELMONT, DALE
WBZ-WBZA, Boston and
Springfield, Mass. Gilchrest
Gossip.

BENDER, BILL
KOA, Denver, Colo. The Hap-
py Cowboy.

BENEFIELD, EUNICE
WBAP, Fort Worth, Texas.
The Jam Pantry.

BENNER, HELEN
MBS. Pageant of Melody.

BENNETT, KEN
KPDN, Pampa, Texas. Sweet
or Swing, Organalities.

BENNETT, TOOTIE
KGBX-KWTO, Springfield, Mo.

BENSON, NORMAN
WCAU, Philadelphia, Pa.

BENTLEY, MARTHA NANCY
WAVE, Louisville, Ky. Santa
Claus and Martha Nancy.

BERCH, JACK
CBS and NBC. Jack Berch
and His Boys.

BERG, BONNELLE
KROC, Rochester, Minn.

BERNARD, AL
CBS. Al Bernard's Merry
Minstrels.

BERNEY, GEORGE
KWJJ, Portland, Ore. West
Oregon Cross-Cuts.

BETTY JEAN AND FREDDY
KSO-KRNT, Des Moines, Iowa
Tall Corn Time, Hawkeye Din-
ner-time, The Sunshine Club.

**BEVERLY AND HER
BEL-AIRES**
MBS and NBC. Johnny Pre-
sents, Breezin' Along.

BLACK, GINGER
WMAN, Mansfield, Ohio.

BLACK, HOWARD
WLS, Chicago, Ill. Hoosier
Sodbusters.

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Pat Friday

The Music Maids

and the many guests
of the Music Hall

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• • • **VOCAL ARTISTS** • • •

BLAISDELL, JOHNNY
KFBX, Sacramento, Calif.
Yodellin' Johnny.

BLANE, RALPH
NBC. Song for Saturday, Spot Programs.

BLUE, ALICE
KSO, Des Moines, Iowa.
Hawkeye Dinnertime.

BOLAND, NORM
WFBG, Altoona, Pa. Birth-
day Greeters.

BOND, ANN
KOMA, Oklahoma City, Okla.
For Women Only, Imperial In-
terlude.

BOOKER, LOUISE
WMBH, Joplin, Mo.

BOSWELL, CONNIE
NBC. Good News of 1940.

BOTTEICHER, JEAN
WFBG, Altoona, Pa. Bob and
Jean.

BOVAY, DON
WFL, Philadelphia, Pa

BOWE, MORTON
CBS. Story of Song.

BOWE, MORTON
KOB, Albuquerque, N. M
State Fair Programs.

BRADEN, STUART
WCAE, Pittsburgh, Pa. Air-
liners, Linger Awhile.

BRADLEY, BOB
KLZ, Denver, Colo. Hospitality
House, Lady Lend an Ear,
Silver Strings.

BRADLEY, JOE
NBC. The Ranch Boys

BRANDT, ADELE
WLS, Chicago, Ill.

BREAZEALE, VIRGINIA
WTAR, Norfolk, Va.

BREEN, MAY SINGHI
NBC. Breen and de Rose,
Sweethearts of Air.

BRENT, MARIAN
WHK, Cleveland, Ohio. Seven
Men and a Maid.

BRIKCELL, ROY
KWOC, Poplar Bluff, Mo.
Song Stylings.

BRINEY, MARY MARTHA
KDKA, Pittsburgh, Pa. Festi-
val of Music, Tap Time

BRISCOE, HELEN MARIE
NBC. Five Gentlemen of Jive,
Rangers' Serenade.

BRIGHT, WESTON
WCOV, Montgomery, Ala.
Morning Moods, Piano Ram-
blings, Twenty Fingers, Silver
Spotlight.

BROCKERMAN, MARY
ELIZABETH
WHKC, Columbus, Ohio. Songs
That Sweethearts Sing.

BROOKS, KITTY
WCAU, Philadelphia, Pa.

BROWN CHAPEL CHOIR
CLS, Joliet, Ill.

BROWN, CHARLES
WSKB, McComb, Miss.

BRUCE, CAROL
Ray Block's Varieties CBS.
Carol Bruce Songs WIOD, and
WEEL, Starmaker WBBM.

BUD AND SPUD
KMBC, Kansas City, Mo Brush
Creek Follies, Dinner Bell
Round Up.

BUECHNER, RAY
WHKC, Columbus, Ohio. Songs
That Sweethearts Sing.

BUNDOCK, DONALD
WICC, Bridgeport, Conn. Song
Cycle.

BURGESS, JACK
KGBX-KWTO, Springfield, Mo.

BURKE, MERLE
WAVE, Louisville, Ky. Mel-
ody Time.

BURRINGTON, MARJORIE
WIBA, Madison, Wisc. Doro-
thy Potter Program.

BURROUGHS, JACKIE
WRC, Washington, D C. Whis-
pering Rhythm.

BUSINELLI, GUIDO
WOV, New York, N. Y.

BUTLER, SLIM
CJGX, Yorkton, Sask. Yodel-
ing Cowboy.

BUTLER, WARD
WALR, Zanesville, Ohio. Ward
Butler Sings.

BYRNES, PAULINE
NBC. Six Hits and a Miss.
Muted Rhythm.

BYRON, BOB
CBS.

BYRUM, JACK
WDNC, Durham, N. C. Byrum
Entertains.

— C —

CALHOUN, SARAH
WHBF, Rock Island, Ill. Songs
That Never Get a Chance.



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VOCAL ARTISTS

CALLAWAY, EDWIN
KTEM, Temple, Texas. Songs
With Words, Just We Two.

CALLOWAY, GLENNA
WSIX, Nashville, Tenn. Words
and Music.

CALVIN, ROSEMARY
WWJ, Detroit, Mich.

CAMPBELL, JO
Kraft Music Hall Program,
NBC; Eddie Cantor's Camel
Caravan, CBS; Forest Lawn
Program, KNX; Texaco Star
Theatre, CBS; Lux Radio The-
atre CBS, Good News of
1939, NBC; Gilmore Circus,
NBC.

CANN, WESLEY
WICC, Bridgeport, Conn. Bal-
ladeer.

CANNEL, ALYCE
KFXJ, Grand Junction, Colo.
Musical Moods.

CANNIN, BOBBIE
Kraft Music Hall Program,
NBC, Screen Guild Show
CBS.

CARBEL, ANNA
WRNL, Richmond, Va. Quiet
Hour.

CARHART, RUTH
Roxy Gang, CBS; Dr. DaFoe
Series, CBS; Ford Summer
Hour, CBS; Chevrolet ETs,
Story of a Song, CBS; Ruth
Carhart Sings, CBS; Schaefer
Revue, WEAf; The Zany
Family, CBS; It Goes Like
This, CBS.

CARLAY, RACHEL
NBC, Manhattan Merry-Go-
Round.

CAROL, NITE
WCAU, Philadelphia, Pa.

CARROLL, FRANCIS
KYW, Philadelphia, Pa.

CARROLL, NORM
WGL-WOWO, Fort Wayne,
Ind.

CARSON, JACK
WEW, St. Louis, Mo. Melody
Time.

CARSON, JACK
WJBL, Decatur, Ill. One
Green Mountain Boy.

CARTER, VERNE
WLS, Chicago, Ill. Verne,
Lesse and Mary.

CASSEL, WALTER
Magic Key of RCA, NBC;
Chesterfield Program, CBS.

CECIL & MADLINE
WEBQ, Harrisburg, Ill.

CECIL & VIC
KMAC, San Antonio, Texas
Harmony Team.

CHAMBERLAIN, CHARLES
CFCY, Charlottetown, P. E. I.
The Singing Islander.

CHAPIN, PATTI
WTIC, Hartford, Conn. Patti
Chapin Sings for Your Sup-
per.

CHASE, VICKI
NBC. Recital with Thomas L.
Thomas, Vocal Varieties.

CHEEK, MARCELLA
WTAD, Quincy, Ill.

CHESTNUT, VIRGINIA
WHK, Cleveland, Ohio.

CHILDS, LELAND
WBRC, Birmingham, Ala.

CHURCHILL, STUART
NBC. Fred Waring in Pleas-
ure Time.

CLARK, BUDDY
CBS. Musical Weekly, Ben
Bernie and All the Lads,
Wayne King Orchestra Pro-
gram.

CLARK, LILLIAN
WHEB, Portsmouth, N. H.

COLAMARIA, VICKI
WGY, Schenectady, N. Y.
Breezin' Along.

COLBY, MADELON
KOB, Albuquerque, N. M.
Music and Songs by Madelon
Colby.

COLDIRON, BESSIE
KGKO, Fort Worth, Texas.
Sunflower Girl.

COLEMAN, DANA
KUJ, Walla Walla, Wash.

COLLINETES, THE
KTUL, Tulsa, Okla. Vesper
Hymns.

COLLINS, BENTON
KRBC, Abilene, Texas. Hymns
You Know and Love.

COLORADO PETE
KMBC, Kansas City, Mo.
Brush Creek Follies, Dinner
Bell Round Up.

COLTON, CLARENCE
CKTB, St. Catharines, Ont.
Morning Melodies.

CONY QUARTET
WSKB, McComb, Miss.

CONLON, JUSTIN
WHEC, Rochester, N. Y.
Strolling Minstrel.

"Next time you're ducking the alarms, try
to dial in on Ruth Carhart, a very con-
soling warbler . . ."

—Winchell



RUTH CARHART

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New York City

VOCAL ARTISTS

— D —

CONTINENTAL FOUR

WPIC, Sharon, Pa. Polish Hour.

COOK, CONNIE

WAVE, Louisville, Ky. Songs by Connie Cook.

COOL, HARRY

KMOX, St. Louis, Mo. Alpine Varieties.

CORBELL, P. C.

CJBR, Rimouski, Que. Varieties Artistiques.

CORDELL, FRANK

WCLS, Joliet, Ill. Favorite Hymns.

CORNELL, LILLIAN

NBC. Romance Melodies. Melody Rendezvous, Rhythm Auction, Ransom Sherman Presents, NBC Jamboree, Club Matinee, Afternoon Varieties, Roy Shield Revue.

CORNELL, LYNN

WCAU, Philadelphia, Pa.

CORNETT, EVELYN

WMEX, Boston, Mass. World's Best Songs.

COSSETTE, JACQUELINE

WHEB, Portsmouth, N. H.

COSTLEY, JAN

WSYR, Syracuse, N. Y. Mid-Morning Ltd.

COSTON, G. C.

WSKB, McComb, Miss. Singing Milkman.

COWAN, SIDNEY

WMAL, Washington, D. C. Washington Calling.

COWBOY JOE

CKMO, Vancouver, B. C.

COY, DOROTHY

WEEI, Boston, Mass. Matinee Promenade.

CRADDOCK, DEON

KWK, St. Louis, Mo. Song Fest.

CRANDALL, CLARK

WCLE, Cleveland, Ohio.

CRAVEN, OPAL

NBC. Carnation Contented Program.

CROCKETT, ALAN

WLS, Chicago, Ill. Prairie Ramblers.

CROOKS, RICHARD

NBC. Voice of Firestone.

CROSBIE, PHIL

WBNX, New York, N. Y.

CROSBY, BING

NBC. Kraft Music Hall.

CROSS, REGGIE

WLS, Chicago, Ill. Hoosier Sodbusters.

CROWE, DOROTHY ANN

MBS, Musical Steelmakers.

CRUISE, KATHERYN

KMPC, Beverly Hills, Calif. Petticoat Review.

CRUZ, VERA

Do You Remember? NBC: Rhythm and Romance, WTAM, Silver Winds, NBC.

CURREN, JACK

WFBI, Syracuse, N. Y. Memory Lane.

CURTIS QUARTETTE

WDAS, Philadelphia, Pa. Operatic Excerpts.

DALE, DORIS

WDAS, Philadelphia, Pa.

DALET, GEORGE

WCAE, Pittsburgh, Pa.

DALTON, JACK

WJSV, Washington, D. C. Cowboy Singer.

DANA, JOE

KOY, Phoenix, Ariz. Remember.

DANIELS, BETTY

WELI, New Haven, Conn. Inspiration Time.

DARRELL, ELAINE

KDYL, Salt Lake City, Utah. Sophisticated Swing, Music by Woodbury.

DARWIN, GLENN

NBC. Metropolitan Moods.

DAUNAIS, LIONEL

CKAC, Montreal, Que. Le Train de Plaisir.

DAVIES, EDWARD

NBC. Concert Salon, Joseph Gallicchio and His Orchestra, Harry Kogen and His Orchestra, Ransom Sherman Presents, Words and Music, Midnight Serenade.

DAVIS, CARLEEN

KXOK, St. Louis, Mo. Cocktail Time.

DAVIS, G. T.

WOPI, Bristol, Tenn. Church Chimes.

DAVIS, SHIRLEY

KDYL, Salt Lake City, Utah. Music by Woodbury.



BEA WAIN

CONGRATULATIONS



LANNY ROSS

VOCAL ARTISTS

DAWSON, MARK
WCAU, Philadelphia, Pa.

DAY, DENNIS
NBC. The Jello Program.

DEANE, JUDY
Dinner Date with Judy, NBC;
Gentlemen Preferred, NBC.

DeBRUHL, CLAUDE
WWNC, Asheville, N. C. Spot-
light Serenade.

DELLA CHIESA, VIVIAN
MBS. Concert Series.

DEL GRANDE, AIDA
WPEN, Philadelphia, Pa. San
Giorgio Varieties.

DeLYS, GOGO
NBC. Hall of Fun, Cavalcade
of Hits.

DeMOSS, LYLE
WOW, Omaha, Nebr. Family
Party, Oshkosh Program, Junior
Round Table.

de MOTIGNY, NOEL
WQDM, St. Albans, Vt. With
a Song in My Heart.

DENNIS, CLARK
CBS. Paul Whiteman's Ches-
terfield Program.

DENNIS TWINS
KRBC, Abilene, Texas

DENYA, MARCELLE
CBS.

DERRY, ERNEST
KGO, San Francisco, Calif.
The Three Cheers.

DeZURIK, CAROLINE
WLS, Chicago, Ill.

De ZURIK, MARY JANE
WLS, Chicago, Ill.

DICK, EDITH
CBS. Time Out For Dancing.

DICKENSON, JEAN
NBC. American Album of
Familiar Music.

DICKSON, HELEN
WMAN, Mansfield, Ohio

DILLE, LOUISE
KWK, St. Louis, Mo. It's Fun
to Keep House.

DILLER, DOROTHY
WTOL, Toledo, Ohio. Name
That Song, Piano Moods, The
Singing Pianist.

DIXIE HARMONIES
WOL, Washington, D. C.
Negro Quartet.

DON, JANYCE
KDYL, Salt Lake City, Utah.
Music by Woodbury.

DONOHUE, MARY ALICE
KDRO, Sedalia, Mo. Quarter
Hour of Melody.

DONOVAN, LEE
WLS, Chicago, Ill. Verne, Lee
and Mary.

DOT, FAY and LETTIE
WDZ, Tuscola, Ill. Howdy
Neighbors.

DUANE, MARY FRANCES
WAVE, Louisville, Ky. Mel-
ody Time, Magic Carpet.

DUGAN, MARY
NBC. Sensations and Swing.

DUGART, PAULINE
Jack Haley Program CBS.
Eddie Cantor's Camel Car-
avan CBS, Good News of 1939
NBC.

DUNLOP, ESTHER
CHAB, Moose Jaw, Sask. Al-
pine Sweethearts.

DUNN, GRACE
KMPC, Beverly Hills, Calif.
Petticoat Review.

DUNN, PAT
WDAF, Kansas City, Mo.
Melting Pot.

DURANT, MILDRED
WFLA, Tampa, Fla.

DUTIEL, ULDENNE
WPAY, Portsmouth, Ohio.
Star of Tomorrow.

DYKE, DAVE
CKLN, Nelson, B. C. Songs
of the Range.

— E —

EARLY, MARGARET
WGBR, Goldsboro, N. C.
Song of Long Ago.

EASTMAN, MARY
CBS. Saturday Night Sere-
nade.

EATON, HOWARD
CHAB, Moose Jaw, Sask.

EDWARDS, JOAN
CBS. Paul Whiteman's Ches-
terfield Program.

EDWARDS, VIVIAN
Jack Haley Program, CBS;
Eddie Cantor's Camel Car-
avan, CBS; Good News of
1939; Lux Radio Theater,
CBS.

EIGHT SMOOTHIES, THE
KMOX, St. Louis, Mo. Mellow
Time.

EISEN, MORRIS
WMBH, Joplin, Mo.

ELLIOTT, BILL
WEEI, Boston, Mass. The
Singing Cop.



JAN PEERCE



Radio Management: Mark Hanna
654 Madison Ave. New York City



FELIX KNIGHT

American Tenor

SCHAEFER REVUE

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Motion Pictures

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• • • **VOCAL ARTISTS** • • •

ELLIS SISTERS

WHIS, Bluefield, W. Va. The Three Graces.

ELSMORE, RALPH

WCAU, Philadelphia, Pa.

EMERSON, JOE

NBC. Hymns of All Churches.

ENDEBAK, CHRISTINE

WLS, Chicago, Ill.

ENDY, HENRY

KFBK, Sacramento, Calif. Swinging Songsmith.

ENNIS, SKINNAY

NBC. The Pepsodent Show.

EPPERSON, PEGGY

KSL, Salt Lake City, Utah. Peggy and Her Pals.

EPPLER, GRACE

WALR, Zanesville, Ohio. Out of the Dusk.

ERWIN, VIRGINIA

Kraft Music Hall Program. NBC: Screen Guild Show, CBS.

ESTES, VERDA

WGL-WOWO, Fort Wayne, Ind.

ETON BOYS

CBS. Modern Minstrels.

EVANS, CHICK

WBLK, Clarksburg, Va. Songs of Chick Evans.

— **F** —

FALES, DEAN

KGBX-KWTO, Springfield, Mo.

FALL, GLASGOW

WGL-WOWO, Fort Wayne, Ind.

FAYRE, KAY

WSPR, Springfield, Mass.

FELDER, JIMMY

WSKB, McComb, Miss.

FELDER, MISS

WSKB, McComb, Miss.

FELIX, NOLA

WNOE, New Orleans, La. Classical Gems.

FESSLER, MARY

KSRO, Santa Rosa, Calif. Songs From Your Album.

FIELDS, ARTHUR

NBC. No School Today.

FIRESIDE QUARTET

WJBC, Bloomington, Ill. Songs of the Heart.

FITE, BUSTER

KOY, Phoenix, Ariz. Western Playboys.

FIVE CAVALIERS

WBFB, Rock Island, Ill.

FLAGLER, CHARLEY

KSO, Des Moines, Ia. Cheerful Charley Flagler.

FOREMAN, BILL

KWK, St. Louis, Mo. It's Fun to Keep House.

FORMAN SINGERS

WBRB, Red Bank, N. J.

FORSTER, GERTRUDE

NBC. The Peerless Trio, Tone Pictures, Seth Parker.

FORTNER, EVELYN

WSIX, Nashville, Tenn.

FOSTER, JACK

KRIC, Beaumont, Texas. Laugh Roundup.

FOSTER, RALPH

CKCK, Regina, Sask.

FOULIS, WILLIAM S.

KOB, Albuquerque, N. M. Sandy MacPherson Program.

THE FOUR INKSPOTS

NBC.

THE FOUR NOTES SWING

QUARTET

NBC.

FOUR QUARTERS

WCAU, Philadelphia, Pa.

THE FOUR SHOWMEN

NBC.

FOUR TONES

WTJS, Jackson, Tenn.

FOWLKES, IDABELLE

WAIR, Winston-Salem, N. C. Song Fashions.

FOY, JACK

WMAL, Washington, D. C.

FRAIDELE

WLTH, Brooklyn, N. Y. General Gershelman.

FRAZEE SISTERS

NBC. Sensations and Swing.

FEISE, BERNICE

KMOX, St. Louis, Mo. Alpine Varieties.

FROMAN, JANE

CBS. Gulf Musical Playhouse.

FROST, PAUL

CKTB, St. Catharines, Ont. Melody Market, Everybody Sing.

— **G** —

GANGE, CONNIE

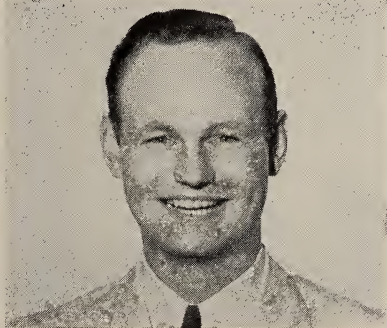
WHEC, Rochester, N. Y. Rhythm and Rhyme.

GARDNEK, ROBERT

WLS, Chicago, Ill. Mac and Bob.

GARLAND, JUDY

NBC. The Pepsodent Show.



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• • • **VOCAL ARTISTS** • • •

GARY, EL
WRC, Washington, D. C.
Dreams Come True, WFBR,
Baltimore, Md. Household
Furnace Program.

GAYLORD, GAYLE
WEK-WCLE, Cleveland, Ohio.
Gale of Melody, Beauty Pa-
rade.

GENE AND GLENN
NBC. Gene and Glenn with
Jake and Lena, Song and
Patter.

GENTLEMEN SONGSTERS
NBC. Rudy Vallee's Variety
Hour.

GENTLEMEN OF SWING
WPIC, Sharon, Pa.

GENTRY, TOMMY
WSGN, Birmingham, Ala.
Western Ballads.

GERARD, JACQUES
CKAC, Montreal, Que. L'Heure
des Vedettes.

GERMAN, GEORGE B.
WNAX, Yankton, S. D. Ro-
deo Recess, Western Jamboree,
Cowboy Balladeer.

GILBERT, BILLY
KPDN, Pampa, Texas, The
Cornshucker, The Trouba-
dour.

GIBSON, ESTHER
KFKA, Greeley, Colo.

GIBSON, GLORIA
WFBM, Indianapolis, Ind.
Hoosier Talent Time.

GILL, CECIL
KGGK, Fort Worth, Texas.
Here's Luck.

GILL, "RUSTY"
WLS, Chicago, Ill. Hoosier
Sodbusters.

GIPSON, JOHNNY
KTEM, Temple, Texas. John-
ny and Curley.

GIRARD, ARMAND
KPO, San Francisco, Calif.
Woman's Magazine of the Air,
Sleep Serenade, Waltz Reflec-
tions.

GLADDEN, RUTH
WWNC, Asheville, N. C. Spot-
light Serenade.

GLENN, BEVERLY
WHEB, Portsmouth, N. H.

GLOVER, FRED
WFBG, Altoona, Pa.

GLYE, DOROTHY JUNE
KWLC, Decorah, Ia. Tuesday
Musical.

GODDARD, HERB
WMBH, Joplin, Mo. Cowboy
Singer.

GOEBEL, GEORGE
WLS, Chicago, Ill.

GOLDEN, DOROTHY
WOPI, Bristol, Tenn. Old and
New.

GOODWIN, BUS
WJBL, Decatur, Ill.

GORDON, JEAN
WALR, Zanesville, Ohio.
Songs Out of Nowhere.

GORDON, WILLIAM
WAIR, Winston-Salem, N. C.
Songs.

GOSPEL FOUR
WCMJ, Ashland, Ky.

GRACE NOTES TRIO
WMAL-WRC, Washington,
D. C. In Town Tonight.

GRAHAM, ROSS
NBC. Cities Service Concert.

GRAHAM SISTERS
WIP, Philadelphia, Pa. Sun-
day Hymnal.

GRASHEL, BILL
WPAY, Portsmouth, Ohio.
Brothers In Harmony.

GRASHEL, DON
WPAY, Portsmouth, Ohio.
Brothers In Harmony.

GRASSO MIXED CHORUS
WFLA, Tampa, Fla.

GRAY, MAXINE
KHJ, Los Angeles, Calif. Al-
vino Rey with Maxine Gray.

GREEN, JAY
KCMC, Texarkana, Texas. Jay
Green's Rhythm.

GREENWOOD, HARVEY
KFKA, Greeley, Colo.

GREIGO, SONJA
WFBM, Indianapolis, Ind.

GREENNELL, EILEEN
KSO, Des Moines, Ia. Songs
by Eileen.

GREY, LANNY
NBC. Rhythm School, Judy
and Lanny.

GRIFFIN, GEORGE
NBC. The Cities Service
Chorus.



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GRIMES, BETTY
KRBC, Abilene, Texas. Betty and Jenny.

GRIMES, M. L.
KRBC, Abilene, Texas. Hymns You Know and Love.

GRISANTI, DORIS
WAVE, Louisville, Ky. Jewel Box.

GROVES, PAUL
WDZ, Tuscola, Ill. Western Songs.

GULLY, PHIL
WJDX, Jackson, Miss. Songs by Phil Gully.

GUNTS, BRENT
WFBR, Baltimore, Md. Carnival of Fun.

— H —

HADENS' HILLBILLIES
KMA, Shenandoah, Ia. Humorous Squibbs.

HAIN, WILLIAM
Bach Cantatas, MBS; Story of Song, CBS.

HAINES, WESLEY "HAPPY"
WBFB, Rock Island, Ill. The Wakers-Uppers.

HALE, TRAVIS
KGO, San Francisco, Calif.

HALEY, AMBROSE
WGL-WOWO, Fort Wayne, Ind.

HALEY, PAT
KDKA, Pittsburgh, Pa. Music Please, Music Box Melodies, Dutch Club.

HALL, AUDREY
KMPC, Beverly Hills, Calif. Petticoat Review.

HALL, BOB
CKNX, Wingham, Ont. CKNX Hillbillies.

HALL, FRED
NBC. Sunday Drivers.

HALL, MARTY
WKY, Oklahoma City, Okla. SW Serenade, Cameos of Melody.

HALL, RAY
WFBR, Baltimore, Md. Carnival of Fun.

HALL SISTERS
WHMA, Anniston, Ala. Sunday Song Serenade.

HANNA, PHIL
KGO, San Francisco, Calif. The Three Cheers.

HANS, LEO
WMAN, Mansfield, Ohio

HARMONETTES, THE
KMEX, St. Louis, Mo. Alpine Varieties.

HARMONY GIRLS
WDBJ, Roanoke, Va. On Wings of Song.

HARMONY SISTERS
KONO, San Antonio, Texas.

HARRIS, TOMMY
KFRC, San Francisco, Calif. Breakfast Club, Feminine Fancies.

HART, JOHNNY
WMEX, Boston, Mass. Hits of the Day.

HATRICK, GEORGE
WTAM, Cleveland, Ohio

HAVEN OF REST QUARTET
KHJ, Los Angeles, Calif.

HAYE, PETE
WDAS, Philadelphia, Pa. Songs at Noontime.

HAZELNESS, PAUL
WTCN, St. Paul-Minneapolis, Minn. Perko Time.

HAZELTINE, THURZA
WMAN, Mansfield, Ohio

HENDRICK, EDITH
WBEM, Chicago, Ill. Good Morning, Rhythm Rascals.

HENDRICKS, GLADYS
KFPY, Spokane, Wash. Remember When, Variety Party.

HENDRIE, HUBERT
CBS. Story of Song.

HENNINGSEN, WILLIAM
WBNX, New York, N. Y. The Hymn Book.

HERKING, JOSEPHINE
WTAL, Tallahassee, Fla. Memory Lane.

HIGGINS, REGGIE
WAGM, Presque Isle, Me. Songs by Reggie.

HIGGINS QUARTET
WSKB, McComb, Miss.

HIGHT, WINI
WDEV, Waterbury, Vt. Melodies of Happiness.

HILDEGARDE
NBC.

HILL, ROY
WHIS, Bluefield, W. Va. An Earful of Music.

HILLIARD, HARRIET
NBC.

HIRSCH, ALVIN
WMAZ, Macon, Ga. Alvin Hirsch, Gospel Singer.

HOLLOWELL, STELLA
KDB, Santa Barbara, Calif. Fashion Review, Parents' Forum.



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VOCAL ARTISTS

HOLLY, GAIL
WBAL, Baltimore, Md. Afternoon Show

HOLLY, VERA
WGY, Schenectady, N. Y. Fashions In Melody.

HOLMES, SALTY
WLS, Chicago, Ill. Prairie Ramblers.

HONIG, MAX
WLTH, Brooklyn, N. Y. Social Column of the Air.

HOOSIER CHOIR, THE
WFBM, Indianapolis, Ind.

HOOPLE, MARY
MBS. Bach Cantatas.

HOSMER, CHANDLER
WDAS, Philadelphia, Pa.

HOWARD, BOB
NBC. Calsodent Presents.

HOWARD, HERB
WNAX, Yankton, S. D.

HOWARD, TOM
WFBM, Indianapolis, Ind.

HOYT, CLARA M.
KWLC, Decorah, Iowa. Afternoon Musicale.

HUARD, LARRY
WTIC, Hartford, Conn.

HUMPBREYS, DOROTHY STEVENS
WEHC, Columbus, Ohio. Silhouette in Song.

HUNNICUT, MIKE
WKRC, Cincinnati, Ohio. Dawn Patrol.

HUNNIFORD, DOROTHY
WPRO, Providence, R. I. Fashion Fanfare.

HURD, NANCY
KTUL, Tulsa, Okla. Souvenirs.

HURT, CHICK
WLS, Chicago, Ill. Prairie Ramblers.

HUTTON, JOAN
WEBB, Buffalo, N. Y. Girl With the Flaxen Hair.

HYDE, DICK
KSO, Des Moines, Iowa. Thirty Minutes to Go.

HYDE, HARMON
WPRO, Providence, R. I. Take It Easy Time.

IJAMS, WALLY
WJDX, Jackson, Miss.

INGRAHAM, JERRY
WHEC, Rochester, N. Y. Sparmon's Strings, Silver and Gold.

INK SPOTS, THE
NBC.

IRELAND, EUGENE
WSPD, Toledo, Ohio.

IRWIN, ISH
KGBX-KWTO, Springfield, Mo.

— J —

JACOBS, PAUL
WNOE, New Orleans, La. Paul Jacobs Entertains.

JAKE AND CARL
WGY, Schenectady, N. Y. Cowboy Singers.

JAMES, LEONORE
WCAE, Pittsburgh, Pa. Songologue.

JAMISON, ANNIE
NBC. Romance and Rhythm.

JANES, ART
WLS, Chicago, Ill. Maple City Four.

JENNINGS, DON
WHIO, Dayton, Ohio. Singing Parson.

JEPSON, HELEN
CBS. Ford Sunday Evening Hour.

JESTERS, THE
NBC. Gulden Serenaders, The Schaefer Revue.

JIMMY & DICK
WBEI, Boston, Mass.

JOHNSON, CARL J.
WDGY, Minneapolis-St. Paul, Minn. Hollow Funrise Frolics, Barn Dance.

JOLSON, AL
CBS. Al Jolson Show.

JOLSON, EDITH
WELL, New Haven, Conn. Monday Moods.

JONES, BILL
WTBC, Indianapolis, Ind.

JORDON, DIXIE BOY
WKY, Oklahoma City, Okla. Good Morning.

JORDAN, JOAN
WCFL, Chicago, Ill. Twilight Time.

JOURDAN, CHARLES
CKAC, Montreal, Que., Can.

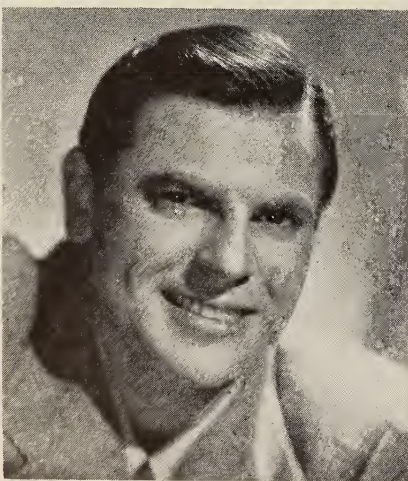
JOY, ALICE
KGW-KEX, Portland, Oregon. Tommy Luke Presents, Listen and Win Program.

KALLEN, KITTY
WCAU, Philadelphia, Pa.

— K —

KAMPUS KIDS, THE
NBC. Vocal Vogues.

KARGES, ERNIE
CKNX, Wingham, Ont. Canadian Farm and Home Hour.



DON REID

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for

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ANDERS**



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KAUERZ, ELSA
KOA, Denver, Colo. Golden Melodies, Westernaires, Old Opry House.

KAYE, RAMONA
KMO, Tacoma, Wash. Kaye 'n' Kaye.

KEATHLEY, FRED
KRBC, Abilene, Texas. Hymns You Know and Love.

KEEGAN, T. J.
WHIO, Dayton, Ohio. Fireside Philosophers.

KEMPER, LOU
KVOO, Tulsa, Okla. Otasco Merry-makers, Dream House.

KENNEDY, REED
KDKA, Pittsburgh, Pa. Treasure Trails of Song.

KENT, CLIFFORD
WELI, New Haven, Conn. Remember When.

KERN, HENRIETA
WFBR, Baltimore, Md. Music Styled for You.

KEY SISTERS
WJBL, Decatur, Ill. Hillbilly Duo.

KIDDER, WALTER
WNAC, Boston, Mass.

KIDOODLERS, THE
NBC. Amanda's Party.

KINDER, BARBARA
KDKA, Pittsburgh, Pa. Music Please, Dutch Club.

KINDER, ELAINE
KDKA, Pittsburgh, Pa. Music Please, Dutch Club.

KINDER, SHIRLEY
KDKA, Pittsburgh, Pa. Music Please, Dutch Club.

KING, BONNIE
KMBC, Kansas City, Mo. Bonnie and the Boys.

KING'S JESTERS, THE
NBC.

KING SISTERS, THE
KHJ, Los Angeles, Calif. Alvin Ray and the King Sisters.

KIRCHER, IRENE
WMBD, Peoria, Ill. Happy Train.

KIT AND KAY
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Round Up.

KLASSEN, BEN
KPO, San Francisco, Calif. Woman's Magazine of the Air, Waltz Reflections.

KLINE, GRACE
WSIX, Nashville, Tenn. Melody Moods.

KNICKERBOCKER QUARTET
KPO, San Francisco, Calif. Woman's Magazine of the Air, Waltz Reflections.

KNIGHT, DAVE
Good News of 1939, NBC; Eddie Cantor's Camel Caravan CBS; Signal Carnival, NBC; Tune Up Time, CBS.

KNIGHT, FELIX
NBC. Schaefer Revue, Songs at Eventide.

KRCHCK, JAMES
WEDC, Chicago, Ill. International Accordiana.

KUOA, Male Octet
KUOA, Siloam Springs, Ark. Little Brown Church.

— L —

LAMONTAGNE, I.
CJBR, Rimouski, Que. Musical Comments.

LAMOUR, DOROTHY
NBC. The Chase and Sanborn Program.

LANDRY, EMILY
KVOL, Lafayette, La. Your Favorite Songs

LANE, ALBERT
WMSL, Decatur, Ala.

LANE, BETTY
WIP, Philadelphia, Pa. Jittering Jive.

LAKE, DONALD
WGL-WOVO, Fort Wayne, Ind.

LANE, ELEANOR
WBZ-WBZA, Boston and Springfield, Mass. Boston Life.

LANE, SIGGY
MBS. Listen America.

LANE SISTERS
WELI, New Haven, Conn. Harmonic Patterns.

LANG, JUNE
KDAL, Duluth, Minn. Sunday Serenade.

LANGFORD, FRANCES
CBS. Texaco Star Theatre.

LANSING, GERTRUDE
KYA, San Francisco, Calif.

LARGE, HOWARD
CHAB, Moose Jaw, Sask. Going Places With the Millers.

LATTERMAN, DOROTHY
WCAE, Pittsburgh, Pa. Sophisticated Ladies, Muted Music. Airliners, Linger Awhile, Lazy Rhapsody, Enchanted Hour.



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"TALK TO ME"

• **NBC** •

VOCAL ARTISTS

- LAUGHLIN, DAVID**
CBS. Tune-Up Time.
- LAWRENCE, "HAPPY" LARRY**
MBS-WKRC, Columbus, Ohio.
- LEACH, BILLY**
KDKA, Pittsburgh, Pa. Tap Time, Design for Dancing.
- LEE, EDDIE**
WEEI, Boston, Mass. Musical Bee. Tea With Eddie Lee
- LEE, R. E.**
WIOD, Decorah, Iowa. Hymns We Love.
- LEE, SANDRA**
WRDO, Augusta, Me. Songs by Sandra.
- LEERS, BOB**
WIOD, Miami, Fla. WIOD Dance Frolic.
- LeKREEUN, PIERRE**
NBC. Manhattan Merry-Go-Round.
- LENNOX, ELIZABETH**
NBC. American Album of Familiar Music.
- LIBBY, BUD**
WAGM, Presque Isle, Me. Songs by Bud Libby.
- LIEBER, HAL**
WFBI, Indianapolis, Ind
- LINDSAY, ART**
KXRO, Aberdeen, Wash. Syn-copated Riddles.
- LINDSAY, DAVID**
WOPI, Bristol, Tenn. Jivers Club.
- LINWOOD, LUCILLE**
WBNS, Columbus, Ohio. Start the Day Right.
- LITTLE, MELVA**
KOCY, Oklahoma City, Okla. Little Melva Little.
- LONE COWHAND**
KADA, Ada, Okla. Lonesome.
- LORING, MICHAEL**
CBS. Studio Rendezvous.
- LORRAINE, KAY**
CBS. Your Hit Parade.
- LOVE BROTHERS**
WBRC, Birmingham, Ala. At the Crossroads.
- LOVE, MARK**
MBS. Paeant of Melody.
- LOWERY, COIS**
WMSL, Decatur, Ala.
- LOYSEN, KEN**
WHAM, Rochester, N. Y.
- LUTHER, FRANK**
NBC. Luther-Layman Singers.
- LYNNE, EVELYN**
NBC. Breakfast Club.
- LYON, RUTH**
NBC. Concert Salon, Joseph Gallicchio and His Orchestra, Harry Kogen and His Orchestra. Words and Music, Roy Shield Revue.
- Mc —
- McALISTER, JAMES**
WARD, Brooklyn, N. Y. Two Hours In Ireland.
- McCLESKEY, FRED**
KUAO, Siloam Springs, Ark.
- McCOLLUM, DAVID**
KGFF, Shawnee, Okla. Three Hymn Singers.
- McCONNELL, ED**
NBC. Smilin' Ed McConnell.
- McCRAE, MARGARET**
CBS. Joe E. Brown Program.
- McCULLOUGH, ANNETTE**
WGY, Schenectady, N. Y. Your Neighbor.
- McDONALD, JETTA**
WCMI, Ashland, Ky.
- McDONOUGH, MRS. J. P.**
WRNL, Richmond, Va. Gospel Singer.
- McELWEE, THOMAS**
WHIO, Dayton, Ohio. Little Tom.
- McFARLAND, LESTER**
WLS, Chicago, Ill. Mac and Bob.
- McINTYRE, RUSSELL**
WBT, Charlotte, N. C.
- McKENNA, YVONNE**
WMAS, Springfield, Mass. Songs Styles by Yvonne.
- McKINNEY, MARY ELIZABETH**
WGL-WOWO, Fort Wayne, Ind.
- McKINNEY SISTERS**
WBRC, Birmingham, Ala. McKinneys and Ted.
- McLEMORE, JIMMY**
WHBQ, Memphis, Tenn. Song Styles.
- McQUAIN, WANDA**
KBST, Big Spring, Texas. A Thousand Love Songs.
- M —
- MABIE, LOUISE MASSEY**
WLS, Chicago, Ill. The West-erners.
- MABIE, MILT**
WLS, Chicago, Ill. The West-erners.
- MAC AND SLIM**
WMAZ, Macon, Ga. Hillbilly Duo.
- MACE, EVELYN**
WMEX, Boston, Mass. Memory Lane.
- MACPHERSON, LOIS**
CHAB, Moose Jaw, Sask. Re-member.
- MAGEE, MONTE**
KGKB, Tyler, Texas. Voice of the Southland.
- MAHANEY, ROBERT**
WBX, Utica, N. Y. Date With a Song.
- MANN, BEN**
WWNC, Asheville, N. C. Spot-light Serenade.
- MANNERS, LUCILLE**
NBC. Cities Service Concert.
- MANSFIELD, ANDY**
KHJ, Los Angeles, Calif.
- MANSFIELD, VIRGINIA**
KHJ, Los Angeles, Calif.
- MAPLE LEAF QUARTET**
WOC, Davenport, Iowa. Melodies of the Deep South.
- MARGOLITE**
WWNC, Asheville, N. C. Carolina Power & Light Program.
- MARR, ELLEN**
WCAU, Philadelphia, Pa.
- MARTIN, EDWIN N.**
WGBF, Evansville, Ind.
- MARTIN, ESTHER L.**
WLS, Chicago, Ill. Prairie Sweethearts.
- MARTIN, MARY**
CBS. Tuesday Night Party.
- MARTIN, TATTEE**
WIOD, Miami, Fla. WIOD Dance Frolic.
- MARTIN, TONY**
CBS. Tune-Up Time.
- MASSEY, ALLEN**
WLS, Chicago, Ill. The West-erners.
- MASSEY, CURT**
WLS, Chicago, Ill. The West-erners.
- MAST SISTERS**
KXOK, St. Louis, Mo. Three 'N' One.
- MAXWELL, RICHARD**
CBS.
- MEISSNER, FRITZ**
WLS, Chicago, Ill. Maple City Four.
- MELODY MAIDS**
KCRC, Enid, Okla.
- MELODY MAIDS**
WMBD, Peoria, Ill. Trio Nightfall, Petticoat Parade.
- MELODY MAIDS**
WCHS, Charleston, W. Va.
- MELODY MEN**
WGY, Schenectady, N. Y. Trio.
- MELTON, JAMES**
CBS. Ford Summer Hour.
- MEN ABOUT TOWN, THE**
NBC. Manhattan Merry-Go-Round.
- MEN OF THE WEST**
The Rangers' Serenade, NBC: Westernaires, KOA.
- MERCER, JOHNNY**
CBS. Benny Goodman's Camel Program, Bob Crosby's Camel Caravan.
- MERRY MACS**
The Fred Allen Show, NBC: George Jessel.
- MESSMER, DOTTIE**
Kraft Music Hall Program, NBC: Screen Guild Show, CBS.
- METCALF, JOHN**
MBS. Choir Loft.
- MEYER, ANN**
WMAS, Springfield, Mass. Ann Meyer Songs.
- MICHAEL, RUTH**
WCHS, Charleston, W. Va.
- MILLER, MARIE**
WJBC, Bloomington, Ill.
- MILLER, MARY LOU**
WBNS, Columbus, Ohio. Hello Ohio.
- MILLER, WILLIAM**
MBS. Weber's Concert Revue.
- MODERNAIRES, THE**
CBS. Paul Whiteman's Ches-terfield Program.
- MODERN CHOIR, THE**
NBC. American Album of Fa-miliar Music.
- MOFFETT, CLYDE**
WLS, Chicago, Ill. The Ran-gers.
- MONK, BILLY G.**
KNET, Palestine, Texas.
- MONROE, LUCY**
Kraft Music Hall, NBC: Echoes of New York, WEAF: Henry Weber Concert Pro-gram, MBS.
- MONTANA, KEN**
KSOO, Sioux Falls, S. D. Cow-boy Ballads.
- MONTANA, PATSY**
WLS, Chicago, Ill.
- MOODY, GEORGE**
KUAO, Siloam Springs, Ark.
- MOORE, CARL**
WEEI, Boston, Mass. Top O' the Morning, Matinee Prom-enade.
- MOREDAND, PEG**
WFAA, Dallas, Texas. Barn Dance, Rural Mail.
- MORGAN, PEGGY**
WCAU, Philadelphia, Pa.
- THE MORIN SISTERS**
NBC. Breakfast Club, Club Matinee.

VOCAL ARTISTS

- MORRIS, IRENE**
WGBR, Goldsboro, N. C.
Songs of Long Ago.
- MORRIS, IRENE**
WPAV, Portsmouth, Ohio
Star of Tomorrow.
- MORRIS, MARGARET DILLON**
WICC, Bridgeport, Conn. Songs at Eventide.
- MORRIS, WILLIE**
MBS, Music By Moonlight.
- MORRISON, JAMES**
WHEB, Portsmouth, N. H.
Music Lovers' Hour.
- MOYES, CLAUDE "PIE PLANT PETE"**
WTAM, Cleveland, Ohio. Pete and Joe.
- THE MOYLAY SISTERS**
NBC.
- MUNN, FRANK**
NBC. Waltz Time, American
- MUNROE, HARRISON**
Album of Familiar Music.
KRBC, Abilene, Texas. Hymns You Know and Love.
- MUNROE, VAUGHN**
WBZ-WBZA, Boston & Springfield, Mass. Breakfast in Bedlam.
- MURRAY, WYNN**
NBC. The New Fred Allen Show.
- MUSE, MARGARET**
WKY, Oklahoma City, Okla.
- MUSIC MAIDS**
Kraft Music Hall Program
NBC, Screen Guild Show CBS.
- N —
- NADEAU, RAOUL**
MBS. Bach Cantatas.
- NAZARRO, CLIFF**
Quaker Party NBC, Magic Key of RCA NBC, Chase & Sanborn Hour NBC, Al Jolson Show CBS, Joe Penner Program CBS, Al Pearce and His Gang CBS, Screen Actors Guild Show CBS, Texaco Star Theatre CBS.
- NEESE, ERLU**
WBIG, Greensboro, N. C.
Great Hymns of the Church.
- NEHER, DICK**
WLS, Chicago, Ill. WLS Quartet.
- NELSON SISTERS**
WEBC, Duluth, Minn. Hymn Time.
- NETINGA, PAUL**
WLS, Chicago, Ill. WLS Quartet.
- NICKSON, GEORGE**
KPO, San Francisco, Calif.
Woman's Magazine of the Air, Sleep Serenade, Waltz Reflections.
- NIELSON, GRACE**
Jack Haley Program CBS, Eddie Cantor's Camel Caravan CBS, Good News of 1939 NBC, Lux Radio Theatre CBS.
- NORATO, TOM**
WPRO, Providence, R. I.
Housewives Serenade, Take It Easy Time.
- NORMAN, DALTON**
WMAZ, Macon, Ga. Dalton Norman, Singing Cowboy.
- THE NORSEMEN**
NBC. Horse and Buggy Days. Vocal Vogues.
- NORTON, LEE**
WKY, Oklahoma City, Okla.
Cameos of Melody, SW Serenade, Otasco Merrymakers, Yellow Cab Program.
- NOVELIERS**
KMA, Shenandoah, Ia. Round-up on the Rhythmic Range.
- NOVENSON, JOE**
WAIR, Winston-Salem, N. C.
Romance Time.
- NOVIS, DONALD**
NBC. Fibber McGee and Molly.
- NUGENT, HELEN**
MBS. Old Fashioned Girl.
- O —
- O'CONNOR, MAUREEN**
KFWB, Los Angeles, Calif.
Music By Maureen.
- O'CONNOR, WILLIAM**
WLS, Chicago, Ill.
- O'DELL, DOY**
WTIC, Hartford, Conn. Cowboy Singer.
- O'HEREN, DICK**
MBS. Irish Melodies, Wayne and Dick.
- O'KANE, RUTH**
KFBK, Sacramento, Calif.
- O'NEIL, DOLORES**
WCAU, Philadelphia, Pa.
- O'NEIL, JEAN**
KNX, Los Angeles, Calif.
Saturday Morning Party.
- OSBORN, CARL**
WELL, Battle Creek, Mich.
Gospel Singer.
- OSBORNE, VERNA**
NBC. Walter Kelsey's Almanac, Musical Fantasie, Woman's Magazine of the Air, Out of the West.
- OSSENBRINK, LUTHER**
WLS, Chicago, Ill. Arkansas Woodchopper.
- OSWALD, FLOY**
WNOE, New Orleans, La. The Sunshine Voice.
- OWENS, JACK**
Jack Owens Sings KECA, Music By Sweetest KECA, Town Talk Tel-a-tunes KNX, Cavalcade of Hits From Hollywood Today NBC.
- OZARKIANS, THE**
KUOA, Siloam Springs, Ark.
- P —
- PALMER, CARRUTH**
WOAI, San Antonio, Texas.
That Year.
- PAQUET, OSCAR**
CKCV, Quebec, Que. Parmis Nos Souvenirs.
- PARKER, FAY**
KDKA, Pittsburgh, Pa. Tap Time, Design for Dancing.
- PARKER, FRANK**
CBS. Burns & Allen Chesterfield Program, Burns & Allen Hinds Program.
- PARKER, GLORIA**
WFIL, Philadelphia, Pa
Champagne Time.
- PARKER, LORRAINE**
WEW, St. Louis, Mo. Melody Time.
- PARSONS, BOB**
KVOO, Tulsa, Okla. Your Singing Neighbor, It's A Woman's World.
- PASCOE, PALLIE**
CHAB, Moose Jaw, Sask. Going Places With the Millers.
- PATTERSON, CLIFFORD**
KGBX-KWTO, Springfield, Mo.
- PATTERSON, PAT**
WLS, Chicago, Ill. Maple City Four.
- PAUL, ED**
WCFL, Chicago, Ill. Meet the Folks.
- THE PAUL TAYLOR CHORUS**
NBC. The Gilmore Circus.
- PAULE, NORMAN**
KXOK, St. Louis, Mo. Hymns We Love.
- PEDI, RALPH**
WOV, New York, N. Y.
- PEERCE, JAN**
Gulf Musical Playhouse CBS, Radio City Music Hall of the Air NBC.
- PEERMAN, MARTHA**
WAPI, Birmingham, Ala.
Tonic Tunes.
- PENCE, INEZ**
KLZ, Denver, Colo. Lady Lend An Ear.
- PERKINS, RAY**
NBC. Letters Home.
- PERRY, BILL**
CBS. Saturday Night Serenade, Story of Song.
- PETERSON, RUTH**
KGO, San Francisco, Calif.
Operator.
- PEAFF, LILLIUS**
WAIR, Winston-Salem, N. C.
Melody Time.
- PHILLIPS, BETTY LOU**
WMBH, Joplin, Mo.
- PHILO, VIOLA**
NBC. Radio City Music Hall of the Air.
- PIANIST, CAROLYN**
KXOK, St. Louis, Mo. Girl O' the Morning.
- PIERSOL, BETTY**
KUSD, Vermillion, S. D. On Wings of Song.
- PIONEER, QUARTET**
KDKA, Pittsburgh, Pa. Treasure Trails of Song.
- PIXLER, SISTERS**
KGKO, Fort Worth, Texas.
Sisters Three.
- PONS, LILY**
CBS. Ford Sunday Evening Hour.
- POTVIN, MADAME**
CJBR, Rimouski, Que.
- POWELL, DICK**
CBS. Lifebuoy Program.
- PRAGER, MANNY**
CBS. Ben Bernie and All the Lads.
- PRICE, HOWARD**
WCAE, Pittsburgh, Pa. Lazy Rhapsody, Linger Awhile.
- PRIN, TOBY**
WCCO, Minneapolis, Minn.
Saturday Open House.
- PRICHARD, ESTHER**
WPIC, Sharon, Pa. Songs for You.
- PRITCHARD, LOYD**
WNAX, Yankton, S. D. Hoppy Jack's Oldtimers, Rodeo Recess, Western Jamboree.
- PURCELL, MARTHA**
WICC, Bridgeport, Conn.
Tunes for Two.
- PURCELL, PAT**
WIP, Philadelphia, Pa. Toy-town Band.
- Q —
- QUINN, INEZ**
WHAM, Rochester, N. Y.
- QUINT, KATHERINE**
KVOL, Lafayette, La. Songs By Katherine Quint.

VOCAL ARTISTS

— R —

- RAIES SISTERS**
WHIS, Bluefield, W. Va.
- RAND, LARRY**
KQV, Pittsburgh, Pa.
- RANGERS, THE**
WBR, Charlotte, N. C. Western Quartet. Vick Chemical Program.
- RAOUL, NADEAU**
WOR, Newark, N. J.
- RAULERSON, PEGGY**
WAYX, Waycross, Ga. Let's Remember.
- RAYE, EDITH**
KWK, St. Louis, Mo. Rays of Melody.
- RAYE, MARTHA**
CBS. Al Jolson Show.
- RAYE, RACHEL**
WLTH, Brooklyn, N. Y.
- READ SISTERS**
WOAL, San Antonio, Texas. Saturday Night Parade.
- RED RIVER DAVE**
WOR, Newark, N. J. Cowboy Singer.
- REED, DEAN**
WLS, Chicago, Ill. WLS Quartet.
- REESE, BOB**
KDYL, Salt Lake City, Utah. Gift Box, Music By Woodbury.
- REID, ADA**
KRBC, Abilene, Texas.
- REID, DON**
CBS. Al Pearce and His Gang.
- REINBERG, MARY CATHERINE**
WLS, Chicago, Ill. Prairie Sweethearts.
- REMSEN, ALICE**
NBC. Turn Back the Clock. The Land of Make Believe.
- RENTOUL, KENNETH**
CKNX, Wingham, Ont. CKNX Barn Dance.
- RHODES, BETTY JANE**
KHJ, Los Angeles, Calif.
- RHODES, DORIS**
CBS. The Zany Family, Studio Rendezvous.
- RHODES, TOM**
WDAS, Philadelphia, Pa.
- RHYTHM FOUR**
WSGN, Birmingham, Ala.
- RHYTHM RIDERS**
KMBC, Kansas City, Mo. Western Echoes, Strange Enchantment, Music for Your Afternoon.
- RHYTHMETES**
WTMV, East St. Louis, Mo. Girls Trio, Color Harmonies.
- RICCIARDI, FRANK**
WOV, New York, N. Y.
- RICE, AL**
WLS, Chicago, Ill. Maple City Four.
- RIEHL, FREDDY**
CKNX, Wingham, Ont. CKNX Barn Dance.
- RIGGS, NELL**
WCLE, Cleveland, Ohio. Song Shop.
- RIGGS, TOMMY**
NBC. The Quaker Party.
- ROBERSON, DARLENE**
WAVE, Louisville, Ky. Darlene Sings.
- ROBSON, PAUL**
CBS. Pursuit of Happiness.
- ROISE, RAY**
WBNS, Columbus, Ohio. Start the Day Right, Hello Ohio.
- ROESE, SCOTTY**
WPAY, Portsmouth, Ohio. Song of Today.
- ROGUES OF RHYTHM**
WAIR, Winston-Salem, N. C. Trio.
- ROLLINS, EADIE**
WCKY, Cincinnati, Ohio. Bluegrass Boys.
- ROOT, DOLLY**
WTOL, Toledo, Ohio. Ross and Dolly.
- ROOT, ROSS**
WTOL, Toledo, Ohio. Ross and Dolly.
- ROSE, BILL**
WQDM, St. Albans, Vt. Hands Across the Ivories.
- ROSE, MISCHA**
WPEN, Philadelphia, Pa. Planters Hi-Hat Peanut Oil Program.
- ROSENBERG, HENRIETTA**
WCABE, Pittsburgh, Pa. Sophisticated Ladies, Muted Music, Airliners, Linger Awhile, Lazy Rhapsody, Enchanted Hour.
- ROSENBERGER, VIRGINIA**
WBAL, Baltimore, Md. Afternoon Show.
- ROSS, GILL**
KXA, Seattle, Wash. Yodeling Melodies.
- ROSS, LANNY**
CBS. Your Hit Parade, Songs.
- ROSSELL, EMELITA**
WOV, New York, N. Y.
- ROUGH RIDERS, THE**
WKY, Oklahoma City, Okla. Trio, Cain's Coffee Club.
- ROWE, GENEVIEVE**
Bach Cantatas MBS, Johnny Presents CBS, The Story of Song CBS, Columbia's Gay Nineties Revue CBS, Johnny Presents NBC, The Swing Fourteen NBC.
- ROWE, QUEENIE**
KBST, Big Spring, Texas. Music for You.
- RUDELL, MARIE GENDRON**
WJMS, Ironwood, Mich. Song Time.
- RUSSELL, TONY**
KYW, Philadelphia, Pa.
- RUVELL, NORMAN**
WWJ, Detroit, Mich.
- RYAN, PATRICIA**
MBS. New Tunes.
- RYLES, BUDDIE**
KUJ, Walla Walla, Wash.

— S —

- SAHLIN, AL**
WDGY, Minneapolis-St. Paul, Minn. Hollow Funnise Frolic, Barn Dance.
- SANDS, JAMES**
WCLE, Cleveland, Ohio. Kapers.
- SANTA FE SLIM**
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Round Up.
- SAUNDRES, AMELIA**
WOV, New York, N. Y.
- SAVOY SISTERS**
MBS. Savoy Swing.
- SCHIPA, TITO**
MBS. Concert Series.
- SCHLACK, ROSEMARY**
WOC, Davenport, Ia. Bal-lads in Blue.
- SCHULLER, SELM**
WTAM, Cleveland, Ohio.
- SCHULTZ, WALTER**
WGL-WOWO, Fort Wayne, Ind.
- SCOGGINS, JERRY**
WFAA, Dallas, Texas, Dr Pepper House Party.
- SCOTT, MARGIE**
WCOP, Boston, Mass. Artists Bureau Parade.
- SCRAP IRON QUARTET**
WTJS, Jackson, Tenn.
- SENNEFF, BETTY**
KGLO, Mason City, Ia.
- SHAEFFER, ANNE**
KGBX-KWTO, Springfield, Mo.
- SHAEFFER, DORA**
KGBX-KWTO, Springfield, Mo.
- SHAFFER, CLETA**
KWYO, Sheridan, Wyo.
- SHAPIRO, CANTOR**
WOL, Washington, D. C.
- SHAW, MONETTE**
WOAL, San Antonio, Texas. Tapestry of Songs.
- SHEARER, SYLVIA**
WIP, Philadelphia, Pa. Songs By Sylvia.
- SHEEHAN, JOHN**
WGY, Schenectady, N. Y.
- SHEPARD, ETHEL**
WHN.
- SHERMAN, CLAIRE**
WFBL, Syracuse, N. Y. Musical Clock.
- SHERMAN, FLOYD**
NBC. The Cities Service Chorus, Johnny Presents, The Swing Fourteen.
- SHERRY, ELINOR**
MBS.
- SHIELDS, JIMMY**
Music and Manners MBS, Enna Jettick Melodies NBC, Fibber McGee and Molly NBC, We're Steppin' Along CBS.
- SHIMMIN SISTERS**
WJBC, Bloomington, Ill. Music In The Air.
- SHORE, DINAH**
NBC. Cloutier Calling, Rhythm School.
- SHORT BROTHERS**
KPDN, Pampa, Texas. Singers of the Sage, Songs of Ken Bennett.
- SHREVE, BOB**
WGL-WOWO, Fort Wayne, Ind.
- THE SIGNALERS**
NBC. The Signal Carnival.
- SIMMS, VIRGINIA**
NBC. Kay Kyser's College of Musical Knowledge.
- SIMPSON, BOB**
WRC, Washington, D. C. Whispering Rhythm.
- SIMS, HARRY**
WLS, Chicago, Ill. The Rangers.
- SIMS HULLBILLIES, PAPPY**
WIOD, Miami, Fla. WIOD Dance Frolic.
- SINGIN' SAM**
Coca Cola ETs.
- SIX HITS AND A MISS**
NBC. The Pepsodent Show.
- SIZER, ALICE**
Kraft Music Hall Program NBC, Screen Guild Show CBS.
- SLOEX, AL**
KMA, Shenandoah, Ia.
- SMALL, MARY**
CBS. Ben Bernie and All the Lads.

VOCAL ARTISTS

- SMARTIES, THE**
WBZ-WBZA, Boston & Springfield, Mass. Bostonialities.
- SMITH, MARJORIE**
WBLK, Clarksburg, W. Va. Songs By Margie.
- SMITH, KATE**
CBS. Kate Smith Hour.
- SMITH, SAMMIE**
WSIX, Nashville, Tenn. Songs of the Plains.
- SMITH, SUSAN**
WBLK, Clarksburg, W. Va. Concert Echoes.
- SMOOTHIES, THE**
Time To Shine CBS, Magic Key of RCA NBC, Fitch Bandwagon NBC, Show of the Week MBS.
- SNYDER, ROBERT**
WFBG, Altoona, Pa. Bob and Jean.
- SONGSMITHS, THE**
CBS. Your Hit Parade.
- SONS OF THE PIONEERS**
KHJ, Los Angeles, Calif. Western Songs.
- SPEAKER, ROBERT**
WLS, Chicago, Ill. WLS Quartet.
- SPEAKS, MARGARET**
NBC. Voice of Firestone.
- SPEIGLE, DORIS**
WSUN, St. Petersburg, Fla.
- SPRINGMAN, FAGUE**
WMAL - WRC, Washington, D. C. In Town Tonight.
- STAFFORD, JR., HARRY**
Jack Haley Program CBS, Gateway to Hollywood CBS, We Present NBC, Musical Soiree NBC.
- STAHL, RICHARD**
KMMJ, Clay Center, Nebr.
- STAHL, ROBERT W.**
KMMJ, Clay Center, Nebr.
- STARR, KAY**
WPMS, Memphis, Tenn. Jam for Supper, Starr Time.
- STECH-SHULTE, SETTY**
WTOL, Toledo, Ohio. Song Time.
- STEELE SISTERS**
MBS. Musical Steelmakers
- STEPHENS, GARRY**
WJSV, Washington, D. C.
- STEWART, FRANKLYN**
WCKY, Cincinnati, Ohio. Hymns for Everyone.
- STEWART, MARYLIN**
KTUL, Tulsa, Okla.
- STONE, FRANCIS**
WRNL, Richmond, Va.
- STONE, PERCY**
WMBG, Richmond, Va. Hymn Sing.
- STRAUSER, SOL**
WARD, Brooklyn, N. Y. Yiddle from the South.
- STRICKLAND, WAYNE**
KNET, Palestine, Texas.
- STUART, BONNY**
KYW, Philadelphia, Pa.
- STUTZ, CARMEN**
KONO, San Antonio, Texas. The Melody Girl.
- SUMMERLIN, MACON**
KRBC, Abilene, Texas. Sophisticated Swing.
- SUNSHINE QUARTET**
KGKB, Tyler, Texas. Rhea's Sunshine Hour.
- SUNSHINE SALLY**
KOY, Phoenix, Ariz. Many Years Ago Today.
- SUTTON, TOMMY**
WIBC, Indianapolis, Ind.
- SWAYZE, BILL**
WCAU, Philadelphia, Pa.
- SWIFT, GARFIELD**
MBS. Listen America.
- SWING BUDDIES**
WTOL, Toledo, Ohio. Quartet Musical Cavalcade.
- THE SWING FOURTEEN**
NBC. Johnny Presents.
- T —
- TAYLOR, JACK**
WLS, Chicago, Ill. Prairie Ramblers.
- TAYLOR, TOBY**
MBS. Romance in Rhythm.
- TEEL, JOHN**
KPO, San Francisco, Calif. Woman's Magazine of the Air, Sleep Serenade, Waltz Reflections.
- TENNESSEE VALLEY BOYS**
KVOO, Tulsa, Okla. Tennessee Valley Boys, Saddle Mountain Roundup.
- TERRELL TRIO**
WSKB, McComb, Miss.
- TEXAS BLUE BONNET BOYS**
KTEM, Temple, Texas.
- THOMAS, RUTH**
WDBJ, Roanoke, Va. Evening Serenade, Music for Everybody.
- THOMPSON, BARNEY**
WTAD, Quincy, Ill. Hymns You Like to Hear.
- THOMPSON, KAY**
CBS. Tune-Up Time.
- THOMPSON, RUTH**
WEBQ, Harrisburg, Ill.
- THREE BELES**
KTUL, Tulsa, Okla.
- THREE CHEERS, THE**
KGO, San Francisco, Calif. Trio.
- THREE J'S, THE**
WBBF, Rock Island, Ill. Girl Trio. Linger Awhile.
- THREE LITTLE GIRLS IN BLUE**
WCHS, Charleston, W. Va.
- THREE OF US**
WSPD, Toledo, Ohio. Girls' Trio.
- TIMM, ALLEN**
WEMP, Milwaukee, Wisc. Fashion Promenade, Carefree Castle, Tonal Caravan.
- TODD, DICK**
CBS. Melody and Madness.
- TOLMAN, CLARENCE**
KGW-KEX, Portland, Ore. Me and My Shadow, Trail Blazers.
- TOMPKINS, JOHN**
WDAF, Kansas City, Mo. Showalter Shoe Program.
- TOMSON, TOMMY**
KRNT, Des Moines, Ia. Tommy Tomson Entertains.
- TORGERSON, HELEN**
CHAB, Moose Jaw, Sask. Alpine Sweethearts.
- TRAINMEN**
WICC, Bridgeport, Conn. Male Quartet, The Trainmen.
- TRAVALENA, FRED**
WBX, New York, N. Y.
- TROTMAN, ELLEN**
KADA, Ada, Okla. Sweet and Swing.
- TROYAN, JOE "BASHFUL JOE"**
WTAM, Cleveland, Ohio. Pete and Joe.
- TUMA, CY**
KMMJ, Clay Center, Nebr.
- TUCKER, SOPHIE**
CBS. Sophie Tucker and Her Show.
- TUNE TWINSTERS**
MBS. Listen America.
- TURBYFILL, LOIS**
KNET, Palestine, Texas. Singing Secretary.
- TUTTLE, DON**
WBBM, Chicago, Ill. Saturday Serenade, Something Old Something New.
- TWILIGHT QUARTETTE**
KVOL, Lafayette, La. Harmony Time.
- V —
- VAGABOND COWBOYS**
KVOO, Tulsa, Okla. Vagabond Cowboys, Saddle Mountain Roundup.
- VAGABONDS, THE**
WTMV, East St. Louis, Ill. Mixed Trio.
- VALENTINE, RANCE**
WTAM, Cleveland, Ohio. Mail Pouch Express.
- VALEE, RUDY**
NBC. The Chase and Sanborn Program.
- VENUTA, BENAY**
MBS-WOR, Newark, N. J. The Benay Venuta Program.
- VERDE, PALO**
KOY, Phoenix, Ariz. Singing in the Saddle.
- VERILL, VIRGINIA**
The Wonder Show CBS, Uncle Walter's Dog House NBC.
- VICKERY, MRS. M. K.**
WMSL, Decatur, Ala.
- W —
- WADE BROTHERS**
WTAL, Tallahassee, Fla. Hill-billy Trio.
- WAIN, BEA**
CBS. Your Hit Parade.
- WALL, RUTH**
WBXN, New York, N. Y. The Crinoline Girl.
- WALTERS, FRANCIS**
WDBJ, Roanoke, Va. Studio Party, Music for Everybody.
- WALTERS, ISABEL**
WLTH, Brooklyn, N. Y. The Imaginary Theatre.
- WAMPLER, LEW**
WHIO, Dayton, Ohio. Ridge Runners.
- WARD, MARY**
WLS, Chicago, Ill. Vern, Lee & Mary.
- WARNER, NAOMI**
KTOK, Oklahoma City, Okla. Rollickers.
- WARRICK, LEON**
WSPD, Toledo, Ohio.
- WATERS, VERNON "CAPTAIN OZIE"**
KLZ, Denver, Colo. Rocky Mountain Roundup.
- WATSON, BILLIE**
KMMJ, Clay Center, Nebr.
- WATSON, TOMMY**
KMMJ, Clay Center, Nebr.
- WATSON, TOM**
WRUF, Gainesville, Fla.
- WAUCHOPE, CAROL**
KGFF, Shawnee, Okla. Sweet Swing.

VOCAL ARTISTS

WAYNE, IVAN
WFAA, Dallas, Texas. Dr. Pepper House Party.

WEBSTER, LAURA
WBAL, Baltimore, Md. Afternoon Show.

WEEDE, ROBERT
NBC, Radio City Music Hall On the Air.

WEISSER, MIRIAM
WLTH, Brooklyn, N. Y. News You Might Have Missed

WELDING, SUE
WDAS, Philadelphia, Pa. Musicomedy Gems.

WELLINGTON, LARRY
WLS, Chicago, Ill. The West-erners.

WELLS, WILLIE
KGBX-KWTO, Springfield, Mo.

WEST, WAYNE
WHK, Cleveland, Ohio. Meet the Ladies.

WESTLEY, OZZIE
WLS, Chicago, Ill. The Rang-ers.

WHITE, ARDENNE
MBS. Musical Steelmakers.

WHITE, FRANCIA
CBS. Ford Summer Hour.

WHITLEY, RAY
KVOO, Tulsa, Okla. Ray Whit-ley and Co., Saddle Mountain Roundup.

WIEDERHOLD, GEORGE
WHAS, Louisville, Ky. Bill's Christmas Party.

WITHROW, JR., PAT
WCHS, Charleston, W. Va. Woodrum's Your Hymnsing-er.

WILCOX, RICHARD
WALR., Zanesville, Ohio. From the Album.

WILLIAM, WALLACE
WMAZ, Macon, Ga.

WILLIAMS, CURLEY
KTEM, Temple, Texas. John-ny and Curley.

WILLIAMS, FRANK
KDRO, Sedalia, Mo. Memories of Melodies.

WILLIAMS, ROGER
KYW, Philadelphia, Pa.

WILLIAMS, SUE
WOPI, Bristol, Tenn. Songs By Sue Williams.

WILLIS, THELMA
KDST, Big Spring, Texas. Es-pecially for You.

WILLMAN, HELEN
WISN, Milwaukee, Wisc.

WILLRICH, ELMER
WTMV, East St. Louis, Ill. Hymn Time.

WILMETH, FREEMAN
WJBL, Decatur, Ill. The Golden Hour.

WILSON, BETH
KFWB, Los Angeles, Calif. Grouch Club.

WILSON, DENNY
Kraft Music Hall Program
NBC, Screen Guild Show CBS.

WILSON, GRACE
WLS, Chicago, Ill.

WITWER, KATHRYN
MBS. Weber's Concert Re-vue.

WOLFE, KATHERINE
WOPI, Bristol, Tenn. Church Chimes.

WOOD, BARRY
CBS. Time Out for Dancing Your Hit Parade, Ben Bernie and All the Lads, The Zany Family, It Goes Like This, Summer Colony.

WOOD, MARTHA
WHBQ, Memphis, Tenn. Wood Tones.

WOOD SISTERS
KVOO, Tulsa, Okla. Sooner Sweethearts, Saddle Moun-tain Roundup.

WOODLEY, EVELYN
WBAP, Fort Worth, Texas. Variety in Rhythm.

WORTH, PATTY
KOA, Denver, Colo. Ranger's Serenade, Old Opry House.

WRIGHT, DAVE
KWK, St. Louis, Mo. Song Fest.

WYNN, NAN
Time To Shine CBS, Schaefer All-Star Revue WEAFF, Show of the Week MBS, Fitch Bandwagon NBC.

— Y —

YON, MYRTLE
WTAL, Tallahassee, Fla.

YOUNG, NORMAN
WBAL, Baltimore, Md. Around the Dinner Table.

— Z —

ZAPPALA, CLAUDIA
WNAC, Boston, Mass.

ZOHN, CHESTER
WTAM, Cleveland, Ohio. Cob-webs and Cadenzas.



(Variety - Feb. 14, 1940)

STUDEBAKER STICKS TO DICK HIMBER

Chicago, Feb. 13.

Studebaker is set to repeat its formula ether show of the past couple of seasons, starting March 4 with a three-a-week 15-minute disc show. Will again use the Richard Humber orchestra augmented this year by the Ray Block chorus.

Set through Roche, Williams & Cunningham agency here, with the platters to be spotted in key situations from Coast to Coast. While other shows were offered, both agency and sponsor decided to string along with a show which had done a job for 'em previously.

RICHARD HIMBER
Hotel Pierre
New York

Orchestra Leaders

AND THEIR WORK

DURING 1939



— A —

ALBERTI, JULES
MBS. Dance Remotes.

ALLEN, JIMMY
WTJS, Jackson, Tenn.

ANDERSON, DON
WFBL, Syracuse, N. Y. Musical Clock.

ANDREWS, BILL
CKOC, Hamilton, Ont.

ANTONINI, ALFREDO
MBS. Concert Series.

ARD, WILBUR
WFAA, Dallas, Texas. Early Birds, Smile Program.

ARMBRUSTER, ROBERT
NBC. The Chase and Sanborn Program.

ARMSTRONG, BOB
WEBR, Buffalo, N. Y. Matinee in Rhythm (NBC).

— B —

BAER, LOU
WDAS, Philadelphia, Pa.

BARLOW, HOWARD
CBS. Music for Fun, Columbia Concert Orchestra. Pop Concert, The Columbia Workshop.

BARRON, BLUE
NBC. Dance Remotes.

BAUM, HOWARD
WWSW, Pittsburgh, Pa. Madcap Matinee.

BELANGER, EDWIN
SKCV, Quebec, Que. Les Maitres du Violin.

BERNIE, BEN
CBS. Ben Bernie and All the Lads.

BLACK, BOB
WMBD, Peoria, Ill. Musico.

BLACK, FRANK (DR.)
NBC. Cities Service Concert, NBC String Symphony, Magic Key of RCA.

BLAUFUSS, WALTER
NBC. National Farm and Home Hour, Viennese Ensemble, Rhythm Auction, Afternoon Varieties.

BLOCK, RAY
CBS. Ray Block's Varieties, Model Minstrels, Columbia's Gay Nineties Revue, The Alibi Club.
CBS & MBS. Choral Director, Breezin' Along.

BLUME, JOSEPH
WDRG, Hartford, Conn. Our Best Wishes, Rhythmelodies.

BOALS, COL. L. R.
WFMJ, Youngstown, Ohio.

BONIME, JOSEF
NBC. Death Valley Days, Echoes of New York.

BOYS, VERN
CHAB, Moose Jaw, Sask. Vern Boys and His Rhythmettes.

BRADLEY, OSCAR
CBS. Hollywood Guild, Screen Guild Show.

BRITE, AL
KMAC, San Antonio, Texas. Al Brite and His Log Cabin Fiddlers.

BROEKMAN, DAVID
CBS. Texaco Star Theatre.



GLENN MILLER *and his* ORCHESTRA



Chesterfield Program



Victor Blue Bird Records



Coast to Coast
Red and Blue Networks
NBC

BOB CROSBY

and his orchestra

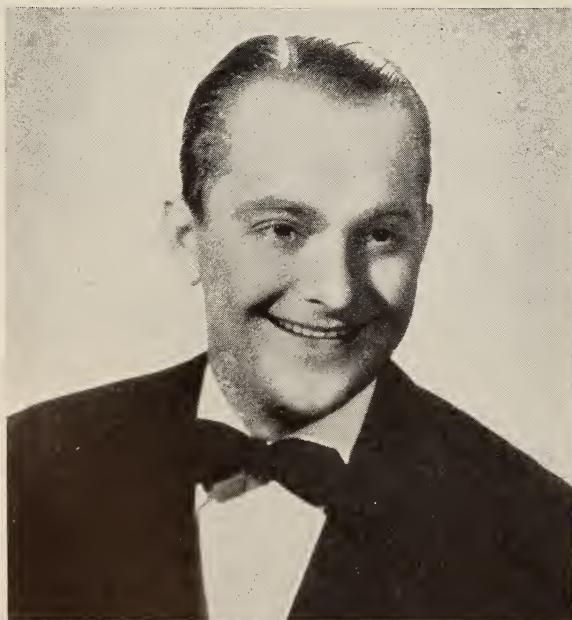


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A sweet style that's SWEET!

and

Swing that is HOT!



Management:
Music Corporation of America

Personal Guidance:
Goldfarb, Mirenburg & Vallon

RKO Building New York City

ORCHESTRA LEADERS

BROWN, WALBERG
CBS. Stringtime with Wal-
berg Brown.

BUCHANAN, GIB
WIBC, Indianapolis, Ind.

BUENNING
KTOK, Oklahoma City, Okla.
Rollickers, Swingsters.

BYER, SY
WELI, New Haven, Conn.
Continental Trio.

— C —

CHESTNEY, ROLLIE
KLZ, Denver, Colo.

CANNON, JIMMY
WBTM, Danville, Va. Jam
Session.

CAPRA, JIMMY
KTHS, Hot Springs, Ark.

CAPRARO, JOE
KTHS, Hot Springs, Ark.

CHERNIAVSKY, JOSEF
Musical Camera NBC, My
Lucky Break MBS, Marathon
Melodies NBC-WLW, Nash
Automobile Program NBC-
WSAI, Musical Steeplechase
MBS.

CLARK, JAMES
KFPY, Spokane, Wash. Re-
member When, Variety Party.

CLINTON, LARRY
Sensations and Swing NBC,
Show of the Week MBS, The
Quaker Party NBC.

CLOUTIER, NORMAN
MBC. Norman Cloutier and
His Orchestra, Cloutier Call-
ing, Rhythm and Song, Song

for Saturday, Manhattan Mel-
odies, Cosmopolitan Melodies.

COTTON, BILLY
CFAR, Flin Flon, Manitoba.

COURTNEY, DEL
NBC. Dance Remotes.

CROSBY, BOB
Camel Caravan NBC & CBS,
If I Had the Chance NBC,
Dance Remotes CBS-MBS-NBC.

— D —

DALEY, WALTER
WJMS, Ironwood, Mich.

DAMROSCH, WALTER (DR.)
NBC. NBC Music Apprecia-
tion Hour.

DANT, CHARLES
NBC. From Hollywood To-
day, Music for Listening, Ro-
mance and Rhythm.

D'ARCY, CAPTAIN THOMAS
MBS. Army Band.

D'ARTEGA
We're Steppin' Along WABC,
Enna Jettick Melodies NBC.

DAUMIER, HERMAN
WTAQ, Green Bay, Wisc.

DAVIES, LEW
WCMI, Ashland, Ky.

DAVIS, ART
KTUL, Tulsa, Okla. Folks
from Turkey Creek.

DEITCHMAN, RUDY
WCLS, Joliet, Ill.

DE LANGE, EDDIE
CBS. Honolulu Bound.

DOLAN, BOBBY
CBS. Tuesday Night Party.

DONAHUE, AL
NBC & MBS. Dance Re-
motes.

DONNIE, DON
NBC. Manhattan Merry-Go-
Round.

DONOVAN, JACKIE
KWOC, Popular Bluff, Mo.

DORR, ROY
KUJ, Walla Walla, Wash.

DORSEY, JIMMY
NBC. Jimmy Dorsey and His
Orchestra.

DORSEY, TOMMY
NBC. Tommy Dorsey and His
Orchestra.

DUCHOW, LAWRENCE
WHBY, Green Bay, Wisc.

DUMONT, CHARLES
KTHS, Hot Springs, Ark.

DUNSTEDTER, EDDIE
CBS. It Happened in Holly-
wood.

— E —

ENNIS, SKINNAY
NBC. The Pepsodent Show.

— F —

FAIRCHILD, EDGAR
CBS. Eddie Cantor's Camel
Caravan.

FAITH, PERCY
MBS. Cosmopolitans.

FELBER, HERMAN
WLS, Chicago, Ill. WLS Or-
chestra.

FIELDS, SHEP
Fitch Bandwagon NBC, If I
Had the Chance NBC, Dance
Remotes CBS-NBC-MBS.



The Man Who Gave You
"Singing Song Titles"

and

The World Famous
"Makes You Want
To Dance Music"

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and his ORCHESTRA and his
"COLLEGE of MUSICAL KNOWLEDGE"

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ORCHESTRA LEADERS

FIORITO, ERNIE
 MBS. Music and Manners.
FIORITO, TED
 CBS. The Wonder Show.
FITZGERALD, ELLA
 NBC. Dance Remotes.
FORBES, LOU
 NBC. I Want a Divorce.
FREUDBERG, LEO
 MBS. Sustaining Shows.

— G —

GALLICCHIO, JOSEPH
 NBC. Joseph Gallicchio and His Orchestra, NBC Jamboree, Sunday Dinner at Aunt Fanny's.
GARBER, JAN
 NBC. Dance Remotes.
GILBERT, PEGGY
 KMPC, Beverly Hills, Calif. Petticoat Review, Six Gals and a Guy.
GILL, ERNES
 NBC. Dinner Date with Judy, Musical Interview.
GLENN, FRANK
 NEC. Musical Tete-a-Tete.
GLUSKIN, LUD
 CBS. Al Jolson Show.
GOODMAN, AL
 MBS. Show of the Week.
GOODMAN, BENNY
 CBS & NBC. The Camel Caravan.
GORDON, GRAY
 NBC. Magic Key of RCA. Dance Remotes, NBC Thesaurus.
GOULD, MORTON
 MBS. Busman's Holiday.

GRANT, TED
 WMMN, Fairmont, W. Va. Ted Grant's Varieties.
GREEN, JOHNNY
 CBS, MBS & NBC. Johnny Presents, Breezing Along.
GRIBBLE, CLAUDE
 KVCV, Redding, Calif. Dance-able Music.
GROFE, FERDE
 NBC. Sustaining Shows.
GROSS, WALTER
 CBS. Saturday Night Swing Club.
GROSSMAN, WALTER
 WIOD, Miami, Fla. WIOD Light Symphony Orchestra.
GROSSO, PAOLO
 KTHS, Hot Springs, Ark.

— H —

HAENSCHEN, GAUSTAVE
 American Album of Familiar Music NBC, Saturday Night Serenade, CBS.
HAMNER, JIMMIE
 WRNL, Richmond, Va.
HANSON, HOWARD, DR.
 NBC. Rochester Concerts.
HARRIS, PHIL
 NBC. The Jello Program.
HATCH, WILBUR J.
 Gateway to Hollywood CBS, Calling All Cars KNX, White Fires KNX.
HAYES, REX
 WNAX, Yankton, S. D. Bohemian Band, Jamminers, Devotional Singers.
HAYTON, LENNIE
 NBC. Melody and Madness.

HEIDT, HORACE
 NBC. Pot O' Gold, Horace Heidt and His Alamite Brigadiers.
HENSLEY, E. D.
 KMAC, San Antonio, Texas. Possum Hunters.
HERRMANN, BERNARD
 CBS. Exploring Music, Musical Album.
HIMBER, RICHARD
 George Jessel's Jamboree NBC, Dance Remotes NBC & MBS.
HOBEK, FRANK
 NBC. Romance and Rhythm, Tune Types, Musical Contrasts, Sweet and Swing, Marie Antoinette Premiere, American Legion Broadcasts, Elvira Rios and Frank Hodek's Orchestra.
HOFF, CARL
 CBS. Al Pearce and His Gang.
HOHENGARTEN, CARL
 CBS. News and Rhythm.
HONTI, JOSEF
 NBC. Fun with the Famous, Morning Musicale, NBC Salon Orchestra, If I Had the Chance, Music Calls, Melody Moments, Song at Eventide.
HUMBER, WILSON
 KVOL, Lafayette, La. It's Rhythm Time with Humber.
HURLIMANN, EDOVARD
 NBC. Standard Oil Symphony Hour.

An orchid to: "Gray Gordon's Tic-Toc Orchestra on the air—most contagious ear caressers we've enjoyed in moaths."

Walter Winchell



GRAY GORDON

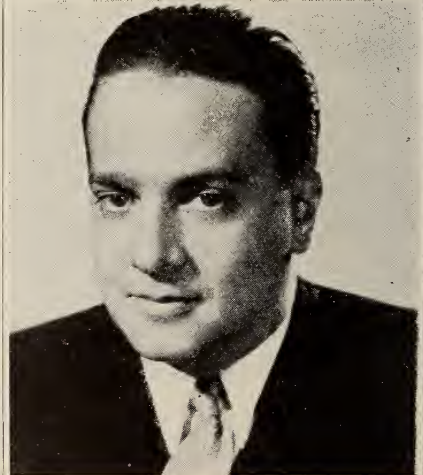
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"TIC TOC RHYTHM"

NBC Coast-to-Coast

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Direction: Consolidated Radio Artists, Inc.



VINCENT LOPEZ

and his

"Suave Swing" **ORCHESTRA**

Bluebird Recordings

• • • **ORCHESTRA LEADERS** • • •

HUTCHINSON, CHARLES
WGBF, Evansville, Ind. Little German Band.

— I —

IMBROGULIO, JOSEPH
NBC. Music Styled for You.

— J —

JACOBSON, ANDY
WNAC, Boston, Mass. Names in the News, Sunshine News, Andy Jacobson's Rhythm.

JACOBY, ELLIOTT
NBC. The Parker Family.

JENKINS, GORDON
NBC. Musical Soiree, Muted Rhythm, The Signal Carnival, The Hall of Fun.

JENNEY, JACK
Fitch Bandwagon NBC, Dance Remotes CBS-MBS-NBC.

— K —

KAIN, PAUL
WJSV, Washington, D. C.

KAVELIN, AL
NBC. Dance Remotes.

KAY, EDDIE
NBC. Those We Love.

KAYE, SAMMY
MBS. Show of the Week.

KEKUNA, JACK
KWFT, Wichita Falls, Texas. Kekuna Royal Hawaiians.

KELSEY, WALTER
Walter Kelsey's Almanac, Musical Fantasie, NBC.

KEMP, HAL
CBS. Time to Shine.

KING, GEORGE
NBC. Dance Remotes.

KING, WAYNE
NBC & CBS. Cashmere Bouquet Products Program.

KLEMPERER, OTTO
NBC. Standard Oil Symphony Hour.

KOGEN, HARRY
NBC. Harry Kogen and His Orchestra, NBC Minstrels.

KOSTELANETZ, ANDRE
CBS. Tune-up Time.

KRUPA, GENE
MBS. Show of the Week.

KYSER, KAY
NBC. Kay Kyser's College of Musical Knowledge.

— L —

LEDERER, JACK
WCAO, Baltimore, Md. Spotlight Review.

LEONARDI, LEON
NBC. The Grouch Club.

LIVINGSTON, JERRY
NBC. Dance Remotes.

LITAU, JOSEPH
CBS. Let's Go to the Fair.

LOMBARDO, GUY
CBS & NBC. The Lady Esther Serenade.

LOPEZ, VINCENT
NBC. Dance Remotes.

LUNCFORD, JIMMIE
NBC. Dance Remotes.

— M —

McMILLIAN, DUTCH
WDNC, Durham, N. C. Your Duke Parade.

MacKINNON, R.
CKCV, Quebec, Que. Legendes du Danube.

MALNECK, MATTY
CBS. Music by Malneck.

MARCELLO, BERNIE
KWFT, Wichita Falls, Texas. Tophatters, 620 Music Street.

MARINO, BETTE
KYA, San Francisco, Calif. Meditation.

MARTONE, JOHNNY
WADC, Akron, Ohio.

MASTERS, FRANKIE
It Can Be Done, CBS, Show of the Week. MBS.

MEERTE, MAURICE
CKAC, Montreal, Que. L'Heure des Vedettes.

MESSER, DON
CFCY, Charlottetown, P. E. I. Don Messer and His Islanders.

MILLER, GLENN
CBS. Chesterfield Program.

MILLER, IRVING
NBC. The Band Goes to Town, Earbenders, Manhattan Melodies.

MILLER, JACK
CBS. Kate Smith Hour.

MILLS, BILLY
NBC. Fibber McGee and Molly.

MILLS, FELIX
NBC. The Gilmore Circus.

JACQUES RENARD

and his

MUSIC

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Joe Penner's

"TIP TOP" Show

(1939-40)

• • •

Thanks to Joe, Sherman K. Ellis, Monroe Goldstein, Larry Holcomb and Myron Kirk and my representative, Ralph Wonders.

Rockwell General Amuse.
Hollywood, Calif.



SHEP FIELDS

and his

RIPPLING RHYTHM

* *

Personal Management: Milton Pickman

Management

Music Corporation of America

• • • **ORCHESTRA LEADERS** • • •

MORGAN, RUSS

CBS, Johnny Presents.

MURRAY, LYN

CBS, Moods for Moderns.
Honolulu Bound.

— N —

NEAL, PAUL

WBNS, Columbus, Ohio.

NELSON, WAYNE

WJBC, Bloomington, Ill. Sun-
day Serenade.

NOBLE, RAY

CBS, Burns & Allen Hinds
Programs.

NOVAK, FRANK

NBC, Frank Novak's Mu-
siccreators.

— O —

ORMAY, GYULA

NBC, Good Morning Tonite.

— P —

PAIGE, RAYMOND

CBS, 99 Men and a Girl.

PASTERNAK, PERCY

Make Mine Music CBS, Car-
nation Contented Program,
NBC.

PAYTON, JACK

WDNC, Durham, N. C. Wheel
of Fortune.

PELLETIER, WILFRED

The Ford Sunday Evening
Hour CBS, Metropolitan Opera,
Auditions of the Air, NBC.

PERRY, AL KEALOHA

KGMB, Honolulu, Hawaii.
Maxwell House Party, Heinz
Hawaiian Serenade, Hawaii
Calls.

PITT, MERLE

WNEW, New York, N. Y.
Five Shades of Blue.

POLLACK, BEN

CBS, Joe Penner Program.

POWELL, TEDDY

NBC, Dance Remotes.

— R —

RAPEE, ERNO

Listen America MBS, Music
Hall of the Air NBC, Gulf
Musical Playhouse CBS, Gen-
eral Motors Concert NBC.

REINER, FRITZ

CBS, Ford Sunday Evening
Hour.

REISMAN, LEO

Your Hit Parade CBS, Show
of the Week MBS.

RENARD, JACQUES

NBC, The Tip Top Show.

REPINE, BURT

WRVA, Richmond, Va.

RHODES, ETHEMER

KWOC, Popular Bluff, Mo.

RICH, FREDDIE

Quaker Party with Tommy
Riggs NBC, Show of the
Week MBS.

RICH, LOUIS

NBC, Revue in Miniature,
Three Quarter Time.

ROLAND, DON

KNX, Los Angeles, Calif. Don
Roland's Tunemsmiths, Satur-
day Morning Party.

ROLLINI, ADRIAN

MBS & WOR, Dance Re-
motes.

ROTH, ALLEN

NBC, The Schaefer Revue,
If I Had The Chance, Doc
Rockwell's Brain Trust.

RUVINSKY, DANIEL

WHKC, Columbus, Ohio.
Moods in Melody.

— S —

SAIDENBERG, DANIEL

NBC, Alec Thompson Time.

SALTER, HARRY

Mr. District Attorney NBC,
What's My Name? NBC,
Honolulu Bound CBS, Hobby
Lobby CBS & NBC.

SARLI, AL

KWK, St. Louis, Mo. Song
Fest.

SCOTT, RAYMOND

CBS, Your Hit Parade, Con-
cert In Rhythm.

SHAFFER, HUCK

KGLO, Mason City, Ia. Mu-
sic With a Smile.

SHAW, ARTIE

Melody and Madness NBC &
CBS, If I Had the Chance
NBC, Dance Remotes CBS
NBC.

SHEFTER, BERT

NBC, Dance Remotes.

SHIELD, ROY

NBC, Concert Salon, Ro-
mance Melodies, Roy Shield
Revue, Sunday Dinner At Aunt
Fanny's.

SHILKRET, NAT

Magic Key of RCA NBC,
Ruppert's Relaxation Time
WEAF.

CARL HOFF

and his ORCHESTRA

•
With Al Pearce for
Dole Pineapple Juice
•

Management MCA
•



FRANK HODEK

NBC MUSICAL DIRECTOR
HOLLYWOOD

• • • ORCHESTRA LEADERS • • •

SHEDNIK, MILTON
NBC. The Rangers Serenade.

SILVERS, JOHNNY
WIOD, Miami, Fla. WIOD
Dance Frolic.

SIMEONE, HARRY
CBS. Texaco Star Theatre.

SMALLE, ED
We're Steppin' Along WABC.

SODERO, CESARE
MBS. WOR Symphony Program.

SOSNICK, HARRY
Joe E. Brown Program CBS,
Hollywood Playhouse NBC.

SPITALNY, H. LEOPOLD
NBC. Favorite Waltzes, Tap-
estry Musicale, Prelude To
Evening, Popular Classics.

SPITALNY, MAURICE
NBC. Festival of Music,
Grand Slam Revue.

SPITALNY, PHIL
NBC. The Hour of Charm.

STANLEY, BOB
WOR, Newark, N. J. Benay
Venuta Program, Tropical
Serenade, Music By Moonlight,
The Laugh 'n Swing Club,
New Tunes.

STEELE, TED
NBC. Transcriptions, Time
Out, Light Up and Listen
Club.

STEVENS, LEITH
CBS. Columbia Chamber Or-
chestra, This is New York,
Musical Weekly, The Alibi

Club, Summer Colony. Stu-
dio Rendezvous.

STOKES, HAROLD
MBS. On A Sunday After-
noon.

STOPAK, JOSEF
NBC. The Revelers and Or-
chestra, Radio Guild.

STRAETER, TED
CBS. Kate Smith Hour.

STRONG, BOB
NBC. Avalon Time, Uncle
Walter's Dog House.

SUMMERS, EARL
MBS. Musical Steelmakers.

— T —

TANTILLO, JOE
WIBA, Madison, Wisc.

TAYLOR, DICK
CJCA, Edmonton, Alberta.
Hometown Boys, lol Boys,
Good Morning Neighbor.

TERRY, DAVE
MBS. Name Three.

TOSCANINI, ARTURO
NBC. NBC Symphony Or-
chestra.

TROTTER, JOHN SCOTT
NBC. Kraft Music Hall.

TUCKER, ORRIN
CBS. Teatimers, Let's Join
the Band.

— V —

VAN OSDELL, JIMMY
WCKY, Cincinnati, Ohio. Blue-
grass Boys.

VAN STEEDEN, PETER
NBC. George Jessel's Celeb-
rities, The New Fred Allen
Show, For Men Only.

VOORHEES, DON
CBS. Cavalcade of America,
Ford Summer Hour.

— W —

WALLENSTEIN, ALFRED F.
Sinfonietta MBS, Symphonic
Strings MBS, Bach Cantata
MBS, Mozart Concerto Series
MBS, Voice of Firestone
NBC.

WARING, FRED
NBC. Fred Waring in Pleasure
Time.

WARNOW, MARK
CBS. Time Out For Dancing,
Your Hit Parade, The Zany
Family, Pursuit of Happi-
ness.

WEBER, HENRY
MBS. Pageant of Melody.

WEEKS, ANSON
CBS.

WEINBERGER, EUGENE
WMAN, Mansfield, Ohio.
Mansfield Symphony.

WELLMON, PAUL
KTUL, Tulsa, Okla. The Song-
ies.

WHITEMAN, PAUL
CBS. Chesterfield Program.

WIESE, OTIS
NBC. Youth Questions The
Headlines.

WILLSON, MEREDITH
NBC. Good News of 1940.
The Signal Carnival.



JIMMIE LUNCEFORD
AND HIS ORCHESTRA
"Rhythm Is Their Business"

Vocalion Records

Personal Management

HAROLD F. OXLEY

17 East 49th Street, New York City
ELdorado 5-1442



BOB STANLEY

Conducting

"Tropical Serenade"
"Music by Moonlight"
"Benay Venuta"
WOR-MUTUAL



HARRY SALTER

Musical Director

"Hobby Lobby"

"Mr. District Attorney"



NATHANIEL SHILKRET

One of America's Outstanding
Composer-Conductors

Musical Directors

OF STATIONS EVERYWHERE
And THEIR WORK DURING 1939



— A —

ADAMS, LELAND
KNET, Palestine, Texas.

ADAMSON, W. G.
CKTB, St. Catharines, Ont.,
Can.

ALBERT, DON
WHN, New York, N. Y.

ALEXANDER, JOHN
KFBB, Great Falls, Montana.

ALFORD, ELIZABETH
KRMD, Shreveport, La.

ALLEN, JAMES E.
WTJS, Jackson, Tenn.

ALSUP, J. E. (MRS.)
KICA, Clovis, New Mexico.

ANDREWS, ABBIE
WDAY, Fargo, North Dakota.

ARDUINI, VIC
CFHC, Kamloops, British
Columbia, Can.

ARMSTRONG, ROBERT
WEBR, Buffalo, N. Y.

AURANDT, DICK
KSFO, San Francisco, Calif.

AYALA, GREGORIO
WPRP, Ponce, Puerto Rico.

AYARS, LOWELL
WSNJ, Bridgeton, N. J.

— B —

BACON, GEORGE
KGB, San Diego, Calif.

BAER, MORGAN
WMAL WRC, Washington,
D. C.

BALDWIN, J. GORDON
KWFT, Wichita Falls, Texas.

BANKS, MARGARET
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CKWX, Vancouver, B. C.,
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WBAP, Fort Worth, Texas.

BAXTER, LEO
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WCOL, Columbus, Ohio.

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KOY, Phoenix, Ariz.

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WBAX, Wilkes Barre, Pa.

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CKCV, Quebec, Quebec, Can.

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WJR, Detroit, Mich.

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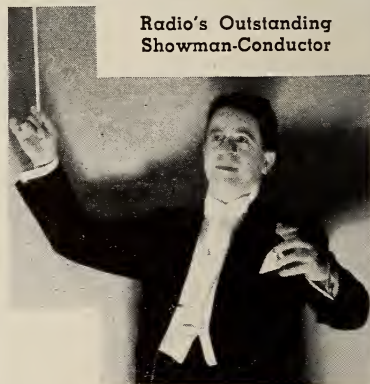


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ures, In Brass, Enchanted
Hour, Big Swing, Muted Mu-
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WEJB, Greensburg, Pa.

ALLEN, PHIL
KFBB, Great Falls, Mont.

ALLEN, REGINALD
WJSV, Washington, D. C.

ALLEN, ROBERT
WEAU, Eau Claire, Wisc.

ALLYN, KENNETH
WRTD, Richmond, Va.

ALMODOVAR, HECTOR
WKAQ, San Juan, Puerto Rico

ALT, JIM
KMOX, St. Louis, Mo.

AMOULLI, GULIO
WHOM, Jersey City, N. J.

ANDEREGG, DON
KOOS, Marshfield, Ore.

ANDERS, WAYNE
KYSM, Mankato, Minn.

ANDERSON, A. C.
KTAR, Phoenix, Ariz.

ANDERSON, BOB
KPFY, Spokane, Wash.

ANDERSON, CHARLES
KOA, Denver, Colo.

ANDERSON, ED
WQDM, St. Albans, Vt.

ANDERSON, LLOYD
WHIO, Dayton, Ohio.

ANDERSON, ORVAL
WDBO, Orlando, Fla.

ANDERSON, SHELDON
KTKC, Visalia, Calif.

ANDRE, PIERRE
NBC Little Orphan Annie, Betty and Bob.

ANDRES, HOYT
WOAI, San Antonio, Texas.

ANDREWS, TED
KOCY, Oklahoma City, Okla.

ANDRUS, EDWARD
WTAR, Norfolk, Va.

ANGELL, J. H.
KQV, Pittsburgh, Pa.

ANGLIN, GRADY
KPDN, Pampa, Texas.

ANSBRO, GEORGE
NBC Young Widder Brown.

ANTHONY, ALLAN C.
KEK, St. Louis, Mo. Song Fest, Dr. I. Q. (NBC).

ANZJON, ARNE
KGCU, Mandan, N. D.

APPLEGATE, GEORGE
KECA-KFI, Los Angeles, Cal.

ARMSTRONG, BOB
WGBR, Goldsboro, N. C.

ARNOLD, AL
KOBH, Rapid City, S. D.

ARNOLD, TED
WHEF, Rock Island, Ill.

ASCARELLI, GULIO
WHOM, Jersey City, N. J.

ASH, KEN
WNBC, New Britain, Conn.

ASHMAN, CLARENCE
KSAN, San Francisco, Calif.

ATWOOD, JACK S.
WRDO, Augusta, Maine

AULSEN, VARNER P.
WCOU, Lewiston, Maine

AVERY, ALLEN
WJJD, Chicago, Ill.

AVERY, GAYLORD
WOW, Omaha, Nebr.

— B —

BAKER, LES
WARD, Brooklyn, N. Y.

BAKER, MELVIN
KUSD, Vermillion, S. D.

BAKER, RAY
WCNW, Brooklyn, N. Y.

BALAND, HELMER
WJMC, Rice Lake, Wisc.

BALDWIN, BILL
KOIL, Omaha, Nebr.

BALDWIN, BILL
KRNT, Des Moines, Iowa.

BALDWIN, PHIL
CKMO, Vancouver, British Columbia, Can.

BALFE, KAYE
WMMN, Fairmont, W. Va.

BALLINGER, ART
KMTR, Los Angeles, Calif.

BALLOU, CHARLES
WSVA, Harrisonburg, Va.

BANNON, JIM
NBC. The Chase and Sanborn Program, Joe Penner, Tip Top Show.

BANTA, DIANE
KFBK, Sacramento, Calif.

BARBER, ALICE
KFJX, Grand Junction, Colo.

BARCROFT, WENDELL
KFEL, Denver, Colo.

BARENTS, GAIL H.
WBRK, Pittsfield, Mass.

BARBER, BOB
WFAM, WSBT, South Bend, Ind.

BARNES, WADE
WTAM, Cleveland, Ohio

BARNETT, KEN
KCRC, Enid, Okla.

BARNETT, MELVIN
WHIS, Bluefield, W. Va.

BARRETT, RAY
WDRG, Hartford, Conn.

BARRINGTON, BOB
KJBS, San Francisco, Calif.

BARRINGTON, CHARLES
KOB, Albuquerque, N. M.

BARRY, JOHN
WAAB-WNAC, Boston, Mass.

BARRY, NORMAN
WENR-WMAQ, Chicago, Ill.

BARTH, BERNIE
KOBH, Rapid City, S. D.

BARTMAN, W.
CKOC, Hamilton, Ont., Can.

BARTON, FRANK
KGO-KPO, San Francisco, Cal.

BARUCH, ANDRE
John's Other Wife NBC, My Son and I CBS, Kate Smith Hour CBS, Your Hit Parade CBS, American Album of Familiar Music NBC, Second Husband CBS, Dr. Christian CBS, The Aldrich Family NBC, Guiding Light NBC.

BASS, FRED C.
CKWX, Vancouver, B. C., Can.

ANNOUNCERS

BASTIEN, O.
CFCP, Montreal, Quebec, Can.

BATCHELDER, CHARLES
WDBO, Orlando, Fla.

BATCHELDER, JOHN
WPBL, Syracuse, N. Y.

BATES, BILL
KWOC, Poplar Bluff, Mo.

BATES, CARL
WKST-NEW, Castle, Pa.

BATES, RICHARD E.
WGAN, Portland, Maine

BATEY, HUBERT
WGPC, Albany, Ga.

BATSON, CHARLES
WFBC, Greenville, S. C.

BAUGHMAN, ELMER
WFAA, Dallas, Texas

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BAXTER, VERNICE
WPAD, Paducah, Ky.

BAYEK, GIL
WDRG, Hartford, Conn.

BAYLOR, DAVE
WGAR, Cleveland, Ohio

BEACHBOARD, KENNETH
WISE, Asheville, N. C.

BEARD, SAM
WOPI, Bristol, Tenn.

BEAUDETTE, CARLTON
WJMC, Rice Lake, Wisc.

BECKER, BOB
Skyways Reporter, WAAT,
Timekeeper WFIL, Women In
The News WFIL.
WNEW, New York, N. Y.

BECKER, FRED
KARM, Fresno, Calif.

BECKER, PHILIP
WTIC, Hartford, Conn.

BEEBOUT, GEORGE
WHKC, Columbus, Ohio

BEEMER, BRACE
WXYZ, Detroit, Mich.

BEGHOLD, KEN
WBAX, Wilkes Barre, Pa.

BEICHL, BRUCE
WRJN, Racine, Wisc.

BELLANGER, LOUIS
CKAC, Montreal, Quebec, Can.

BELLANGER, M. A.
CJBR, Rimouski, Quebec, Can.

BELL, ALLEN
WJBL, Decatur, Ill.

BELL, DICK
WARD, Brooklyn, N. Y.

BELL, DON
W1SP, St. Petersburg, Fla.

BELL, JOHN
WFMD, Frederick, Md.

BELL, RAMEL
KFXJ, Grand Junction, Colo.

BELL, VICTOR
KUTA, Salt Lake City, Utah

BENANDER, MILTON
WMC, Memphis, Tenn.

BENEDETTI, CARLOS
KGO-KPO, San Francisco, Cal.

BENNETT, BERTON
NBC, Professor Puzzlewit,
Standard Oil Symphony Hour.

BENNETT, BURTON
KGO KPO, San Francisco, Cal.

BENNETT, JACK
WKNY, Kingston, N. Y.

BENNETT, JOHN
KPO-KGO, San Francisco, Cal.

BENNETT, JOSEPH
WBRB, Red Bank, N. J.

BENNETT, KEN
KPDN, Pampa, Texas.

BENNETT, MYRON J.
KDAL, Duluth, Minn.

BENNETT, THURSTON
WRDW, Augusta, Ga.

BENWARE, REX KEITH
WQXR, New York, N. Y.

BERG, AL
KIEV, Glendale, Calif.

BERGMAN, HERMAN A.
KSN, Lowell, Ariz.

BERGSTROM, ARTHUR
WSPR, Springfield, Mass.

BERNARD, JOHN
WjBL, Decatur, Ill.

BERNARD, V.
CHNC, New Carlisle, Quebec,
Can.

BERNDT, IRVING
WRAK, Williamsport, Pa.

BERRY, CHARLES
WOV, New York, N. Y.

BERRY, JAMES
KFWB, Los Angeles, Calif.

BERTHOLD, WAYNE
KTRB, Modesto, Calif.

BERTRANDIS, RICHARD
KPO-KGO, San Francisco, Cal.



BEN GRAUER

◆
Master-of-Ceremonies
Announcer - Commentator
NBC Artists Service

FRANK GALLOP

•
HILLTOP HOUSE
KALTENBORN COMMENTS
WHEN A GIRL MARRIES
WYTHE WILLIAMS
N. Y. PHILHARMONIC
SYMPHONY

•
Paramount News

•
Management
COLUMBIA ARTISTS, INC.

ANNOUNCERS

- BESSAN, A. S.**
KMAC, San Antonio, Texas
- BEYNON, EFFAY**
WROK, Rockford, Ill.
- BICE, MAX**
KMO, Tacoma, Washington.
- BIEBER, FREDERICK**
WHTT, Hartford, Conn.
- BIER, JOSEPH**
WOR, Newark, N. J. Farmer's Digest.
- BIGNELL, FRANK**
WJJD, Chicago, Ill.
- BILBY, RALPH**
KGAR, Tucson, Ariz.
- BINGHAM, FRANKLIN**
NBC, Blue Moonlight, This Moving World.
- BINKIN, SYL**
WEW, St. Louis, Mo.
- BISHOP, BENNIE**
WPG, Atlantic City, N. J.
- BISHOP, BURTON**
KTEM, Temple, Texas.
- BISPING, HUBERT**
KUTA, Salt Lake City, Utah.
- BIVENS, William C.**
WBT, Charlotte, N. C.
- BJORK, MERLE**
KDIR, Devils Lake, N. D.
- BLACK, EARL**
WMAN, Mansfield, Ohio.
- BLACK, HOWARD**
WLS, Chicago, Ill.
- BLACK, SHIRL**
KOVO, Provo, Utah.
- BLACKMON, BILL**
KGAR, Tucson, Ariz.
- BLACKWELL, H. B.**
WAVE, Louisville, Ky.
- BLAIR, FRANK**
WOL, Washington, D. C.
- BLAKELEY, CLINT**
WAFI, Birmingham, Ala.
- BLANCHARD, LOWELL**
WNOX, Knoxville, Tenn.
- BLANCHETTE, BUD**
KGVO, Mussoula, Mont.
- BLAND, AL**
WCKY, Cincinnati, Ohio
- BLAND, LEE**
WCKY, Cincinnati, Ohio.
- BLAND, JR., W. H.**
WJBO, Baton Rouge, La.
- BLANTON, FRED**
WCHV, Charlottesville, Va.
- BLANTON, WALLY**
KABC, San Antonio, Texas.
- BLENDER, MORTON**
WCOP, Boston, Mass.
- BLENHEIM, LAWRENCE**
WFAS, White Plains, N. Y.
- BLISS, HOMER**
WHAM, Rochester, N. Y.
- BLOOMFIELD, LOUIS**
WTAL, Tallahassee, Fla.
- BODEN, ERIC**
KYA, San Francisco, Calif.
- BOGGESS, JOHN**
WMSL, Decatur, Ala.
- BOGGS, OTIS**
WRUF, Gainesville, Fla.
- BOLEY, JOSEPH**
WOV, New York, N. Y.
- BOLTON, LES**
WOMI, Owensburg, Kentucky.
- BOND, FORD**
NBC, Cities Service Concert, David Harum, Easy Aces, Stella Dallas, Ellen Randolph, Manhattan Merry - Go - Round, Orphans of Divorce, Your Family and Mine, Alias Jimmy Valentine.
- BOND, WILLIAM**
WHN, New York, N. Y.
- BOOEN, SHERMAN**
KATE, Albert Lea, Minn.
- BOOTH, VIRGIL**
WHDL, Olean, N. Y.
- BOOTHBY, JOHN**
WSAY, Rochester, N. Y.
- BOOTON, FRAN**
WDZ, Tuscola, Ill.
- BOREN, ROBERT**
KVCV, Redding, Calif.
- BORGAN, JACK**
KGFJ, Los Angeles, Calif.
- BORRELLI, RALPH**
WPEN, Phil. Pa.
- BORTHWICK, BILL**
WBRC, Birmingham, Ala.
- BOSS, KEITH**
WHEB, Portsmouth, N. H.
- BOSTICK, BUDDY**
KARK, Little Rock, Ark.
- BOSTICK, BUDDY**
WACO, Waco, Texas.
- BOSTWICK, ARTHUR**
WQDM, St. Albans, Vt.
- BOSWORTH, LOUISE**
WJBC, Blomington, Ill.
- BOTTGER, JACK**
WNOE, New Orleans, La.
- BOTZER, AL**
KIRO, Seattle, Wash.
- BOUHAN, MART**
WGIL, Galesburg, Ill.
- BOULTINGHOUSE, KENNETH L.**
WEOA-WGRG, Evansville, Ind.
- BOURNE, PORTER**
WBXL, Royal Oak, Mich.
- BOVARD, BOB**
KGMB, Honolulu, Hawaii
- BOWDEN, R. H.**
WMPD, Wilmington, N. C.
- BOWE, GEORGE**
WTIC, Hartford, Conn.
- BOWEN, BETTY**
WCAM, Camden, N. J.
- BOWERS, ROBERT**
WPTF, Raleigh, N. C.
- BOWIN, MARTIN**
KFK, St. Louis, Mo.
- BOWMAN, BRUCE**
KGKB, Tyler, Texas.
- BOWMAN, ERNEST**
WRNL, Richmond, Va.
- BOYD, ROBERT**
KDB, Santa Barbara, Calif.
- BOYDEN, MARK**
WFAM - WSBT, South Bend, Ind.
- BOYER, JOHN**
KTSA, San Antonio, Texas.
- BOYER, PAGE**
WODU, Columbus, Ohio.
- BOYER, PAUL**
KWFV, Sheridan, Wyo.
- BRADFORD, JOHN**
WHDL, Olean, New York.
- BRADLEY, EDNA**
CKLN, Nelson, British Columbia, Can.
- BRADLEY, TRUMAN**
CRS, Burns and Allen.
- BRADSHAW, JOHNNY**
WCOV, Montgomery, Ala.
- BRADY, ED**
KVOD, Denver, Colo.
- BRADY, ELIZABETH**
WHDL, Olean, New York.
- BRAAG, MARION**
WMAZ, Macon, Ga.
- BRANCH, JOHN**
KTHS, Hot Springs, Ark.
- BRANDON, JERRY**
WCLS, Joliet, Ill.
- BRANDT, BILLY**
KTMS, Santa Barbara, Calif.
- BRANDT, DEL**
KFKA, Greeley, Colo.
- BRANDT, LYNN**
WENR-WMAQ, Chicago, Ill.
- BRANT, ROY L.**
WFBM, Indianapolis, Ind.
- BRAS, CHARLES**
KOMO-KJR, Seattle, Wash.
- BRECKNER, GARY C.**
CBS, Gateway To Hollywood, Jimmy Fidler in Hollywood Gossip, Al Pearce and His Gang.
- BREINING, PAUL**
WRAC, Williamsport, Pa.
- BREMSEY, R. LYLE**
KFOR, Lincoln, Nebr.
- BRENDL, MILT.**
WISN, Milwaukee, Wis.
- BRENEMAN, MARK**
KFAC, Los Angeles, Calif.
- BRENGEL, GEORGE**
WSOC, Charlotte, N. C.
- BRENNER, JOE**
WEW, St. Louis, Mo.
- BRENNAN, WILLIAM**
WORC, Worcester, Mass.
- BRENNER, ROBERT**
WFTC, Kinston, N. C.
- BRENNER, ROBERT**
WMEX, Boston, Mass.
- BREVAK, AL**
WHJB, Greensburg, Pa.
- BRICE, DON**
KSAL, Salina, Kans.
- BRIGGS, FRED**
KYA, San Francisco, Calif.
- BRIGHT, HARRY**
WBLK, Clarksburg, W. Va.
- BRINSLEY, NORMAN**
WKBB, Dubuque, Iowa.
- BRISTOL, LOU**
WJAX, Jacksonville, Fla.
- BROCK, CHARLES**
WWRL, Woodside, N. Y.
- BROILES, LUTHER**
KSAL, Salina, Kans.
- BROLLER, JOHN**
WGBI, Scranton, Pa.
- BROOK, PHILIP**
WGY, Schenectady, N. Y.
- BROOKS, BETTY**
KGMB, Honolulu, Hawaii.
- BROOKS, DAN**
WLTH, Brooklyn, New York
- BROOKS, DAVID**
WEAN, Providence, R. I.
- BROOKS, LESLIE**
WTIS, Jackson, Tenn.
- BROOKS, RUSSELL**
WORC, Worcester, Mass.
- BROSE, CARL**
WHA, Madison, Wis.
- BROUCK, RONIE**
WKBH, La Crosse, Wis.
- BROWN, ANDERSON**
WGNC, Gastonia, N. C.
- BROWN, ART**
WOL, Washington, D. C.
- BROWN, BOB**
NBC, Quicksilver, Vic and Sade.
- BROWN, DENNIS**
WTOC, Savannah, Georgia.
- BROWN, FOSTER**
KFRU, Columbia, Mo.
- BROWN, GORDON**
KSRO, Santa Rosa, Calif.

• • • **ANNOUNCERS** • • •

BROWN, LYMAN
KICA, Clovis, N. M.

BROWN, ROBERT
WENR-WMAQ, Chicago, Ill.

BROWN, SAM
Five Star Final WMCA,
Lorenzo Jones NBC, Young
Widder Brown NBC.

BROWN, JR., W. J.
CFCY, Charlottetown, P.E.I.,
Can.

BROWNE, TOM
KRGU, Westlaco, Texas.

BRUNDAGE, HUGH
NBC, The Pepsodent Show.

BRUNTLETT, GEORGE E.
KOBH, Rapid City, S. D.

BRUSEK, WALTER
KROC, Rochester, Minn.

BRYANT, ED
CJCA, Edmonton, Alberta, Can.

BRYANT, EDWARD
WLEU, Erie, Pa.

BRYHER, STEVE
KYA, San Francisco, Calif.

BRYNE, WOODRUFF
WIS, Columbia, S. C.

BRYSON, JOHN
WCLS, Joliet, Ill.

BUDD, BILLY
KFDA, Amarillo, Texas.

BUDD, MILTON
WMBD, Peoria, Ill.

BUENNING, PAUL
KTOK, Okla.

BULTA, TOM
WBBM, Chicago, Ill.

BULLEIT, JAMES
WAIM, Anderson, S. C.

BUNCH, VIRGINIA
WSKB, McComb, Miss.

BUNDER, GEORGE
WSAU, Wausau, Wisc.

BUNKER, ED
WIS, Columbia, S. C.

BURBANK, ROBERT
WBRK, Pittsfield, Mass.

BURGE, HARRY
WHBC, Canton, Ohio

BURGIN, RALPH
WPTE, Raleigh, N. C.

BURKE, CHAS.
KFXJ, Grand Junction, Colo.

BURKE, HARRY
WOW, Omaha, Nebr.

BURNETTE, NORMAN
WHBQ, Memphis, Tenn.

BURTNER, RICHARD
KIUP, Durango, Colo.

BURTON, JAMES
KHJ, Los Angeles, Calif.

BURWELL, ED
WEED, Rocky Mount, N. C.

BUSHONG, VERNON M.
WTMA, Charleston, S. C.

BUTCHER, L. V.
KVAK, Atchinson, Kans.

BUTHERUS, ED.
KEPY, Spokane, Wash.

BUTLER, CURTIS
KRLC, Lewiston, Idaho.

BUTLER, FRANCIS
KFAM, St. Cloud, Minn.

BUTLER, JERRY
WBRE, Wilkes Barre, Pa.

BUTLER, RUSSELL
KLS, Oakland, Calif.

BUTTERFIELD, WILLIAM
KOCY, Okla. City, Okla.

BUCK, WINFRED
WMBO, Auburn, N. Y.

BYERS, WAYNE C.
WHBL, Virginia, Minn.

BYRN, JR. DAVID
WBAP, Fort Worth, Texas.

— C —

CABINESS, TRAVIS
KRMD, Shreveport, La.

CABRERA, BERNABE
WNEL, San Juan, Puerto Rico.

CADE, MARVIN
WCHS, Charleston, W. Va.

CAINE, H.
CKOC, Hamilton, Ont. Can.

CAIRNS, GEORGE
WORC, Worcester, Mass.

CALDER, C. WYLIE
WTMA, Charleston, S. C.

CALDWELL, FRED
KTBC, Austin, Texas.

CALDWELL, JAY
WBTM, Danville, Va.

CALL, ELLIS
KTFI, Twin Falls, Idaho.

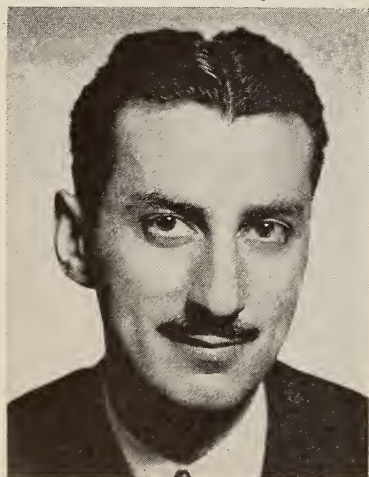
CALLAGHAN, JACK
WKAR, East Lansing, Mich.

CALLAWAY, EDWIN
KTEM, Temple, Texas.

CALLEN, DON
WWJ, Detroit, Mich.

CALLIHAN, CLAIR
KSD, St. Louis, Mo.

CALLOWAY, JOE
WSIX, Nashville, Tenn.



**BOB
TROUT**

—CBS—



HARRY VON ZELL

Announcing for

Fred Allen Hour The Aldrich Family
"We, The People" Ben Bernie

ANNOUNCERS

- CAMERON, EARL**
CHAB, Moose Jaw, Sask., Can.
- CAMP, DEL**
WTAG, Worcester, Mass.
- CAMPBELL, BOB**
WCCO, Minneapolis, Minn.
- CAMPBELL, JAMES**
KOA, Denver, Colo.
- CAMPBELL, JIM**
KFRU, Columbia, Mo.
- CAMPBELL, VICTOR**
WGY, Schenectady, N. Y.
- CANNADAY, EWING**
KARK, Little Rock, Ark.
- CANTER, RUSSELL**
WBNS, Columbus, Ohio.
- CAPELONE, MARIO**
WOV, New York, N. Y.
- CAPOZUCCHI, JAMES**
WOV, New York, N. Y.
- CARD, CLELLAN**
WCCO, Minneapolis, Minn.
- CAREY, SAMUEL**
WSAL, Salisbury, Md.
- CARLBERG, LOREN**
KWBG, Hutchinson, Kans.
- CARLOCK, VIC**
KMTR, Los Angeles, Calif.
- CARLON, ANDRE**
WCPO, Cincinnati, Ohio.
- CARLSON, HARRY**
WOR, Newark, N. J.
- CARLSON, RICHARD**
WELL, New Haven, Conn.
- CARLSON, WILLIAM**
WHA, Madison, Wisc.
- CARMAN, FRANK**
KUTA, Salt Lake City, Utah.
- CARMICHAEL, LES**
WFOR, Hattiesburg, Miss.
- CARNAGHAN, JOHN E.**
WFMD, Frederick, Md.
- CARPENTER, ALICE MARY**
CKUA, Edmonton, Alberta, Can.
- CARPENTER, JAMES D.**
WLBZ, Dubuque, Iowa.
- CARPENTER, KEN**
NBC, The Gilmore Circus, Kraft Music Hall, One Man's Family, Jimmy Fidler's Hollywood Gossip, Norman Sper.
- CARRAWAY, HOWARD**
KGKO, Fort Worth, Texas
- CARROLL, ANN**
WMBH, Joplin, Mo.
- CARROLL, JIM**
KWYO, Sheridan, Wyo.
- CARRUTH, T. M.**
WDAE, Tampa, Fla.
- CARTER, ED**
KPJ, Walla Walla, Wash.
- CARTER, ROBERT**
WFMJ, Youngstown, Ohio.
- CARTHY, WILLIAM**
WCAM, Camden, N. J.
- CARTWRIGHT, LOWELL**
KHJ, Los Angeles, Calif.
- CARY, DICK**
KMPC, Beverly Hills, Calif. and KUJ, Walla Walla, Wash.
- CARY, HARVEY**
KOIL, Omaha, Nebr.
- CASE, KENTON**
KGMB, Honolulu, Hawaii
- CASEY, THOMAS**
WENR-WMAQ, Chicago, Ill.
- CASPER, CY**
KMOX, St. Louis, Mo.
- CASSIDY, CHARLES**
KGFF, Shawnee, Okla.
- CATE, LEWIS**
WENY, Elmira, N. Y.
- CATON, EARL**
WMGA, Moultrie, Ga.
- CHAMBERLIN, FRANCIS**
WMPB, Memphis, Tenn.
- CHAMBERS, CLAIRE**
CKSO, Sudbury, Ont., Can.
- CHAMBERS, ELMER W.**
WCSH, Portland, Maine
- CHAMBERS, GARDNER**
WFMJ, Youngstown, Ohio
- CHAMBERS, HUBERT, H.**
WEOA-WGBF, Evansville, Ind.
- CHAPMAN, JAMES P.**
KSAC, Manhattan, Kans.
- CHARLES, LEWIS**
WHN, New York, N. Y.
- CHASE, BOB**
WIL, St. Louis, Mo.
- CHASE, JACK**
WNAX, Yankton, S. D.
- CHASE, TOM**
WOW, Omaha, Nebr.
- CHATTERTON, LARRY**
KNX, Los Angeles, Calif.
- CHILDS, LELAND**
WBRC, Birmingham, Ala.
- CHILDS, RALPH**
KMA, Shenandoah, Iowa.
- CHOATE, N.**
CKOC, Hamilton, Ont., Can.
- CHOTZINOFF, SAMUEL**
NBC, NBC Symphony Orchestra.
- CHRIGTIAN, RALPH**
WBRC, Birmingham, Ala.
- CHRISTOPHER, CARL**
KDYL, Salt Lake City, Utah.
- CHURCHILL, NELSON**
WAAB-WNAC, Boston, Mass.
- CISSNA, DAVID**
WPAV, Portsmouth, Ohio.
- CIVILE, ROY**
KIDO, Boise, Idaho.
- CLANCY, RUSSELL**
WHN, New York, N. Y.
- CLARK, CHESTER**
WGAE, Pittsburgh, Pa.
- CLARK, GENE**
KGO - KPO, San Francisco, Calif.
- CLARK, HAROLD**
WEAN, Providence, R. I.
- CLARK, HOWARD**
CKSO, Sudbury, Ont., Can.
- CLARK, JO (MISS)**
WRDW, Augusta, Ga.
- CLARK, PAUL A.**
WEOA-WGBF, Evansville, Ind.
- CLARK, RAY**
WNAX, Yankton, S. D. News-casts, Bohemian Program.
- CLARKE, JACK**
KMO, Tacoma, Wash.
- CLARKE, JOHN**
WBRL, Columbus, Ga.
- CLARKE, MYRON**
WATL, Atlanta, Ga.
- CLARKE, PAUL**
WOC, Davenport, Iowa.
- CLAYTON, BOB**
WJIM, Lansing, Mich.
- CLAYTON, JOE**
KDRO, Sedalia, Mo.
- CLAYTON, TOM**
WILLH, Lowell, Mass.
- CLEAVER, JAMES**
WFDF, Flint, Mich.
- CLEGHORN, JOHN**
WMC, Memphis, Tenn.
- CLIFFER, MAURICE**
KMOX, St. Louis, Mo.
- CLINE, CALDWELL**
WBT, Charlotte, N. C.
- CLODIUS, RICHARD**
KUJ, Walla Walla, Wash.
- CLOUGH, MERVIN**
KFYR, Bismark, N. D.
- CLOVER, BOB**
KTCK, Visalia, Calif.
- CLOYD, MARVIN**
KBTM, Jonesboro, Ark.
- COBB, JERRY**
KOH, Reno, Nevada.
- COBB, RICHARD**
WAAB-WNAC, Boston, Mass.
- COCHRAN, DAN**
KWK, St. Louis, Mo.
- COCHRAN, PAUL**
KICA, Clovis, N. M.
- CODDING, WM. J.**
KIUP, Durango, Colo.
- COFFIN, TED**
WAGM, Presque Isle, Maine.
- COHEN, SAMUEL H.**
WARD, Brooklyn, N. Y.
- COLAMN, HARRY**
KXOK, St. Louis, Mo.
- COLBY, ROBERT**
WHN, New York, N. Y.
- COLE, FRED B.**
WBZ-WBZA, Boston & Springfield, Mass.
- COLE, LOU**
WWRLL, Woodside, N. Y.
- COLE, MAX**
KSD, St. Louis, Mo.
- COLLEY, EUGENE**
KVSO, Ardmore, Okla.
- COLLIER, LARRY**
WCNW, Brooklyn, N. Y.
- COLLINS, HUGH**
WRAL, Raleigh, N. C.
- COLLINS, JUD**
WSGN, Birmingham, Ala.
- COLMANS, EDWARD**
KVOA, Tucson, Ariz.
- CONING, BILL**
WMBH, Joplin, Mo.
- CONNELL, JAMES**
WHDL, Olean, N. Y.
- CONNELLY, JOHN**
WMBD, Peoria, Ill.
- CONNOLLY, DUD**
WWRLL, Woodside, N. Y.
- CONNOLLY, JOHN**
WBRC, Birmingham, Ala.
- CONOVER, HUGH**
WJSV, Washington, D. C.
- CONOVER, WILLIS C.**
WTBO, Cumberland, Md.
- CONRAD, RICHARD**
WSAU, Wausau, Wisc.
- CONRADSON, W.**
KWLC, Decorah, Iowa.
- CONTE, JOHN**
NBC, Kay Kyser's College of Musical Knowledge, Al Pearce and His Gang.
- CONTOUR, EDWARD**
WFBG, Altoona, Pa.
- CONWAY, JIMMY**
WISN, Milwaukee, Wisc.
- CONWAY, WALT**
KHSL, Chico, Calif.
- COOK, IRA**
KMTR, Los Angeles, Calif.
- COOK, LYN**
KIUL, Garden City, Kans.
- COOK, MILTON**
KARM, Fresno, Calif.
- COOK, WILLIAM**
WBNS, Columbus, Ohio.
- COOKE, FOREST**
WBBF, Rock Island, Ill.
- COOKE, HENRY**
WBOW, Terre Haute, Ind.
- COOLEY, FRANK**
KFPY, Spokane, Wash.
- COOLEY, LEE**
KHJ, Los Angeles, Calif.

ANNOUNCERS

- COONTZ, EDDIE**
KVOO, Tulsa, Okla.
- COOPER, ED**
KFAB, Lincoln, Nebr.
- COOPER, J. G.**
KVOL, Lafayette, La.
- COPE, FRANK**
KJBS, San Francisco, Calif.
- COPPEDGE, GEORGE**
WRAL, Raleigh, N. C.
- COPOCK, DAVE**
KUTA, Salt Lake City, Utah.
- CORKHILL, JR., CHARLES**
KSCJ, Sioux City, Ia.
- CORLEY, GUY**
KFJZ, Fort Worth, Texas.
- CORLEY, STAN**
WIND, Gary, Ind.
- CORLEY, WILBUR**
WIND, Gary, Ind.
- CORNING, WALTER**
WNOX, Knoxville, Tenn.
- CORRIS, ALLYN**
WIS, Columbia, S. D.
- COSLETT, FRANKLIN D.**
WBRE, Wilkes Barre, Pa.
- COSTELLO, JACK**
NBC. Battle of the Sexes, Fitch Bandwagon, Morning Market Basket, The Revelers and Orchestra, Carson Robinson and His Bucharoos, Uncle Jim's Question Bee, Paul Wing's Spelling Bee.
- COSTLEY, JAN**
WSYR, Syracuse, N. Y.
- COTTER, FRANK**
WSAR, Fall River, Mass.
- COULSON, BERT**
KPDN, Pampas, Texas.
- COURAN, J. EDWIN**
WKBN, Youngstown, Ohio.
- COURTNEY, EDW.**
WDGY, Minneapolis-St. Paul, Minn.
- COUTURE, CHARLES**
CKCV, Quebec, Quebec, Can.
- COUTURE, M.**
CJBR, Rimouski, Quebec, Can.
- COWAN, THOMAS H.**
WNYC, New York, N. Y.
- COWLES, HAZEL**
WHAM, Rochester, N. Y.
- COX, LES**
KVAK, Atchinson, Kans.
- COZAD, FLOYD V.**
WTBO, Cumberland, Md.
- CRABBE, BILL**
KMPC, Bakersfield, Calif.
- CRABTREE, CHARLES**
KTFI, Twin Falls, Idaho.
- CRAFT, A. B.**
KVOL, Lafayette, La.
- CRAGER, LEON**
KVAN, Vancouver, Wash.
- CRAGO, WILLIAM**
WMAL WRC, Washington, D. C.
- CRAIG, BENNY**
KARK, Little Rock, Ark.
- CRAIG, KEN**
KSFO, San Francisco, Calif.
- CRAIG, NANCY BOOTH**
NBC. The Woman of Tomorrow.
- CRANE, DICK**
KGKO, Fort Worth, Texas.
- CRANE, VIRGINIA**
WEBQ, Harrisburg, Ill.
- CRAWFORD, RICHARD**
KFXM, San Bernardino, Calif.
- CRAWFORD, ROBERT**
WEAU, Eau Claire, Wis.
- CRAWFORD, VERNON**
WIBX, Utica, N. Y.
- CREASMAN, JIMMY**
KTAR, Phoenix, Ariz.
- CREIGHTON, HARRY**
WAAF, Chicago, Ill.
- CREMEENS, GEORGE**
WOC, Davenport, Iowa.
- CROCKETT, DAVID**
KGKB, Tyler, Texas.
- CROCKETT, S. LAVERNE**
KOMO-KJR, Seattle, Wash.
- CROMBIE, RICHARD**
KOMO-KJR, Seattle, Wash.
- CROMWELL, GEORGE**
CHSJ, Saint John, N. B., Can.
- CRONNEWETT, WILSON**
WKBZ, Muskegon, Mich.
- CROSATTO, DAVE**
KSNAN, San Francisco, Calif.
- CROSBY, LEW**
NBC. Hollywood Playhouse.
- CROSS, MILTON J.**
NBC. Coast to Coast On A Bus, Don't Forget, Information Please, Metropolitan Opera Auditions, Radio City Music Hall on the Air, Magic Key of RCA, Letters Home.



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WIBW, Topeka, Kans.
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WFBL, Syracuse, N. Y.
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- CURTO, KEN**
WPRO, Providence, R. I.
- CUTLER, CHARLES**
WNLC, New London, Conn.
- D —
- DAHLSTEAD, DRESSER**
NBC. Bridge to Dreamland, Contrasts, The Holdens, I Love a Mystery, Standard Oil Symphony Hour.
- DAIGER, FRED**
WAPI, Birmingham, Ala.
- DAIL, AMBERT**
WBTM, Danville, Va.
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KVOO, Tulsa, Okla.
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- DALL, ED R.**
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WJSV, Washington, D. C.
- DAMON, ALDEN**
WQDM, St. Albans, Vt.
- DANA, JOE**
KOY, Phoenix, Ariz.
- DANE, TOM**
WBAL, Baltimore, Md.
- DANIEL, ALFRED**
KPRC, Houston, Texas.
- DANIEL, CLAY**
WDNC, Durham, N. C.
- DANIELS, FRANK**
WVFW, Brooklyn, N. Y.
- DANIELS, STUART**
KLO, Ogden, Utah.
- DAUB, JACK**
WSPB, Sarasota, Fla.
- DAVENPORT, J. A.**
WRDW, Augusta, Ga.
- DAVIDSON, BILL**
KPRC, San Francisco, Calif.
- DAVIES, JACK**
KOVO, Provo, Utah.
- DAVIS, AL**
KGVO, Missoula, Mont.
- DAVIS, CLIVE**
WCNW, Brooklyn, N. Y.
- DAVIS, HAROLD**
WDAS, Phila., Pa.
- DAVIS, JOHN**
WWSW, Pittsburgh, Pa.
- DAVIS, REX**
WKCY, Cincinnati, Ohio.
- DAVIS, ROBERT**
WDAF, Kansas City, Mo.
- DAVIS, RUSS**
KGBX-KWTO, Springfield, Mo.
- DAVY, K.**
CKBI, Prince Albert, Sask.
- DAWSON, DON**
CKCK, Regina, Sask., Can.
- DAWSON, EDWARD**
KVCV, Redding, Calif.
- DAWSON, STUART**
NBC. Backstage Wife.
- DAY, JACK**
WSJS, Winston-Salem, N. C.
- DAY, RICHARD**
WDGY, Minneapolis-St. Paul, Minn.
- DEAL, JAKE**
WDEV, Waterbury, Vt.
- DEAL, JOHN**
WMBO, Auburn, N. Y.
- DEAN, BILL**
WDAY, Fargo, N. D.
- DEAN, GEORGE**
KOMO KOr, Seattle, Wash.
- DEAN, JERRY**
KAIE, Aicert Lea, Minn.
- DECKER, BEN**
WJNO, West Palm Beach, Fla.
- DEE, TOMMY**
WFAM WSBT, South Bend, Ind.
- DEEM, WARREN**
WIBC, Indianapolis, Ind.
- DEEN, STUART**
KOMA, Oklanoma City, Okla.
- DeGROOF, DON**
WDEF, Flint, Mich.
- de HOLLY, B.**
CHSJ, Saint John, N. B., Can.
- DELAHUNT, J. D.**
WHLE, Virginia, Minn.
- DE LINE, JAMES**
WFBL, Syracuse, N. Y.
- DEMERS, JACQUES**
CKAC, Montreal, Quebec, Can.
- DEMING, LAWSON**
WGAR, Cleveland, Ohio.
- DEMOSH, LYLE**
WOW, Omaha, Nebr.
- DENKEMA, EDWARD**
WOOD-WASH, Grand Rapids, Mich.
- DENNIS, GENE**
KMBC, Kansas City, Mo.
- DENSFORD, JOHN**
KIUN, Pecos, Texas.
- DENT, KENNETH**
WTMA, Charleston, S. C.
- DENVER, JR., D. D.**
WFEQ, St. Joseph, Mo.
- DEONIE, J. R.**
KPAB, Laredo, Texas.
- DE RITIS, VINCENT**
WHEC, Rochester, N. Y.
- DESIGNE, SAM**
WHBY-WTAQ, Green Bay, Wisc.
- DESPARD, BILL**
WHEC, Rochester, N. Y.
- De SUZE, CARLYLE**
WGAN, Portland, Maine.
- DEWHIRST, DON**
WCLE WHK, Cleveland, Ohio.
- DICE, FRANCIS R.**
WCAO, Baltimore, Md.
- DICK, BOB**
WJMS, Ironwood, Mich.
- DICKERMAN, C. H.**
WEEI, Boston, Mass.
- DICKSON, BRICE**
KPRC, Houston, Texas.
- DIGHTON, JACK**
WIND, Gary, Ind.
- DILLAHUNTY, THOMAS**
KCMC, Texarkana, Texas.
- DILLON, JOE**
WPEN, Phila., Pa.
- DILLON, JOHN**
WFAS, White Plains, N. Y.
- DIXON, BERT**
WNYC, New York., N. Y.
- DIXON, MASON**
WNOX, Knoxville, Tenn.
- DOBSON, G.**
CKBI, Prince Albert, Sask.
- DOLAN, TOMMY**
WEMP, Milwaukee, Wisc.
- DONAHOE, HOWARD**
WLOK, Lima, Ohio.
- DONALDSON, AL**
KRIC, Beaumont, Texas.
- DONALDSON, DAN**
NBC. The Trouble with Marriage.
- DONATO, FLO**
WDAS, Phila., Pa.
- DONKERT, ROGER**
KGCU, Mandan, N. D.
- DONLEY, ROBERT**
WCAE, Pittsburgh, Pa.
- DONOVAN, GREGG**
WDGY, Minneapolis-St. Paul, Minn.
- DOOLITTLE, JAMES**
WSAU, Wausau, Wisc.
- DORRY, RAYMOND**
WCAX, Burlington, Vt.
- DORR, RUSSELL A.**
WGAN, Portland, Maine.
- DOUGHERTY, WILLIAM**
WCPO, Cincinnati, Ohio.
- DOUGLAS, JOEL**
WAAF, Chicago, Ill.
- DOUGLAS, PAUL**
Burns & Allen Chesterfield Program CBS. Burns & Allen Hinds Program CBS. Fred Waring in Pleasure Time NBC.
- DOUGLAS, STEVE**
WVNC, Asheville, N. C.
- DOWD, DONALD**
NBC. The Affairs of Anthony, The Carters of Elm Street. NBC Jamboree.
- DOWLING, BERT**
WKBN, Youngstown, Ohio.
- DOWNER, JERRY**
KVOD, Denver, Colo.
- DOWNES, JACK**
CKPR, Fortwilliam-Port Arthur, Ont., Can.
- DOWNNEY, ROBBINS**
WOOD-WASH, Grand Rapids, Mich.
- DOWNIE, DICK**
KIRO, Seattle, Wash.
- DOWNES, GEORGE**
KONO, San Antonio, Texas.
- DOWNES, HUGH**
WLOK, Lima, Ohio.
- DOWTY, BYRON**
KALB, Alexandria, La.
- DOYLE, JAMES**
KHJ, Los Angeles, Calif.
- DRAIN, ROBERT**
WFAM WSBT, South Bend, Ind.
- DREES, JACK**
WJJD, Chicago, Ill.
- DREW, ALBERT**
WBTM, Danville, Va.
- DREXLER, ROBERT**
WSAZ, Huntington, W. Va.
- DRUM, DEWEY**
WSOC, Charlotte, N. C.
- DRUMMOND, DAVID**
KPO-KGO, San Francisco, Calif.
- DRUSHALL, ROY**
KSL, Salt Lake City, Utah.
- DRYDEN, BOB**
KUOA, Siloam Springs, Ark.
- DUDLEY, J.**
WGBB, Freeport, N. Y.
- DUDLEY, JIMMY**
WCFL, Chicago, Ill.
- DUFFEE, JON**
WNOE, New Orleans, La.
- DUFFY, WARD**
KFAR, Fairbanks, Alaska.
- du FOUR, ROBERT**
WPTF, Raleigh, N. C.

ANNOUNCERS

DUHAMEL, GILLES
CKCV, Quebec, Quebec, Can.

DUISMORE, ED.
WORL, Boston, Mass.

DUNCAN, NORMAN
WFBC, Greenville, S. C.

DUNCAN, PAUL
KVSQ, Ardmore, Okla.

DUNHAM, BOB
KMOX, St. Louis, Mo.

DUNHAM, BYRON
KFVD, Los Angeles, Calif.

DUNHAM, JOHN
KSOU-KELO, Sioux Falls,
S. D.

DUNLAP, TED
WOL, Washington, D. C.

DUNLEVY, J.
WADC, Akron, Ohio.

DUNN, BERT
KMO, Tacoma, Wash.

DURBIN, BILL
WEW, St. Louis, Mo.

DUREN, BOB
KOMA, Oklahoma City, Okla.

DURKIN, SHERWOOD
KCKN, Kansas City, Kans.

DWAN, ROBERT
KGO-KPO, San Francisco,
Calif.

DYHDAL, V.
KWLC, Decorah, Iowa.

— E —

EAST, HENRY
WRBL, Columbus, Ga.

EATON, GORDON
WTFL, Fort Lauderdale, Fla.

EBERLE, JAMES
WWJ, Detroit, Mich.

EDDINS, O. B.
KROW, Oakland, Calif.

EDINGTON, JOHN
WEOA WGEF, Evansville,
Ind.

EDMON, HERBERT
WMAA, Springfield, Mass.

EDWARD, GENE
WDAS, Phila., Pa.

EDWARDS, BILL
WMMN, Fairmont, W. Va.

EDWARDS, DOUGLAS
WXYZ, Detroit, Mich.

EDWARDS, GEORGE
WCAP, Asbury Park, N. J.

EDWARDS, RALPH
NBC, Horn and Hardart
Children's Hour, Vic and
Sade, What's My Name, The
Gospel Singer.

EDWARDS, WILSON
KECA-KFI, Los Angeles, Calif.

EFFERTZ, HENRY
KCKN, Kansas City, Kans.

EGAN, LEO
WAAB WNAC, Boston, Mass.

EILERS, FRED
KSRO, Santa Rosa, Calif.

EISEN, MORRIS
WMBH, Joplin, Mo.

EISENMAN, ROBERT
WSAV, Savannah, Ga.

ELDER, DON
WDAY, Fargo, N. D.

ELIASSEN, JACK
KDON, Monterey, Calif.

ELLERS, RICHARD
KYA, San Francisco, Calif.

ELLINGTON, KEN
CBS, H. V. Kaltenborn's Pure
Oil Program, Gateway to Hol-
lywood, Know Your Job
(WBBM), Meet Chicago
(WBBM).

ELLIOT, IRWIN
WMEX, Boston, Mass.

ELLIOT, TIM
WCPO, Cincinnati, Ohio.

ELLIOTT, VINCENT
KFXM, San Bernardino, Calif.

ELLIOTT, WILLIAM
WICC, Bridgeport, Conn.

ELLSWORTH, JACK
WKAT, Miami Beach, Fla.

ELSWORTH, SHERILL
KGKY, Scottsbluff, Nebr.

EMBURY, AL
KROC, Rochester, Minn.

EMERSON, JOE
NBC, Hymns of All Churches.

EMMANUEL, JACK
WCAD, Canton, N. Y.

EMMOTT, ALAN
CKLN, Nelson, B. C., Can.

ENDERSBY, FRANK
KYSM, Mankato, Minn.

ENGLE, CLIFF
KGO-KPO, San Francisco,
Calif.

ENGLE, THAINE
KGKO, Fort Worth, Texas.

ENTERLINE, BERNE
WJBL, Decatur, Ill.

EPSTEIN, JOE
WNOX, Knoxville, Tenn.



GEORGE HOGAN

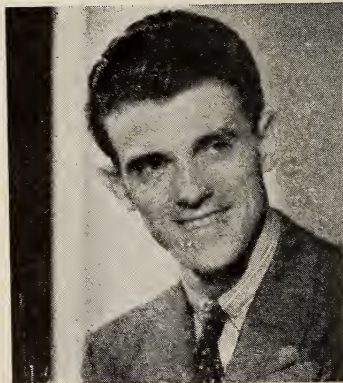
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KFBB, Great Falls, Mont.
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KGB, San Diego, Calif.
- ERWIN, ALGRED**
KPCP, Pasadena, Calif.
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WDNC, Durham, N. C.
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WJMS, Ironwood, Mich.
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WTAR, Norfolk, Va.
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WTAL, Tallahassee, Fla.
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KECA-KFI, Los Angeles, Calif.
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WCBS, Charleston, W. Va.
- EVANS, JOE**
KSD, St. Louis, Mo.
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- EVANS, VIRGIL**
WCOA, Pensacola, Fla.
- EWING, E. A.**
CKBI, Prince Albert, Sask.
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WCNC, Elizabeth City, N. C.
- FACENDA, JOHN**
WIP, Phila., Pa.
- FADEL, RAY**
KLO, Ogden, Utah.
- FAIRBANKS, LYNN**
KFIZ, Fond-Du-Lac, Wisc.
- FAILEY, BILL**
KQOA, Siloam Springs, Ark.
- FAIRWEATHER, GORDON**
CKWX, Vancouver, B. C., Can.
- FALARDEAU, CYRILLE**
CKCV, Quebec, Quebec, Can.
- FALKNER, HOWARD**
KLS, Oakland, Calif.
- FALLERT, RALPH**
WCAE, Pittsburgh, Pa.
- FARIS, CLINTON**
WGTM, Wilson, N. C.
- FARLEY, WILLIAM**
WICC, Bridgeport, Conn.
- FARNUM, WILLIARD**
WFLA, Tampa, Fla.
- FARR, FLOYD**
KGO-KPO, San Francisco, Calif.
- FARELL, MAURY**
WAPI, Birmingham, Ala.
- FARBELLE, PAUL S.**
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WXYZ, Detroit, Mich.
- FASZBAUGH, ROBERT**
WCMJ, Ashland, Ky.
- FAUST, DON**
KGKB, Tyler, Texas.
- FAUST, JAMES**
KTSM, El Paso, Texas.
- FEATHER, RALPH**
WJAX, Jacksonville, Fla.
- FEISTEL, JOHN**
WHOM, Jersey City, N. J.
- FELDSTEIN, SI.**
WDAS, Phila., Pa.
- FELIX, HENRY**
WORC, Worcester, Mass.
- FELL, JOHN**
WCOL, Columbus, Ohio.
- FELLER, OTTO**
WHOM, Jersey City, N. J.
- FENTON, WARD**
WENY, Elmira, N. Y.
- FERGUSON, BERT**
WJPR, Greenville, Miss.
- FERGUSON, DAN**
WAIM, Anderson, S. C.
- FERGUSON, FRANK**
WWJ, Detroit, Mich.
- FERGUSON, HUGH**
WCAU, Phila., Pa.
- FERRI, GAETANO**
WOV, New York, N. Y.
- FIDLER, ROBERT**
WHIO, Dayton, Ohio.
- FIELDING, BILL**
WMC, Memphis, Tenn.
- FIELDS, O.**
WMAN, Mansfield, Ohio.
- FIFIELD, BILL**
WBEM, Chicago, Ill.
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WBNF, Binghamton, N. Y.
- FINCH, JOE**
KVOO, Denver, Colo.
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WELL, New Haven, Conn.
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WHAI, Greenfield, Mass.
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WPEN, Phila., Pa.
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WZD, Tuscola, Ill.
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- FITZGERALD, GORDON**
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- FITZGERALD, JOHN**
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WOAI, San Antonio, Texas.
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WIBA, Madison, Wisc.
- FLEMING, JAMES**
Road of Life NBC, Our Gal
Sunday CBS, Manhattan
Mother, Betty & Bob NBC,
Mr. Keen NBC.
- FLEMING, ROBERT**
WELI, New Haven, Conn.
- FLETCHER, FRED**
WRAL, Raleigh, N. C.
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WLAK, Lakeland, Fla.
- FLETCHER, TOD**
WCNW, Brooklyn, N. Y.
- FLORA, JOHN**
WNEW, New York, N. Y.
- FOLAND, MYLES**
WBIG, Greensboro, N. C.
- FOLL, CHARLIE**
KTKC, Visalia, Calif.
- FORD, DON**
WNLC, New London, Conn.
- FORD, JOE**
WSGN, Birmingham, Ala.
- FORD, WALLACE**
KFJZ, Fort Worth, Texas.
- FORMAN, BILL**
WHBC, Canton, Ohio.
- FORNO, LEANDRO**
WOV, New York, N. Y.
- FORSTER, WALTER**
WIL, St. Louis, Mo.
- FORT, ALLAN**
WIP, Phila., Pa.
- FORTUNA, PETER**
WQDM, St. Albans, Vt.
- FORWARD, ROBERT**
KYA, San Francisco, Calif.
- FOSS, MRS. C. R.**
KTW, Seattle, Wash.
- FOSTER, CARROLL**
KIRO, Seattle, Wash.
- FOSTER, JACK**
KRIC, Beaumont, Texas.
- FOSTER, JACK**
WCKY, Cincinnati, Ohio.
- FOSTER, JIM**
KVI, Tacoma, Wash.
- FOSTER, J. P.**
WJAC, Johnstown, Pa.
- FOSTER, NORTON**
WDWS, Champaign, Ill.
- FOSTER, WILSON**
KFAR, Fairbanks, Alaska.
- FOURNIER, NORMAN**
WAWZ, Zarephath, N. J.
- FOWLER, CLINTON**
KQOA, Siloam Springs, Ark.
- FOWLER, FRED**
WNOE, New Orleans, La.
- FOWLER, TED**
CKWX, Vancouver, B. C., Can.
- FOWLKES, ROSSER**
WAIK, Winston-Salem, N. C.
- FRAKER, WILLARD W.**
WFBG, Altoona, Pa.
- FRAMER, WALT**
WWSW-Pittsburgh, Pa.
- FRANCIS, IVOR**
CFCB, Montreal, Quebec, Can.
- FRANDESEN, TOM**
KDEA - KFI, Los Angeles, Calif.
- FRANK, DON**
WAPI, Birmingham, Ala.
- FRANKLIN, JOHN**
WCAU, Phila., Pa.
- FRANKLIN, THOMAS**
KEX-KGW, Portland, Ore.
- FRANKLYN, ROY**
WCFL, Chicago, Ill.
- FRANZ, BOB**
WEBQ, Harrisburg, Ill.
- FRANZEN, NOEL**
WBHY-WTAQ, Green Bay, Wisc.
- FRASER, JACK**
NBC, The Women of Tomorrow.
- FRATICELLI, CAMILO**
WNEL, San Juan, Puerto Rico.
- FRAZER, JOHN**
NBC, Brent House, Candid
Lady, The Signal, Carnival,
Who Sang It, The Circle.
- FRAZIER, ROBERT**
WPIC, Sharon, Pa.
- FREAR, ROBERT**
WIBX, Utica, New York.
- FREEBAIRN-SMITH, THOMAS**
CBS, Texaco Star Theatre.
- FREED, ROBERT**
KLZ, Denver, Colo.
- FREEMAN, EUGENE**
KTW, Seattle, Wash.
- FRENCH, KEN**
WHEC, Rochester, N. Y.
- FRENCH, NED**
WORL, Boston, Mass.
- FRIEDMAN, MAX**
WCAT, Rapid City, S. D.

• • • **ANNOUNCERS** • • •

FURR, BEDFORD
KWFT, Wichita Falls, Texas.

— **G** —

GADE, WALLACE
KJBS, San Francisco, Calif.

GAILEY, GEORGE
WKST, New Castle, Pa.

GAINES, RUBEN
KVI, Tacoma, Wash.

GALLAGHER, MIKE
KFPL, Dublin, Texas.

GALLAGHER, EDDIE
WCCO, Minneapolis, Minn.

GALLIART, MELVILLE K.
WKBB, Dubuque, Iowa.

GALLOP, FRANK
CBS, N. Y. Philharmonic
Orch., Gang Busters, Hilltop
House, Her Honor Nancy
James, When A Girl Marries,
As The Clock Strikes.

GAMBLE, PAUL
WPIC, Sharon, Pa.

GAMBLE, RON
WJR, Detroit, Mich.

GANGON, ED.
WQDM, St. Albans, Vt.

GARBETT, ARTHUR
KPO, San Francisco, Calif.

GARNES, CLARENCE
KANS, Wichita, Kans.

GARRISON, JACK
WJR, Detroit, Mich.

GARROWAY, DAVE
KDKA, Pittsburgh, Pa.

GARSON, JULIAN
CKGB, Timmins, Ont., Can.

GAY, WILLIAM
KNX, Los Angeles, Calif.

GAYLORD, CHESTER
WTAG, Worcester, Mass.

GAYMAN, L. VAUGHN
WKBB, Dubuque, Iowa.

GEARHART, LYNN
WSUN, St. Petersburg, Fla.

GEIS, BOB
WHBC, Canton, Ohio.

GENSEL, CARL
WXYZ, Detroit, Mich.

GEORGE, ABNER H.
KOBH, Rapid City, S. D.

GEORGE, LEE
WTMV, East St. Louis, Ill.

GIBBS, DELL
WRUF, Gainesville, Fla.

GIBBS, LAWRENCE
KMLB, Monroe, La.

GIBNEY, HAL
NBC, From Hollywood Today,
Muted Rhythm, Hawthorne
House.

GIBNEY, JACK
WRBL, Columbus, Ga.

GIBSON, JIM
KECA - KFI, Los Angeles,
Calif.

GILBERT, A. V.
WIBA, Madison, Wis.

GILBERT, GALEN
KUOA, Siloam Springs, Ark.

GILFOY, JAMES E.
KGSU, Mandan, N. D.

GILLELAND, HERBERT
WTOL, Toledo, Ohio.

GILLESPIE, JOSEPH
KPO & KGO, San Francisco,
Calif.

GILMORE, ARTHUR
KNX, Los Angeles, Calif.

GIRARD, PAUL
WBAL, Baltimore, Md.

GLADSTONE, HENRY
WHN, New York, N. Y.

GLENN, JOE
WMMN, Fairmont, W. Va.

GODDARD, DON
NBC, Peter Paul Presents,
Goodyear Farm Radio News.

GODWIN, AL
WWL, New Orleans, La.

GODWIN, C. V.
CKCA, Kenora, Ont., Can.

GOERNER, R. V.
KROW, Oakland, Calif.

GOERSS, JON
WJLS, Beckley, W. Va.

GOFF, WILLBY
WGH, Newport News, Va.

GOLDBERG, RUBIN
WLTH, Brooklyn, N. Y.

GOLDER, HARRY
WXYZ, Detroit, Mich.

GOLDRICK, ROBERT
WNBH, New Bedford, Mass.



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- GOODSON, MARK**
KFRC, San Francisco, Calif.
- GOODWIN, BILL**
NBC, The Pepsodent Show,
Al Pearce and His Gang.
- GOODWIN, HAL**
WHAI, Greenfield, Mass.
- GOODWIN, SID**
KECA - KFI, Los Angeles,
Calif.
- GORDON, BILL**
KHJ, Los Angeles, Calif.
- GORDON, WILLIAM**
WAIR, Winston-Salem, N. C.
- GORSUCH, KEN**
KFFM, Albuquerque, N. M.
- GOSS, FRANK**
KFWB, Los Angeles, Calif.
- GOUGH, JAMES**
WFFF, Plattsburg, N. Y.
- GOULDING, PHIL**
WLLH, Lowell, Mass.
- GOURLAY, DOUGLAS**
KDYL, Salt Lake City, Utah.
- GOVE, ELLIOTT**
WSYR, Syracuse, N. Y.
- GOV, GEORGE**
WCHS, Charleston, W. Va.
- GOV, G.**
CJOC, Lethbridge, Alberta,
Can.
- GRACE, TED**
WJR, Detroit, Mich.
- GRAHAM, FRANK**
KNX, Los Angeles, Calif.
- GRAHAM, FRED**
KVOD, Denver, Colo.
- GRAHAM, JOSEPH**
WCKY, Cincinnati, Ohio.
- GRAHAM, TODD**
CKGB, Timmins, Ont., Can.
- GRAHAM, WALTER**
WMAZ, Macon, Ga.
- GRAM, RALPH**
WWNC, Asheville, N. C.
- GRAMS, HAROLD**
KSD, St. Louis, Mo.
- GRANBY, SUMNER**
WCAE, Pittsburgh, Pa.
- GRANT, JOSEPH**
WMEX, Boston, Mass.
- GRANT, TAYLOR**
KWK, St. Louis, Mo.
- GRANTHAM, DOUGLAS**
WGRM, Grenada, Miss.
- GRAUER, BEN**
NBC, Jergen's Journal,
George Jessel's Celebrities, Mr.
Keen Tracer of Lost Persons,
Pot O' Gold, Kay Kyser's
College of Musical Knowledge,
Magic Key of RCA, Name the
Place, What Would You Have
Done?
- GRAY, GORDON**
WCPO, Cincinnati, Ohio.
- GRAY, HAROLD**
WBIG, Greensboro, N. C.
- GRAY, HOWARD**
KFVD, Los Angeles, Calif.
- GRAY, JOHN**
WDOD, Chattanooga, Tenn.
- GRAY, R.**
CKMO, Vancouver, B. C., Can.
- GREEN, ART**
Weekly Swing Session and
Candid Microphone WMCA,
Sunday Morning Swing Con-
cert WNEW, Housewife's
Prom WHN.
- GREEN, GILBERT**
WLTH, Brooklyn, N. Y.
- GREEN, JOHNNY**
NBC, Johnny Presents, Breez-
in' Along.
- GREENE, R. G.**
KIEV, Glendale, Calif.
- GREENICE, FRED**
KMA, Shenandoah, Iowa.
- GREENWOOD, WARREN M.**
WHAI, Greenfield, Mass.
- GREEP, MALCOLM**
WOMI, Owensboro, Ky.
- GREER, KENNETH**
WKAR, East Lansing, Mich.
- GREGORY, BOB**
WCBS, Springfield, Ill.
- GREGSON, JACK**
KSFO, San Francisco, Calif.
- GRESHAM, J. A.**
KTAR, Phoenix, Ariz.
- GREY, BOB**
WMBH, Joplin, Mo.
- GRIFFIN, WAYNE**
KFFY, Bismark, N. D.
- GRIFFITH, LESTER**
WENR-WMAQ, Chicago, Ill.
- GRINDE, K.**
KXRO, Aberdeen, Wash.
- GRISSOM, GENE**
WMP5, Memphis, Tenn.
- GROETHE, RONALD**
WCAT, Rapid City, S. D.
- GRÖSE, JOHN PAUL**
KFSD, Nampa, Idaho.
- GROSS, ELLIOT F.**
WFMD, Frederick, Md.
- GROSS, LOUIS**
WPEN, Phila., Pa.
- GROVER, JOHN**
KGO & KPO, San Francisco,
Calif.
- GRUBER, JOHN**
WKBH, La Crosse, Wisc.
- GUDELSKY, HILLIARD**
WKBZ, Muskegon, Mich.
- GUBERRA, HENRY**
WOAI, San Antonio, Texas.
- GUINAN, JACK**
WGBI, Scranton, Pa.
- GULLEY, PHIL**
WJDX, Jackson, Miss.
- GUNN, GEORGE**
WMAL WRC, Washington,
D. C.
- GUY, AUBREY**
WMC, Memphis, Tenn.
- GUY, BILL**
KFPT, Dublin, Texas.
- GUY, PAUL**
CKCA, Edmonton, Alberta,
Can.
- GUYAN, GEORGE**
KFRU, Columbia, Mo.
- GUYER, SANDY**
WPEN, Phila., Pa.
- H —
- HADFIELD, BEN**
WAAB-WNAC, Boston, Mass.
- HADEN, REG**
WFOR, Hattiesburg, Miss.
- HAIGHT, ALDEN**
WELL, Battle Creek, Mich.
- HALBROOK, HOWARD**
KTEM, Temple, Texas.
- HALE, ALAN**
WISN, Milwaukee, Wisc.
- HALE, ARTHUR**
MBS, Listen America.
- HALE, CALVIN L.**
KSEI, Pocatello, Idaho.
- HALE, CECIL**
WFAA, Dallas Texas.
- HALEY, BILL**
KFRU, Columbia, Mo.
- HALL, ARTHUR SEYMOUR**
WCOP, Boston, Mass.
- HALL, HARRY**
KFWB, Los Angeles, Calif.
- HALL, THOMAS**
KXA, Seattle, Wash.
- HALLE, DEXTER**
WBNX, New York, N. Y.
- HALLOREN, RYAN**
KWN0, Winona, Minn.
- HALPERN, DAVID HALE**
MBS, Listen America.
- HALTEMAN, CHARLES**
WTOL, Toledo, Ohio.
- HAMANN, RUBY**
WCOU, Lewiston, Maine.
- HAMILTON, BENSON**
CKNX, Wingham, Ont., Can.
- HAMILTON, GENE**
NBC, NBC Symphony Or-
chestra, Voice of Firestone.
- HAMLIN, DAVE**
KVAK, Atchinson, Kans.
- HAMMOND, FRED**
KPAB, Laredo, Texas.
- HAMRICK, EARLE A.**
WBRE, Wilkes Barre, Pa.
- HAMRICK, HOWARD**
WRAL, Raleigh, N. C.
- HAMURA, SHOICHI**
KTOH, Lihue, Hawaii.
- HANAFORD, JACK**
KHSU, Chico, Calif.
- HANAUER, BERT**
WFBZ, Baltimore, Md.
- HANAWALT, CLARE**
KXA, Seattle, Wash.
- HANNAMAN, GEORGE**
WJBL, Decatur, Ill.
- HANSEN, WALTER**
WRR, Dallas, Texas.
- HANSON, BOB**
KUTA, Salt Lake City, Utah.
- HANSON, MARK**
KFEL, Denver, Colo.
- HARBIN, DAVID**
WPIC, Sharon, Pa.
- HARDEN, FRANK**
WBIG, Greensboro, N. C.
- HARDING, AL**
WCCO, Minneapolis, Minn.
- HARRKINS, STERLING**
KSD, St. Louis, Mo.
- HARLEY, WM. G.**
WHA, Madison, Wisc.
- HARMAN, JAMES M.**
WRDW, Augusta, Ga.
- HARPER, JACK**
WNBH, New Bedford, Mass.
- HARPER, TRO.**
KSFO, San Francisco, Calif.
- HARRICE, CY.**
NBC, The National Barn
Dance.
- HARRINGTON, NORMAN**
KGLU, Safford, Ariz.
- HARRIS, BUDDY**
WRR, Dallas, Tex.
- HARRIS, ELLIS**
KDAL, Duluth, Minn.
- HARRIS, GLENN**
KYSM, Mankato, Minn.

ANNOUNCERS

- HART, DON**
WMFF, Plattsburgh, N. Y.
- HART, ELIZABETH**
WENR-WMAQ, Chicago, Ill.
- HART, W. R.**
CKBI, Prince Albert, Sask.
- HARTMAN, M.**
WHFC, Cicero Ill.
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WTAM, Cleveland, Ohio.
- HARVEY, DON**
KSOO KELO, Sioux Falls, S. D.
- HARVEY, WALTER**
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- HARWELL, RICHARD**
KRGU, Westlaco, Texas.
- HASBROOK, DICK**
WJMS, Ironwood, Mich.
- HATTER, WALLY**
KSCJ, Sioux City, Ia.
- HAUGHT, HAROLD**
WPAB, Parkersburg, W. Va.
- HAVENS, LEWIS**
WGCM, Mississippi City, Miss.
- HAWKINS, DON**
KSTP, St. Paul, Minn.
- HAWLEY, MARK**
Transradio News WOR, Fred Allen Show NBC, George Celebrities NBC, Little Old New York NBC.
- HAWORTH, WILLIAM**
KHJ, Los Angeles, Calif.
- HAWTHORNE, BEN**
WTIC, Hartford, Conn.
- HAYDEN, JAMES A.**
WARD, Brooklyn, N. Y.
- HAYNES, LONDON**
KGAR, Tucson, Ariz.
- HAYNES, RICHARD**
KRIC, Beaumont, Texas.
- HAYWORTH, HERBERT**
WGL WOWO, Fort Wayne, Ind.
- HAZAN, MAURICE**
KGER, Long Beach, Calif.
- HEATLIE, REYNOLD**
KXRO, Aberdeen, Wash.
- HEGARD, KEN**
WRJN, Racine, Wisc.
- HEGELUND, FRED**
KGO - KPO, San Francisco, Calif.
- HELEN, DILLEN**
WAGM, Presque Isle, Maine.
- HELEZER, WALTER**
WEDC, Chicago, Ill.
- HELPER, AL**
WOR, Newark, N. J.
- HELQUIST, JOHN C.**
KTSM, El Paso, Texas.
- HELSE, PETE**
WALR, Zanesville, Ohio.
- HELTON, BERNARD P.**
WACO, Waco, Texas.
- HENDERSON, BOB**
KORE, Eugene, Ore.
- HENDERSON, BROOKS**
KSTP, St. Paul, Minn.
- HENDERSON, SAMUEL G.**
WGAN, Portland, Maine.
- HENDRICKSON, BOB**
WAGM, Presque Isle, Maine.
- HENDRIX, JAMES**
WMOB, Mobile, Ala.
- HENNESY, JIM**
KXOK, St. Louis, Mo.
- HENRY, LEW**
WCLE, Cleveland, Ohio. WHK
- HERGET, JOE**
WCHS, Charleston, W. Va.
- HERLIHY, ED**
NBC, Jack Berch and His Boys, Mr. District Attorney, Irene Rich, The Budd Show, Just Plain Bill, Swing To Chiclets.
- HERRIN, WELDON**
WTOC, Savannah, Ga.
- HERSON, BILL**
WBAL, Baltimore, Md.
- HEWETSON, H. H.**
CFCF, Montreal, Quebec, Can.
- HEYDE, BUD**
KGO & KPO, San Francisco, Calif.
- HEYWORTH, DON**
KYW, Philadelphia, Pa.
- HICHMAN, HENRY**
WFBR, Baltimore, Md.
- HICKOX, RICHARD T.**
WLAW, Lawrence, Mass.
- HICKS, CHARLES**
WSOC, Charlotte, N. C.
- HICKS, GEORGE**
NBC, Calsodent Presents, Death Valley Days, The Man From Cook's Gliding Swing, Names Make News, The ABC of NBC.
- HICKS, JOHN**
WTAM, Cleveland, Ohio.
- HIEBERT, AUGUST**
KFAR, Fairbanks, Alaska.
- HIGGINS, FRANCIS**
WDAN, Danville, Ill.
- HIGHTOWER, BILL**
WIOD, Miami, Fla.
- HILBURN, WILLIAM**
KXOX, Sweetwater, Texas.
- HILL, CHARLES**
WIBW, Topeka, Kans
- HILL, DON**
WAVE, Louisville, Ky.
- HILL, EDWARD**
WBNX, New York, N. Y.
- HILL, EDWIN C.**
NBC.
- HILL, JACK**
CJRM, Regina, Sask., Can.
- HILL, ROY**
WHIS, Bluefield, W. Va.
- HILL, R. T.**
CKSO, Sudbury, Ont., Can.
- HILL, ZACK**
WPAD, Paducah, Ky.
- HILLEAREY, PERRY**
KELA, Centralia and Chehalis, Wash.
- HILLEARY, PERRY**
KLO, Ogden, Utah.
- HILLIE, BOB**
KXOK, St. Louis, Mo.
- HINDS, BILL**
KDKA, Pittsburgh, Pa.
- HIRSCH, RUSSELL**
WCMI, Ashland, Ky.
- HITCHCOCK, JOHN**
KFOR, Lincoln, Nebr.
- HITE, ROBERT**
WXYZ, Detroit, Mich.
- HOAR, JOHN S.**
WTMA, Charleston, S. C.
- HOBGOOD, ROBERT**
WOMI, Owensburg, Ky.
- HODGE, TED**
WNLC, New London, Conn.
- HODGES, GILBERT**
WTAG, Worcester, Mass.
- HODGES, HILTON**
WIBW, Topeka, Kans.
- HODGES, RUSS**
WBT, Charlotte, N. C.
- HOFFMAN, FRANCES**
KTHS, Hot Springs, Ark.
- HOGAN, GEORGE**
CBS, The Man I Married.
- HOLBROOK, ART**
WIBW, Topeka, Kans.
- HOLBROOK, JACK**
WMIN, St. Paul, Minn. & KSYM, Mankato, Minn.
- HOLD, ELLIOTT**
WRDO, Augusta, Maine.
- HOLDEN, JACK**
NBC, The National Barn Dance.
- HOLDER, EARL**
WGNC, Gastonia, N. C.
- HOLMES, THURSTON**
WHOM, Jersey City, N. J.
- HOLMES, WALTER**
WBNX, New York, N. Y.
- HOLT, ORIAL**
WCLS, Joliet, Ill.
- HOLTMAN, JOHN**
WENR-WMAQ, Chicago, Ill.
- HOMERSHAM, D.**
CFJC, Kamloops, British Columbia, Can.
- HOOPER, JACK**
WMBG, Richmond, Va.
- HOPKINS, DON**
KGVO, Missoula, Mont.
- HORN, ROBERT**
WCAM, Camden, N. J.
- HORTON, TED**
WGBR, Goldsboro, N. C.
- HOSKINS, JAMES**
WLOK, Lima, Ohio.
- HOUSEMAN, KENNETH**
WHAI, Greenfield, Mass.
- HOUSH, MERLE**
WLS, Chicago Ill.
- HOWARD, DENNIS**
WLLH, Lowell, Mass.
- HOWARD, HERBERT**
WNAX, Yankton, S. D. Pot O' Gold, Sunset Trail, Rodeo Recess.
- HOWARD, LEO**
KOAM, Pittsburg, Kans.
- HOWARD, MARC**
WDWS, Champaign, Ill.
- HOWELL, CLIF**
KNX, Los Angeles, Calif.
- HOWELL, REX**
KFXX, Grand Junction, Colo.
- HOWE, CONRAD**
WMBG, Richmond, Va.
- HOYT, LEE**
WIBW, Topeka, Kans.
- HUBER, DICK**
KTRI, Sioux City, Iowa.
- HUBER, RUS**
WKBH, La Crosse, Wisc.
- HUDDLE, DON**
WJAG, Norfolk, Nebr.
- HUDSON, JACK**
WGTM, Wilson, N. C.
- HUFFINGTON, WALTER**
WPTF, Raleigh, N. C.
- HUGHES, JAMES**
KGFX, Pierre, S. D.
- HUGHES, JUDD**
WNEF, Binghamton, N. Y.

ANNOUNCERS

— K —

HUGHES, RUSH
NBC.

HULL, MARTHA
WDZ, Tuscola, Ill.

HULL, WARREN
NBC. Good News of 1940.

HULWI, JAMES
WEAU, Eau Claire, Wisc.

HUMPHREY, ED
WJJD, Chicago, Ill.

HUNNICUTT, MIKE
WKRC, Cincinnati, Ohio.

HUNTER, CHARLES
WMRO, Aurora, Ill.

HURD, BOB
KFPY, Spokane, Wash.

HURD, JOE
WFDF, Flint, Mich.

HURLEIGH, ROBERT
WFBR, Baltimore, Mich.

HURT, EDIDE
KFXD, Nampa, Idaho.

HUSEBY, LARRY
KMO, Tacoma, Wash.

HUSSEY, TOM
WAAB-WNAC, Boston, Mass.

HUSTON, LOU
KFOX, Long Beach, Calif.

HYDE, DON
WCLE, Cleveland, Ohio.
WHK.

HYND, JUNE
NBC. Guest Book, Let's Talk It Over.

— I —

INCH, MERRILL
KOH, Reno, Nevada.

INGHAM, BOB
WTOL, Toledo, Ohio.

INGLEE, CLIFFORD K.
WAWZ, Zarephath, N. J.

INGLES, FRANK
WJAX, Jacksonville, Fla.

INGTAD, ROBERT E.
KOV, Valley City, N. D.

INNES, BOB
WJIM, Lansing, Mich.

IRVINE, L.
CFJ, Kamloops, B. C., Can.

IRWIN, BOB
WROK, Rockford, Ill.

IRWIN, JERRY
KTKC, Visalia, Calif.

IRWIN, PHILIP
KEX-KGW, Portland, Ore.

IVAN, IGOR
WMPS, Memphis, Tenn.

— J —

JACKSON, FRANK
KGFF, Shawnee, Okla.

JACKSON, GLEN
WHIO, Dayton, Ohio.

JACKSON, HERBERT
KSOO KELO, Sioux Falls, S. D.

JACKSON, JAY
WBNS, Columbus, Ohio.

JACKSON, RILEY
WJBC, Bloomington, Ill.

JACOBS, ED
WNEW, New York, N. Y.

JACOBS, JOHN
KMOX, St. Louis., Mo.

JACOBSEN, MARTIN
WCFL, Chicago, Ill.

JACOBSON, LESTER
KWG, Stockton, Calif.

JAEGER, JOHN
WNEW, New York, N. Y.

JAMES, GLEN
WHBL, Sheboygan, Wisc.

JAMES, HUGH
NBC. Lowell Thomas Program.

JAMESON, KEITH
WMBD, Peoria, Ill.

JANAVER, RICHARD
WQXR, New York, N. Y.

JANNEY, ED
KGGM, Albuquerque, N. M.

JANSEN, EDWARD J.
KOL, Seattle, Wash.

JARIVS, PELL
KFPL, Dublin, Texas.

JARZEMBOWSKI, CASIMIR
WHOM, Jersey City, N. J.

JAYNE, FRANK
WELL, Battle Creek, Mich.

JENKINS, ALUN
WCLE, Cleveland, Ohio WHK.

JENKINS, BYRON
WMOB, Mobile, Ala.

JENKINS, RON
WSOC, Charlotte, N. C.

JENKINS, RONALD
WJNO, West Palm Beach, Fla.

JENSEN, RUSSELL
WJAG, Norfolk, Nebr.

JOB, F.
CKOC, Hamilton, Ont., Can.

JOHNSANSEN, CHRIS
WGKJ, Charleston, W. Va.

JOHNS, RUSSE
WNYC, New York, N. Y.

JOHNS, WILLIAM
WTFL, Fort Lauderdale, Fla.

JOHNSON, ARVID
KVOX, Moorehead, Minn.

JOHNSON, CLIFFORD T.
KFOR, Lincoln, Nebr.

JOHNSON, DICK
KTOK, Oklahoma City, Okla.

JOHNSON, IRWIN A.
WBNS, Columbus, Ohio.

JOHNSON, MELVIN
KDON, Monterey, Calif.

JOHNSON, MOTT
KMA, Shenandoah, Iowa.

JOHNSON, OWEN
WDGY, Minneapolis-St. Paul, Minn.

JOHNSON, PARKS
NBC.

JOHNSON, TED
KMMJ, Clay Center, Nebr.

JOHNSON, WAYNE
WKBN, Youngstown, Ohio.

JOHNSTON, MARVIN
KFXD, Nampa, Idaho.

JOHNSTONE, BILL
WDEV, Waterbury, Vt.

JOHNSTONE, BILL
NBC. One of the Finest.

JONES, HOWARD
WIP, Phila., Pa.

JONES, MERWIN
KFBB, Sacramento, Calif.

JONES, PAUL
WFLA, Tampa, Fla.

JONES, ROBERT
WMAS, Springfield, Mass.

JORDAN, HARRY
KOMO-KJR, Seattle, Wash.

JORDAN, MAITLAND
KOMO-KJR, Seattle, Wash.

JOSLYN, SALLY
KROC, Rochester, Minn.

JOURNEAY, TOM
KRBC, Abilene, Texas.

JOY, WILLARD
WRBL, Columbus, Ga.

JOYNER, RED
WHKC, Columbus, Ohio.

KALER, RAN
WFAS, White Plains, N. Y.

KALUSCHE, EARL
KWK, St. Louis, Mo.

KAMPE, MEL
WIL, St. Louis, Mo.

KARL, MAX
WCCO, Minneapolis, Minn.

KARN, BILL
WFAA, Dallas, Texas.

KARNSTEDT, CAL
KSTP, St. Paul, Minn.

KEARNS, DOUG
WNBC, New Britain, Conn.

KEATHLY, HAMPTON
KPRC, Houston, Texas.

KEATING, LARRY
NBC. Parent's Pow Wow.
Bennie Walker's Homestead Amateur Hour.

KECKI, MICHAEL
WHOM, Jersey City, N. J.

KEECH, KELVIN
NBC. Hilda Hope M. L.
Crawford Clothes Presents Jimmy Walker.

KEEFE, HOWARD
WSPR, Springfield, Mass.

KEEGAN, FRANK
KGKO, Fort Worth, Texas.

KEEHN, NEAL
KMBC, Kansas City, Mo.

KELLEY, BOB
WGAR, Cleveland, Ohio.

KELLEY, RODNEY
WSKB, McComb, Miss.

KELLY, ARTHUR
WHAM, Rochester, N. Y.

KELLY, CHARLES
WROL, Knoxville, Tenn.

KELLY, GEORGE W.
KCMC, Texarkana, Texas.

KELLY, JACK
WKHB, La Crosse, Wisc.

KELLY, TOM
KGBX-KWTO, Springfield, Mo.

KELSEY, JOHN
WCSH, Portland, Maine.

KELSO, BILL
KFVD, Los Angeles, Calif.

KEMPER, HOWARD
KRBC, Abilene, Texas.

KEMPER, LOU
KVOO, Tulsa, Okla.

KENNEDY, BILL
NBC. Do You Remember?

KENNEDY, JOHN M.
KFAC, Los Angeles, Calif.

KENNEDY, KEN
WDAY, Fargo, N. D.

KENNEDY, RAYMOND
WRUF, Gainesville, Fla.

KENNEDY, S. R.
CFCY, Charlotetown, P.E.I., Can.

KENT, ALAN
The O'Neills NBC. Hobby Lobby NBC. Sensations in Swing NBC. Battle of the Sexes NBC. Jane Arden NBC. Alice Blair MBS.

KENT, BOB
WMMN, Fairmont, W. Va.

KENT, CARL
WGJK, Charleston, W. Va.

KENT, HAL
WNBZ, Binghamton, N. Y.

KENT, LEW
WMAZ, Macon, Ga.

KENT, WILLIAM
WMFF, Plattsburg, N. Y.

ANNOUNCERS

KEPHART, WILLIAM
WENR & WMAQ, Chicago, Ill.

KEPNER, ARCH
WQXR, New York, N. Y.

KERN, BRUCE
WTIC, Hartford, Conn.

KERN, KEN
WCLS, Joliet, Ill.

KERNS, HERB
KDRO, Sedalia, Mo.

KERNS, ROY
WKY, Oklahoma City, Okla.

KERR, JOHN
WICA, Ashtabula, Ohio.

KERWOOD, ORIE
WNAX, Yankton, S. D. De-
votional Reader, Happy Jack's
Oldtimers.

KESTEN, ROBERT
CKGB, Timmins, Ont., Can.

KIERSEY, AL
KWFT, Wichita Falls, Texas.

KILGORE, JERRY
KARM, Fresno, Calif.

KILLIAN, GEORGE
KOVO, Provo, Utah.

KILMER, BILL
KFDA, Avarillo, Texas.

KIMBALL, MRS.
KROC, Rochester, Minn.

KIMBALL, TED
KSL, Salt Lake City, Utah.

KIMMELL, HAROLD
KWFT, Wichita Falls, Texas.

KING, A. C.
WEEL, Boston, Mass.

KING, ALLYN
WCOV, Montgomery, Ala.

KING, EDWARD
KGO & KPO, San Francisco,
Calif.

KING, FULTON
WSVA, Harrisonburg, Va.

KING, LAWRENCE
KAST, Astoria, Ore.

KING, ROGER
KOMA, Oklahoma City, Okla.

KINGSLEY, BOB
WJBW, New Orleans, La.

KINZEL, JACK
KIRO, Seattle, Wash.

KIRBY, DURWOOD
NBC, Kaltenmeyer's Kinder-
garten, Ransom Sherman Pre-
sents.

KIRBY, JIMMY
WRGA, Rome, Ga.

KIRBY, KLEVE
WWL, New Orleans, La.

KIRBY, LEE
WBT, Charlotte, N. C.

KIRK, JOHN
KOB, Albuquerque, N. M.

KIRK, JOHN
WMBG, Richmond, Va.

KISTER, GEORGE
KMMJ, Clay Center, Nebr.

KISTLER, GLEASON
WDAN, Danville, Ill.

KITTELL, CLYDE
MBS, Name Three.

KITTS, ED
WHIS, Bluefield, W. Va.

KLIMENT, ROBERT
WEBR, Buffalo, N. Y.

KLINE, HAROLD
WJAG, Norfolk, Nebr.

KNAPP, CLINT
KROC, Rochester, Minn.

KNAPP, TED
KRIC, Beaumont, Texas.

KNEASS, DONALD
KEX-KGW, Portland, Ore.

KNIGHT, FRANK
WOR, Newark, N. J.

KNIGHT, KIRK
WEXL, Royal Oak, Mich.

KNOPF, ELMER
WFDF, Flint, Mich.

KNOX, JIM H.
WTFLL, Fort Lauderdale, Fla.

KNOX, RALPH
WGL WOWO, Fort Wayne,
Ind.

KOBER, RUSS
KGCO, Mandan, N. D.

KRAMP, LARRY
KRAUSE, MARVIN
KOCY, Oklahoma City, Okla.

KRAUSS, BERNARD
WMFF, Plattsburg, N. Y.

KREUGER, FRANK
WHOM, Jersey City, N. J.

KREY, TED
WTCN, St. Paul-Minneapolis,
Minn.

KRUG, JR., K. E.
KXOX, Sweetwater, Texas.

KRUG, PETER
WEBR, Buffalo, N. Y.

KRUPP, ROGER
WTCN, St. Paul-Minneapolis,
Minn.

KUYKENDALL, RADFORD
KWSC, Pullman, Wash.

KYLER, JAMES F.
WCLO, Janesville, W. Va.

KYSER, MARION
WGCM, Mississippi City, Miss.

— L —

LACY, JACK
WNBC, New Britain, Conn.

LAFFER, JACK
KANS, Wichita, Kans.

LAFFEY, FRED P.
WLAW, Lawrence, Kans.

LA FORCE, CHARLES
WEMP, Milwaukee, Wisc.

LaFRANO, TONY
KEJ, Los Angeles, Calif.

LaGRAVE, JR., ED
KUSD, Vermillion, S. D.

La HAYE, LOUIS
WICC, Bridgeport, Conn.

LAING, GIL
KSRO, Santa Rosa, Calif.

LAKE, CHARLES
WBNB, Youngstown, Ohio.

LAKE, J. B.
KVOO, Tulsa, Okla.

LALONDE, JEAN
CKAC, Montreal, Quebec, Can.

LAMB, RUSS
KFJZ, Fort Worth, Texas.

LANE, BERT
KMBC, Kansas City, Mo.

LANG, BILL
KYW, Philadelphia, Pa.

LANG, FRED
WAAB-WNAC, Boston, Mass.

LANG, JUNE
KDAL, Duluth, Minn.

LANSING, HAL
WTCN, St. Paul-Minneapolis,
Minn.

LANTZ, JR., JAMES
KSAL, Salina, Kans.

LANTZ, STANLEY
WJBC, Bloomington, Ill.

LA PLANTE, ROY
WFIL, Philadelphia, Pa.

LATEAU, HERBERT
KVOO, Tulsa, Okla.

LATHAM, JACKSON
KXA, Seattle, Wash.

LATHAM, WAYNE, HENRY
WSPR, Springfield, Mass.

LAUGHNER, ROL
WGIL, Galesburg, Ill.

LAURIE, BILL
KONO, San Antonio, Texas.

LAUX, FRANCE
KMOX, St. Louis, Mo.

LAUX, ROGER
KEID, El Dorado, Ark.

LA VAL, JEAN
WMAN, Mansfield, Ohio.

LA VALLE, AL
WEDC, Chicago, Ill.

LAWRENCE, BILL
I Want A Divorce NBC, Union
Oil Opera Series CBS, Tune-
smiths CBS.

LAWRENCE, DAN
KRNT, Des Moines, Iowa.

LAWRENCE, GEORGE
CKCK, Regina, Sask., Can.

LAWRENCE, JERRY
WOR, Newark, N. J.

LAWTON, JOEL
WFBC, Greenville, S. C.

LAYMAN, CARROLL
WDWS, Champaign, Ill.

LEAKE, H. H.
WNAD, Norman, Okla.

LEAMAN, HAROLD
WICA, Ashtabula, Ohio.

LE BRUN HARRY
WHEC, Rochester, N. Y.

LEE, BOB
WTAD, Quincy, Ill.

LEE, CLETE
KIDO, Boise, Idaho.

LEE, H. W.
WMFD, Wilmington, N. C.

LEE, JACK
WHAM, Rochester, New York.

LEE, R. E.
KWLC, Decorah, Iowa.

LEE, ZEB
WISE, Asheville, N. C.

LEFEVRE, NED
WFBM, Indianapolis, Ind.

LETTWICH, ALEXANDER
WNYC, New York, N. Y.

LEGARE, ED
WAYX, Waycross, Ga.

LEHIGH, ROBERT
WCSC, Charleston, S. C.

LEISFIELD, HOWARD
WBBL, Richmond, Va.

LEMEN, MATT
KVOA, Tucson, Ariz.

LEMOND, L. R.
WPAD, Paducah, Ky.

LEONARD, JIMMY
NBC, The Plantation Party.

LEOPIZZI, A.
WPEN, Phila., Pa.

LE ROY DICK
WGL, Fort Wayne, Ind.

LESTER, KEN
WTAG, Worcester, Mass.

LEVERTON, ORVILLE
WSAU, Wausau, Wisc.

LEVINE, HERMAN
WHOM, Jersey City, N. J.

LEVITAN, SAM L.
KDAL, Duluth, Minn.

LEVY, BERNARD
WRDW, Augusta, Ga.

LEWIS, A.
CJOC, Lethbridge, Alberta,
Can.

LEWIS, DON
WWL, New Orleans, La.

LEWIS, HOWARD
WHJB, Greensburg, Pa.

LEWIS, JACK
KARK, Little Rock, Ark.

LEWIS, MARYLYN
KFEX, Grand Junction, Colo.

ANNOUNCERS

LEWIS, RALPH
WTAD, Quincy, Ill.

LEWIS, ROBERT
KGLO, Mason City, Iowa.

LEWIS, ROBERT
KGLO, Mason City, Iowa.

LEWIS, ROBERT
KUJ, Walla Walla, Wash.

LEYDEN, BILL
WCFL, Chicago, Ill.

LIBBY, JOHN
WCOU, Lewiston, Maine.

LILES, MARDI
WWNC, Asheville, N. C.

LINDSAY, A. W.
WXRO, Aberdeen, Wash.

LINDSEY, JOHN
WHIS, Bluefield, W. Va.

LINEBERGER, EBER
WFBC, Greenville, S. C.

LINFOT, VICTOR
WWJ, Detroit, Mich.

LINK, LOUIS J.
WSUN, St. Petersburg, Fla.

LINN, JR., J. B.
KFYO, Lubbock, Texas.

LINN, KEN
KTUL, Tulsa, Okla.

LINTHICUM, WALTER
WBAL, Baltimore, Md.

LITTLE, BOB
WOL WOWO, Fort Wayne, Ind.

LITTLE, JACK
NBC, Standard Oil Symphony Hour.

LIVEZEY, TOM
WPEN, Phila., Pa.

LLOYD, JOHN
WTHT, Hartford, Conn.

LLOYD, MELVIN
WCOL, Columbus, Ohio.

LOCKWOOD, BOB
WATR, Waterbury, Conn.

LOEB, O. W.
CJCB - CJCX, Sydney, Nova Scotia, Can.

LOFFLER, GENE
KRNT, Des Moines, Iowa.

LONDON, JACK
KWNO, Winona, Minn.

LONDON, LEW
WPEN, Phila., Pa.

LONG, DEANE
WSAL, Salisbury, Md.

LONG, RUSSELL
WCSB, Charleston, S. C.

LONGSTREET, R. L.
WFMD, Frederick, Md.

LONGWELL, BOB
WIBC, Indianapolis, Ind.

LOOSE, CARL
WPAR, Parkersburg, W. Va.

LOUDON, GORDON
KALB, Alexandria, La.

LOVE, LEWIS
WACO, Waco, Texas.

LOWE, DON
NBC, Lorenzo Jones.

LOWE, MOWRY
WEAN, Providence, R. I.

LOWE, NORINE
WWNC, Asheville, N. C.

LUCAS, BEN
WRDW, Augusta, Ga.

LUCAS, MARK
WALR, Zanesville, Ohio.

LUDGATE, STERLING
WPRO, Providence, R. I.

LUDLAM, KENNEDY
WOV, New York, N. Y.

LUDWIG, LYELL
WCLO, Janesville, W. Va.

LUEDEKE, HARRY
WMBD, Peoria, Ill.

LUEDKE, CHARLES
KGVO, Missoula, Mont.

LUKINS, HARRY
WAVE, Lexington, Ky.

LUTH, JACK
WHOM, Jersey City, N. J.

LUTHER, PAUL
NBC, Inside Story.

LUTZ, CHARLES V.
WKRC, Cincinnati, Ohio.

LYMAN, PETER
WTCN, St. Paul-Minneapolis, Minn.

LYNCH, CECIL
KTRB, Modesto, Calif.

LYNCH, CHARLES
WATR, Waterbury, Conn.

LYON, CHARLES
NBC, Girl Alone.

LYON, EDDIE
KTUL, Tulsa, Okla.

LYON, TED
KWBG, Hutchinson, Kans.

LYONS, DON
WSAZ, Huntington, W. Va.

LYONS, ROGER
WOR, Newark, N. J.

LYTLE, HARRY
WBNS, Columbus, Ohio.

— M —

McAULEY, TERRY
WEW, St. Louis, Mo.

McBRIDE, LESTER
KGLU, Safford, Ariz.

McBRIDE, W. G.
WDBO, Orlando, Fla.

McCAIN, BILL
WBRC, Birmingham, Ala.

McCALL, DON
WBCB, Duluth, Minn.

McCANN, JAMES J.
WBG, Glenside, Pa.

McCARTHY, CHARLES F.
WHN, New York, N. Y.

McCARTHY, FRANK
WBRC, Pittsfield, Mass.

McCARTHY, JACK
WXYZ, Detroit, Mich.

McCARTHY, JIMMY
WBRE, Wilkes Barre, Pa.

McCARTHY, JOHN
CKCV, Quebec, Quebec, Can.

McCARTNEY, HOWARD
KQV, Pittsburgh, Pa.

McCAULEY, HOWARD
KSRO, Santa Rosa, Calif.

McCLAIN, DENNY
WTJS, Jackson, Tenn.

McCLANAHAN, STEELE
WNOX, Knoxville, Tenn.

McCLAY, JOHN L.
WPG, Atlantic City, N. J.

McCLEARY, WILLIAM
KPKA, Greeley, Colo.

McCLOURY, THOMAS
WHBC, Canton, Ohio.

McCORD, BILL
KEX-KGW, Portland, Ore.

McCORMACK, MALCOLM
WBZ-WBZA, Boston & Springfield, Mass.

McCORMICK, JOHN
WBMB, Chicago, Ill.

McCORMICK, STEPHEN J.
WOL, Washington, D. C.

McCOY, ROBERT
WENR-WMAQ, Chicago, Ill.

McCREARY, DOUG
KTRB, Modesto, Calif.

McCULLOCH, MARK
WPIC, Sharon, Pa.

McCULLOUGH, BILL
WJR, Detroit, Mich.

McCUMBER, W. H.
KRLH, Midland, Texas.

McDERMID, D.
CKMO, Vancouver, B. C., Can.

McDONALD, L. A.
CFCY, Charlottesville, P.E.I., Can.

McDONNELL, GENE
KSOO KELO, Sioux Falls, S. D.

McDOWELL, F.
CJOC, Lethbridge, Alberta, Can.

McELROY, EDDIE
KWJJ, Portland, Ore.

McELROY, JACK
KTUL, Tulsa, Okla.

McENRY, MATTHEW
KLZ, Denver, Colo.

McGIVERN, FRANK
WJBC, Bloomington, Ill.

McGLOGAN, FRANK
KSTP, St. Paul, Minn.

McGOFFIN, W. M.
KXRO, Aberdeen, Wash.

McGOWAN, JAMES
WPTC, Kinston, N. C.

McGREW, JACK
KPRC, Houston, Texas.

McGUIRE, RAE
WSKB, McComb, Miss.

McGUIRE, RAY
WGRM, Grenada, Miss.

McHAIN, W. R.
KIEV, Glendale, Calif.

McHUGH, PHIL
KPMC, Bakersfield, Calif.

McILVAIN, HARRY
WCAU, Phila., Pa.

McININCH, NELSON
KDYH, Salt Lake City, Utah.

McINTIRE, CHARLES
WMBH, Joplin, Mo.

McINTOSH, EZRA
WKNY, Kingston, N. Y.

McINTYRE, FRANK
KTSM, El Paso, Texas.

McINTYRE, NEIL
KHSL, Chico, Calif.

McKAY, STEWART
CJCA, Edmonton, Alberta, Can.

McKEE, ALLEN
KGFJ, Los Angeles, Calif.

McKEE, R. L.
WHFC, Cicero, Ill.

McKEE, ROY
KGKO, Fort Worth, Texas.

McKENZIE, E. T.
WJBK, Detroit, Mich.

McKENZIE, OTIS
KTEM, Temple, Texas.

McKENLAY, LYNN
KSL, Salt Lake City, Utah.

McKNIGHT, CECIL
CKTB, St. Catharines, Ont., Can.

McKNIGHT, JOHN
WDOO, Chattanooga, Tenn.

McLAUGHLIN, FRANCIS
WGBI, Scranton, Pa.

McLAUGHLIN, FRANCIS J.
WSAR, Fall River, Mass.

McLAW, HARRY
CJRM, Regina, Sask., Can.

McLEAN, BOB
CHAB, Moose Jaw, Sask., Can.

McLEAN, LEONARD
KWYO, Sheridan, Wyo.

McLELLAN, W.
CKCA, Kenora, Ont., Can.

McLEOD, W.
CFJZ, Kamloops, B. C., Can.

McMASTER, JOHN J.
WMEC, Boston, Mass.

McMURRAY, E. H.
WBBQ, Memphis, Tenn.

McMURKAY, JAMES
WSIX, Nashville, Tenn.

McNAMARA, DON
KECA-KFI, Los Angeles, Calif.

ANNOUNCERS

- McNAMEE, GRAHAM**
NBC, Four Star News, Rudy
Vallee Variety Hour.
- McNEIL, IDA A.**
KGFJ, Pierre, South Dakota.
- McNICOL, JACK**
KFBB, Great Falls, Mont.
- McNULTY, CHARLES**
WDBJ, Roanoke, Va.
- McNUTT, TOM**
WDZ, Tuscola, Ill.
- McPHERSON, GAYLORD**
WDDO, Chattanooga, Tenn.
- McQUIRE, MAC**
WSNJ, Bridgeton, N. J.
- McRAE, J. B.**
CJGX, Yorkton, Sask., Can.
- McRANEY, BOB**
WSGN, Birmingham, Ala.
- McREADY, S. W.**
KVAN, Vancouver, Wash.
- McWHORTER, DON**
WBLK, Clarkesburg, W. Va.
- MABRY, BOB**
KWOC, Poplar Bluffs, Mo.
- MacCAVILL, CARL**
CHGS, Summerside, Prince
Edward Is., Can.
- Mac DAUGALL, CHAS.**
CJCB - CJCX, Sydney, Nova
Scotia, Can.
- MACDONALD, LARCH**
WBZ-WBZA, Boston & Spring-
field, Mass.
- MacDONALD, JOHN C.**
WPIC, Sharon, Pa.
- MacDONALD, RICHARD**
CKUA, Edmonton, Alberta,
Can.
- MacDONNELL, DANIEL**
WLaw, Lawrence, Mass.
- MacDONNELL, JOHN**
KLS, Oakland, Calif.
- MacINTYRE, ROSS**
CKWX, Vancouver, B. C., Can.
- MACK, DON**
WGNC, Gastonia, N. C.
- MACK, FLOYD**
WOR, Newark, N. J.
- MACK, KENT**
WCAT, Rapid City, S. D.
- MACK, WAYNE**
WGAR, Cleveland, Ohio.
- MacKENZIE, GEORGE**
WELL, Battle Creek, Mich.
- MacKENZIE, NORRIS**
CJCA, Edmonton, Alberta,
Can.
- MACKNIGHT, JOHN**
WDGY, Minneapolis-St. Paul,
Minn.
- MacLEOD, ROBERT**
KFYR, Bismark, N. D.
- MacMILLAN, LOWELL**
WHEC, Rochester, N. Y.
- MacMURRAY, PHILIP**
KDYL, Salt Lake City, Utah.
- MacNAMEE, DOUG**
WGBI, Scranton, Pa.
- MACON, DON**
KCKN, Kansas City, Kans.
- MACY, BERNARD**
WISE, Asheville, N. C.
- MACY, VIRG**
WJAG, Norfolk, Nebr.
- MADDEN, MERRILL**
WCOL, Columbus, Ohio.
- MADDOX, RALPH**
WJDX, Jackson, Miss.
- MAGNUSON, J. WOODROW**
WBBF, Rock Island, Ill.
- MAHANEY, ROBERT**
WIBX, Utica, N. Y.
- MALEY, CAP**
WNAX, Yankton, S. D. Poet's
Corner, Sunset Trail.
- MALLOW, JOHN**
KFFY, Spokane, Wash.
- MALLOY, LEO**
KSAN, San Francisco, Calif.
- MALONEY, VINCENT**
WAAB-WNAC, Boston, Mass.
- MALOUIN, ROY**
CKAC, Montreal, Quebec, Can.
- MALOY, JOHN D.**
WLaw, Lawrence, Mass.
- MANN, HERB**
WRJN, Racine, Wis.
- MANN, NORMAND**
KRLC, Lewiston, Idaho.
- MANNING, JOHN**
WBZ-WBZA, Boston & Spring-
field, Mass.
- MANNING, KNOX**
NBC, The Adventures of Sher-
lock Holmes, Melody and Mad-
ness.
- MANNING, RAY**
WLL, St. Louis, Mo.
- MANN'S, WILLIAM**
WCAM, Camden, N. J.
- MANOX, FRANK**
KROW, Oakland, Calif.
- MANSFIELD, STAN**
KLO, Oarden, Utah.
- MARCELE, LOU**
KPWB, Los Angeles, Calif.
- MARCH, MILTON**
WSNJ, Bridgeton, N. J.
- MARK, CARL**
WCLE, Cleveland, Ohio. WHK.
- MARKS, GARNETT**
Relaxation Time WEAF, Base-
ball Broadcasts WABC, Base-
ball Broadcasts WSAY.
- MARLER, HAROLD**
WCMI, Ashland, Ky.
- MARQUIS, ARNOLD**
KGO - KPO, San Francisco,
Calif.
- MARRION, FRANK E.**
KAST, Astoria, Ore.
- MARS, PETER**
WKBZ, Muskegon, Mich.
- MARSH, CURT**
WDZ, Tuscola, Ill.
- MARSHALL, DON**
KFLZ, Fond-Du-Lac, Wisc.
- MARSHALL, FRED**
WCAU, Phila., Pa.
- MARSHALL, GENE**
WTAR, Norfolk, Va.
- MARSTEN, GLENN**
WRBL, Columbus, Ga.
- MARTA, JACK**
WJMS, Ironwood, Mich.
- MARTIN, HALLOWEEN**
WBBM, Chicago, Ill.
- MARTIN, LEW**
KOAM, Pittsburg, Kans.
- MARTIN, THOMAS**
WGY, Schenectady, N. Y.
- MARTIN, VIRGINIA**
KOVU, Valley City, N. D.
- MARTIN, JR., W. D.**
KNET, Palestine, Texas.
- MARTINEAU, BOB**
WTHI, Hartford, Conn.
- MARTINEAU, HOWARD**
KVNÜ, Logan, Utah.
- MARTINO, J. A. TORRES**
WKAQ, San Juan, Puerto Rico.
- MASON, LIN**
WKRC, Cincinnati, Ohio.
- MASON, SYDNEY**
WXYZ, Detroit, Mich.
- MASTERTSON, NORMAN**
KFOX, Long Beach, Calif.
- MASTERTSON, PAUL**
KGER, Long Beach, Calif.
- MATHIS, JR., CHARLIE**
WJPR, Greenville, Miss.
- MATTHEWS, JAMES**
KGO - KPO, San Francisco,
Calif.
- MATTHEWS, THOMAS**
Wlak, Lakeland, Fla.
- MAUST, WILLIAM**
WNBG, Richmond, Va.
- MAY, EARL**
KMA, Shenandoah, Iowa.
- MAY, FOSTER**
WOW, Omaha, Nebr.
- MAY, LEONS**
WCHS, Charleston, W. Va.
- MAYHEW, ARTHUR**
WBRB, Red Bank, N. J.
- MEIER, KENNETH**
KXA, Seattle, Wash.
- MENARD, GEORGE**
WLS, Chicago, Ill.
- MENEFEE, BOB**
WHIS, Bluefield, W. Va.
- MENIER, GIL**
KGAR, Tucson, Ariz.
- MEREDITH, LEE CARL**
WOMI, Owensboro, Ky.
- MERINO, BEATRICE**
KGIU, Safford, Ariz.
- MERINO, JOHN**
KGLU, Safford, Ariz.
- MERRIAM, DWIGHT**
KROC, Rochester, Minn.
- MERRIDEN, REG**
WKOK, Sunbury, Pa.
- MERRIL, PAUL**
KGLU, Safford, Ariz.
- MERRYMAN, ROBERT**
WWSW, Pittsburg, Pa.
- MERSIER, ART**
WBBM, Chicago, Ill.
- MERTENS, PETE**
KIRO, Seattle, Wash.
- METCALF, BERT**
KXOK, St. Louis, Mo.
- METZ, STUART**
NBC, Orphans of Divorce,
Pepper Young's Family, Road
of Life.
- MEYERS, WENDELL**
KFIZ, Fond-Du-Lac, Wisc.
- MICHAEL, RAYMOND**
WMAL WRC, Washington,
D. C.
- MICHEL, ALF**
WBYW-WTAQ, Green Bay,
Wisc.
- MICKUS, KAROL**
WWRLL, Woodside, N. Y.
- MILES, GEORGE**
KCRK, Enid, Okla.
- MILES, JIM**
WHKC, Columbus, Ohio.
- MILLER, C. D. "CHUCK"**
KFAB, Lincoln, Nebr.
- MILLER, DeWITT**
CKNX, Wingham, Ont., Can.
- MILLER, GARLAND**
KOAM, Pittsburg, Kans.
- MILLER, HAL**
WHEB, Portsmouth, N. H.
- MILLER, JOHN**
WGJK, Charleston, W. Va.
- MILLER, JOHN**
KOMO-KJR, Seattle, Wash.
- MILLER, JOHNNY**
WSJS, Winston-Salem, N. C.
- MILLER, LEROY**
KYW, Philadelphia, Pa.
- MILLER, PAUL**
WOKO, Sunbury, Pa.
- MILLER, RUSS**
KADA, Ada, Okla.
- MILLER, WILBUR**
KGER, Long Beach, Calif.
- MILLET, ART**
NBC, Valiant Lady.
- MILLIGAN, MERRITT**
KATE, Albert Lea, Minn.
- MILLMAN, J. E.**
CHGS, Summerside, Prince Ed-
ward Is., Can.

ANNOUNCERS

- MILLS, GORDON**
KGER, Long Beach, Calif.
- MILSTER, JACK**
KWOC, Poplar Bluff, Mo.
- MINER, PAUL**
KSO, Des Moines, Iowa.
- MINIUM, JAMES**
WALR, Zanesville, Ohio.
- MINTON, J. K.**
WEBQ, Harrisburg, Ill.
- MISHLER, BILL**
WWJ, Detroit, Mich.
- MITCHELL, EVERETT**
WENR-WMAQ, Chicago, Ill.
- MITCHELL, FRANKLIN C.**
WJR, Detroit, Mich.
- MITCHELL, J. B.**
CKTB, St. Catharines, Ont., Can.
- MITCHELL, JACK**
KTSA, San Antonio, Texas.
- MITCHELL, JAMES E.**
KSEI, Pocatello, Idaho.
- MITCHELL, JOE**
KIDO, Boise, Idaho.
- MOAN, HAROLD**
KOMO-KJR, Seattle, Wash.
- MOBLEY, ERNEST**
KTOK, Oklahoma City, Okla.
- MOCK, BILL**
KEX-KGW, Portland, Ore.
- MODERSKI, STANLEY**
WPEN, Phila., Pa.
- MOEGLE, FRED**
WTMV, East St. Louis, Ill.
- MOFFETT, ERNEST**
KVNU, Logan, Utah.
- MOFFETT, RAYMOND W.**
WCAO, Baltimore, Md.
- MONAGHAN, GEORGE**
WHTT, Hartford, Conn.
- MONDAY, RAY**
KPDN, Pampa, Texas.
- MONK, KARL**
CKCR, Kitchener - Waterloo, Ont., Can.
- MONKHOVER, ALFRED**
KVOX, Moorehead, Minn.
- MONROE, WILSON**
KBST, Big Spring, Texas.
- MONTANIO, CHARLOS**
KGAR, Tucson, Ariz.
- MONTGOMERY, CARL**
WARD, Brooklyn, N. Y.
- MOORE, HAL**
WNEW, New York, N. Y.
- MOORE, KATE**
NBC, Doctor Kate.
- MOORE, LINDLE**
WEBQ, Harrisburg, Ill.
- MOORE, MARIAN**
WTEL, Fort Lauderdale, Fla.
- MOORE, PAUL E.**
KOMO-KJR, Seattle, Wash.
- MOORE, VERN**
KIDO, Boise, Idaho.
- MOORE, WARREN**
WNAD, Norman, Okla.
- MORELAND, EARL**
WMC, Memphis, Tenn.
- MORELAND, HARRY**
WROL, Knoxville, Tenn.
- MORGAN, CLOUD**
WMAZ, Macon, Ga.
- MORGAN, DALE**
KSO, Des Moines, Iowa.
- MORGAN, HENRY**
WOR, Newark, N. J.
- MORGAN, JOHN CARL**
WTAR, Norfolk, Va.
- MORGAN, RAY**
WPG, Atlantic City, N. J.
- MORRALL, WILL**
WAAF, Chicago, Ill.
- MORRIEM, BOB**
KYSM, Mankato, Minn.
- MORRIS, A. THOMAS**
KOOS, Marshfield, Ore.
- MORRIS, BOB**
KPDN, Pampa, Texas.
- MORRIS, COLTON G.**
WBZ-WBZA, Boston & Springfield, Mass.
- MORRIS, DeWITT**
KELA, Centralia and Chehalis, Wash.
- MORRIS, DON**
WWJ, Detroit, Mich.
- MORRIS, ROBERT**
WAGM, Presque Isle, Maine.
- MORRISON, HERBERT**
WCAE, Pittsburgh, Pa.
- MORRISON, WILBUR**
WGY, Schenectady, N. Y.
- MORSE, TONY**
KFBK, Sacramento, Calif.
- MURTON, DON**
WEAN, Providence, R. I.
- MORTON, HA.**
KATE, Alberta Lea, Minn.
- MOSES, JOHN B.**
WHKC, Columbus, Ohio.
- MOSHER, HUGH**
KFEM, San Bernardino, Calif.
- MOTT, WALTER**
KFED, Nampa, Idaho.
- MOYER, BILL**
CDWX, Vancouver, B. C., Can.
- MOYLAN, NEIL**
WFBL, Syracuse, N. Y.
- MOYLE, PAUL**
WCNC, Elizabeth City, N. C.
- MUIR, RAYMOND**
WDZ, Tuscola, Ill.
- MULHOLLAND, ROSS**
WXYZ, Detroit, Mich.
- MULLINAX, EDWIN**
WHMA, Anniston, Ala.
- MULLINS, BERNARD**
WTC, Hartford, Conn.
- MULREADY, MERRILL**
KSCJ, Sioux City, Ia.
- MULROY, BERT**
WEMP, Milwaukee, Wisc.
- MULVIHILL, MARY**
KFJ, Grand Junction, Colo.
- MUNSTER, DAN**
KYW, Phila., Pa.
- MURPHY, BOB**
KSTP, St. Paul, Minn.
- MURPHY, ED**
WROK, Rockford, Ill.
- MURPHY, JACK**
KFRC, San Francisco, Calif.
- MURPHY, MICKEY**
KFPL, Dublin, Texas.
- MURPHY, WILLIAM**
KBND, Bend, Ore.
- MURRAY, EARNEST**
KATE, Alberta Lea, Minn.
- MURRAY, HAROLD**
WMGA, Moultrie, Ga.
- MORRIS, BOB**
KPDN, Pampa, Texas.
- MORRIS, COLTON G.**
WBZ-WBZA, Boston & Springfield, Mass.
- MORRIS, DeWITT**
KELA, Centralia and Chehalis, Wash.
- MORRIS, DON**
WWJ, Detroit, Mich.
- MORRIS, ROBERT**
WAGM, Presque Isle, Maine.
- MORRISON, HERBERT**
WCAE, Pittsburgh, Pa.
- MORRISON, WILBUR**
WGY, Schenectady, N. Y.
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- MOSES, JOHN B.**
WHKC, Columbus, Ohio.
- MOSHER, HUGH**
KFEM, San Bernardino, Calif.
- MOTT, WALTER**
KFED, Nampa, Idaho.
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CDWX, Vancouver, B. C., Can.
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WROK, Rockford, Ill.
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KFRC, San Francisco, Calif.
- MURPHY, MICKEY**
KFPL, Dublin, Texas.
- MURPHY, WILLIAM**
KBND, Bend, Ore.
- MURRAY, EARNEST**
KATE, Alberta Lea, Minn.
- MURRAY, HAROLD**
WMGA, Moultrie, Ga.
- NAGORCA, FRANK**
WHOM, Jersey City, N. J.
- NAITO, KIKUE**
KTOH, Lihue, Hawaii.
- NASH, BARNES H.**
WJLS, Beckley, W. Va.
- NASH, NOBLE**
WCBS, Springfield, Ill.
- NASH, ROBERT**
WKRC, Cincinnati, Ohio.
- NAVE, BILLY**
WOMI, Owensboro, Ky.
- NEALE, FLOYD**
WOR, Newark, N. J.
- NEGRI, RINO COLLA**
WOV, New York, N. Y.
- NEHER, D. ALTON**
WBCB, Duluth, Minn.
- NELSON, BILLY**
WDWS, Champaign, Ill.
- NELSON, CHARLES**
KMAC, San Antonio, Texas.
- NELSON, DE WAYNE**
KDAL, Duluth, Minn.
- NELSON, HOWARD**
WDAY, Fargo, N. D.
- NELSON, KARL**
WTOL, Toledo, Ohio.
- NELSON, KENNEDY**
WAAF, Chicago, Ill.
- NESBIT, DICK**
WENR-WMAQ, Chicago, Ill.
- NETTLES, FOREST**
WJBO, Baton Rouge, La.
- NEWBURY, WALTER**
WCAP, Asbury Park, N. J.
- NEWCOMBE, HAROLD**
WRDO, Augusta, Maine.
- NEWELL, H. W.**
WEEI, Boston, Mass.
- NEWKIRK, AL**
WICA, Ashtabula, Ohio.
- NEWSHOUSE, JOHN**
WENY, Elmira, N. Y.
- NEWSOME, GILBERT L.**
WRTD, Richmond, Va.
- NEWTON, WALTON**
WIP, Phila., Pa.
- NICHOLS, BOB**
KSRO, Santa Rosa, Calif.
- NICHOLS, HAL**
KFOX, Long Beach, Calif.
- NICHOLSON, WILFORD**
WAYX, Waycross, Ga.
- NICKELL, JOE**
WIBW, Topeka, Kans.
- NILES, KEN**
NBC, Kay Kyser's College of Musical Knowledge, Chase and Sanborn Hour.
- NILES, WENDELL**
Chase & Sanborn Hour NBC, Man About Hollywood CBS.
- NININGER, LOGAN**
KBND, Bend, Ore.
- NOBLE, CODY (MISS)**
WDAN, Danville, Ill.
- NOBLE, DICK**
WIBC, Indianapolis, Ind.
- NOLAN, JAMES**
KWSC, Pullman, Wash.
- NORMAN, H.**
WADC, Akron, Ohio.
- NORMAN, RICHARD**
WOV, New York, N. Y.
- NORTON, FRANK**
WMAS, Springfield, Mass.
- NOVENSON, JOSEPH**
WAIR, Winston-Salem, N. C.
- NUGENT, TOMMY**
KOV, Vallejo City, N. D.



- OAKES, BARNEY**
WATL, Atlanta, Ga.
- OAKS, BARNEY**
WJPR, Greenville, Miss.
- OBERLIN, RICHARD**
WFMJ, Youngstown, Ohio.
- O'BRIEN, JOE**
WMCA, New York, N. Y. Fox Amateur Hour, Harlem Amateur Hour, Three Little Sacks, Youth On Parade, Sports.
- O'CONNELL, BILL**
WAAB-WNAC, Boston, Mass.
- O'CONNELL, RUTH E.**
WNBZ, Saranac, N. Y.
- O'CONNOR, CHARLES**
Johnny Presents NBC, Johnny Presents Breezin' Along NBC, Guess Where MBS.

ANNOUNCERS

- OFFER, LLOYD**
CKCA, Kenora, Ont., Can.
- OFFHAUS, RUSSELL E.**
WCOP, Boston, Mass.
- OLMSTED, NELSON**
WBAP, Fort Worth, Texas.
- OLSON, DICK**
WIND, Gary, Ind.
- OLSON, HARVEY**
WDRG, Hartford, Conn.
- OLSON, RAY**
WOW, Omaha, Nebr.
- O'NEILL, JACK**
WFBL, Syracuse, N. Y.
- ORAVITZ, JULE**
WRJN, Racine, Wisc.
- ORTIZ, C. O.**
WPRP, Ponce, Puerto Rico.
- OSBORNE, HARRY**
WATR, Waterbury, Conn.
- O'SHEA, JAMES**
WLEU, Erie, Pa.
- OSTBY, JOHAN**
WCAL, Northfield, Minn.
- O'SULLIVAN, TERRY**
WKY, Oklahoma City, Okla.
- OTIS, DON**
KFAC, Los Angeles, Calif.
- OTIS, EDWARD**
WAAB-WNAC, Boston, Mass.
- O'TOOLE, OLLIE**
WWSW, Pittsburgh, Pa.
- O'TOOLE, WILLIAM J.**
WCAO, Baltimore, Md.
- OTT, WOODROW**
WESG, Elmira, N. Y.
- OVENDEN, K. R.**
WEEI, Boston, Mass.
- OVERBAY, PAUL**
WAGA, Atlanta, Ga.
- OWEN, EM**
WBHY - WTAQ, Green Bay, Wisc.
- OWEN, JR., FORREST**
WKAR, East Lansing, Mich.
- OWEN, KENNETH**
KJBS, San Francisco, Calif.
- OWENS, ARTHUR**
WGAN, Portland, Maine.
- OWENS, LOY M.**
CKLN, Nelson, B. C., Can.
- OWENS, MAURY**
WROK, Rockford, Ill.
- OXFORD, GEORGE**
WJWB, New Orleans, La.
- OZMENT, H. T.**
WMFD, Wilmington, N. C.
- P —**
- PAAR, JACK**
WGAR, Cleveland, Ohio.
- PAGE, ESTON**
KGGM, Albuquerque, N. M.
- PACKER, VICTOR**
WLTH, Brooklyn, N. Y.
- PADGETT, PAT**
WCHV, Charlottesville, Va.
- PAGE, ALLAN**
KVOO, Tulsa, Okla.
- PAGE, BOB**
KGBX-KWTO, Springfield, Mo.
- PAGET, BARRIE**
KTAT, Fort Worth, Texas.
- PAIGE, NORMAN**
KGO & KPO, San Francisco, Calif.
- PAINTON, KEITH**
KCRC, Enid, Okla.
- PALMBLAD, FRANK**
KCRC, Enid, Okla.
- PALMER, CLARENCE**
KVOE, Santa Ana, Calif.
- PALMER, GEORGE**
WIBC, Indianapolis, Ind.
- PALMER, II, LOUIS D.**
KBST, Big Spring, Texas.
- PALMER, PHILIP KEITH**
WIS, Columbia, S. C.
- PALMER, SELDEN**
KTRB, Modesto, Calif.
- PALMER, WILLIAM**
WJAC, Johnstown, Pa.
- PALMERI, VINCENT E.**
WELL, New Haven, Conn.
- PARK, CHARLES**
WFDF, Flint, Mich.
- PARKS, AL**
WATL, Atlanta, Ga.
- PARKER, F. BARRON**
KPPC, Pasadena, Calif.
- PARKER, DON**
KRNT KSO, Des Moines, Iowa.
- PARKER, LAWRENCE M.**
KFEQ, St. Joseph, Mo.
- PARKER, R. H.**
CKPR, Fort William-Port Arthur, Ont., Can.
- PARKER, SAM**
WIOD, Miami, Fla.
- PARKER, WILSON**
KGFJ, Shawnee, Okla.
- PARRISH, B. J.**
WOTN, Pine Bluff, Ark.
- PARTLOW, VEIN**
KFBK, Sacramento, Calif.
- PATCH, C. E.**
WJAC, Johnstown, Pa.
- PATRICK, E. L. "PAT"**
KIEV, Glendale, Calif.
- PATRICK, YAN**
KRMD, Shreveport, La.
- PATTERSON, CREAM**
WNBC, New Britain, Conn.
- PATTERSON, FREDERICK J.**
KOMO-KJR, Seattle, Wash.
- PATTERSON, N. J.**
KSAN, San Francisco, Calif.
- PATTON, FREEMAN**
KORE, Eugene, Ore.
- PAUL, DAN**
KMBC, Kansas City, Mo.
- PAUL, ED**
WCFL, Chicago, Ill.
- PAULSON, ROBERT**
KATE, Albert Lea, Minn.
- PAULSON, VICTOR**
KJBS, San Francisco, Calif.
- PAYNE, LARRY**
WTOI, Toledo, Ohio.
- PAYNE, ROBERT**
WCOU, Lewiston, Maine.
- PAYNE, WALTER**
WRGA, Rome, Ga.
- PEAK, GENE**
WPAD, Paducah, Ky.
- PEARSON, FORT**
NBC Fitch Bandwagon, Guiding Light, Dan Winslow of the Navy, Alee Templeton Time.
- PEDRICK, JOHN M.**
WDBO, Orlando, Fla.
- PELLETIER, VINCENT**
NBC, Carnation Contended Program.
- PENDERGAST, WILLIAM**
WNBH, New Bedford, Mass.
- PENNELL, BILL**
WIOD, Miami, Fla.
- PENSON, JACK**
CKPR, Fort William-Port Arthur, Ont., Can.
- PEPER, WILLIAM**
WPAY, Portsmouth, Ohio.
- PEPPIN, S. LESLIE**
CFCY, Charlotetown, P.E.I., Can.
- PERCILLA, MARTHA**
WGPC, Albany, Ga.
- PERRIN, KEYES**
WBZ-WBZA, Boston & Springfield, Mass.
- PERRY, BOB**
WORL, Boston, Mass.
- PERRY, C. A.**
CJOC, Lethbridge, Alberta, Can.
- PERRY, EMMETT**
WAAF, Chicago, Ill.
- PERRY, VIRGIL**
WJAX, Jacksonville, Fla.
- PETERS, DICK**
KARK, Little Rock, Ark.
- PETERSEN, H. S.**
KUSD, Vermillion, S. D.
- PETERSON, MERLE**
KJBS, San Francisco, Calif.
- PETTAY, FRANCIS**
WCLE, Cleveland, Ohio. WHK
- PETTEGREW, C. W.**
WOSU, Columbus, Ohio.
- PEYSER, H. J.**
WFMB, Indianapolis, Ind.
- PFABLER, JR., FRED P.**
WTOC, Savannah, Ga.
- PHILLIPS, BILLY**
KIDO, Boise, Idaho.
- PHILLIPS, DON**
KMOX, St. Louis, Mo.
- PHILLIPS, HAROLD**
WRNL, Richmond, Va.
- PHILLIPS, ORAL**
KHSL, Chico, Calif.
- PHILLIPS, ROGER**
WSIX, Nashville, Tenn.
- PHILLIPS, STEWART W.**
WTBO, Cumberland, Md.
- PHARES, DALE**
WEOA-WGBF, Evansville, Ind.
- PICKFORD, MERV**
CHAB, Moose Jaw, Sask., Can.
- PICHAUD, GEORGE**
WSPD, Toledo, Ohio.
- PIEDRA, CHARLIE**
WCHV, Charlottesville.
- PIEPLOW, ELDEN**
KWBG, Hutchinson, Kans.
- PIERCE, BILL**
WGBI, Scranton, Pa.
- PIERSON, H. J.**
WFMB, Indianapolis, Ind.
- PINKERTON, BOB**
KDON, Monterey, Calif.
- PLAMADORE, RAY**
WKBB, La Crosse, Wisc.
- PLASTER, TOM**
KMLB, Monroe, La.
- PLATT, JIM**
WQDM, St. Albans, Vt.
- POHL, RUSSELL**
KTW, Seattle, Wash.
- POLIMENI, FRANK**
WOV, New York, N. Y.
- POLING, GARRISON**
WKBB, Muskegon, Mich.
- POLLOCK, GRANT**
KGO & KPO, San Francisco, Calif.
- POLLOCK, REED**
KDON, Monterey, Calif.
- POOLE, BILL**
WGPC, Albany, Ga.
- POOLE, BOB**
WBIG, Greensboro, N. C.
- POOR, JOHN**
WBHO, Memphis, Tenn.
- POST, DICK**
WFBM, Chicago, Ill.
- POWELL, KENNETH**
WENY, Elmira, N. Y.
- POWELL, WILLIAM C.**
WGH, Newport News, Va.
- POWERS, RALPH**
WFBR, Baltimore, Md.
- POWERS, TOM**
WAAB-WNAC, Boston, Mass.
- POYNER, GRAHAM**
WPTF, Raleigh, N. C.
- PRAEL, ALICE A.**
KAST, Astoria, Ore.

ANNOUNCERS

PRESBY, ARCHIE
KGO - KPO, San Francisco, Calif.

PREUS, JEANNE
KWLC, Decorah, Iowa.

PRICE, FRANCIS
KPKA, Greeley, Colo.

PRICE, JOHN
KGLO, Mason City, Iowa.

PRITCHARD, THOMAS
WHAM, Rochester, N. Y.

PROCTER, ROBERT
WDAE, Tampa, Fla.

PROCTOR, HAL
WKBH, La Crosse, Wisc.

PROUTY, W. A.
WCAP, Asbury Park, N. J.

PROVAN, BOB
WDRG, Hartford, Conn.

PROVENSON, HERLUF
NBC, The Gulden Serenaders, John's Other Wife, Betty Moore.

PUDMEX, EARLE
WAGA, Atlanta, Ga.

PURCELL, BOB
WCFL, Chicago, Ill.

PURCELL, CHARLES W.
WCAO, Baltimore, Md.

PLYLE, J. HOWARD
KTAR, Phoenix, Ariz.

— Q —

QUAVE, MACKIE
WWNC, Asheville, N. C.

— R —

RAGLAND, TOM
WMPG, Memphis, Tenn.

RAINSTRIK, ERNEST
WFOY, St. Augustine, Fla.

RALSTON, JACK
KPDN, Pampa, Texas.

RAMIREZ, PAUL
KPAB, Laredo, Texas.

RAMSEY, JAMES
WHBL, Sheboygan, Wisc.

RAMSAY, WALLACE
KGB, San Diego, Calif.

RAMSEY, RAYMOND
KELD, El Dorado, Ark.

RANDOLPH, KENNETH
WAWZ, Zarephath, N. J.

RAPIEFF, KENNETH
WICC, Bridgeport, Conn.

RAPIER, GRADY
KOY, Phoenix, Ariz.

RASH, BRYSON
WMAL & WRC, Washington, D. C.

RASH, GEORGE
NBC, Science on the March.

RASTAD, ALTON
WJMC, Rice Lake, Wisc.

RAU, EDNA
WDA, Phila., Pa.

RAVENEL, JOHN
WSJS, Winston-Salem.

RAWSON, RON
KSCJ, Sioux City, Ia.

RAY, NORMAN
KOXK, St. Louis, Mo.

REA, ERNIE
KFRU, Columbia, Mo.

READ, WALTER L.
KVAN, Vancouver, Wash.

REAMS, HUNTER
WJNO, West Palm Beach, Fla.

REED, ALLAN
MBS, Quixie Doodle Contest.

REED, TOBE
KFRG, San Francisco, Calif.

REEVES, BILL
WSIX, Nashville, Tenn.

REICH, JAMES
WFBC, Greenville, S. C.

REINHART, RUSS
CKCR, Kitchener - Waterloo, Ont., Can.

REITER, FRED
WSPB, Sarasota, Fla.

RENFRO, HARRY
KXOK, St. Louis, Mo.

REYNOLDS, CARTER
KFDA, Amarillo, Texas.

REYNOLDS, GENE
WBAP, Fort Worth, Texas.

REYNOLDS, JOHN
WKRC, Cincinnati, Ohio.

REYNOLDS, MAURILE
CKCK, Regina, Sask., Can.

REYNOLDS, PAUL
WDBJ, Roanoke, Va.

REYNOLDS, TOM
KBST, Big Spring, Texas.

RHODES, DAVID
WBHY WTAQ, Green Bay, Wisc.

RIASKA, JACK
KLO, Osdon, Utah.

RIBBE, JOHN
KGO - KPO, San Francisco, Calif.

RICH, RAY
WPRO, Providence, R. I.

RICH, SIDNEY
WBHY-WTAQ, Green Bay, Wisc.

RICHARDSON, JESSE
WRR, Dallas, Texas.

RICHMOND, JACK
WKBZ, Muskegon, Mich.

RICKER, BILL
WDEV, Waterbury, VT.

RIDER, MAURY
KIRO, Seattle, Wash.

RIDGELY, HARRY
WVAN, Danville, Ill.

RIDGEWAY, JACK
KTHS, Hot Springs, Ark.

RIGSBEE, LOUIS
WCNC, Elizabeth City, N. C.

RILEY, BOB
KMBC, Kansas City, Mo.

RIND, JULES
WLTH, Brooklyn, N. Y.

RING, BILL
KGBX-KWTO, Springfield, Mo.

RISS, DAN
WFAA, Dallas, Texas.

RISSLING, ROBERT
WUTC, Hartford, Conn.

RITTS, PAUL
WKAR, East Lansing, Mich.

RIVERS, CHICK
WARD, Brooklyn, N. Y.

ROARK, C. A.
KRLH, Midland, Texas.

ROBATOR, HARRY
WNBC, New Britain, Conn.

ROBB, MAJOR
WBAX, Wilkes Barre, Pa.

ROBBIE, JOE
KUSD, Vermillion, S. D.

ROBBINS, BILL
WCKY, Cincinnati, Ohio.

ROBERTELL, GLEN
CFJ, Kamloops, B. C., Can.

ROBERTS, ADRIAN
WGRM, Grenada, Miss.

ROBERTS, AUSLEY
WMBR, Jacksonville, Fla.

ROBERTS, ED
WBEM, Chicago, Ill.

ROBERTS, KEN
NBC, The Lady Esther Serenade, Easy Aces.

ROBERTS, PETER
WNBZ, Saranac, N. Y.

ROBERTS, THOMPSON
WFMJ, Youngstown, Ohio.

ROBERTSON, JAMES
WIBA, Madison, Wis.

ROBERTSON, LARRY
KFBK, Sacramento, Calif.

ROBERTSON, STEVE
WBCB, Duluth, Minn.

ROBERTSON, T. C.
CJCB - CJCX, Sydney, Nova Scotia, Can.

ROBERTSON, TRAFTON
WBT, Charlotte, N. C.

RODGERS, NORMAN
KOXY, Oklahoma City, Okla.

RODRIGUEZ, J. C.
WPRP, Ponce, Puerto Rico.

ROEHLING, JOSEPH
WGL WOWO, Fort Wayne, Ind.

ROEN, LOUIS
NBC, The Woman In White, Sunbrite Smile Parade.

ROGERS, EDWIN
WMAL WRC, Washington, D. C.

ROGERS, FREY
WOPI, Bristol, Tenn.

ROGERS, JOHN
KOMA, Oklahoma City, Okla.

ROGERS, MARIANNE
CFCY, Charlottetown, P.E.I., Can.

ROGERS, RALPH
KEX-KGW, Portland, Ore.

ROGERS, RALPH
WJNO, West Palm Beach, Fla.

ROGERS, RAY
WCOA, Pensacola, Fla.

ROGERS, ROBERT
WSAL, Salisbury, Md.

ROGERS, RONNIE
WFLA, Tampa, Fla.

ROHN, BILL
KSOO KELO, Sioux Falls, S. D.

ROHREK, BILL
KWWJ, Portland, Ore.

ROMINE, DOUG
K TSA, San Antonio, Texas.

RONEY, JACK
WMAL WRC, Washington, D. C.

ROODES, JOHN
WTJS, Jackson, Tenn.

ROOT, EDWARD
WKAR, East Lansing, Mich.

ROSAMOND, ROBERT
WTBO, Cumberland, Md.

ROSCOE, PAUL
KVAK, Atchinson, Kans.

ROSE, E.
CKMO, Vancouver, B. C., Can.

ROSENBAUM, BOB
WGIL, Galesburg, Ill.

ROSKIN, L.
CJOC, Lethbridge, Alberta, Can.

ROSS, ANTHONY
WKBN, Youngstown, Ohio.

ROSS, BILL
KWX-KGW, Portland, Ore.

ROSS, DAVID
NBC, Fred Waring and His Pennsylvanians, The Quaker Party.

ROSS, DICK
KMO, Tacoma, Wash.

ROSS, GUY
CJBR, Rimouski, Quebec, Can.

ROSS, JACK
WHAM, Rochester, N. Y.

ROTHMID, BILL
WSYR, Syracuse, N. Y.

ROUSH, OTTIS
KBTM, Jonesboro, Ark.

ROUSH, SIG
WBOW, Terre Haute, Ind.

ROWLAND, VIC
KVOE, Santa Ana, Calif.

ANNOUNCERS

ROY, ARMOND
CKCV, Quebec, Quebec, Can.

RUBENDAL, EVERETT
WRAC, Williamsport, Pa.

RUBIO, ADRIANO
WCAU, Phila., Pa.

RUBLE, PAUL
WCLO, Janesville, W. Va.

RUCKER, FOSTER
KFOX, Long Beach, Calif.

RUGLES, WALLACE
KGO-KPO, San Francisco, Calif.

RUGH, VIC
KTUL, Tulsa, Okla.

RULE, RONALD
KWSC, Pullman, Wash.

RUMSEY, LEO
KGMH, Honolulu, Hawaii.

RUNIONS, NORM
KVI, Tacoma, Wash.

RUNNION, GUY
WDAF, Kansas City, Mo.

RUSSELL, FRANK
KECA - KFI, Los Angeles, Calif.

RUSSELL, JACK
CKCR, Kitchener - Waterloo Can.

RUSSEY, HAROLD
WHMA, Anniston, Ala.

RUSTAD, JOHN
KSTP, St. Paul, Minn.

RYAN, TED
KTBC, Austin, Texas.

— S —

ST. GEORGE, DORIAN
WMAL WRC, Washington, D. C.

SABIN, BOB
WATL, Atlanta, Ga.

SAFFORD, JR., ED
KGFJ, Roswell, N. M.

SALISBURY, BILL
KFXD, Nampa, Idaho.

SALSBERG, JOE
WBAX, Wilkes Barre, Pa.

SALTER, RUSS
WMRO, Aurora, Ill.

SANALL, JOSEPH
WHOM, Jersey City, N. J.

SANDACK, AVROM
KSL, Salt Lake City, Utah.

SANDQUIST, ALVAR
WCAL, Northfield, Minn.

SANDSTROM, STANLEY
KVOE, Santa Ana, Calif.

SANKEY, TRIS
CKPB, Fort William-Port Arthur, Ont., Can.

SANTON, CHET
WAAB-WNAC, Boston, Mass.

SARFLATEN, EUGENE
KRAM, St. Cloud, Minn.

SARGENT, LEW
WEEL, Boston, Mass.

SAUNDERS, CHARLES
WGCM, Mississippi City, Miss.

SAUNDERS, SID
KMOX, St. Louis, Mo.

SAWYER, GENE
KGMH, Honolulu, Hawaii.

SAXTON, GLENN
WKAT, Miami Beach, Fla.

SCABROUGH, LARRY
WMBR, Jacksonville, Fla.

SCARBOROUGH, GANUS
WHMA, Anniston, Ala.

SCHARPE, ELIOT
WSAY, Rochester, N. Y.

SCHAUGHENCY, ED
KDKA, Pittsburgh, Pa.

SCHAUS, GORDON
CKCR, Kitchener - Waterloo, Ont., Can.

SCHER, HAL
KSFO, San Francisco, Calif.

SCHINGLE, BILL
WIBC, Indianapolis, Ind.

SCHMELING, NORMAN
KTRI, Sioux City, Iowa.

SCHNEBLY, ELLEN
WDZ, Tuscola, Ill.

SCHNEIDER, JOHN
KGB, San Diego, Calif.

SCHNEIDER, RAYMOND
WWSW, Pittsburgh, Pa.

SCHOOLEY, IVAN
KOA, Denver, Colo.

SCHRAM, NOEL
KXA, Seattle, Wash.

SCHROCK, CARL
WTRC, Elkhart, Ind.

SCHROEDER, KARL WM.
KICA, Clovis, N. M.

ITZ, KAY
KMMJ, Clay Center, Nebr.

SCHWEER, ROLAND
KPRC, Houston, Texas.

SCOFIELD, CARTER
WDBO, Orlando, Fla.

SCOFIELD, DAVE
KPRC, San Francisco, Calif.

SCOTT, CHAS. P.
KTKC, Visalia, Calif.

SCOTT, JAMES
KWSC, Pullman, Wash.

SCOTT, RAY
WJAC, Johnstown, Pa.

SCOTT, W. J.
WHFC, Cicero, Ill.

SEAGRAVE, ORVILLE B.
WSAR, Fall River, Mass.

SEAMAN, NEAL
WGBB, Freeport, N. Y.

SEARS, W. B.
KUTA, Salt Lake City, Utah.

SEBASTIAN, CHARLES
WHDL, Olean, N. Y.

SEITZ, FRANK A.
WFAS, White Plains, N. Y.

SELAH, WILLIAM
KFEQ, St. Joseph, Mo.

SELLARS, DON
WBJS, Winston-Salem, N. C.

SEXTON, JACK
WTAD, Quincy, Ill.

SEXTON, JESSE
KALB, Alexandria, La.

SEXTON, MARION
KYAN, Vancouver, Wash.

SEYMOUR, BILL
WBBM, Chicago, Ill.

SEYMOUR, DAN
NBC, Stop Me If You've Heard This One, The Quaker Party.

SHAFER, JOHN
WKY, Oklahoma City, Okla.

SHANNON, PAUL
KDKA, Pittsburgh, Pa.

SHARP, IRVING
WDBJ, Roanoke, Va.

SHAPARD, WILLIAM
WHN, New York, N. Y.

SHARBUTT, DELL
Myrt & Marge CBS, Lanny Ross CBS, Ask-It-Basket CBS, Hour of Charm NBC.

SHARPE, BILL
KIUN, Pecos, Texas.

SHAW, CHARLES
WTFJ, Fort Lauderdale, Fla.

SHAW, STAN
WNEW, New York, N. Y.

SHEILL, STUART
WTOL, Toledo, Ohio.

SHELTON, HORACE P.
KMAC, San Antonio, Texas.

SHELTON, JIM
WROK, Rockford, Ill.

SHEPHERD, GRADY
KIUN, Pecos, Texas.

SHEPPARD, ALLAN
KSFO, San Francisco, Calif.

SHEPPARD, GLENN
KRLH, Midland, Texas.

SHERMAN, WIC
WBAP, Fort Worth, Texas.

SHERMAN, WILLIAM
WAVE, Louisville, Ky.

SHIELD, BOB
KDKA, Pittsburgh, Pa.

SHIPLEY, GENE
WBW, Topeka, Kans.

SHIRLEY, TOM
Just Plain Bill NBC, Billy & Betty CBS, Doc Barclay's Daughters CBS.

SHORT, ROBERT
WBLK, Clarksburg, W. Va.

SHORT, WAYNE
KSD, St. Louis, Mo.

SHREVE, HAROLD
KTOK, Oklahoma City, Okla.

SHREVE, LEONARD
KEX-KGW, Portland, Ore.

SHULL, WAIN
WMBH, Joplin, Mo.

SHUTE, JR., ELDEN
WCOU, Lewiston, Maine.

SIEVERS, BOB
NBC, Hoosier Hop.

SILER, WENDELL
WWSA, Harrisonburg, Va.

SIMMONS, JOE
KGBX-KWTO, Springfield, Mo.

SIMMONS, PARK
WBAL, Baltimore, Md.

SIMON, GEORGE
WJAC, Johnstown, Pa.

SIMPSON, CHUCK
WODD, Chattanooga, Tenn.

SIMPSON, JACK
KRMD, Shreveport, La.

SIMPSON, JOHN
WCMJ, Ashland, Ky.

SIMS, C. G.
WPAD, Paducah, Ky.

SIMS, JAY
WBBM, Chicago, Ill.

SIMS, JIM
WISE, Asheville, S. C.

SIMS, RALPH
WJBO, Baton Rouge, La.

SIRMONS, JIMMY
WRUF, Gainesville, Fla.

SITTON, M. A.
WBEL, Richmond, Va.

SKELTON, KENNETH W.
WDAE, Tampa, Fla.

SKELTON, ROGER
WAIM, Anderson, S. C.

SLAGLE, JOHN
WXYZ, Detroit, Mich.

SLATER, TOM
WOR, Newark, N. J.

SLATTERY, BART
WLL, St. Louis, Mo.

SMART, W. B.
WTOC, Savannah, Ga.

SMIDLE, JOE
KWWJ, Portland, Ore.

SMITH, ALBERT
WCSH, Portland, Maine.

SMITH, B. A.
KGKB, Tyler, Texas.

SMITH, BERNIE
WBEQ, Harrisburg, Ill.

SMITH, C. H.
CKSO, Sudbury, Ont., Can.

ANNOUNCERS

- SMITH, CAL**
KROC, Rochester, Minn.
- SMITH, DOROTHEA**
KSAL, Salina, Kans.
- SMITH, EMERSON**
KDYL, Salt Lake City, Utah.
- SMITH, FRED**
KTRI, Sioux City, Iowa.
- SMITH, HAL**
WIBX, Utica, N. Y.
- SMITH, HOMER**
WKOK, Sunbury, Pa.
- SMITH, LOWELL**
KGFJ., Los Angeles, Calif.
- SMITH, MEREDITH**
WTMA, Charleston, S. C.
- SMITH, RODNEY**
KELD, El Dorado, Ark.
- SMITH, STARR**
KALB, Alexandria, La.
- SMITH, WHEELER**
KOL, Seattle, Wash.
- SMITHERMAN, ROSS**
WMOB, Mobile, Ala.
- SMYTH, NEWTON**
WRNL, Richmond, Va.
- SNIDER, MERLE**
KOH, Reno, Nevada.
- SNOWDEN, BILL**
WTAL, Tallahassee, Fla.
- SNOWDON, CHARLES**
WBLK, Clarksburg, W. Va.
- SNOWDEN, THOMAS**
WEED, Rocky Mount, N. C.
- SNYDER, JACK**
WFBG, Altoona, Pa.
- SOHM, BILL**
WPAD, Quincy, Ill.
- SOLE, JOSE**
WKAQ, San Juan, Puerto Rico.
- SORENSEN, HOWARD**
WCAL, Northfield, Minn.
- SPARGROVE, WILLIAM E.**
NBC, The Chase and Sanborn Program, True or False.
- SPARKS, BUD**
WCAM, Camden, N. J.
- SPARKS, GORDON**
WEXL, Royal Oak, Mich.
- SPARKS, HAROLD A.**
KSEI, Pocatello, Idaho.
- SPARKS, JEFF**
WOR, Newark, N. J.
- SPAUGH, ROGER L.**
KOOS, Marshfield, Ore.
- SPENCE, ROBERT**
KOL, Seattle, Wash.
- SPENCER, R.**
WADC, Akron, Ohio.
- SPENCER, ROBERT**
WJBC, Bloomington, Ill.
- SPIEGLE, STAN**
KXRO, Aberdeen, Wash.
- SPILLMAN, SANFORD**
KSFO, San Francisco, Calif.
- SQUIER, LLOYD**
WDEV, Waterbury, Vt.
- STAFFORD, JACK**
KMPC, Beverly Hills, Calif.
- STAGG, L.**
KVOL, Lafayette, La.
- STAHL, BOB**
KMMJ, Clay Center, Nebr.
- STAHL, GERTRUDE**
KMMJ, Clay Center, Nebr.
- STAHL, PHILIP**
WQXR, New York, N. Y.
- STAINBROOK, EDWARD**
WDNC, Durham, N. C.
- STALEY, PHIL**
WOSU, Columbus, Ohio.
- STALLARD, DALLAS**
KIUL, Garden City, Kans.
- STAMBAUGH, JAMES**
WFMJ, Youngstown, Ohio.
- STANTON, PAT**
WDAS, Phila., Pa.
- STARK, RICHARD**
WNEW, New York, N. Y.
- STARLING, DAVID**
KFWB, Los Angeles, Calif.
- STAUFER, LEON**
KVCV, Redding, Calif.
- STEADMAN, BILLY**
WGTM, Wilson, N. C.
- STECK, JACK**
WFIL, Phila., Pa.
- STEELE, ROBERT**
WTIC, Hartford, Conn.
- STELL, WALLACE**
WRNL, Richmond, Va.
- STEMMLEE, NICK**
WSYR, Syracuse, N. Y.
- STEPHEN, H. A. L.**
CJCB-CJCX, Sydney, Nova Scotia, Can.
- STEPHENSON, ROBERT**
WHN, New York, N. Y.
- STERLING, F.**
WHFC, Cicero, Ill.
- STERRITT, CHARLES**
WJBK, Detroit, Mich.
- STEVENS, DON**
WHEB, Portsmouth, N. H.
- STEVENS, LEONARD**
WNLC, New London, Conn.
- STEVENSON, PAUL R.**
KIUP, Durango, Colo.
- STEWART, ELLIOT**
WIBX, Utica, N. Y.
- STEWART, FRANK**
K TSA, San Antonio, Texas.
- STEWART, GROVER**
K TSM, El Paso, Texas.
- STEWART, I. R.**
CFCY, Charlottetown, P.E.I., Can.
- STEWART, JOE L.**
WFOY, St. Augustine, Fla.
- STEWART, RUSSELL**
KSL, Salt Lake City, Utah.
- STEWART, TOM**
WHIS, Bluefield, W. Va.
- STILL, JOHN**
WHIO, Dayton, Ohio.
- STINSON, JOHN**
WJR, Detroit, Mich.
- STITT, CLYDE**
KTHS, Hot Springs, Ark.
- STITT, WAYNE**
KCKN, Kansas City, Kans.
- STOCKENBERG, STUART**
KVAN, Vancouver, Wash.
- STONE, AL**
KGBX-KWTO, Springfield, Mo.
- STONE, CHARLES**
WMBR, Jacksonville, Fla.
- STONE, CLAIR**
WHBL, Sheboygan, Wisc.
- STONE, HERBERT**
WNYC, New York, N. Y.
- STONE, JERRY**
WDAS, Phila., Pa.
- STONER, BOB**
WKOK, Sunbury, Pa.
- STOUT, ALLEN**
WROL, Knoxville, Tenn.
- STRAHORN, LEE**
KGO-KPO, San Francisco, Calif.
- STRATTON, ALAN**
WOV, New York, N. Y.
- STRAUSS, WILLIAM D.**
WQXR, New York, N. Y.
- STROMWALL, HAROLD**
KFAM, St. Cloud, Minn.
- STRONG, LEONARD**
KSL, Salt Lake City, Utah.
- STUART, ALLEN**
WNEW, New York, N. Y.
- STUHLMAN, FRANK**
WDRG, Hartford, Conn.
- STULLA, BILL**
NBC, Those We Love.
- STURM, CURT**
KPMC, Bakersfield, Calif.
- SULLIVAN, CHARLES**
WCOA, Pensacola, Fla.
- SULLIVAN, DENNIS**
KNET, Palestine, Texas.
- SULLIVAN, HENRY**
WGTM, Wilson, N. C.
- SULLIVAN, JACK**
WNBC, New Britain, Conn.
- SULLIVAN, JACK**
WNEL, San Juan, Puerto Rico.
- SULLIVAN, JAMES G.**
KNET, Palestine, Texas.
- SUMBLER, JAMES**
CKTB, St. Catharines, Ont., Can.
- SUMMERS, GILBERT**
WAWZ, Zarephath, N. J.
- SUTHERLAND, BILL**
KDKA, Pittsburgh, Pa.
- SUTHERLAND, SAM**
WISN, Milwaukee, Wisc.
- SUTHERLIN, LLOYD**
KWJJ, Portland, Ore.
- SUTTER, ANDREW**
WBRB, Red Bank, N. J.
- SWALES, STAN**
WWJ, Detroit, Mich.
- SWANSON, CECIL**
KXA, Seattle, Wash.
- SWEENEY, BUDD**
WHKC, Columbus, Ohio.
- SWENSON, HARVEY**
KSOO KELO, Sioux Falls, S. D.
- SWIFT, JACK**
WTSF, St. Petersburg, Fla.
- SWINEFORD, JACK**
KOMA, Oklahoma City, Okla.
- SWINFORD, PAUL**
KADA, Ada, Okla.
- SWINK, CHARLES**
WHIO, Dayton, Ohio.
- SWIMELAR, PAUL**
WTHT, Hartford, Conn.
- SWITZER, MACK**
KFEL, Denver, Colo.
- SWYSTUN, THEODORE**
WDAS, Phila., Pa.

— T —

- TABER, EDWARD**
KLS, Oakland, Calif.
- TABER, W. E.**
KMMJ, Clay Center, Nebr.
- TACY, EDWIN**
WSPR, Springfield, Mass.
- TAFOYA, HENRY**
KGM, Albuquerque, N. M.
- TALBERT, TURBLE**
WOPI, Bristol, Tenn.
- TALLEY, PINKIE**
WRGA, Rome, Ga.
- TANNER, LUKE**
KUOA, Siloam Springs, Ark.
- TAYLOR, DAVE**
WBIG, Greensboro, N. C.
- TAYLOR, GLENN**
WJJD, Chicago, Ill.
- TAYLOR, JOHN LEONARD**
WKST, New Castle, Pa.
- TAYLOR, SAMMY**
KWJJ, Portland, Ore.
- TAYLOR, WILLIAM**
WPAY, Portsmouth, Ohio.
- TEDDLIE, PETE**
WRR, Dallas, Texas.

ANNOUNCERS

TEFFT, MERLE
WSAY, Rochester, N. Y.

TEMPLE, FRED
WFIL, Philadelphia, Pa.

TERRY, GENE
WTAD, Quincy, Ill.

TESSMAN, ABBOT
NBC, Good Morning Tonite,
Sidewalk Reporter.

TERWEY, TYS
WNOX, Knoxville, Tenn.

THOMAS, BOB
WJAG, Norfolk, (Nebr.

THOMAS, FRANK
WNYC, New York City, N. Y.

THOMAS, FRANK
WEDC, Chicago, Ill.

THOMAS, GEORGE
WCAU, Phila., Pa.

THOMAS, GORDON
KGLO, Mason City, Iowa.

THOMAS, JACK
WACO, Waco, Texas.

THOMAS, JIM
WDGY, Minneapolis-St. Paul,
Minn.

THOMAS, LARRY
WDAS, Phila., Pa.

THOMAS, ROBERT
WDAE, Tampa, Fla.

THOMAS, ROLLY
KHJ, Los Angeles, Calif.

THOMAS, ROLLYN O.
MBS, Inside of Sports.

THOMLINSON, BOB
KEX-KGW, Portland, Ore.

THOMPSON, BILL
KWFT, Wichita Falls, Texas.

THOMPSON, GEORGE
WISE, Asheville, N. C.

THOMPSON, HAL
WFAA, Dallas, Texas.

THOMPSON, JAMES
KOV, Pittsburgh, Pa.

THOMPSON, JOHN R.
KOTN, Pine Bluff, Ark.

THOMPSON, MAURICE
WJDX, Jackson, Miss.

THOMPSON, NOEL
KFYO, Lubbock, Texas.

THOMPSON, REO
CJCA, Edmonton, Alberta,
Can.

THOMPSON, ROY
WFBG, Altoona, Pa.

THOMPSON, VERL
WENR-WMAQ, Chicago, Ill.

THORNE, GEORGE
KOB, Albuquerque, N. M.

THORPE, BUD
KOIL, Omaha, Nebr.

THORPE, JOHN
KYW, Phila., Pa.

TICE, J. OLIN
WDNC, Durham, N. C.

TIFFIN, WILBUR
CKNX, Wingham, Ont., Can.

TIGERT, R. M.
WFOY, St. Augustine, Fla.

TIGNER, CHARLES
KFJZ, Fort Worth, Texas.

TIMM, ALLEN
WEMP, Milwaukee, Wis.

TITO, ROCCO
WHDL, Olean, N. Y.

TOBOLA, JOHN
WAYX, Waycross, Ga.

TODD, JIMMY
WKY, Oklahoma City, Okla.

TOLBERT, ROBERT
WRGA, Rome, Ga.

TOLLINGER, NED
KGO-KPO, San Francisco,
Calif.

TOLLIVER, DON
WCBS, Springfield, Ill.

TONAHILL, CLARENCE
KGKO, Fort Worth, Texas.

TOOLE, KEMP
KGVO, Missoula, Mont.

TORLAND, TOR
KVI, Tacoma, Wash.

TRACKMAN, HERB
KFEL, Denver, Colo.

TRACY, BILLY
WAML, Laurel, Miss.

TRASVINA, JUAN
KPO-KGO, San Francisco,
Calif.

TREZZ, OLIVER
WNBK, Binghamton, N. Y.

TROUT, BOB
CBS, Prof. Quiz, News, Com-
mercial Credit.

TRICE, VIRGINIA
KSAL, Salina, Kans.

TRIGG, JOHN
KCMC, Texarkana, Texas.

TRIPP, DICK
WMBD, Peoria, Ill.

TROUT, BOB
CBS, Professor Quiz.

TRUDEAU 3RD, EDWARD, L.
WNBZ, Saranac, N. Y.

TRUE, HAROLD
WXYZ, Detroit, Mich.

TRUITT, ROLLIE
KEX-KGW, Portland, Ore.

TUCHOLKA, EDWARD
WEBR, Buffalo, N. Y.

TUCKER, JOE
WWSW, Pittsburgh, Pa.

TUNIS, HAL
WIBG, Glenside, Pa.

TUPPER, HOWARD
WGY, Schenectady, N. Y.

TURNER, EVERETT
WJBO, Baton Rouge, La.

TURNER, GEORGE
WCAP, Asbury Park, N. J.

TURNER, HOWARD
WGNK, Gastonia, N. C.

TURNER, JIM
WSIX, Nashville, Tenn.

TWYMAN, HARVEY
KOIL, Omaha, Nebr.

TYLER, NOAH
WIOD, Miami, Fla.

— U —

UEBELHART, JAMES
WSPD, Toledo, Ohio.

UGLUM, DONALD
WIBA, Madison, Wisc.

ULMER, ROCH
KSTP, St. Paul, Minn.

UPSON, PAUL
WTRC, Elkhart, Ind.

UTIAL, FRED
CBS, Paul Whiteman's Chster-
field Program, Big Sister.

UZZLE, BOOTH
WRNL, Richmond, Va.

— V —

VAIL, RICHARD
KGO-KPO, San Francisco,
Calif.

VAILE, DAVID
KYA, San Francisco, Calif.

VAINRIB, STAN
KRIC, Beaumont, Texas.

VALACH, CHARLES
WDAS, Phila., Pa.

VALENTINE, RANCE
WTAM, Cleveland, Ohio.

VAN, LYLE
NBC, Irene Rich, Billy and
Betty.

VAN AUKEN, FRANK
WIBC, Indianapolis, Ind.

VAN CAMP, BOB
WSJS, Winston-Salem, N. C.

VANCE, KEN
WMSL, Decatur, Ala.

VAN GORKOM, JERRY
WDWS, Champaign, Ill.

VAN HAAFTEN, BUD
KOB, Albuquerque, N. M.

VAN HORN, ARTHUR
KFRC, San Francisco, Calif.

VANN, C. E.
WCOA, Pensacola, Fla.

VANN, FRANK
WEED, Rocky Mount, N. C.

VARES, GEORGE
WEDC, Chicago, Ill.

VEDDER, CHESTER
WGY, Schenectady, N. Y.

VELAZQUEZ, J.
WPRP, Ponce, Puerto Rico.

VERBA, GILBERT
KOA, Denver, Colo.

VERGNE, JUAN C.
WNEL, San Juan, Puerto
Rico.

VICKERS, LEE E.
WJSV, Washington, D. C.

VIKTOR, ERVIN
WJJD, Chicago, Ill.

VINCENT, PAUL
WMBG, Richmond, Va.

VINES, LEE
WIP, Phila., Pa.

VINEY, H.
CJOC, Lethbridge, Alberta,
Can.

VITTM, MELVIN, S.
KSEL, Pocatello, Idaho.

VOGELMAN, ROY
WHA, Madison, Wisc.

VOLGER, CHARLES
WHBF, Rock Island, Ill.

VOLKAN, GEORGE
KVAN, Vancouver, Wash.

VOLPE, DON
WSAY, Rochester, N. Y.

VON EGGER, HAROLD
KRBC, Abilene, Texas.

VON ROTH, ROGER
WDBJ, Roanoke, Va.

VON ZELL, HARRY
The New Fred Allen Show
NBC, We The People CBS.

VOSS, BILL
WOC, Davenport, Iowa.

VOSSE, FRED
WMPS, Memphis, Tenn.

VRZAL, CARL
WEDC, Chicago, Ill.

— W —

WADE, FRED
WTIC, Hartford, Conn.

WADE, RICHARD
WSAR, Fall River, Mass.

WADE, TOM
KMLB, Monroe, La.

WAGNER, HAL
WESG, Elmira, N. Y.

WAGNER, PAUL
WPAY, Portsmouth, Ohio.

WAHLBERG, JOEL F.
WGH, Newport News, Va.

WALDROP, JAMES
WAIM, Anderson, S. C.

WALTON, SIDNEY
WOR, Newark, N. J.

WALKER, DAVID
KOVO, Provo, Utah.

ANNOUNCERS

- WALKER, HAL**
WISN, Milwaukee, Wisc.
- WALKER, WILLIAM**
WHLB, Virginia, Minn.
- WALLACE, JAMES C.**
KAST, Astoria, Ore.
- WALLACE, WESLEY**
WPTF, Raleigh, N. C.
- WALLACE, WILLIAM L.**
KOVC, Valley City, N. D.
- WALLINGTON, JIMMY**
CBS, Texaco Star Theatre.
- WALRATH, W. W.**
WICA, Ashtabula, Ohio.
- WALTEN, GRANVILLE**
WAML, Laurel, Miss.
- WALTER, BILL**
KGY, Scottsbluff, Nebr.
- WALTERS, CHAS. N.**
WHBQ, Memphis, Tenn.
- WALTERS, CHARLES**
WMC, Memphis, Tenn.
- WALTERS, JACK**
WCOV, Montgomery, Ala.
- WALTERS, JOE**
KSFO, San Francisco, Calif.
- WALTMAN, LA VELLE**
KROC, Rochester, Minn.
- WALTON, SIDNEY**
WOR, Newark, N. J. North American Accident Insurance Co. Program, Air Conditioning Training Institute Program.
- WANDELL, BRUCE**
WNEW, New York, N. Y.
- WANNAMAHER, ALLEN**
WGTM, Wilson, N. C.
- WARD, GEORGE**
WNYC, New York, N. Y.
- WARD, PERRY**
WKY, Oklahoma City, Okla.
- WAREMUD, NORMAN H.**
WLTH, Brooklyn, N. Y.
- WARNER, AL**
KGFJ, Los Angeles, Calif.
- WARNER, BILL**
KMA, Shenandoah, Iowa.
- WARREN, CARLTON**
WOR, Newark, N. J.
- WARNER, DICK**
WMBR, Jacksonville, Fla.
- WARREN, ELLEN**
KSAC, Manhattan, Kans.
- WARREN, GIL**
KFWB, Los Angeles, Calif.
- WARREN, JAY**
WEBQ, Harrisburg, Ill.
- WARREN, WALLIE D.**
KOH, Reno, Nevada.
- WARWICK, STANLEY**
KWSC, Pullman, Washington.
- WATKINS, JOHN**
WCSC, Charleston, S. C.
- WATSON, EDWIN**
KWSC, Pullman, Washington.
- WATSON, GEORGE**
WBBM, Chicago, Ill.
- WATSON, TOM**
WRUF, Gainesville, Fla.
- WATSON, WILLIAM**
KRGU, Westlaco, Texas.
- WATTS, CARL**
KIUN, Pecos, Texas.
- WATTS, JACOS**
WHBC, Canton, Ohio.
- WAUGH, JR., IRVING C.**
WGH, Newport News, Va.
- WAY, DOUG**
WWRL, Woodside, N. Y.
- WAYNE, STEWART**
WMA5, Springfield, Mass.
- WEAKLEY, SCOTT**
KROW, Oakland, Calif.
- WEARER, MAL**
WDEV, Waterbury, Vt.
- WEAVER, ROBYN**
WOC, Davenport, Iowa.
- WEBB, JACK**
WPG, Atlantic City, N. J.
- WEBBER, FRED**
WFIL, Phila., Pa.
- WEBER, JOHN PAUL**
WIP, Phila., Pa.
- WEBSTER, REX**
KFYO, Lubbock, Texas.
- WEBSTER, ROBT.**
WCAE, Pittsburg, Pa.
- WEEKS, JOE**
WJR, Detroit, Mich.
- WEGMAN, EDWARD**
WEBR, Buffalo, N. Y.
- WEIDENBAER, CLAIR**
WCOPO, Cincinnati, Ohio.
- WEINER, ARNOLD C.**
KELA, Centralia & Chehalis, Wash.
- WEINGRATH, FRED**
WDAF, Kansas City, Mo.
- WELCH, JACK**
WCOL, Columbus, Ohio.
- WELCH, HERBERT**
WBNC, Columbus, Ohio.
- WELCH, WILLIAM**
WKRC, Cincinnati, Ohio.
- WELLING, FRANK**
WCHS, Charleston, W. Va.
- WELLS, BILL**
WJNO, West Palm Beach, Fla.
- WELLS, DICK**
NBC, Midstream.
- WELLS, WARREN**
CHAB, Moose Jaw, Sask., Can.
- WELTMER, FRANK**
KOY, Phoenix, Ariz.
- WERNER, MORT**
KMTR, Los Angeles, Calif.
- WERTZ, JOHN**
KTRI, Sioux City, Iowa.
- WESTERKAMP, DICK**
WCMJ, Ashland, Ky.
- WESTMORELAND, LLOYD**
CRCK, Regina, Sask., Can.
- WHEELER, GEORGE**
WMCAL WRC, Washington, D. C.
- WHEELER, JOE**
WROL, Knoxville, Tenn.
- WHEELER, TONY**
WFIL, Phila., Pa.
- WHIPPLE, CHARLES**
WDAN, Danville, Ill.
- WHISENANT, A. D.**
KRBC, Abilene, Texas.
- WHITAKER, GENE**
WRAL, Raleigh, N. C.
- WHITE, HAROLD**
WNOE, New Orleans, La.
- WHITE, JACK**
WJR, Detroit, Mich.
- WHITE, KEN**
WAYX, Waycross, Ga.
- WHITE, ROBERT E.**
WBZ-WBZA, Boston & Springfield, Mass.
- WHITE, ROY**
WDAN, Danville, Ill.
- WHITE, JR., WALTER**
MBS, Nobody's Children.
- WHITESIDE, ARTHUR**
WOR, Newark, N. J.
- WHITNEY, YALE**
KECA-KFI, Los Angeles, Calif.
- WHITWORTH, J. R.**
KO'N, Pine Bluff, Ark.
- WICK, BERT**
KDIR, Devils Lake, N. D.
- WICK, HILDUR MARIE**
KDLA, Devils Lake, N. D.
- WICKERSHAM, HARRY H.**
KJBS, San Francisco, Calif.
- WIEGAND, CLYDE**
KVCV, Redding, Calif.
- WIGGINGTON, BILL**
WCCO, Minneapolis, Minn.
- WIGGINS, WALLACE**
KVOE, Santa Ana, Calif.
- WIGHT, H. B.**
WCAX, Burlington, Vt.
- WILBUR, BEN**
WFBM, Indianapolis, Ind.
- WILBUR, BOB**
WSUN, St. Petersburg, Fla.
- WILBURN, DAVID**
WMBD, Peoria, Ill.
- WILCOX, GORDON**
WTIC, Hartford, Conn.
- WILCOX, HARLOW**
NBC, Fibber McGee and Molly.
- WILLARD, DICK**
WOR, Newark, N. J.
- WILLIAMS, ALUN**
WMCA, New York, N. Y. Picon Parade, Five Star Final, News, North West Neighbors, Safeguarding Investments.
- WILLIAMS, AUSTIN**
KLZ, Denver, Colo.
- WILLIAMS, EARL**
KFAB, Lincoln, Nebr.
- WILLIAMS, EDWARD**
WRNL, Richmond, Va.
- WILLIAMS, GEORGE**
KPAB, Laredo, Texas.
- WILLIAMS, GLENN**
WESG, Elmira, N. Y.
- WILLIAMS, JACK**
KOY, Phoenix, Ariz.
- WILLIAMS, MARK**
WCMI, Ashland, Ky.
- WILLIAMS, MEL**
KSAN, San Francisco, Calif.
- WILLIAMS, RAY**
KAST, Astoria, Ore.
- WILLIAMS, RUSS**
WCLE, Cleveland, Ohio. WHK
- WILLIAMS, TOMMIE**
WCNC, Elizabeth City, N. C.
- WILLIAMS, WALLY**
WEED, Rocky Mount, N. C.
- WILLIAMSON, DUDLEY**
KOL, Seattle, Wash.
- WILLIAMSON, ROBERT**
KUSD, Vermillion, S. D.
- WILLIAMSON, WARREN S.**
KFKA, Greeley, Colo.
- WILFS, HARRY**
WJMS, Ironwood, Mich.
- WILLS, PAUL**
KMOX, St. Louis, Mo.
- WILSON, BILL**
WSPB, Sarasota, Fla.
- WILSON, DON**
NBC, Jello Program Starring Jack Benny, Joe E. Brown Program, Aldrich Family, Jimmy Fidler In Hollywood Gossip.
- WILSON, ED**
KFBB, Great Falls, Mont.
- WILSON, EDDIE**
WJBL, Decatur, Ill.
- WILSON, ELVAN B.**
WLAK, Lakeland, Fla.
- WILSON, HAL**
WGTM, Wilson, N. C.
- WILSON, I. LUTHER**
WAWZ, Zarephath, N. J.
- WILSON, READ**
WNOX, Knoxville, Tenn.
- WILSON, READ**
WWNC, Asheville, N. C.

ANNOUNCERS

WING, GERALD
 KROC, Rochester, Minn.
WINN, BERT
 KROW, Oakland, Calif.
WINN, WILLIAM
 WRAC, Williamsport, Pa.
WINTER, J.
 CFCF, Montreal, Quebec, Can.
WIRTH, DONALD C.
 WIBA, Madison, Wisc.
WITANOWSKI, EDWARD
 WHOM, Jersey City, N. J.
WITHERS, LOU
 KECA-KFI, Los Angeles, Calif.
WITMER, WEBB
 WDAF, Kansas City, Mo.
WOLEYER, JACK
 KTHS, Hot Springs, Ark.
WOLFE, HOWARD
 WMMN, Fairmont, W. Va.
WOLFE, HAL
 KGO, San Francisco, Calif.
WOLFRAM, A. L.
 WAWZ, Zarephath, N. J.
WOLPER, DAVID
 KFEL, Denver, Colo.
WOOD, H. BARRY
 CKCK, Regina, Sask., Can.
WOOD, CHARLES
 KWSC, Pullman, Wash.
WOOD, FRED
 WIP, Phila., Pa.
WOOD, GEORGE
 WTMV, East St. Louis, Ill.
WOOD, HARRY
 KYW, Phila., Pa.
WOOD, WILLIAM
 KGO-KPO, San Francisco, Calif.
WOODARD, HOWARD
 KPRC, Houston, Texas.

WOODARD, RAY
 WFTC, Kinston, N. C.
WOODBIDGE, ROSS
 WHEC, Rochester, N. Y.
WOODFIELD, W. G.
 CJGX, Yorkton, Sask., Can.
WOODSON, BILL
 WTCN, St. Paul-Minneapolis, Minn.
WOODWARD, LE ROY
 WOMI, Owensboro, Ky.
WOOLF, JOHN
 KDYL, Salt Lake City, Utah.
WOOLNER, BOB
 CKCR, Kitchener - Waterloo, Ont., Can.
WOOLWINE, JAMES
 KUJ, Walla Walla, Wash.
WORKHOVEN, MERRILL
 KSCJ, Sioux City, Ia.
WRIGHT, CHARLES H.
 WELI, New Haven, Conn.
WRIGHT, DON
 CJRM, Regina, Sask., Can.
WRIGHT, HOLLIS
 WTAG, Worcester, Mass.
WRIGHT, KEN
 WNOX, Knoxville, Tenn.
WRIGHT, OMER
 KDON, Monterey, Calif.
WRIGHT, RICHARD
 WFBL, Syracuse, N. Y.
WRIGHT, WILL
 KTFI, Twin Falls, Idaho.
WROUGHT, VIRGINIA
 KROC, Rochester, Minn.
WYATT, BILL
 WTAL, Tallahassee, Fla.
WYLLIE, WALCOTT A.
 WBRK, Pittsfield, Mass.

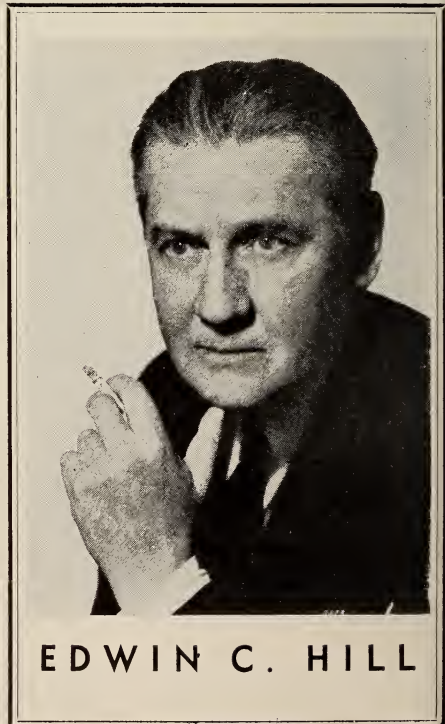
— Y —

YEACON, EDWARD
 WDBZ, Muskegon, Mich.
YELVINGTON, RAMSEY
 KABC, San Antonio, Texas.
YERXA, HAROLD
 CJRM, Regina, Sask., Can.
YOUNG, BOB
 KOA, Denver, Colo.
YOUNG, DAVE
 KABC, San Antonio, Texas.
YOUNG, FRANK
 WOL, Washington, D. C.
YOUNG, GORDON
 CFCF, Montreal, Quebec, Can.
YOUNG, JAMES W.
 WIS, Columbia, S. C.
YOUNG, JON
 WMPS, Memphis, Tenn.
YOUNG, KENNETH
 KCKN, Kansas City, Kans.
YOUNGBLOOD, WESLEY
 KEYO, Lubbock, Texas.
YOUSE, BOB
 WDBJ, Roanoke, Va.

— Z —

ZANK, KENNETH
 WNBC, Duluth, Minn.
ZERGIA, JAMES
 WEAN, Providence, R. I.
ZIMMERMAN, DAVID
 WENR-WMAQ, Chicago, Ill.
ZIMMERMANN, CARL
 WEMP, Milwaukee, Wisc.
ZINK, AL
 WGY, Schenectady, N. Y.

RAYMOND GRAM SWING



EDWIN C. HILL

News Commentators

AND THEIR WORK DURING 1939



— A —

AAROE, ALDEN
WCHV, Charlottesville, Va.

ABBOTT, ED
WCCO, Minneapolis, Minn.

ACEVEDO, FRANCISCO
WKAQ, San Juan, Puerto Rico.

ACKERLEY, ROBERT
KGO & KPO, San Francisco, Calif.

ADAMS, CEDRIC
WCCO, Minneapolis, Minn.

ADAMS, HARRY
WWRL, Woodside, N. Y.

ADAMS, WILLIAM
WDAN, Danville, Ill.

ADAMSON, ERNIE
WGBB, Freeport, N. Y.

ADAMSON, W. G.
CKTB, St. Catharines, Ont., Can.

AKERS, BOK
KRIC, Beaumont, Texas.

ALEXANDER, BEN
NBC, This Moving World.

ALEXANDER, JOHN
KFBB, Great Falls, Mont.

ALLEN, BOB
MBS, Listen America.

ALLEN, PHIL
KFBB, Great Falls, Mont.

ALLEN, SPENCER
WGN, Chicago, Ill.

AMES, EDW. C.
WSPT, Toledo, Ohio.

ANDERSEN, BOB
KGO-KPO, San Francisco, Calif.

ANGELL, J. H.
KQV, Pittsburgh, Pa.; and
WLJB, Greensburg, Pa.

ANSCOMBE, DR. FRANCES
WAIR, Winston-Salem, N. C.

ARKELL, ROD
WSUN, St. Petersburg, Fla.

ARLINGTON, CHARLES
WWJ, Detroit, Mich.

ARMSTRONG, BOB
WGBR, Goldsboro, N. C.

ARNOLD, AL
KOBH, Rapid City, S. D.

ASOF, WOODIE
WSKB, McComb, Miss.

ASWELL, JAMES B.
KALB, Alexandria, Ia.

ATWOOD, JACK S.
WRDO, Augusta, Me.

AURANDT, PAUL
KXOX, St. Louis, Mo.

AVERY, DON
KROW, Oakland, Calif.

AZINE, HAROLD
WIS, Chicago, Ill.

— B —

BABBEE, OWEN
KMTH, Los Angeles, Calif.

BAILEY, RAY
KPMC, Bakersfield, Calif.

BIRD, JANET
NBC, Through a Woman's Eyes.

BAKER, HAROLD
KCRC, Enid, Okla.

BAKER, MELVIN
KUSD, Vermillion, S. D.

BAKER, RAY
WCNW, Brooklyn, N. Y.

BARNHART, L. D.
WKAR, East Lansing, Mich.

BARRINGTON, BRUCE
KXOK, St. Louis, Mo.

BARRY, NORMAN
WENR and WMAQ, Chicago, Ill.

BARTELL, MELVIN
WHAM, Rochester, N. Y.

BARTH, BERNIE
KOBM, Rapid City, S. D.

BARTLETT, TOM
WBBM, Chicago, Ill.

BATES, CARL
WKST, New Castle, Pa.

BATEY, HUBERT
WGFC, Albany, Ga.

BAUGHMAN, GEORGE
KWSC, Pullman, Wash.

BAUKHAGE, H. R.
NBC, European News, Four
Star News, National Home
and Farm Hour, News from
the Nation's Capitol.

BAXTER, LIONEL
WAFI, Birmingham, Ala.

BEARD, SAM
WOPI, Bristol, Tenn.

BECKER, FRED
KARM, Fresno, Calif.

BEDELL, A. DOUGLAS
WCAP, Asbury Park, N. Y.

BEDFORD, HOWARD
CKNX, Wingham, Ont., Can.

BEGHOLD, KEN
WBAX, Wilkes-Barre, Pa.

BELL, TED
KRSC, Seattle, Wash.

BENDER, LEONA
WOAI, San Antonio, Texas.

BENNETT, DONN
WNBF, Binghamton, N. Y.

BENNETT, MYRON J.
KDAL, Duluth, Minn.

BENNETT, THURSTON
WRDW, Augusta, Ga.

BENNITT, RUSSELL
KXOX, Sweetwater, Texas.

BENTLEY, JULIAN
WLS, Chicago, Ill.

BERKOWITZ, MILT
WNBC, New Britain, Conn.

BERNSTEIN, JERRY
KTHS, Hot Springs, Ark.

BICE, MAX
KMO, Tacoma, Wash.

BIEBER, FREDERICK
WTHT, Hartford, Conn.

BIER, JOSEPH
WOR, Newark, N. J., Farm
News Reporter, Olson Oddi-
ties.

BIGNELL, FRANK
WJJD, Chicago, Ill.

BINGHAM, BOB
WWNC, Asheville, N. C.

BIRD, JOHN C.
WCAP, Asbury Park, N. J.

BISHOP, PAT
KECA-KFI, Los Angeles, Calif.

BISPING, HUBERT
KUTA, Salt Lake City, Utah.

BJORNSON, VAL
KSTP, St. Paul, Minn.

BLACKWELL, H. B.
WAVE, Louisville, Ky.

BLISS, TED
KHJ, Los Angeles, Calif.

BOGGESS, JOHN
WMSL, Decatur, Ala

BOOTON, FRAN
WDZ, Tuscola, Ill.

BOSWELL, LAURA
WHMA, Anniston, Ala.

BOWDEN, J. L.
WKBN, Youngstown, Ohio.

BOWLER, DUANE
KGVO, Missoula, Mont.

BOWMAN, GERALD
WKBN, Youngstown, Ohio.

BOYLE, HARRY J.
CKNX, Wingham, Ont., Can.

BRADNER, C. C.
WWJ, Detroit, Mich.

BREINING, PAUL
WRAK, Williamsport, Pa.

BRENGEL, GEORGE
WSCC, Charlotte, N. C.

BRICE, DON
KSAL, Salina, Kans.

• • • **NEWS COMMENTATORS** • • •

— C —

BROILES, LUTHER
KSAL, Salina, Kans.

BROOKS, RICHARD
Little Things in Life, WNEW.
Sensation and Swing, NBC.

BROPHY, ALLEN
WROK, Rockford, Ill.

BROWN, BOB
WENR and WMAQ, Chicago,
Ill.

BROWN, GORDON
KSRO, Santa Rosa, Calif.

BROWN, JOE
WGBR, Goldsboro, N. C.

BRYANT, PRESSLEY
WBAP, Fort Worth, Texas.

BURBANK, ROBERT H.
WBRK, Pittsfield, Mass.

BURKE, ELIZABETH
WCLS, Joliet, Ill.

BURNETT, NICKY
WCLE, Cleveland, Ohio.
WHK, Cleveland, Ohio.

BUTLER, HOMER
WEBQ, Harrisburg, Ill.

BUUCK, WINFRIED
WBMO, Auburn, N. Y.

BYERS, HAL
KBND, Bend, Ore.

BYERS, HALE
WHLB, Virginia, Minn., and
WEBC, Duluth, Minn.

CADE, MARVIN
WCHS, Charleston, W. Va.

CAIN, BENET F.
WNOE, New Orleans, La.

CAMPBELL, BOB
WCCO, Minneapolis, Minn.

CAPPELLINI, EDGAR
KALB, Alexandria, La.

CARLBERG, LOREN
KWBG, Hutchinson, Kans.

CARLSON, JIM
KF XD, Nampa, Idaho.

CARLYLE, CATHRYN
KTL, Tulsa, Okla.

CARTER, BOAKE
WMCA, New York, N. Y.

CARTHY, WILLIAM
WCAM, Camden, N. J.

CASE, GEORGE T.
WRAL, Raleigh, N. C.

CATHEN, JOHN
WIS, Columbia, S. C.

CHILDS, RALPH
KMA, Shenandoah, Iowa.

CHURCHILL, NELSON
WAAB-WNAC, Boston, Mass.

CIVILLE, ROY
KIDO, Boise, Idaho.

CLARK, GORDON
KFKA, Greeley, Colo.

CLARK, JO (Miss)
WRDW, Augusta, Ga.

CLARK, RAY
WNAX, Yankton, S. D.

CLARKE, JOHN
WRBL, Columbus, Ga.

CLAYTON, BOVARD
WEBQ, Harrisburg, Ill.

COATES, C. L.
WNOE, New Orleans, La.

COBB, TY
KRGU, Westlaco, Texas.

COCHRAN, PAUL
KICA, Clovis, N. M.

COLBERT, JOHN
KF WB, Los Angeles, Calif.

COLLE, GRADY
WBT, Charlotte, N. C.

OLE, HOWARD
KRCR, Enid, Okla.

COLL, BEN
WJAC, Johnstown, Pa.

COMBS, JR., GEORGE H.
WHN, New York, N. Y.

COMPTON, RANULF C.
WELI, New Haven, Conn.

COMPTON, WALTER
WOL, Washington, D. C.

CONDON, MAURICE
WGAR, Cleveland, Ohio

CONINE, BILL
WMBH, Joplin, Mo.

SIDNEY WALTON

*WOR's New
Newscaster*



MARK HAWLEY

*Newscaster
Emcee
Announcer - Narrator*

CURRENT SHOWS

News—8 A.M. & 12:30 P.M. Daily WOR
(74. Hooper-Holmes)

Fred Allen Show - - - - - NBC
George Jessel Varieties - - - - - NBC
Consolidated Edison - - - - - NBC

*Lectures and Articles
on
Radio and Current Events*

• • • **NEWS COMMENTATORS** • • •

CONNELLY, BROOKS
WIND, Gary, Ind.

CONOVER, HUGH
WJSV, Washington, D. C.

CONRAD, RICHARD
WSAU, Wausau, Wisc.

CONWAY, JIMMY
WISN, Milwaukee, Wisc.

COOK, ARTHUR
WMAN, Mansfield, Ohio.

COOK, IRA
KMTR, Los Angeles, Calif.

COOK, OLLIE
KFYO, Lubbock, Texas.

COOPER, JIM
WBNS, Columbus, Ohio.

COOPER, J. G.
KVOL, Lafayette, La.

COPELAND, JACK
KOY, Phoenix, Ariz., and
KSUN, Lowell, Ariz.

CORBIN, C. PAUL
KELA, Centralia and Chehalis,
Wash.

CORCORAN, JOHN
WPEN, Philadelphia, Pa.

COULEHAN, M. E. (MISS)
WTBO, Cumberland, Md.

COURSEY, ALEC
WQDM, St. Albans, Vt.

COURTNEY, ED
WDGY, Minneapolis-St. Paul,
Minn.

COX, LES
KVAK, Atchinson, Kans.

CRAIG, VIRGIE
KUOA, Siloam Springs, Ark.

CRAFT, A. B.
KVOL, Lafayette, La.

CRAWFORD, BOB
WTOC, Savannah, Ga.

CREASMAN, JIMMY
KTAR, Phoenix, Ariz.

CROSLAND, DAN
WFBC, Greenville, S. C.

CROW, LESLIE
WTMV, East St. Louis, Ill.

CULL, RICHARD
WHIO, Dayton, Ohio.

CULLINAN, HOWELL
WEEL, Boston, Mass.

CUMMINS, JOHN H.
WFOY, St. Augustine, Fla.

CUNNINGHAM, BOB
WBBM, Chicago, Ill.

CURTIS, E. H.
WIBW, Topeka, Kans.

CURTIS, SANDUSKY
WTAR, Norfolk, Va.

— D —

DADY, RAY
KWK, St. Louis, Mo.

DAIGER, FRED
WAPI, Birmingham, Ala.

DAILEY, BOB
WTAM, Cleveland, Ohio.

DALE, GEORGE
WJLS, Beckley, W. Va.

DANA, JOE
KOY, Phoenix, Ariz., and
KSUN, Lowell, Ariz.

DANE, TOM
WBAL, Baltimore, Md.

DANIEL, CLAY
WDNC, Durham, N. C.

DANIELS, STUART
KLO, Ogden, Utah.

DAVENPORT, J. A.
WRDW, Augusta, Ga.

DAVIES, BOB
KARM, Fresno, Calif.

DAVIS, ELMER
CBS.

DAVIS, JOHN
WWSW, Pittsburgh, Pa.

DAVIS, LANE
KGBX-KWTO, Springfield, Mo.

DAVIS, REX
WCKY, Cincinnati, Ohio.

DAWSON, EDWARD
KVCV, Redding, Calif.

DEAN, BEV
WCKY, Cincinnati, Ohio.

DEAN, STUART
KOMA, Oklahoma City, Okla.

DENNIS, ALBERT
WJSV, Washington, D. C.

DESMONE, GENE
KFBK, Sacramento, Calif.

DICKSON, A. STUART
CFKY, Charlottetown, P.E.I.,
Can.

DICKSON, BRICE
KPRC, Houston, Texas.

DICKSON, FRANK
WNBH, New Bedford, Mass.

DIETZ, KENNETH (Mrs.)
WBRB, Red Bank, N. J.

DINSMORE, ED
WORL, Boston, Mass.

DIXON, MASON
WNOX, Knoxville, Tenn.

DONNELL, DARRELL
KYA, San Francisco, Calif.

DONNELL, WILLIAM A.
KDON, Monterey, Calif.

DONOVAN, GREGG
WDGY, Minneapolis-St. Paul,
Minn.

DOUGLASS, KEN
KTOK, Oklahoma City, Okla.

DOUGLAS, STEVE
WWNC, Asheville, N. C.

DOUTHAT, LOUIS
WHIS, Bluefield, W. Va.

DRAKE, DALE
WRR, Dallas, Texas.

DRAKE, MYRON
KTAR, Phoenix, Ariz.

DRISCOLL, DAVE
MBS, The Show of the Week.

DROHLICH, BOB
KDRO, Sedalia, Mo.

DUDLEY, BIDE
WHN, Bide Dudley's Theatre
Club of the Air, Bide Dudley
Spotlights the Stage.

DULIN, MARTHA
WBT, Charlotte, N. C.

DUQUESNE, ALBERT
CKAC, Montreal, Quebec, Can.

— E —

EAST, HENRY
WRBL, Columbus, Ga.

EATON, GORDON
WTFI, Fort Lauderdale, Fla.

EDWARDS, DOUGLAS
WXYZ, Detroit, Mich.

EHRMAN, ROBERT W.
WRTD, Richmond, Va.

ELGIN, JOHN
WHBQ, Memphis, Tenn.

ELLEKER, R. H.
CJGX, Yorkton, Sask., Can.

ELLERS, RICHARD
KYA, San Francisco, Calif.

ELLIOTT, MELVYN
WNYC, New York, N. Y.

ELLIS, CHRISTOPHER
CFCR, Montreal, Quebec, Can.

**ERICKSON, GLADYS
ARBEITER**
WCLS, Joliet, Ill.

ERICKSON, ROLF
KFBB, Great Falls, Mont.

EVANS, EDDIE
KWFT, Wichita Falls, Texas.

EVANS, FLEM
WCHS, Charleston, W. Va.

EVANS, ROBERT B.
WBZ-WBZA, Boston and
Springfield, Mass.

EVANS, VIRGIL
WCOA, Pensacola, Fla.

EWING, E. A.
CKBI, Prince Albert, Sask.,
Can.

— F —

FAIRLEY, BILL
KUOA, Siloam Springs, Ark.

FARIS, CLINTON
WGTM, Wilson, N. C.

FARMER, JOHN
KMBC, Kansas City, Mo.

FARRELLE, PAUL S.
KPMC, Bakersfield, Calif.

FASKE, ARTHUR
WCNW, Brooklyn, N. Y.

FINCH, HOWARD K.
WJIM, Lansing, Mich.

FITZGIBBONS, JACK
WSAR, Fall River, Mass.

FITZPATRICK, JACK
KLZ, Denver, Colo.

FLANNERY, HARRY W.
KMOX, St. Louis, Mo.

FLEISCHER, NATHAN
WDAS, Philadelphia, Pa.

FLINT, JULIAN
WATL, Atlanta, Ga.

FORBES, GILBERT
WFBM, Indianapolis, Ind.

FORREST, JOHNNY
KIRO, Seattle, Wash.

FOSTER, CEDRIC
WTHT, Hartford, Conn.

FOSTER, JACK
WCKY, Cincinnati, Ohio.

FRAKER, W. W.
WFBG, Altoona, Pa.

FRANCIS, IVOR
CFCF, Montreal, Quebec, Can.

FRANSEN, TOM
KECA-KFI, Los Angeles, Calif.

FRANK, BOB
WOC, Davenport, Iowa.

• • • **NEWS COMMENTATORS** • • •

FRENCH, BOB
WHKC, Columbus, Ohio.

FRENCH, KEN
WHEC, Rochester, N. Y.

FRENCH, NED
WORL, Boston, Mass.

FROGGE, JOHN E.
WGBB, Freeport, N. Y.

FRY, EVAN
KANS, Wichita, Kans.

— G —

GAETH, ARTHUR
KOVO, Provo, Utah.

GALLAGHER, MIKE
KFPL, Dublin, Texas.

GALLIART, MELVILLE K.
WKBB, Dubuque, Iowa.

GAMELIN, F. C.
KWLC, Decorah, Iowa.

GEMMON, IRVINE
WAGM, Presque Isle, Me.

GARRED, BOB
Bob Garred Reporting CBS,
Twenty Grand New KNX.

GATES, ROBERT W.
WFMJ, Youngstown, Ohio.

GAYMAN, L. VAUGHN
WKBB, Dubuque, Iowa.

GEORGE, A. H.
KOBH, Rapid City, S. D.

GEORGE, CARL
WGAR, Cleveland, Ohio.

GEWINNER, HOLT
WMAZ, Macon, Ga.

GIBNEY, JACK
WRBL, Columbus, Ga.

GIFFORD, ALEXANDER
WBAL, Baltimore, Md.

GIFFORD, DICK
KWNO, Winona, Minn.

GILBERT, A. V.
WBAA, Madison, Wisc.

GILCHREST, CHARLES
WBZ-WBZA, Boston and
Springfield, Mass.

GILLELAND, HERBERT
WTOL, Toledo, Ohio.

GIRARD, PAUL
WBAL, Baltimore Md.

GLADSTONE, HENRY
WHN, The World We Make.

GLENN, JOE
WMMN, Fairmont, W. Va.

GODWIN, C. V.
CKCA, Kenora, Ont., Can.

GODWIN, EARL
WRC, Washington, D. C.

GOERCH, CARL
WPTE, Raleigh, N. C.

GEORGE, LEE
WTMV, East St Louis, Ill.

GOERSS, JON
WJLS, Beckley, W. Va.

GOLDBERG, RUBIN
WLTH, Brooklyn, N. Y.

GOLDER, HARRY
WXYZ, Detroit, Mich.

GOLDSMITH, LEE
KSNAN, San Francisco, Calif.

GOODALE, ESTHER
WXYZ, Detroit, Mich.

GOODE, MICHAEL J.
WELI, New Haven, Conn.

GOODSON, MARK
KFRC, San Francisco, Calif.

GOODWIN, HARRY D.
WBZ-WBZA, Boston and
Springfield, Mass.

GORSUCH, KEN
KGGM, Albuquerque, N. M.

GOW, GEORGE
WCBS, Charleston, W. Va.

GRANT, AUSTIN
WWJ, Detroit, Mich.

GRANT, PETER
MBS, Front Page Parade.

GRANT, TAYLOR
WCAU, Philadelphia, Pa.

GRAY, HARDIN
WBIG, Greensboro, N. C.

GRAY, HOWARD
KFVD, Los Angeles, Calif.

GRAY, JOHN
WDOD, Chattanooga, Tenn.

GREGORY, BOB
WCBS, Springfield, Ill.

GRENIER, B. J.
CKGB, Timmins, Ont., Can.

GREY, BOB
WMBH, Joplin, Mo.

GUERRA, HENRY
WOAI, San Antonio, Texas.

GUEST, "BUD"
WJR, Detroit, Mich.

GUNTHER, JOHN
NBC, European News.

— H —

HAGEMAN, H.
WADC, Akron, Ohio.

HAIGIS, JR., JOHN W.
WHAI, Greenfield, Mass.

HAINLINE, JOE
KGBX-KWTO, Springfield, Mo.

HALE, ALAN
WISN, Milwaukee, Wisc.

HALE, ARTHUR
WOR, Newark, N. J.

HALE, CECIL
WFAA, Dallas, Texas.

HALPIN, JOSEPHINE
KMOX, St. Louis, Mo.

HALTEMAN, CHARLES
WTOL, Toledo, Ohio.

HAMILTON, JIM
WLEU, Erie, Pa.

HAMLIN, DAVE
KVAK, Atchinson, Kans.

HAMMOND, FRED
KPAB, Laredo, Texas.

HAMRICK, TINY
WBRE, Wilkes-Barre, Pa.

HANNA, MICHAEL R.
WIBX, Utica, N. Y.

HANSON, BOB
KUTA, Salt Lake City, Utah.

HARDY, GLEN
KHJ, Los Angeles, Calif.

HARPER, HERBERT
WMC, Memphis, Tenn.

HARPER, TRO
KSFO, San Francisco, Calif.

HARRINGTON, NORMAN
KGLU, Safford, Ariz.

HARRIS, BOB
KLZ, Denver, Colo.

HARRIS, ELLIS
KDAL, Duluth, Minn.

HARRIS, JAY
WCKY, Cincinnati, Ohio.

HARRIS, WINDER
WTAR, Norfolk, Va.

HARSHMAN, JERRY
WPIC, Sharon, Pa.

HART, DON
WMFF, Plattsburg, N. Y.

HASBROOK, DICK
WJMS, Ironwood, Mich.

HASSER, CHARLES
WHET, Hartford, Conn.

HATTIC, WOODROW
WWL, New Orleans, La.

HAWKINSON, FRANK
KADA, Ada, Okla.

HAWLEY, MARK
Transradio News WOR, Fred
Allen Show, NBC; Geore Jessel's
Celebrities, NBC; Consolidated
Edison Program, NBC.

HAYES, SAM
Sperry Breakfast News, NBC;
Daily Spectator, CBS; Euclid
Ballot Box, CBS; Federal
News, KFWB; Pointing the
Periscope, CBS.

HEATTER, GABRIEL
NBC, Peter Paul Present-
WOR, Newark, N. J.

HEFFERNAN, WILLIAM
WBTM, Danville, Va.

HEINEMAN, STUART
KFEL, Denver, Colo.

HELSEBY, H. R.
WHDL, Olean, N. Y.

HELTON, BERNARD P.
WACO, Waco, Texas.

HEMBREE, LAWRENCE
WAIM, Anderson, S. C.

HENDERSON, BROOKS
KSTP, St. Paul, Minn.

HENNEMAN, CARL
KFAM, St. Cloud, Minn.

HENNING, ARTHUR SEARS
WGN, Chicago, Ill.

HERGERT, JOE
WCBS, Charleston, W. Va.

HERNE, E. D. C. (Captain)
WGN, Chicago, Ill.

HIGGINS, FRANCIS
WDAN, Danville, Ill.

HIGGINS, LEN
KVI, Tacoma, Wash.

HILL, EDWIN C.
NBC-CBS-MBS, The Human
Side of the News.

HIPPLE, JAMES B.
KGFX, Pierre, S. D.

HIRSCH, DON
KDKA, Pittsburgh, Pa.

HIRSCH, RUSSELL
WCMJ, Ashland, Ky.

HOBGOOD, BOB
WOMI, Owensburg, Ky.

HODGES, GILBERT
WTAG, Worcester, Mass.

HODGES, HILTON
WIBW, Topeka, Kans.

HOGAN, JOSEPH
WTMV, East St. Louis, Ill.

• • • **NEWS COMMENTATORS** • • •

HOLBROOK, ART
WIBW, Topeka, Kans.

HOLBROOK, JACK
WMIN, St. Paul, Minn., and
KYSM, Mankato, Minn.

HOLLISTER, HERB
KANS, Wichita, Kans.

HOOD, W. P.
KWFT, Wichita Falls, Texas.

HOOK, HENRY
KGLO, Mason City, Iowa.

HORN, ROBERT
WPAY, Portsmouth, Ohio.

HORN, ROBERT
WCAM, Camden, N. J.

HORTON, J. F.
CPRM, Regina, Sask., Can.

HORTON, TED
WGBR, Goldsboro, N. C.

HOWE, QUINCY
WQXR, New York, N. Y.

HOWELL, REX
KFJ, Grand Junction, Colo.

HOWLE, CONRAD
WMBG, Richmond, Va.

HOYT, LEE
WIBW, Topeka, Kans.

HUGHES, JAC
CKPR, Fort William-Port Ar-
thur, Ont., Can.

HUGHES, RUSH
NBC.

HUNTER, TODD
CBS, News and Rhythm.

HURLEIGH, ROBERT
WFBR, Baltimore, Md.

HUSEBY, LARRY
KMO, Tacoma, Wash.

HYDE, BILL
KFIZ, Fond-du-Lac, Wisc.

HYND, JUNE
NBC, Guest Book, Let's Talk
It Over.

— I —

INCH, MERRILL
KOH, Reno, Nevada.

INGERSOLL, C. H.
WLTH, Brooklyn, N. Y.

— J —

JACKSON, FRANK
KGFF, Shawnee, Okla.

JACKSON, GEORGE
WBOW, Terre Haute, Ind.

JAFFE, FRANK
KMA, Shenandoah, Iowa.

JAY, HARRY
WLOD, Lima, Ohio.

JENKINS, RONALD
WJNO, West Palm Beach, Fla.

JENSEN, M. C.
WCAL, Northfield, Minn.

JOHANSEN, CHRIS
WGKJ, Charleston, W. Va.

JOHNSON, MAHLON B.
KFKA, Greeley, Colo.

JOHNSON, TED
KMMJ, Clay Center, Nebr.

JOHNSTONE, BILL
NBC, One of the Finest.

JONES, ARTHUR T.
WEW, St. Louis, Mo.

JONES, GLENN
KWSC, Pullman, Wash.

JOY, DICK
KNX, Los Angeles, Calif.

— K —

KALTENBORN, H. V.
CBS, Kaltenborn Comments

KENNEDY, JOHN B.
NBC.

KENNEDY, VANN M.
KTCE, Austin, Texas.

KILLEEN, J. W.
WSAU, Wausau, Wisc.

KING, CY
WEBR, Buffalo, N. Y.

KING, JACK
WJR, Detroit, Mich.

KIRBY, DURWARD
WENR and WMAQ, Chicago,
Ill.

KIRBY, KLEVE
WWL, New Orleans, La.

KISTOR, GEORGE
KMMJ, Clay Center, Nebr.

KISTLER, GLEASON
WDAN, Danville, Ill.

KITCHELL, ALMA
NBC, Alma Kitchell's Brief
Case, Let's Talk It Over.

KITSON, HARRY D. (Dr.)
NBC, On Your Job.

KNATVOLD, NAIDA
WCAL, Northfield, Minn.

KNIGHTLINGER, TED
KMO, Tacoma, Wash.

KNOX, JIM H.
WTFI, Fort Lauderdale, Fla.

KNOX, ROBERT
WDAS, Philadelphia, Pa.

KOECTER, TONY
KFEX, Sacramento, Calif.

KRAMP, LARRY
WCBS, Springfield, Ill.

— L —

LAFFER, JACK
KANS, Wichita, Kans.

LAING, GIL
KSRO, Santa Rosa, Calif.

LANDIS, DEWITT
KFYO, Lubbock, Texas.

LANE, BOB
KVOO, Tulsa, Okla.

LANG, FRED
WNAC, Boston, Mass.

I.ANG, WILLIAM
KYW, Philadelphia, Pa.

LAW, GLEN
KRNT, KSO, Des Moines,
Iowa.

LE BRUN, HARRY
WHEC, Rochester, N. Y.

LEE, CLIFF
KFXM, San Bernardino, Calif.

LEE, H. W.
WMFD, Wilmington, N. C.

LEE, J. W.
KGFF, Shawnee, Okla.

LEE, R. E.
KWLC, Decorah, Iowa.

LEGARE, G.
CJBN, Rimouski, Quebec,
Can.

LEIGH, WALTER
WGBF, Evansville, Ind.

LEIGHTON, BEN
WBCB, Duluth, Minn., and
WHLB, Virginia, Minn.

LETSON, ED
KFAB-KFOR, Lincoln, Nebr.

LEVY, GEORGE
WCAP, Asbury Park, N. J.

LEWIN, JACK
WFDF, Flint, Mich.

LEWIS, ALLEN
CJOC, Lethbridge, Alberta,
Can.

LEWIS, ERWIN
WIS, Chicago, Ill.

LEWIS, JR., FULTON
MBS, Detroit Radio Program.

LEWIS, JACK
KARK, Little Rock, Ark.

LEWRY, SCOOP
CHAB, Moose Jaw, Sask., Can.

LITTLE, JAMES
WTAG, Worcester, Mass.

LOCKE, FRANCIS P.
WIOD, Miami, Fla.

LOWE, GUY W.
KFRU, Columbia, Mo.

LUKINS, HARRY
WAVE, Louisville, Ky.

LUSINCHI, VICTOR
MBS, Foreign Broadcasts.

LUTZ, CHARLES V.
WKRC, Cincinnati, Ohio.

LUXFORD, NOLA
Four Star News NBC.

LYNCH, CECIL
KTRB, Modesto, Calif.

LYON, TED
KWBG, Hutchinson, Kans.

LYONS, EUGENE
WMCA, New York, N. Y.

McCAIN, BILL
WBRC, Birmingham, Ala.

— Mc —

Mc CARTHY, CHARLES
WRAL, Raleigh, N. C.

Mc CARTHY, TOM
WCF-O, Cincinnati, Ohio

Mc CARTY, JACK
KORE, Eugene, Oregon

McCLAIRS, GORDON
CKPR, Fort William-Port Ar-
thur, Ont., Can.

McCLAY, JOHN L.
WPG, Atlantic City, N. J.

McCREARY, DOUG
KTRB, Modesto, Calif.

McDONNELL, GENE
KELO, Sioux Falls, S. D.

KSOO.

McDOWELL, BILL
WPIC, Sharon, Pa.

McGHEE, FRED
KGBX-KWTO, Springfield, Mo.

McGREW, JACK
KPRC, Houston, Texas.

McGUIRE, RAY
WGRM, Grenada, Miss.

McHUGH, PHIL
KPMC, Bakersfield, Calif.

McMAHON, CHARLES
WCSC, Charleston, S. C.

McMURRAY, JAMES
WSIX, Nashville, Tenn.

McNAMEE, GRAHAM
NBC.

McNELL, IDA A.
EGFX, Pierre, S. D.

McPHERSON, GAYLORD
WDOO, Chattanooga, Tenn.

MacFARLANE, IAN
WFMD, Frederick, Md.

MacGREGOR, J. C.
KOB, Albuquerque, N. M.

— M —

MAGNUSON, J. WOODROW
WBFB, Rock Island, Ill.

MAILAND, PATRICK
MBS, Foreign Broadcasts.

MALCHMAN, NATHAN
WNBH, New Bedford, Mass.

MALONE, FRANK
WIOD, Miami, Fla.

MANLOVE, DUDLEY
KSAN, San Francisco, Calif.

MANN, ARTHUR
MBS, Foreign Broadcasts.

MANNING, KNOX
CBS, Headlines on Parade.

MANN'S, WILLIAM
WCAM, Camden, N. J.

MARBLE, HARRY
WCAU, Philadelphia, Pa.

• • • **NEWS COMMENTATORS** • • •

MARKS, GARNETT
 WMCA, New York, N. Y.
 Roma Wine Program, Community Opticians Program, Sachs Furniture Program.

MARRION, FRANK E.
 KAST, Astoria, Ore.

MARTIN, CECIL
 KEPI, Dublin, Texas.

MASON, WILLIAM
 WBRB, Red Bank, N. J.

MATT, M. LEONARD
 WDAS, Philadelphia, Pa.

MATTHEWS, JOE
 WGKJ, Charleston, W. Va.

MATTHEWS, TOM
 WIAK, Lakeland, Fla.

MAY, EARL
 KMA, Shenandoah, Iowa.

MAY, FOSTER
 WOW, Omaha, Nebr.

MEREDITH, LEE
 WOMI, Owensburg, Ky.

MERINO, JOHN
 KGLU, Safford, Ariz.

MERRIDEW, REG
 WKOK, Sunbury, Pa.

MERRILL, G. G.
 KVNU, Logan, Utah.

MERROW, CHESTER E.
 WHEB, Portsmouth, N. H.

MERTENS, PETE
 KIRO, Seattle, Wash.

MEYERS, GEORGE NELSON
 KFAR, Fairbanks, Alaska.

MEYERS, TED
 KFAC, Los Angeles, Calif.

MILBURN, EMORY
 KVCV, Redding, Calif.

MILLER, CAMPBELL
 WJBC, Bloomington, Ill.

MILLER, KEN
 KVOO, Tulsa, Okla.

MITCHELL, JOE
 KIDO, Boise, Idaho.

MOEGLE, FRED
 WTMV, East St. Louis, Ill.

MONDAY, RAY
 KPDN, Pampa, Texas.

MORRE, DUNCAN
 WJR, Detroit, Mich.

MOORE, LINDLE
 WEBQ, Harrisburg, Ill.

MOORE, VERN
 KIDO, Boise, Idaho.

MORGAN, RAY
 WPG, Atlantic City, N. J.

MORRIS, DE WITT
 KELA, Centralia and Chehalis, Wash.

MORRIS, MITCHELL
 WFAM, WSBT, South Bend, Ind.

MORRIS, PAUL
 WCAO, Baltimore Md.

MURPHY, JOHN
 WGAB, Cleveland, Ohio.

MURPHY, MICHEY
 KPFL, Dublin, Texas.

MURRAY, TOM
 WHAM, Rochester, N. Y.

MURRIE, D. H.
 WTPO, Cumberland, Md.

MYERS, J. CLARENCE
 KYA, San Francisco, Calif.

— N —

NASH, BARNES H.
 WJIS, Beckley, W. Va.

NASH, NOBLE
 WCBS, Springfield, Ill.

NEILSON, PAUL
 WJBO, Baton Rouge, La.

NESBITT, NORMAN
 KHJ, Los Angeles, Calif.

NEWELL, BILL
 CKWX and CKMO, Vancouver, B. C., Can.

NEWHALL, GENE
 KYSM, Mankato, Minn.

NICKELL, JOE
 WIBW, Topeka, Kans.

NILES, CHARLES
 WTHH, Hartford, Conn.

NOBLE, DICK
 WIBC, Indianapolis, Ind.

NUGENT, TOM
 KOVC, Valley City, N. D.

— O —

OAKS, BARNEY
 WJPR, Greenville, Miss.

OAKES, B.
 WATL, Atlanta, Ga.

O'DELL, STUART
 WOPI, Bristol, Tenn.

OLSEN, FREDERICK
 WHEB, Portsmouth, N. H.

O'NEIL, JIM
 KJBS, San Francisco, Calif.

ORBACH, HENRY
 KFEL, Denver, Colo.

ORFIELD, BENNET
 WTCN, St. Paul-Minneapolis, Minn.

OTIS, LEE
 WCLE, Cleveland, Ohio, WHK

OWEN, FORREST
 WKAR, East Lansing, Mich.

OXFORD, GEORGE
 WJBW, New Orleans, La.

PAGET, BARRIE
 KMPC, Beverly Hills, Calif.

PALMER, GEORGE
 WIBC, Indianapolis, Ind.

PARIZEAU, LUCIEN
 CKAC, Montreal, Quebec, Can.

— P —

PATRICK, VAN
 KRMD, Shreveport, La.

PATTEN, WILL A. (Major)
 WRGA, Rome, Ga.

PATTERSON, WADE
 KGLO, Mason City, Iowa.

PAUL, ED
 WCFL, Chicago, Ill.

PAYNE, LARRY
 WTOG, Toledo, Ohio.

PEARSON, DREW
 MBS, Listen America.

PEARSON, FORT
 WENR and WMAQ, Chicago, Ill.

PENN, DAVID
 WCOL, Columbus, Ohio.

PEPPER, VERNON
 WSNJ, Bridgeton, N. J.

PERRY, BOB
 WORL, Boston, Mass.

PETERS, KENNETH
 KTMS, Santa Barbara Calif.

PETEGREW, C. W.
 WOSU, Columbus, Ohio.

PHILLIPS, ORAL
 KHSL, Chico, Calif.

PIEFLOW, ELDEN
 KWBG, Hutchinson, Kans.

PIERSON, DALTON
 KGVO, Missoula, Mont.

POLONUS, HAROLD
 WPIC, Sharon, Pa.

POOLE, BILL
 WGPC, Albany, Ga.

POOR, JOHN
 WHBQ, Memphis, Tenn.

POTTER, ANDREW
 KROW, Oakland, Calif.

PRAY, CLAUDE
 KFJZ, Fond-du-Lac, Wisc.

PRIMM, ART
 KTKC, Visalia, Calif.

PRODIS, PAUL
 WARD, Brooklyn, N. Y.

PROSSER, JOHN
 KTHS, Hot Springs, Ark.

PUTNAM, GEORGE
 NBC, Campbell Condensed News, Salute to Saturday, Sunday News Highlights.

PYRON, DICK
 WAGA, Atlanta, Ga.

— R —

RAISTRIC, ERNEST
 WFOY, St. Augustine, Fla.

RAMSEY, WAYMOND
 KELD, El Dorado, Ark.

RANDALL, PORTER
 KGKO, Fort Worth, Texas.

RAVENEL, JOHN
 WSJS, Winston-Salem, N. C.

REA, ERINE
 KFRU, Columbia, Mo.

REEVES, BILL
 WSIX, Nashville, Tenn.

REEVES, WILLIAM
 WELI, New Haven, Conn.

REYNOLDS, CARTER
 KFDA, Amarillo, Texas.

RHODES, DAVID
 WHBY-WTAQ, Green Bay, Wisc.

RICKER, BILL
 WDEV, Waterbury, Vt.

RIDDELL, CORWIN
 WOAI, San Antonio, Texas.

RISS, DAN
 WFAA, Dallas, Texas.

ROACH, HAL
 KTAH, Phoenix, Ariz.

ROBBINS, BILL
 WCKY, Cincinnati, Ohio.

ROBBINS, DAVE
 CKOC, Hamilton, Ont., Can.

ROBERTSON, BRUCE
 KOAM, Pittsburg, Kans.

ROBINSON, MAJOR
 WSUN, St. Petersburg, Fla.

ROBINSON, PRESCOTT
 CFCE, Montreal, Quebec, Can.

RODGERS, JR., FLOYD D.
 WIS, Columbia, S. C.

ROGERS, FAY
 WOPI, Bristol, Tenn.

ROGERS, RALPH
 WJNO, West Palm Beach, Fla.

ROGERS, ROBERT
 WSAL, Salisbury, Md.

ROLL, DICK
 WHIO, Dayton, Ohio.

ROOSEVELT, ELLIOTT
 MBS, Emerson Radio & Phonograph Program.

ROOT, WAVERLY
 MBS, Foreign Broadcasts.

ROSCOE, PAUL
 KVAK, Atchinson, Kans.

ROSS, ANTHONY
 WKBN, Youngstown, Ohio.

ROSS, BILL
 KEX-KGW, Portland, Ore.

ROUSH, OTTIS
 KBTM, Jonesboro, Ark.

RUBLE, PAUL
 WCLO, Janesville, W. Va.

RUGH, VIC
 KTUL, Tulsa, Okla.

RUNIONS, NORM
 KVI, Tacoma, Wash.

RUSH, KENT
KTHS, Hot Springs, Ark.
RUSSELL, GEORGE
WCHV, Charlottesville, Va.
RUSSELL, JACK
CKCR, Kitchener, Waterloo,
Ont., Can.
RYAN, AGNES
WHEB, Portsmouth, N. H.
RYAN, QUIN A.
WGN, Chicago, Ill.

— S —

SAERCHINGER, CESAR
NBC. The Story Behind the
Headlines.
SAKRY, CLIFFORD
KFAM, St. Cloud, Minn.
SANQUIST, ALVAR
WCAI, Northfield, Minn.
SANFORD, WILLIAM
KTMS, Santa Barbara, Calif.
SARGENT, LEW
WEEI, Boston, Mass.
SAVAGE, GUY
WGN, Chicago, Ill.
SCHENKER, ANDRE, PROF.
WTIC, Hartford, Conn.
SCHLABACH, LLOYD
WKBH, La Crosse, Wisc.
SCHNEIDER, RAYMOND
WWSW, Pittsburgh, Pa.
SCHOENER, GILBERT
KFAM, St. Cloud, Minn.
SCHULTZ, SIGRID
MBS. Foreign Broadcasts.
SCOTT, ALAN
WCAU, Philadelphia, Pa.
SEARS, BILL
KUTA, Salt Lake City, Utah.
SELLARS, LEE
KQV, Pittsburgh, Pa.
SERGIO, LISA
WQXR, New York, N. Y.
SEXTON, MARION
KVAN, Vancouver, Wash.
SHAFFMASTER, FRED
WMMN, Fairmont, W. Va.
SHAVER, BUD
WXYZ, Detroit, Mich. To-
morrow's Headlines.
SHAW, CHARLES C.
K TSA, San Antonio, Texas.
SHEPARD, RUSS
KLS, Oakland, Calif.
SHERMAN, WILLIAM
WAVE, Louisville, Ky.
SHORT, ROBERT
WBLK, Clarksburg, W. Va.
SHUTE, JR., ELDEN
WCOU, Lewiston, Maine.
SIGMAN, T. F.
WICA, Ashtabula, Ohio.
SIMMS, WILLARD
KFKA, Greeley, Colo.
SIMON, GEORGE O.
WJAC, Johnstown, Pa.
SINGISER, FRANK
WOR, Newark, N. J.
SISSON, ALLEN
WHAM, Rochester, N. Y.
SMITH, ARTHUR J.
WNAX, Yankton, S. D.
SMITH, DOROTHEA
KSAL, Salina, Kans.
SMITH, BRAS
KRGU, Westlake, Texas
SMITH, ERLE H.
KMBC, Kansas City, Mo.
SMITH, HAL
WRR, Dallas, Texas
SMITH, HOMER
WKOK, Sunbury, Pa.

SMITH, KIMBALL
WBRB, Red Bank, N. J.
SMITH, VIRGIL
KEX and KGW, Portland, Ore.
SNOWDON, CHARLES
WBLK, Clarksburg, W. Va.
SOHN, BILL
WTAK, Quincy, Ill.
SOLA, CARLO
WARD, Brooklyn, N. Y.
SOUTHERN, PAUL
KRBC, Abilene, Texas
SOWARD, OLAF
KCKN, Kansas City, Kans.
SPACKMAN, ELLIS
KFXM, San Bernardino, Calif.
SQUIER, LLOYD
WDEV, Waterbury, Vt.
STAMPS, WELDON
KGFF, Shawnee, Okla.
STANARD, BOB
KWOC, Poplar Bluff, Mo.
STANLEY, BOB
KGMB, Honolulu, Hawaii
STARK, CHARLES
WABC, New York, N. Y. The
Odd Side of the News.
STARLING, DAVID
KFWE, Los Angeles, Calif.
STEARNS, PHIL
KFRC, San Francisco, Calif.
STEELE, JOHANNES
WMAA, New York, N. Y. The
Truth Behind the News
STEELE, JOHN
MBS. Foreign Broadcasts
STEINHARDT, GEORGE
WCAP, Asbury Park, N. J.
STEINKE, JOLLY BILL
NBC. No School Today
STEVENS, AL
WFIL, Philadelphia, Pa.
STEVENS, LEN
WNLC, New London, Conn.
STEVENSON, JIMMY
WJR, Detroit, Mich.
STEWART, JOE L.
WFOY, St. Augustine, Fla.
STRAUSS, JOE
WRNL, Richmond, Va.
SULLIVAN, FLOYD
KGBX-KWTO, Springfield, Mo.
SULLIVAN, HENRY
WGTM, Wilson, N. C.
SULLIVAN, JACK
WNEL, San Juan, Puerto Rico
SULLIVAN, PAUL
CBS. Paul Sullivan Reviews
the News
SWINEFORD, JACK
KOMA, Oklahoma City, Okla.
SWING, RAYMOND GRAM
MBS. White Owl Cigars Pro-
gram

— T —

TANNER, LUKE
KUOA, Siloam Springs, Ark.
TEAGUE, W. C.
WMC, Memphis, Tenn.
TEAS, CHARLES
KGFL, Roswell, N. M.
TERRY, GENE
WTAD, Quincy, Ill.
TERWEY, TYS
WNOC, Knoxville, Tenn.
THOMAS, ART
WJAG, Norfolk, Nebr.
THOMAS, LOWELL
NBC. The Day's News.
THOMPSON, DON
KGO-KPO, San Francisco,
Calif.

THORPE, BUD
KOLL, Omaha, Nebr.
THURSTON, HOWARD
KWG, Stockton, Calif.
TIGERT, R. M.
WFOY, St. Augustine, Fla.
TILLMANN, ROBERT E.
WOOK-WASH, Grand Rapids,
Mich.
TOLLIVER, DON
WCBS, Springfield, Ill.
TOMPKINS, RAYMOND
WFBR, Baltimore, Md.
TOPINKA, RUDY
KTRI, Sioux City, Iowa
TRAUM, BILL
WJIM, Lansing, Mich.
TRAVIS, EDWARD
WGH, Newport News, Va.
TRAYLOR, BILL
WGIL, Galesburg, Ill.
TREDWAY, BILL
KFBB, Great Falls, Mont.
TREMBLE, SIDNEY
KSAL, Salina, Kans.
TREXLER, LAWRENCE
WMPFS, Memphis, Tenn.
TREYZ, OLIVER
WNBF, Binghamton, N. Y.
TRIGG, JOHN H.
KCMC, Texarkana, Texas
TROUT, BOB
CBS. Today with Bob Trout.
TRUE, HAROLD
WXYZ, Detroit, Mich. Day In
Review, Town Talk.
TURNER, HUGH
KLS, Oakland, Calif.
TUTTLE, RICHARD
WBOW, Terre Haute, Ind.
TWIGGER, NORMAN
WCAE, Pittsburgh, Pa.

— U —

ULMER, ROCH
KSTP, St. Paul, Minn.

— V —

VANDEBONCOEUR, E. R.
WSYR, Syracuse, N. Y.
VANCE, KEN
WMSL, Decatur, Ala.
VANDAGRIFT, CARL
WGL, WOWO, Fort Wayne,
Ind.
VAN HORN, ARTHUR
KFRC, San Francisco, Calif.
VEBELHART, JAMES
WSPD, Toledo, Ohio
VERGNE, JUAN C.
WNEL, San Juan, Puerto Rico
VILFROY, DANIEL
CKAC, Montreal, Quebec, Can.
VINEY, HENRY
CJOC, Lethbridge, Alberta,
Can.

— W —

WALD, JOHN
NBC. The Richfield Reporter.
WALDROP, JAMES
WAIM, Anderson, S. C. Duke
Power Concert Program.
WALKER, W. E.
WIBA, Madison, Wisc.
WALLACE, BILL
WCOL, Columbus, Ohio
WALLACE, JACK
KBST, Big Springs, Texas
WALLACE, JAMES C.
KAST, Astoria, Ore.

WALLACE, MYRON
WOOD-WASH, Grand Rapids, Mich.

WALLACE, NEIL
GEEI, Boston, Mass.

WALTON, SIDNEY
WOR, Newark, N. J. North American Accident Insurance Co. Program, Air Conditioning Training Program.

WANN, JACK
KGBX-KWTO, Springfield, Mo.

WARNER, ALBERT
CBS. This Week In Washington.

WARREN, WALLIE D.
KOH, Reno, Nevada

WATSON, BROOKS
WMBD, Peoria, Ill.

WATTS, CARL
KIUN, Pecos, Texas

WAYNE, PRISCILLA
KSO, Des Moines, Iowa

WEATHERWAX, BEN K.
KXRO, Aberdeen, Wash.

WEAVER, J. CREN
WBBM, Chicago, Ill.

WEBB, JACK
WPG, Atlantic City, N. J.

WELCH, WILLIAM
WKRC, Cincinnati, Ohio

WELSH, BILL
KFEL, Denver, Colo.

WESTERKAMP, DICK
WCMI, Ashland, Ky.

WHEELER, CHET
KBND, Bend, Ore.

WHITE, ARTHUR K.
WAWZ, Zarephath, N. J.

WHITE, KEN
WAYX, Waycross, Ga.

WHITE, RAY B.
WAWZ, Zarephath, N. J.

WIEGAND, CLYDE
WVCV, Redding, Calif.

WIGHT, H. P.
WCAX, Burlington, Vt.

WILBUR, BOB
WSUN, St. Petersburg, Fla.

WILEY, FLETCHER
CBS.

WILHELM, GEORGE
KWJJ, Portland, Ore.

WILKINSON, HOGE
WGH, Newport News, Va.

WILLIAMS, BENJ. B.
WTOC, Savannah, Ga.

WILLIAMS, BRAD
WAAF, Chicago, Ill.

WILLIAMS, GLENN
WESG, Elmira, N. Y.

WILLIAMS, MARK
WCMI, Ashland, Ky.

WILLIAMS, TOD
WTCN, St. Paul, Minneapolis, Minn.

WILLIAMS, TOMMIE
WCNC, Elizabeth City, N. C.

WILSON, BOB
WGL and WOWO, Fort Wayne, Ind.

WILSON, EARLE
WNBH, New Bedford, Mass.

WILSON, JAMES
WWRL, Woodside, N. Y.

WINCHELL, WALTER
NBC, Jergen's Journal.

WING, GERALD
KROC, Rochester, Minn.

WINSETT, BILL
WTJS, Jackson, Tenn.

WINTER, WILLIAM
WBT, Charlotte, N. C.

WOLFE, HOWARD
WMMN, Fairmont, W. Va.

WOLFRAM, ALBERT L.
WAWZ, Zarephath, N. J.

WOLPERS, ALLAN
KWOC, Poplar Bluff, Mo.

WOOD, GEORGE
WTMV, East St. Louis, Ill.

WOODARD, TED
WMSL, Decatur, Ala.

WOODHOUSE, C. JAMES
WDNC, Durham, N. C.

WRAY, ALLAN
WNYC, New York, N. Y.

WRIGHT, ROY
CKMO, Vancouver, B. C., Can.

WYATT, BILL
WTAL, Tallahassee, Fla.

WYLLIE, WALCOTT A.
WBRK, Pittsfield, Mass.

— Y —

YOUNG, BOB
KHJ, Los Angeles, Calif.

— Z —

ZAIMAN, JACK
WDRG, Hartford, Conn.

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Sports Commentators

AND THEIR WORK
DURING 1939



— A —

ABBOT, ADE
KGAR, Tucson, Ariz.

ADAMS, BILL
KEX-KGW, Portland, Ore.

ALBURY, BOB
WHBQ, Memphis, Tenn.

ALDEN, JERRY
WSNJ, Bridgeton, N. J.

ALLEN, HERB
KECA - KFI, Los Angeles, Calif.

ALLEN, MEL
WABC, New York, N. Y.
Mel Allen's Sport Review,
Mel Allen's Football Previews.
WMCA, New York, N. Y.
CBS. Kentucky Derby, N. Y.
Giants-Brooklyn Dodgers Football Broadcasts.

ALSUP, CHARLES C.
KICA, Clovis, N. M.

ANDERSON, ED
WQDM, St. Albans, Vt.

ANDERSON, ORVAL
WDBO, Orlando, Fla.

ANDREWS, TED
KOCY, Oklahoma City, Okla.

ARNOLD, AL
KOBH, Rapid City, S. D.

ARTHUR, FRANK
KSAN, San Francisco, Calif.

ATWOOD, JACK S.
WRDO, Augusta, Maine.

— B —

BAILEY, BUCK
KWSC, Pullman, Wash.

BAKER, MELVIN
KUSD, Vermillion, S. D.

BAKER, NELSON
WFBR, Baltimore, Md.

BARBER, RED
MBS, World Series Broadcasts.

ARNARD, FRANK
WHBL, Sheboygan, Wisc.

BARTH, BERNIE
KOBH, Rapid City, S. D.

BARTON, KEN
KMTR, Los Angeles, Calif.

BATCHELDER, CHARLES
WDBO, Orlando, Fla.

BATES, BILL
KTRB, Modesto, Calif.

BELL, JACK
WIOD, Miami, Fla.

BELL, TED
KRSC, Seattle, Wash.

BENNETT, JOE
WBRB, Red Bank, N. J.

BENNETT, LEE
WAGA, Atlanta, Ga.

BENNETT, THURSTON
WRDW, Augusta, Ga.

BERNARD, JOHNNY
WJBL, Decatur, Ill.

BERNDT, IRVING
WRAK, Williamsport, Pa.

BEYNON, JACK
WIDWS, Champaign, Ill.

BINGHAM, BOB
WWNC, Asheville, N. C. Kellogg Baseball Reports, Coca-Cola Football Games, Boxing, Golf Tournaments, Tennis Matches, Saturday Evening Football Review, Bob Bingham's Nightly Sports Review, The Human Side of Sports.

BISHOP, BURTON
KTEM, Temple, Texas.

BISHOP, PAT
KECA-KFI, Los Angeles, Calif.

BLACK, BILL
KGAR, Tucson, Ariz.

BLAIR, MICHAEL
Hollywood Legion Stadium Fights KFVB-CRS, Gilmore Stadium Fights CRS, Football, Baseball and Horse Race Broadcasts.

BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.

BLUE, IRA
KPO, San Francisco, Calif. Football Scoreboard, Sports Graphic.

BOLAND, JOE
WFAM-WSET, South Bend, Ind.

BOLLEY, LEO
WFLB, Syracuse, N. Y.

BOTSTICK, BUDDY
WACO, Waco, Texas.

BOURNE, PORTER
WEXL, Royal Oak, Mich.

BOWERS, DAN
KGB, San Diego, Calif.

BOWES, BILL
WCAP, Asbury Park, N. J.

BOYER, JOHNNY
KQV, Pittsburgh, Pa. Meet Your Neighbor, Today's Sports.

BOYLING, SID
CHAB, Moose Jaw, Sask., Can.

BRANDT, LYNN
WENR & WMAQ, Chicago, Ill.

BRECKNER, GARY
KNX, Los Angeles, Calif.

BREITENMOSER, DON
KMLB, Monroe, La.

BRENEMAN, TOM
CBS, Sports Pop-Offs, Sports Huddle.

BRICKHOUSE, JACK
WMBD, Peoria, Ill.

BRITT, JIM
WAAB-WNAC, Boston, Mass

BROSSEAU, BILL
CKAC, Montreal, Quebec, Car

BROWN, FAY
KFYR, Bismark, N. D.

BROWN, JOE
WGBR, Goldsboro, N. C.

BROWN, LANCE
CKNX, Wingham, Ont., Can.

BROWN, JR., W. J.
CFCY, Charlottetown, P.E.I., Can.

BUCHAN, ALEX
KXOK, St. Louis, Missouri.

BULL, FRANK
KECA-KFI, Los Angeles, Calif.

BULLEIY, JIMMIE
WAIM, Anderson, S. C.

BUNCH, PETE
WRNL, Richmond, Va.

BUNNELL, MERRILL J.
KLO, Ogden, Utah.

BURICK, SI
WHIO, Dayton, Ohio.

BURNS, FRED
WSAZ, Huntington, W. Va.

BUTLER, GRANT
WHFC, Cicero, Ill.

BUCK, WINFRIED
WMBO, Auburn, N. Y.

BUXBAUM, JR., PHILIP L.
WELI, New Haven, Conn.

BYERS, HAL
KBND, Bend, Ore.

BYERS, WAYNE C.
WHLB, Virginia, Minn.

— C —

CABRERA, BERNABE
WNEL, San Juan, Puerto Rico.

CAIR, DOYLE
KFXD, Nampa, Idaho

CAIRNS, GEORGE
WORC, Worcester, Mass.

CALDER, C. WYLIE
WTMA, Charleston, S. C.

CALHOUN, CAL
KHSL, Chico, Calif.

CALLAWAY, EDWIN
KTEM, Temple, Texas.

CALLOWAY, JOE
WSIX, Nashville, Tenn.

CAMPBELL, JOHN
KGVO, Missoula, Mont.

CANADY, JOHN
KECA-KFI, Los Angeles, Calif.

CANUP, RED
WAIM, Anderson, S. C.

• • • **SPORTS COMMENTATORS** • • •

CARAY, HARRY
WCLS, Joliet, Ill.

CARLBERG, LOREN
KWBG, Hutchinson, Kansas.

CARLYLE, HUGH
WRD, Richmond, Va.

CARMICHAEL, LES.
WFOR, Hattiesburg, Miss.

CARPENTER, JIM
WKBB, Dubuque, Iowa.

CARPENTER, W. H.
WNBZ, Saranac, N. Y.

CARRIGAN, GENE
WJAG, Norfolk, Nebr.

CARSON, GRANT
CJRM, Regina, Sask., Can.

CARTER, BOB
WMCA, New York, N. Y.

CARTWRIGHT, ARVID
WDGY, Minneapolis-St. Paul, Minn.

CASE, GEORGE T.
WRAL, Raleigh, N. C.

CASEY, EDDIE
WNAO, Boston, Mass.

CASPER, CY
KMOX, St. Louis, Mo.

CASSIDY, CHARLES
KGFF, Shawnee, Okla.

CHAMBERS, CLAIRE
CKSO, Ont., Can.

CHANDLER, IRVING
WFDF, Flint, Mich.

CHAPMAN, REED
CKWX, Vancouver, B. C., Can.

CHATFIELD, BEN
WMAZ, Macon, Ga.

CHILDS, BILL
WCAD, Canton, N. Y.

CHILDS, LELAND
WBRC, Birmingham, Ala.

CIVILLE, ROY
KIDO, Boise, Idaho.

CLARK, EARL
KGKO, Fort Worth, Texas.

CLARK, PAUL A.
WEOA-WGEB, Evansville, Ind.

CLARK, RAY
WNAX, Yankton, S. D.

CLARKE, MURRAY
CKLN, Nelson, British Columbia, Can.

CLAYTON, BOVARD
WEBQ, Harrisburg, Ill.

CLODIUS, RICHARD
KUJ, Walla Walla, Wash.

COBB, WILLARD
WJDX, Jackson, Miss.

COFFIN, FRANK
KHSL, Chico, Calif.

COGGINS, JIMMIE
WAIM, Anderson, S. C.

COOK, IRA
KMTR, Los Angeles, Calif.

COOK, LYNN
KIUL, Garden City, Kans.

COOK, SID
WAGM, Presque Isle, Maine.

COPPS, ED
CKGB, Timmins, Ont., Can.

CORBIN, C. PAUL
KELA, Centralia and Chehalis, Wash.

CORKEN, MAURICE
WBBF, Rock Island, Ill.

COSLETT, FRANKLIN D.
WBRE, Wilkes Barre, Pa.

COULSON, BERT
KPDN, Pampa, Texas.

COURTNEY, CLIFF
WEBC, Indianapolis, Ind.

COYLE, WILLIAM
WMAL, Washington, D. C.

COYNE, HORACE J.
WTJS, Jackson, Tenn.

COZAD, FLOYD V.
WTBO, Cumberland, Md.

CRABTREE, CHARLES
KTFL, Twin Falls, Idaho.

CRAFT, A. B.
KVOL, Lafayette, La.

CRAGO, WILLIAM
WMAL WRC, Washington, D. C.

CRAIG, BENNY
KARK, Little Rock, Ark.

CREIGHTON, HARRY
WAAF, Chicago, Ill.

CRUICKSHANK, JOHN
CKNX, Wingham, Ontario, Can.

CUMMINS, JOHN H.
WFCY, St. Augustine, Fla.

CURLIN, GEORGE
KOTN, Pine Bluff, Ark.

CUSHING, KERBY
KYW, Phila., Pa.

— D —

DAIGER, FRED
WAPI, Birmingham, Ala.

DAILEY, TOM
KVOO, Tulsa, Okla.

DALE, GEORGE
WJLS, Beckley, W. Va.

DANBOM, M. E.
KGKB, Tyler, Texas.

DANIEL, FLAVIUS
CKAC, Montreal, Quebec, Can.

DAUGHERTY, JOHN
KGAR, Tucson, Ariz.

DAVIES, BOB
KARM, Fresno, Calif.

DAVIS, BUZZ
WDAS, Phila., Pa.

DAVIS, JIMMY
KOVC, Valley City, N. D.

DAVIS, REX
WCKY, Cincinnati, Ohio.

DEAL, JAKE
WDEV, Waterbury, Vt.

DEINES, RAY
KMMJ, Clay Center, Nebr.

DENMAN, JACK
WTJS, Jackson, Ill.

DENNY, DALE
KVAN, Vancouver, Wash.

DERWIN, WILLIAM
WATR, Waterbury, Conn.

DESCHENES, CHARLES M.
CKCV, Quebec, Quebec, Can.

DESMOND, CONNIE
WSPD, Toledo, Ohio.

DICKSON, ELTON
KBTM, Jonesboro, Ark.

DILLAHUNTY, THOMAS
KCMC, Texarkana, Texas.

DILLON, JOHN
WFAS, White Plains, N. Y.

DIXON, JOHN
WROK, Rockford, Ill.

DIXON, MASON
WNOX, Knoxville, Tenn.

DODSON, MALL
WPG, Atlantic City, N. J.

DOLAN, JIMMY
CBS, That's What I Said, Sports Broadcasts.

DONAHUE, DONALD
KDLR, Devils Lake, N. D.

DONALDSON, AL
KRIC, Beaumont, Texas.

DOOLEY, EDDIE
NBC, Football Scores.

DOTSON, PERRY
WTCN, St. Paul-Minneapolis, Minn.

DOUGLASS, LEE
WFAM-WSBT, South Bend, Ind.

DOWTY, BYRON
KALB, Alexandria, La.

DRAKE, DALE
WRR, Dallas, Texas.

DRAKE, MYRON
KTAR, Phoenix, Ariz.

DREES, JACK
WIND-WJJD, Chicago, Ill.

DREW, ALBERT
WBTM, Danville, Va.

DUDLEY, JIMMY
WCFL, Chicago, Ill.

DUDLEY, WRAY
WNAD, Norman, Okla.

DUNBAR, STUART
KSAL, Salina, Kans.

DUNCAN, JIMMY
WTMV, East St. Louis, Ill.

DUPRE, HENRY
WWL, New Orleans, La.

DUREN, BOB
KOMA, Oklahoma City, Okla.

DURGIN, LARRY
WCOU, Lewiston, Maine.

DURKIN, TOM
KROW, Oakland, Calif.

DURNEY, BILL
WIL, St. Louis, Mo.

DYER, BILL
WCAU, Phila., Pa.

DYER, BRAVEN
CBS, Sports Huddle.

— E —

EASTMAN, ROBERT
WKY, Oklahoma City, Okla.

EBEL, WALTER
KTHS, Hot Springs, Ark.

EDWARDS, BILL
WMMN, Fairmont, W. Va.

EDWARDS, WEBLEY
KGMB, Honolulu, Hawaii.

ELDER, DON
WDAY, Fargo, N. D.

ELGIN, JOHN
WHBQ, Memphis, Tenn.

ELKINS, LISTON
WAYX, Waycross, Ga.

ELLINGTON, KEN.
CBS, Indianapolis, Ind. Speedway Auto Race Broadcast.

ELSON, BOB
MBS, World Series Broadcasts.

SPORTS COMMENTATORS

ELVIN, RALPH
WLOK, Lima, Ohio.

ENDERSBY, FRANK
KYSM, Mankato, Minn.

ESTEIN, JOE
WNOX, Knoxville, Tenn.

ESCHEN, FRANK
KSD, St. Louis, Mo.

ESCUJER, R. A.
KVOL, Lafayette, La.

ESTES, BOB
WDNC, Durham, N. C.

EUBANKS, BLAIR
WTAR, Norfolk, Va.

EVANS, HERB
KUSD, Vermillion, S. D.

EVANS, ROBERT B.
WBZ-WBZA, Boston & Springfield, Mass.

EVANS, VIRGIL
WCOA, Pensacola, Fla.

— **F** —

FAIRLEY, BILL
KUAO, Siloam Springs, Ark.

FARIS, CLINTON
WGTM, Wilson, N. C.

FARRELL, MAURY
WAPI, Birmingham, Ala.

FAY, JOE
WPRO, Providence, R. I.

FELDMAN, ROBERT
WMAS, Springfield, Mass.

FERGUSON, BERT
WJPR, Greenville, Miss.

FERGUSON, FRANK
WWRU, Woodside, N. Y.

FIELD, BRYAN
CBS, Horse Racing Descriptions.

FINCH, HOWARD K.
WJIM, Lansing, Mich.

FINDLAY, BOB
WHA1, Greenfield, Mass.

FISHELL, DICK
WHN, New York, N. Y.

FISHER, HANK
WDZ, Tuscola, Ill.

FISHER, JERRY
KABC, San Antonio, Texas.

FITZPATRICK, JACK
KLZ, Denver, Colo.

FLAHERTY, PAT
WOAI, San Antonio, Texas.

FLANAGAN, PAT
WBBM, Chicago, Ill.

FLEISCHMAN, SOL
WDAE, Tampa, Fla.

FLINT, JULIAN
WATL, Atlanta, Ga.

FLOWERS, GEORGE
WBCB, Duluth, Minn.

FORBES, JOHN
KXRO, Aberdeen, Wash.

FOSTER, CARROLL
KIRO, Seattle, Wash.

FOSTER, CEDRIC
WTHT, Hartford, Conn.

FOSTER, JACK
WCKY, Cincinnati, Ohio.

FOSTER, WILSON K.
KFAR, Fairbanks, Alaska.

FRANCIS, LARRY
WFAS, White Plains, N. Y.

FRANKOVICH, MIKE
KFAC, Los Angeles, Calif.

FRIEDMAN, BENNY
WMCA, New York, N. Y.

FRIEL, JACK
KWSC, Pullman, Wash.

FRITZ, BOB
CJCA, Edmonton, Alberta
Can.

— **G** —

GADBERRY, BOB
KOAM, Pittsburg, Kans.

GALLAHER, EDDIE
WCCO, Minneapolis, Minn.

GARDNER, CARROLL
WMBR, Jacksonville, Fla.

GARDNER, DON
WKBN, Youngstown, Ohio.

GARNES, CLARENCE
KANS, Wichita, Kans.

GAYMAN, VAUGHN
WKBB, Dubuque, Iowa.

FEEHAN, JERRY
KMO, Tacoma, Washington.

GENSEL, CARL
WXYZ, Detroit, Mich.

GEORGE, LEE
WTMV, East St. Louis, Ill.



MEL ALLEN

Sports
CBS



STAN LOMAX

Sports Commentator
WOR

• • • **SPORTS COMMENTATORS** • • •

GIBBONS, RICHARD
WCAP, Asbury Park, N. J.

GIBBONS, TOMMY
WPIC, Sharon, Pa.

GIBNEY, JACK
WRBL, Columbus, Ga.

GIBSON, JIM
KFI, Los Angeles, Calif.

GIVEN, KEN D.
WPAR, Parkersburg, W. Va.

GIVERMORE, MERLE
WCAD, Canton, N. Y.

GLADSTONE, HENRY
WHN.

GODWIN, AL
WWL, New Orleans, La.

GOODWIN, HAL
WHAI, Greenfield, Mass.

GOW, GEORGE
WCHS, Charleston, W. Va.

GOWANS, AL
WTCN, St. Paul-Minneapolis, Minn.

GRANEY, JACK
WHK-WCLE, Cleveland, Ohio.

GRANT, HUBERT
WNOE, New Orleans, La.

GRANT, TAYLOR
WCAU, Phila., Pa.

GREENWOOD, WAREN
WHAI, Greenfield, Mass.

GREGORY, BOB
WCBS, Springfield, Ill.

GREGSON, JACK
KSFO, San Francisco, Calif.

GRIFFITHS, DAVE
WGBI, Scranton, Pa.

GRIMM, CHARLIE
KMOX, St. Louis, Mo.

GRISWOLD, ROGER
WCAU, Phila., Pa.

GUDELSKY, HILLARD
WKBE, Muskegon, Mich.

GUNN, GEORGE
WRC, Washington, D. C.

GUYAN, GEORGE
KFRU, Columbia, Mo.

GUYER, SANDY
WREN, Phila., Pa.

— H —

HACKETT, JOHN
WGL-WOVO, Fort Wayne, Ind.

HAID, "DUTCH"
WAIR, Zanesville, Ohio

HALE, ALAN
WISN, Milwaukee, Wisc

HALL, HALSEY
KSTP, St. Paul, Minn.

HALLORAN, PAT
KFAM, St. Cloud, Minn.

HAND, JACK
WNBF, Binghamton, N. Y.

HANDLAN, JOE
WCHV, Charlottesville, Va.

HANES, TOM
WTAR, Norfolk, Va.

HANLON, JACK
WHEB, Portsmouth, N. H.

HANLON TOM
KNX, Los Angeles, Calif.

HANSON, BOB
KUTA, Salt Lake City, Utah.

HANSTROM, ARTHUR
WEAU, Eau Claire, Wisc.

HARDEN, FRANK
WBIG, Greensboro.

HARMON, KING
KGVQ, Missoula, Mont.

HARPER, EARL
WNEW, New York, N. Y.
Hot Stove League.

HARRINGTON, JOHN
WBBM, Chicago, Ill.

HARRIS, ELLIS
KDAL, Duluth, Minn.

HART, DON
WMFF, Plattsburg, N. Y.

HART, W. R.
CKBI, Prince Albert, Sask.

HARTMAN, HARRY
WCPO, Cincinnati, Ohio.

HASBROOK, DICK
WJMS, Ironwood, Mich.

HASEL, JOE
Sports Broadcasts WNYC,
Football Broadcasts WNEW,
Telecasts NBC, National Tennis
Championship Broadcasts
CBS.

HATTER, WALLY
KSCJ, Sioux City, Ia.

HAWKINS, JACK
KIUN, Peecos, Texas.

HAYES, SAM
NBC & CBS, Thru the Sport
Glass.

HEATH, MICKEY
WEMP, Milwaukee, Wisc.

HELLMAN, HARRY
WXYZ, Detroit, Mich. Detroit
Tiger Baseball Broad-
casts (MRN), Michigan State
College Football Broadcasts
(MRN).

HELM, EARNEST
KRLH, Midland, Texas.

HENDERSON, LLOYD
WPAY, Portsmouth, Ohio.

HERRIN, WELDON
WTOC, Savannah, Georgia.

HETLAND, JIMMY
KOVC, Valley City, N. D.

HIGGINS, FRANCIS
WDAN, Danville, Ill.

HIGGINS, GEORGE
WTCN, St. Paul-Minneapolis,
Minn.

HIGGINS, HUGH
KOIL, Omaha, Nebr.

HIGHTOWER, BILL
WIOD, Miami, Fla.

HILL, DON
WAVE, Louisville, Ky.

HILL, JOE
WAGA, Atlanta, Ga.

HILL, RUPERT
WBRB, Red Bank, N. J.

HIPPLE, JAMES B.
KGFY, Pierre, S. D.

HOBGOOD, BOB
WOMI, Owensburg, Ky.

HODGES, HILTON
WIBW, Topida, Kans.

HODGES, RUSS
WBT, Charlotte, N. C.

HOLLISTER, HERB
KANS, Wichita, Kans.

HOLLISTER, JACK
KDKA, Pittsburgh, Pa.

HOLMLUND, JIM
KWLC, Decorah, Iowa.

HOLSTRUM, ART
WOC, Davenport, Iowa.

HOOD, W. P.
KWFT, Wichita Falls, Texas.

HOOPER, JACK
WMBG, Richmond, Va.

HOPKINS, GORDON
KXA, Seattle, Wash.

HORNER, GORDON
KTRI, Sioux City, Iowa.

HORTON, TED
WGBR, Goldsboro, N. C.

HOSKINS, JAMES
WLOK, Lima, Ohio.

HOUSEMAN, KENNETH
WHAI, Greenfield, Mass.

HOYT, WAITE
WABC, New York, N. Y.
According to Hoyt.

HUGHES, JACK
CKPR, Fort Williams, Port
Arthur, Can.

HUNTER, PINKY
WHK-WCLE, Cleveland, Ohio.

HUNTLEY, CHESTER
KNX, Los Angeles, Calif.

HUSEBY, LARRY
KMO, Tacoma, Washington.

HUSING, TED
CBS, Football, Tennis, Golf,
Polo, Basketball, Swimming,
Track, Baseball, Bowling,
That's What I Said.

HYNDS, BILL
KVOE, Santa Ana, Calif.

— I —

INGHAM, BOB
WTOL, Toledo, Ohio.

INGLIS, CHARLES
KLZ, Denver, Colo.

INGRAM, ARTHUR
WLEU, Erie, Pa.

INGSTAD, ROBERT
KOVC, Valley City, N. D.

ISREL, FRANK
WACO, Waco, Texas.

— J —

JACKSON, FRANK
KGFY, Shawnee, Okla.

JACKSON, JOE
WHJB, Greensburg, Pa.

JANNEY, ED
KGGM, Albuquerque, N. M.

JESSE, RANDALL
KDRO, Sedalia, Mo.

JOHNSON, DICK
KTOK, Oklahoma City, Okla.

JOHNSON, LARRY
KUSD, Vermillion, S. D.

JOHNSON, ROLLIE
WCCO, Minneapolis, Minn.

JOHNSON, WALTER
WJSV, Washington, D. C.

JOHNSTON, MARVIN
KFXD, Nampa, Idaho.

JONES, ELLIOTT
WPIC, Sharon, Pa.

• • • **SPORTS COMMENTATORS** • • •

JONES, ROBERT
WMAS, Springfield, Mass.

JORDAN, CHAS. B.
WRR, Dallas, Texas.

JOY, RICHARD
KNX, Los Angeles, Calif.

JUNELL, FRANK
KTSM, El Paso, Texas.

— **K** —

KAMM, HERBERT
WCAP, Asbury, Park, N. J.

KEEGAN, LEO
WNBC, New Britain, Conn.

KESEEE, FLOYD
WBNY, Buffalo, N. Y.

KFLLEY, BOB
WGAR, Cleveland, Ohio.

KELLY, TOM
KGBX-KWTO, Springfield, Mo.

KETSO, BILL
KFVD, Los Angeles, Calif.

KENNEALLY, BILL
WAIR, Winston-Salem, N. C.

KENNEDY, ED
WSPR, Springfield, Mass.

KENNON, STAN
WGH, Newport News, Va.

KENT, CARL
WGGJ, Charleston, W. Va.

KILLEEN, J. W.
WSAU, Wausau, Wis.

KIRBY, LEE
WBT, Charlotte, N. C.

KISTER, GEORGE
KMMJ, Clay Center, Nebr.

KISTNER, GLEASON
WDAN, Danville, Ill.

KLEMENT, ROBERT
WBBR, Buffalo, N. Y.

KLYSE, R. A.
KRLC, Lewiston, Idaho.

KOETTER, TONY
KFBK, Sacramento, Calif.

KOEGLER, JOE
KPAB, Laredo, Texas.

KONZ, WALLY
KFIZ, Fond-Du-Lac, Wis.

KRYL, CHARLES
WSMI, Ashland, Ky.

KREISINGER, JACK
KGKB, Tyler, Texas.

KROECK, LOU
KOY, Phoenix, Ariz.

KYLER, JIM
WCLO, Janesville, W. Va.

— **L** —

LA BRANCHE, ERNIE
WLH, Lowell, Mass.

LAMB, RUSS
KFJZ, Fort Worth, Texas.

LARDNER, JOHN
NBC.

LASSER, LEO
KRSC, Seattle, Wash.

LAURIA, LEW
NBC, I Want A Divorce.

LAUX, FRANCE
KMOX, St. Louis, Mo.

LAUX, ROGER
KELD, El Dorado, Ark.

LAWRENCE, BOMAR
WSOC, Charlotte, N. C.

LAWSON, JIM
KORE, Eugene, Ore.

LEE, BERT
WMCA Sports Quiz, WHN
Today's Baseball.

LEE, BOB
WTAD, Quincy, Ill.

LENTZ, ARTHUR
WIBA, Madison, Wis.

LEONARD, C. C.
WJMC, Rice Lake, Wis.

LEROY, HARRY
KFWB, Los Angeles, Calif.

LE SUEUR, P.
KOC, Hamilton, Ont., Can.

LEVERETT, JOHN
WTAL, Tallahassee, Fla.

LEVY, BERNARD
WRDW, Augusta, Ga.

LEWIS, FRANKLIN
WGAR, Cleveland, Ohio.

LIBBY, JOHN
WCOU, Lewiston, Maine.

LINDSTROM, FREDDY
WLS, Chicago, Ill.

LINTHICUM, WALTER
WBAL, Baltimore, Md.

LOYD, JOHN
WTHT, Hartford, Conn.

LOCHMAN, WALT
KMBC, Kansas City, Mo.

LOMAX, STAN
MBS, Ruppert Beer Program,
Tide Water Oil Program.

LONG, DEAN
WSAL, Salisbury, Md.

LONG, TERRY
WBNX, New York, N. Y.

LONGSTREET, R. L.
WFMD, Frederick, Md.

LOWE, MOWRY
WEAN, Providence, R. I.

LUBOW, MORT
WNLC, New London, Conn.

LUDWIG, LYELL
WCLO, Janesville, W. Va.

LUNDQUIST, ELDON
WTRC, Elkhart, Ind.

LYBARGER, WILLIAM
WBRB, Red Bank, N. J.

LYLE, BOB
KXOK, St. Louis, Mo.

LYON, EDDIE
KTUL, Tulsa, Okla.

LYON, TED
KWBG, Hutchinson, Kans.

— **M** —

McALISTER, R. B.
KFYO, Lubbock., Texas.

McBRIDE, LESTER
KGLU, Safford, Ariz.

McCARTHY, CLEM
NBC.

McCARTY, JACK
KORE, Eugene, Ore.

McCREADY, HERB
WEW, St. Louis, Mo.

McCURLEY, LANSE
WDAS, Phila., Pa.

McDONALD, ARCH
WABC, New York, N. Y.
Baseball Broadcasts.

McGHEE, FRED
KGBX-KWTO, Springfield, Me.

McGOFFIN, W.
KXRO, Aberdeen, Wash.

McGRATH, ED
WCOS, Columbia, S. C.

McHUGH, PHIL
KRMC, Bakersfield, Calif.

McININCH, NELSON
KDYR, Salt Lake City, Utah.

McINTIRE, CHARLES
WMBH, Joplin, Mo.

McLINN, GEORGE "STONEY"
WIP, Phila., Pa.

McMAHON, TOM
WBNF, Binghamton, N. Y.

McTIGUE, HARRY
WJSV, Washington, D. C.

MACK, JIMMY
KMTR, Los Angeles, Calif.

MacMILLAN, DON
CKCK, Regina, Sask., Can.

MacMILLAN, LOWELL
WHEC, Rochester, N. Y.

MANNING, TOM
WTAM, Cleveland, Ohio.

MANSFIELD, LAWRENCE
WKAT, Miami Beach, Fla.

MARGET, M.
KVOX, Morrehead, Minn.

MARIANA, NICK
KGVO, Missola, Mont.

MARKEY, RAY
WTHT, Hartford, Conn.

MARKS, GARNETT
Baseball Broadcasts WABC,
Baseball Broadcast WSAT.

MARKWARD, BILL
WCAM, Camden, N. J.

MARTIN, JACK
WKBH, La Crosse, Wis.

MARWELL, JOCKO
WWRL, Woodside, N. Y.

MATTHEWS, TOM
WLAK, Lakeland, Fla.

MAXWELL, JOCKO
WLTH & WWRL, New York.

MEHL, ERNEST
WDAF, Kansas City, Mo.

MERNA, JOHN
WIBX, Utica, N. Y.

MEYER, FREDDY
WHDL, Olean, N. Y.

MICHAEL, RAYMOND
WMAL, WRC, Washington,
D. C.

MICHEL, ALF
WHBY-WTAQ, Green Bay,
Wis.

MILBURN, EMORY
KVCV, Redding, Calif.

MILDER, NATE
WALR, Zanesville, Ohio.

MILLER, CAMPBELL
WJBC, Bloomington, Ill.

MILLER, EDDIE
KSUN, Lowell, Ariz.

MILLER, HOWARD A.
WGIL, Galesburg, Ill.

MILLER, JOHNNY
WSGS, Winston-Salem, N. C.

SPORTS COMMENTATORS

MITCHELL, CLYDE
CKCR, Kitchener - Waterloo,
Ont., Can.

MOCK, BILL
KEX-DGW, Portland, Ore.

MOON, ROBERT
KNX, Los Angeles, Calif.

MOORE, LINDLE
WEBQ, Harrisburg, Ill.

MOORE, MARIAN
WTFM, Fort Lauderdale, Fla.

MORELAND, HARRY
WROL, Knoxville, Tenn.

MOREY, ART
KWJJ, Portland, Ore.

MORGAN, EARL
WAYX, Waycross, Ga.

MOSHIER, JEFF
WSUN, St. Petersburg, Fla.

MOYLE, PAUL
WCNC, Elizabeth City, N. C.

MULLINAX, ED
WHMA, Anniston, Ala.

MULVIHILL, MARV
KFVJ, Grand Junction, Colo.

MURPHY, MICKEY
KFPL, Dublin, Texas.

MURRAY, JIM
WCAE, Pittsburgh, Pa.

MYERS, DENNY
WEAN, Providence, R. I.

MYERS, JOE
KOA & KFEL, Denver, Colo.

— N —

NASH, BARNES H.
WJLS, Beckley, W. Va.

NASH, ROBERT
WKRC, Cincinnati, Ohio

NEVLETT, JOHNNY
WBNS, Columbus, Ohio

NELSON, RALPH
KCKN, Kansas City, Kans.

NESBIT, DICK
WENR & WMAQ, Chicago, Ill.

NEWMAN, JACK
KDB, Santa Barbara, Calif.

NOLL, HERMAN
WKOK, Sunbury, Pa.

NORMAN, NEIL
WIL, St. Louis, Mo.

NORRIS, PAUL
WSOC, Charlotte, N. C.

NORWOOD GARVICE
KCMC, Texarkana, Texas

NUNN, CLYDE
CJCB-CJCX, Sydney, Nova Scotia, Can.

— O —

OAKES, B.
WATL, Atlanta, Ga.

O'BRIEN, DON
KMBC, Kansas City, Mo.

O'BRIEN, GREG
WEBC, Duluth, Minn.

O'BRIEN, JOE
WMCA, New York City, N. Y.

O'CALLAHAN, JEAN
WCNW, Brooklyn, N. Y.

O'HARA, BOB
WFBL, Syracuse, N. Y.

O'HARA, JOHNNIE
KWK, St. Louis, Mo.

OLDAKER, LYNN
KGFX, Pierre, S. D.

ONSLow, JACK
WAAB-WNAC, Boston, Mass.

O'TOOLE, LARRY
WCAD, Canton, N. Y.

OTT, WOODROW
WESG, Elmira, N. Y.

OWEN, FORREST
WKAR, East Lansing, Mich.

OWENS, MAURY
WROK, Rockford, Ill.

OXFORD, GEORGE
WJBW, New Orleans, La.

— P —

PAGET, JOE
WJDX, Jackson, Miss.

PARKER, WILSON
KGFF, Shownee, Okla.

PATRICK, VAN
KRMD, Shreveport, La.

PEARSON, FORT
WENR, WMAQ, Chicago, Ill.

PENFIELD, ADD
WPTF, Raleigh, N. C.

PEPE, JOHNNY
WPIC, Sharon, Pa.

PERRY, BOB
WORL, Boston, Mass.

PETERS, KENETH
KTMS, Santa Barbara, Calif.
Football Broadcasts.

PETTEGREW, C. W.
WOSU, Columbus, Ohio

PEAHLER, JR., FRED P.
WTOC, Savannah, Ga.

PHILLIPS, ROGER
WSIX, Nashville, Tenn.

PIEDRA, CHARLIE
WCHV, Charlottesville, Va.

PIELOW, ELDEN
KWBG, Hutchinson, Kans.

PIGUE, BOB
WMC, Memphis, Tenn.

POOLE, BOB
WGPC, Albany, Ga.

POOLE, BOB
WBIG, Greensboro, N. C.

POPE, BILL
WENY-WESG, Elmira, N. Y.

PRIESTLEY, BOB
CJGX, Yorktown, Sask. Can.

PRYOR, JIM
WHIS, Bluefield, W. Va.

— Q —

QUIGLEY, E. C.
WIBW, Topida, Kans.

— R —

RAMSEY, WAYMOND
KELD, El Dorado, Ark. KARK,
Little Rock, Ark.

RAPIEFF, KEN
WICC, Bridgeport, Conn.

RAPP, CY
KMA, Shenawdoah, Iowa.

RATEY, HUBERT
WGPC, Albany, Ga.

RATLIFF, SLIM
WTAL, Tallahassee, Fla.

RAY, ED
WDAE, Tampa, Fla.

REAGAN, J. NEIL
WOC, Davenport, Iowa

REDFERN, CHARLES
WJBC, Bloomington, Ill.

REILLY, SPEED
KLS, Oakland, Calif.

REVEL, ORVILLE
WKAT, Miami Beach, Fla.

REYNOLDS, CARTER
KFDA, Armarillo, Texas

RIE, CONRAD
WJMC, Rice Lake, Wisc.

RICARDSON, BOB
KWK, St. Louis, Mo.

RIDER, MAURY
KIRO, Seattle, Wash.

RILEY, DON
WCAO, Baltimore, Md.

RILEY, LEN
WFBM, Indianapolis, Ind.

RISS, DAN
WFAA, Dallas, Texas

RIVES, BOB
KBST, Big Spring, Texas

ROACH, HAL
KTAR, Phoenix, Ariz.

ROGERS, RALPH
KCRC, Enid, Okla.

ROGERS, WILLIAM
WHAM, Rochester, N. Y.

ROHN, BILL
KSOO-KELO, Sioux Falls, S.D.

ROLL, DICK
WHIO, Dayton, Ohio.

ROSCOE, PAUL
KVAK, Atkinson, Kans.

ROSKIN, LEW
CJOC, Lethbridge, Alberta, Can

ROSS, GEORGE
KWG, Stockton, Calif.

ROTHCHILD, WALTER
WTAD, Quincy, Ill.

ROTHNM, BILL
WSYR, Syracuse, N. Y.

RUBENSTEIN, RALPH
WAAE, Boston, Mass.

RUSH, KENT
KTHS, Hot Springs, Ark.

RUSSELL, DAVE
WRUF, Gainesville, Fla.

RUSSELL, JACK
CKCR, Kitchener - Waterloo -
Ont. Can.

RUTHBORN, NACK
WMBR, Jacksonville, Fla.

RYAN, FRANK
WAAE, Boston, Mass.

RYAN, QUIN A.
WGN, Chicago, Ill.

— S —

SAMP, ED
WHA, Madison, Wisc.

SANDERS, JACK
WSKB, McComb, Miss.

SAUNDERS, CHARLES
WGCM, Mississippi City, Miss.

SAVAGE, GUY
WGA, Chicago, Ill.

SCHALDEMAN, CARL
KWSC, Pullman, Wash.

SCHMIDT, RAY
KWK, St. Louis, Mo.

SCHWEER, ROLAND
KPRC, Houston, Texas

SCOFIELD, DAVE
KFRC, San Francisco, Calif.

SCOTT, RAY
WJAC, Johnston, Pa.

• • • **SPORTS COMMENTATORS** • • •

SCURLOCK, TINY
KRIC, Beaumont, Texas

SEARLES, NEIL
WGL-WOVO, Fort Wayne, Ind.

SEARS, BILL
KUTA, Salt Lake City, Utah

SELBY, PRICE
WRGA, Rome, Ga.

SHAFFER, John
WKY, Oklahoma City, Okla.

SHANNON, BOB
KNO, Winona, Minn.

SHAVER, BUD
WXYZ, Detroit, Mich. Baseball
Final, Grid Iron Guesses.

SHERMAN, VAL
WBEM, Chicago, Ill.

SHERMAN, W. C.
WBAP, Fort Worth, Texas.

SHOLAR, WILEY
WBIG, Greensboro, N. C.

SHORT, JACK
CKMO, Vancouver, British
Columbia, Can.

SHUMATE, GENE
KRNT, KSO, Des Moines, Iowa

SIEBERT, HERB
KWYO, Sheridan, Wyo.

SILVA, FRANK
WSAY, Rochester, N. Y.

SIVERS, REX
CKTB, St. Catharines, Ont.,
Can.

SIMMONS, DAVE
KDYL, Salt Lake City, Utah.

SIMONDS, HAL
WFIL, Phil., Pa.

SIMPSON, CHUCK
WDOD, Chattanooga, Tenn.

SIMPSON, DALE
KCRC, Enid, Okla.

SIMPSON, STAN
KTKC, Visalia, Calif.

SKARDA, LANGDON
KICA, Clovis, N. M.

SLAPPEY, SID
WMAS, Macon, Ga.

SLATER, BILL
WNAC, Boston, Mass.

SLUTZ, GENE
WCMI, Ashland, Ky.

SMALL, FRANK
WARD, Brooklyn, N. Y.

SMART, NEFF
KOVO, Provo, Utah

SMITH, CHESTER
KDKA, Pittsburgh, Pa.

SMITH, ERNIE
NBC, Pacific Coast League
Baseball Games.

SMITH, HAL
WRR, Dallas, Texas.

SMITH, HUGH
WAML, Laurel, Miss.

SMITH, ROBERT H.
WOOD-WASH, Grand Rapids,
Mich.

SNOWDON, CHARLES
WBKL, Clarksburg, W. Va.

SPANIO, ARNOLD
KOOS, Marshfield, Ore.

SPARKS, BUD
WCAM, Camden, N. J.

SPENCER, R.
WADC, Akron, Ohio.

ST. JAMES, CHRIS
WGNW, Brooklyn, N. Y.

STAHL, GEORGE
WKOK, Sunbury, Pa.

STAMPS, WELDON
KGFF, Shawnee, Okla.

STARR, JACK
WTAM, Cleveland, Ohio

STEARNS, BILL
WHEB, Portsmouth, N. H.

STEELE, BOB
WTIC, Hartford, Conn.

STEMMLER, NICK
WSYR, Syracuse, N. Y.

STERN, BILL
NBC, Boxing Bouts, Four Star
News, Sports Newsreel of the
Air, Goodrich Sports Review.

STEVENS, JACK
WNAC, Boston, Mass.

STEVENS, RALPH
KROW, Oakland, Calif.

STEVESON, JIMMY
WJR, Detroit, Mich.

STEWART, M. D.
KNET, Palestine, Texas

STEWART, WALTER
WMC, Memphis, Tenn.

STOCKTON, J. ROY
KSD, St. Louis, Mo.

STONE, RALPH
KSRO Santa Rosa, Calif.

STOTT, ANNE
CKMO, Vancouver, British
Columbia, Can.

STOUT, ALLEN
WKRC, Cincinnati, Ohio.

STOUT, ALLEN
WROL, Knoxville, Tenn.

STRAUSS, JOE
WRNL, Richmond, Va.

SULLIVAN, GENE
KGO & KPO, San Francisco,
Calif. Fellow Sportsman.

SULLIVAN, HENRY
WGTM, Wilson, N. C.

SULLIVAN, JOHN
KNET, Palestine, Texas

SUTTERFIELD, PHIL
WCSC, Charleston, S. C.

SWAN, JOHN D.
WCAX, Burlington, Vt.

SWEENEY, BUDD
WHKC, Columbus, Ohio

— T —

TALBERT, TURTLE
WPOI, Bristol, Tenn.

TAUB, SAM
WHN, Hour of Champions,
NBC, Commentator on Tele-
vision Fights and Madison
Square Garden Fights.

TEAS, CHARLES
KGFI, Roswell, N. M.

TERRY, BILL
WGN, Birmingham Ala.

TERRY, JR., BILL
WMC, Memphis, Tenn.

TERRY, GENE
WTAD, Quincy, Ill.

TERWAY, TYS
WNOX, Knoxville, Tenn.

THOMAS, HARRY
WBAX, Wilkes Barre, Pa.

THOMAS, JACK
WACO, Waco, Texas

THOMAS, ROLLYN O.
CBS-MBS-NBC, Football Broad-
casts.

THOMPSON, BILL
KWFT, Wichita Falls, Texas.

THOMPSON, HAL
WFAA, Dallas, Texas

THOMPSON, JIMMIE
WFBC, Greenville, S. C.

THORGERSEN, ED
MBS.

THORNBURGH, VERNON
WCPO, Cincinnati, Ohio

TIPS, KERN
KPRC, Houston, Texas.

TIPTON DAVID
KFPL, Dublin, Texas.

TOTTEN, HAL
WENR, WMAQ, Chicago, Ill.

TREDWAY, BILL
KFBB, Great Falls, Mont.

TRUITT, ROLLIE
KEX-KGW, Portland, Ore.

TUCKER, JOE
WWSW, Pittsburgh, Pa.

TURNER, JIM
WSIX, Nashville, Tenn.

TUTHILL, BILL
WWRL, Woodside, N. Y.

TYSON, E. L.
WWJ, Detroit, Mich.

— U —

UPSHUR, BOB
WGRM, Grenada, Miss.

— V —

VANCE, FRED
WDWS, Champaign, Ill.

VANCE, KEN
WMSL, Decatur, Ala.

VAN DES AUTELS, R.
KFAC, Los Angeles, Calif.

VELA, WILLIE
KPAB, Laredo, Texas

VENTER, MEL
KFRC, San Francisco, Calif.

VINEY, HENRY
CJOC, Lethbridge, Alberta,
Can.

VOLGER, CHARLES
WHBF, Rock Island, Ill.

VOLKER, GEORGE
KVAN, Vancouver, Wash.

VOLTZ, LUTHER
WIOD, Miami, Fla.

— W —

WADE, HORACE
WAAB, Boston, Mass.

WAGNER, PAUL
WPAY, Portsmouth, Ohio

WAGNER, RALPH
WOW, Omaha, Nebr.

WAKEMAN, TONY
WOL, Washington, D.C. Sports-
page.

WALKER, HAL
WISN, Milwaukee, Wisc.

WALKER, W. E.
WIBA, Madison, Wisc.

WALLACE, GUY
WHK-WCLE, Cleveland, Ohio.

WALLACE, HUGH
CKMO, Vancouver, British Co-
lumbia, Can.

• • • **SPORTS COMMENTATORS** • • •

WALLACE, JACK
KBST, Big Spring, Texas.

WALLACE, RAY
WKST, New Castle, Pa.

WALLACE, WILLIAM L.
KOV, Valley City, N. D.

WALSH, IRA
WPEN, Phil. Pa.

WALTON, LUKE
WECB, Indianapolis, Ind.
WBOW, Terre Haute, Ind.

WARD, FRANK B.
WFMJ, Youngstown, Ohio.

WARD, GRANT P.
WOSU, Columbus, Ohio

WARDEN, AL
KLO, Ogden, Utah.

WARNER, BILL
KMA, Shenandoah, Iowa.

WARREN, CHARLES
WCOL, Columbus, Ohio

WATKINS, DICK
KRGU, Westlaco, Texas.

WATRICK, DON
WKAR, East Lansing, Mich.

WEATHERWAX, BEN K.
KXRO, Aberdeen, Wash.

WEBSTER, MAURICE
KNX, Los Angeles, Calif.

WEEKS, GEORGE
WJAX, Jacksonville, Fla.

WEGENER, DICK
KARM, Fresno, Calif.

WEINGARTH, FRED
WDAF, Kansas City, Mo.

WELCH, MILAN O.
WCHS, Portland, Maine

WELSH, BILL
KFEL, Denver, Colo.

WELTMER, FRANK
KOY, Phoenix, Ariz.

WESLEY, JAY
WEEI, Boston, Mass. Marvels
Sports Rendezvous.

WHISENANT, A. D.
KRBC, Abilene, Texas.

WHITE, ANDREW
KTAR, Phoenix, Ariz.

WHITE, ANDY
KVOA, Tucson, Ariz.

WHITE, PETER
WKAT, Miami Beach, Fla.

WHITNEY, DICK
WRNL, Richmond, Va.

WHITNEY, JACK
KADA, Ada, Okla.

WIEGAND, CLYDE
KVCV, Redding, Calif.

WIGGS, KEN
WGH, Newport News, Va.

WILBUR, GORT
WNLG, New London, Conn.

WILLIAMS, PAUL
WWJ, Detroit, Mich.

WILLIAMSON, WARREN S.
KFKA, Greeley, Colo.

WILSON, ED.
KFBB, Great Falls, Mont.

WILSON, JOE
WHGC, Canton, Ohio.

WINGE, ED
WCAL, Northfield, Minn.

WISNER, HARRY
WJR, Detroit, Mich.

WOLF, SOL
WRAK, Williamsport, Pa.

WOLFF, HAL
KGO-KPO, San Francisco, Cal.

WOLPERS, ALLAN
KWOC, Poplar Bluff, Mo.

WOOD CHARLES
KWSC, Pullman, Wash.

WOOD, HENRY
WFBM, Indianapolis, Ind.

WOODHOUSE, WOODY
WDNC, Durham, N. C.

WOODS, JACK
KDRO, Sedalia, Mo.

WOODS, JIM
KGLO, Mason City, Iowa.

WOODWARD, LE ROY
WOMI, Owensburg, Ky.

WORKMAN, BILL
WTMA, Charleston, S. C.

WRIGHT, HOLLIS
WTAG, Worcester, Mass.

WYNN, JOE
KOB, Albuquerque, N. M.

— Y —

YANDT, MAX
KGVO, Missoula, Mont.

YOUNG, DAVE
KABC, San Antonio, Texas

YOUNG, GORDON
CFCF, Montreal, Quebec, Can.

YOUNG, JAMES W.
WIS, Columbia, S. C.

YOUNGBLOOD, WESLEY
KFYO, Lubbock, Texas

YOUSE, BOB
WDBJ, Roanoke, Va.

— Z —

ZAIMAN, JACK
WDRG, Hartford, Conn.

ZIFF, SIZ
WFWB, Los Angeles, Calif.

CARL BIXBY

•

CREATOR
WRITER
PRODUCER
OF
HIGH-RATED
RADIO PROGRAMS

•

•

Co-author

"LIFE CAN BE BEAUTIFUL"

"THIS DAY IS OURS"

and

"THE MAN I MARRIED"

•

Westport, Conn.

Writers for Radio

AND THEIR WORK
DURING 1939



— A —

ALEXANDER, A. L.
WHN, New York, N. Y.
Board of Arbitration.
ARMSTRONG, DALE
KECA, Los Angeles, Calif.
You Explain It.
ASHMAN, JAN
NBC. Gallant American Women.

— B —

BALLARD, ALINE
NBC. The Trouble with Marriage.
BARNOUW, ERIC
CBS. Pursuit of Happiness.
BATES, BARBARA
WNAX, Yankton, S. D. Sun-set Trail Program.
BECKER, DON
NBC. Life Can Be Beautiful, The Man I Married.
BELOIN, ED.
NBC. Jello Program Starring Jack Benny.
BIRNBRYER, EDMUND
NBC. Horse and Buggy Days.
BIXBY, CARL
NBC. Life Can Be Beautiful, The Man I Married, This Day Is Ours.
BRODNEY, OSCAR
Jack Haley's Wonder Show
CBS, Hall of Fun NBC, Gateway to Hollywood CBS, Joe Penner Program NBC.
BROWN, HIMAN
NBC. Hilda Hope, M.D.

— C —

CARRINGTON, ELAINE S.
NBC. Pepper Young's Family.
CARROLL, CARROLL
NBC. Kraft Music Hall.
CONLAN, PAUL
Signal Carnival NBC, Grouch Club NBC, Texaco Star Theatre CBS.
CRANE, VERNON
NBC. Vernon Crane's Story Book.
CRUSINBERRY, JANE
NBC. The Story of Mary Marlin.

— D —

DABNEY, JR., BERNARD M.
WRFD, Richmond, Va.
DAVIDSON, DAVID
CBS. Society Girl.
DAVIDSON, MICHAEL
Believe It Or Not CBS, Aunt Jenny's True Life Stories NBC, Dale Carnegie NBC, Sea-test Program NBC.

— E —

ELLIS, CAROLINE
NBC. Caroline's Golden Store.
ERSKINE, LAURIE YORK
NBC. Renfrew of the Mounted.
EVANS, MARYLIN
KOMO-KJR. Seattle, Wash.
EVANS, TREVOR
KOMO-KJR. Seattle, Wash.

— F —

FAULKNER, GEORGE
CBS. Pursuit of Happiness.
FINBERG, HAL.
Jack Haley's Wonder Show
CBS, Joe Penner Program
NBC.
FISHER, MARVIN
NBC. The Signal Carnival.
FLEMING, VAN
NBC. I Want a Divorce.
FRAMER, WALT
WWSW, Pittsburgh, Pa.

— G —

GEIGER, MILTON
CBS. Ray Collins in Country Seat.
GIES, JAMES
WNAX, Yankton, S. D. Sun-set Trail, Western Jamboree.
GLASCOTT, RUTH
KOMO-KJR. Seattle, Wash.
GOLDSMITH, CLIFFORD
NBC. The Aldrich Family.
GRAYSON, NAN
WWSW, Pittsburgh, Pa.

— H —

HALL, CHARLES GILBERT
NBC. Ideas that Came True.
HALPERN, DAVID HALE
MBS. Listen America.
HARRISON, CLAIRE
KWK, St. Louis, Mo.
HARVEY, RAY
NBC. Horace Heidt, Stop Me If You Heard This One.
HERMAN, HARRY
NBC. Mr. District Attorney.
HIKEN, NAT
NBC. The Grouch Club.
HILL, FRANK ERNEST
NBC. On Your Job.
HOLDEN, EDDIE
NBC. The Holdens.
HOLLAND, GERALD
NBC. Magic Waves.
HOPKINS, PAULINE
NBC. Midstream.

— K —

KENT, MONA
NBC. The Carters of Elm Street.
KIBBEE, ROLAND
NBC. The Grouch Club.

KLOSE, WOODY
NBC. The Family Man.
KOLITCH, LOUISE
KOMO KJR Seattle, Wash.
KRUM, FAYETT
NBC. Girl Alone, Thunder Over Paradise.

— L —

LAURIA, LEW
CBS. Joe E. Brown Program.
LAWRENCE, HARRY
NBC. Kaltenmeyer's Kindergarten.
LEVINSON, LEONARD
NBC. The Tip Top Show.
LEVY, PARKE
MBS. Listen America, Ben Bernie and All The Lads.
LIPSCOTT, ALAN
CBS. Ben Bernie and All the Lads.
LYNCH, PEGGY
WCHV, Charlottesville, Va. Vanity Fair.
LYNN, EDWARD
KFWB, Los Angeles, Calif. That's How It Happened, Uncle Jimmy.

— M —

MACK, DICK
NBC. The Chase and Sanborn Program.
MAGUIRE, ARNOLD G.
Joe Penner Program NBC; Olsen and Johnson Program, Signa. Carnival NBC, Blue Monday Jamboree CBS.
MARCIN, MAX
NBC. Johnny Presents.
MEADE, DWIGHT
NBC. Harvey and Dell.
MEISER, EDITH
The Adventures of Sherlock Holmes, NBC.
MICHAEL, SANDRA
NBC. Against the Storm, The Affairs of Anthony.
MOORE, SAM
NBC. Good News of 1940.
MORROW, BILL
NBC. The Jello Program.
MORSE, CARLTON E.
NBC. I Love a Mystery, One Man's Family.
MUNDY, TALBOT
NBC. Jack Armstrong.

— N —

NILES, WENDELL
NBC. Joe Penner Program.

— O —

OBOLER, ARCH
NBC. Arch Oboler's Plays.

WRITERS

— P —

PHILLIPS, BOB
Peepsodent Show NBC, Texaco
Star Theatre CBS, Joe Penner
Program NBC.

PHILLIPS, IRNA
NBC, Guiding Light, The
Right to Happiness, Road to
Life, The Woman in White.

PIGEON, MARIE
KOMO-KJR, Seattle, Wash.

POST, ROY
You The Jury ETs, Minute
Mysteries ETs.

— Q —

QUINN, DON
NBC, Fibber McGee and
Molly.

QUINN, STANLEY
NBC, The Chase and Sanborn
Program.

— R —

RAPP, PHIL
NBC, Good News of 1940.

RHYMER, PAUL
NBC, Vic and Sade.

RIDGWAY, AGNES
NBC, Those We Love.

RIECK, MILTON
WOW, Omaha, Nebr. Little
Man.

ROSS, JEROME
CBS, Society Girl.

— S —

SHAYON, ROBERT L.
MBS, Twenty Years Ago and
Today, Once Upon a Time,
Author, Author.

SHERDEMAN, TED
NBC, Brent House, Candid
Lady.

SOUVAINE, HENRY
Voice of America CBS, Cadil-
lac Concerts NBC, General
Motors Concerts NBC, Pontiac
Sunday Night Party NBC, La
Salle Fashion Show NBC,
Washington-Merry-Go-Round
MBS, Pontiac Varsity Show
NBC, Half and Half Show
CBS, Your Family and Mine
NBC & CBS, G. Washington's
Question Bee NBC, Listen
America MBS, Gulf Musical
Playhouse CBS, Elmer Davis
News Broadcast CBS.

SPEER, CHARLES
CBS, Believe It Or Not.

STAFFORD, GENE
K-7, Quite By Accident, You
the Unseen Jury, We Want a
Touchdown, Jack Masters,
Front Page Drama, The Ad-
ventures of Jungle Jim.

STEINARD, HELENE
KOMO-KJR, Seattle, Wash.

— T —

TAZEWELL, CHARLES
NBC, The Adventures of Tom
Mix.

TODD, ELIZABETH
NBC, The Chase Twins.

TOVRO, ORIN
NBC, Oxydol's Own Ma Per-
kins.

— W —

WALPOLE, HELEN
NBC, Adventure in Reading.

WARWICK, HOWARD
I Was There MBS, Thirty-Six
Holes MBS, Your Opportun-
ity ETs, The Comedy Theatre
of the Air ETs.

WEINROTT, LEN
NBC, Anne Thomas, Career
Wife.

WEST, JANE
NBC, The O'Neills.

WICKER, IREENE
NBC & MBS, The Singing
Lady.

— Z —

ZIMM, MAURICE
Old Letters, The Squared
Circle, Tapestries of Life, Con-
fessions of Casanova, Life of
Byron, The Police Blotter,
Foibles of the Famous, The
Sucker Clinic, Dan Dun Sec-
ret Operative No. 48.

PAUL CONLAN

WRITES ALL MATERIAL FOR
"VERA VAGUE"

WRITER and PRODUCER
"SIGNAL CARNIVAL"

N. B. C.

for

BARTON A. STEBBINS AGENCY

CARLTON E. MORSE

"ONE MAN'S FAMILY"

"I LOVE A MYSTERY"

N.B.C.

Coast-To-Coast

Backstage

★ Those Engaged in Radio Production
and their work during 1939 ★



— A —

ABBOTT, ED
WCCO, Minneapolis, Minn.

ABODAHER, NAIPH
WKY, Oklahoma City, Okla.

ALEXANDER, JOHN
KFBB, Great Falls, Montana.

ALGER, PAUL
WSNJ, Bridgeton, N. J.

ALHADEFF, MORRISS J.
KOMO-KJR, Seattle, Wash.

ALLEN, JAMES
WTJS, Jackson, Tenn.

ALLEN, KEN
WKBH, La Crosse, Wisc.

ALLEN, PHIL
KFFB, Great Falls, Montana.

ALLEY, J. LINDSEY
WHIS, Bluefield, W. Va.

ALLMAYER, BEN
KCKN, Kansas City, Kans.

ANDERSON, CHARLES
KCA, Denver, Colo.

ARCHER, AUDRA
WPAR, Parkersburg, W. Va.

ARGABRITE, CARL
KIUP, Durango, Colo.

ARNOLD, B. A.
WLAK, Lakeland, Fla.

ARNOLD, WILLIAM
NBC, The Signal Carnival.

ARTHUR, DOUG
WIBG, Glenside, Pa.

ARTHUR, RENE
CKCV, Quebec, Can.

ATWELL, MARTHA
NBC, Just Plain Bill, Or-
phans of Divorce, Mr. Keen,
Tracer of Lost Persons, Young
Widder Brown.

— B —

BAHR, FLORENCE
KCKN, Kansas City, Kans.

BAKER, RUSS
WOW, Omaha, Nebr. WOW
Players.

BALCH, OWEN
KSAL, Salina, Kans.

BALFE, KAYE
WMMN, Fairmont, W. Va.

BARBER, JAMES A.
KGVO, Missoula, Mont.

BARKER, BOB
WFAM WSBT, South Bend,
Ind.

BARNES, LEE
KOMO-KJR, Seattle, Wash.

BARNHART, L. D.
WKAR, East Lansing, Mich.

BARRETT, MAURICE
WHN, New York, N. Y.

BARTELL, GERALD
WHA, Madison, Wisc.

BASS, FRED
CKWX, Vancouver, B. C., Can.

HIMAN BROWN

Radio Productions



"Joyce Jordan, Girl Interne"

CBS

"Your Family and Mine"

CBS

"Hilda Hope, M.D."

NBC

Directed by

CARLO DE ANGELO

Palmolive's *HILLTOP HOUSE* for
Benton and Bowles

THE O'NEILLS, presented by
Ivory Soap—Compton Adv.

CARLO DE ANGELO

Is Available Through
Ed Wolf—Wolf Associates

BACK STAGE

- BAXTER, LEO**
WBOW, Terre Haute, Ind.
- BAXTER, LIONEL**
WAPI, Birmingham, Ala.
- BAYLOR, DAVID**
WGAR, Cleveland, Ohio.
- BEAN, HAROLD**
NBC. Ransom Sherman Presents.
- BEARD, JAY P.**
KBTM, Jonesboro, Ark.
- BEAVERS, WALLACE**
WCOL, Columbus, Ohio.
- BELT, RICHARD**
WHIO, Dayton, Ohio.
- BELZILE, MADELINE**
CJBR, Rimouski, Quebec.
- BENCE, ROBERT**
KFRG, San Francisco, Calif.
- BENNETT, DONN**
WNEF, Binghamton, N. Y.
- BENNETT, RUSSELL**
KXOX, Sweetwater, Texas.
- BENTLEY, ROBERT**
WCPO, Cincinnati, Ohio.
- BERCIOVI, LEONARDO**
NBC. Betty and Bob.
- BERG, AL**
KIEV, Glendale, Calif.
- BERNARD, V.**
CHNC, New Carlisle, Quebec, Can.
- BESSAN, A. S.**
KMAC, San Antonio, Texas.
- BETHEL, FRED**
MBS-WOR, Newark, N. J. Design for Melody, Busman's Holiday, Music and Manners, Morton Gould Programs, Wallenstein Sinfonietta.
- BIONDI, FERDINAND**
CKAC, Montreal, Quebec, Can.
- BISHOP, BURTON**
KTEM, Temple, Texas.
- BISHOP, FRED**
WAAB WNAC, Boston, Mass.
- BLACK, ROY**
WEBR, Buffalo, N. Y.
- BLAIR, FRANK**
WOL, Washington, D. C.
- BLAKE, BARRY**
WJSV, Washington, D. C.
- BLANCHARD, LOWELL**
WNOX, Knoxville, Tenn.
- BLAND, AL**
WCKY, Cincinnati, Ohio.
- BLAND, LEE**
WCKY, Cincinnati, Ohio.
- BLUMENSTOCK, JR., GEORGE**
WSEB, McComb, Miss.
- BODYCOMB, ANEURIN**
KDKA, Pittsburgh, Pa. Arranger, Treasure Trails of Song, To You.
- BOLEN, MURRAY**
NBC. The Jello Program.
- BORRELLI, RALPH**
WPEN, Philadelphia, Pa. Arranger, San Giorgio Varieties.
- BOTTERILL, N.**
CJCA, Edmonton, Alberta.
- BOURASSA, YVES**
CKAC, Montreal, Quebec, Can.
- BOWER, ROGER**
WOR, Newark, New Jersey.
- BOWMAN, PHIL**
WBMM, Chicago, Ill.
- BOYD, ROBERT**
KDB, Santa Barbara, Calif.
- BOYLE, HARRY J.**
CKNX, Wingham, Ont., Can.
- BOYLING, SID**
CHAB, Moose Jaw, Sask., Can.
- BRADLEY, ROLAND**
KOMO-TV, Seattie, Wash.
- BRADSHAW, VAUGHN**
WTAR, Norfolk, Va.
- BRAITHWAITE, D.**
CKGB, Timmins, Ont., Can.
- BRAZEAL, R. W.**
KFPY, Spokane, Wash. Program Director.
- BREWSTER, ROBERT**
NBC. Krait Music Hall, Those We Love.
- BROOKS, JANE**
WCHV, Charlottesville, Va.
- BROWN, BEVERLY**
WWL, New Orleans, La.
- BROWN, GORDON**
KSRD, Santa Rosa, Calif.
- BROWN, HILMAN**
Joyce Jordan CBS, Your Family & Mine NBC, Hiida Hope, M. D. NBC.
- BROWN, HOWARD**
WIP, Phil., Pa.
- BROWN, TOM**
KRGU, Westlaco, Texas.
- BRYANT, E.**
CJCA, Alberta, Can.
- BRYSON, CONREY**
KTSM, El Paso, Texas.
- BUCKINGHAM, R. G.**
CKNX, Wingham, Ontario, Can.
- BUENNING, PAUL**
KTOK, Oklahoma City, Okla.
- BULL, HOWARD**
KVOA, Tucson, Ariz.
- BURKE, BOB**
KCKN, Kansas City, Kans.
- BURKE, HARRY**
WOW, Omaha, Nebr.
- BYRON, ED**
NBC. Mr. District Attorney, What's My Name?

— C —

- CALLAWAY, EDWIN**
KTEM, Temple, Texas.
- CAMPBELL, ELDON**
WGL WOWO, Fort Wayne, Ind.
- CAMPBELL, VICTOR**
WGY, Schenectady, N. Y.
- CANNON, TRACY Y.**
KSL, Salt Lake City, Utah. Music Consultant.
- CARD, CLELLAN**
WCCO, Minneapolis, Minn.
- CARLON, ANDRE**
WCPO, Cincinnati, Ohio.
- CARLSON, RICHARD**
WELI, New Haven, Conn.
- CARLTON, R.**
WATL, Atlanta, Ga.
- CASE, GEORGE T.**
WRAL, Raleigh, N. C.
- CASHMAN, ED.**
CBS. Concert In Rhythm.
- CASSIN, MARGILD**
NBC. Good Morning Tonight.
- CATON, EARL**
WMGA, Moultrie, Ga.
- CAVANAGH, WILLIAM T.**
WTAG, Worcester, Mass.
- CANANOR, HAYLE**
WCCO, Minneapolis, Minn.
- CENTOLA, GREGORY**
WMCA, New York, N. Y.
- CHAMBERS, CLAIRE**
CKSO, Sudoury, Ont., Can.
- CHAUDOIN, ROBERT L.**
WSIX, Nashville, Tenn.
- CHINDBLOM, RICHARD N.**
WAAR, Chicago, Ill.
- CHAMBERLAIN, HOWARD**
KLZ, Denver, Colo.
- CHANCE, AL**
WBMM, Chicago, Ill.
- CHASE, JACK**
WNAX, Yankton, S. D. Director of Sioux City Studios.
- CHERNIAVSKY, JOSEF**
Musical Camera NBC, My Lucky Break MBS, Marathon Melodies NBC-WLW, Nash Automobile Program NBC-Wsai, Musical Sleepcycase MBS.
- CHESHIRE, HARRY**
KMOX, St. Louis, Mo.
- CHRISTMAN, EARL**
WHIO, Dayton, Ohio. Arranger.
- CHURCH, JAMES**
NBC. Adventure in Reading, Mr. District Attorney.
- CIVILLE, ROY**
KIDO, Boise, Idaho.
- CLARK, DAVE**
KFDA, Amarillo, Texas.
- CLARK, GENE**
NBC. Parent's Pow Wow.
- CLARK, HAROLD**
Wean, Providence, R. I.
- CLARK, HOWARD**
CKSO, Sudbury, Ont., Can.
- CLARK, JAY**
NBC. Hollywood Playhouse.
- CLEGG, AUDREY**
WGH, Newport News, Va.
- CLEGHORN, JOHN**
WMC, Memphis, Tenn.
- CLINE, CALDWELL**
WBT, Charlotte, N. C.
- COFFIN, FRANK**
KHSL, Chico, Calif.
- COGGESHALL, A. O.**
WGY, Schenectary, N. Y.
- COHEN, PHILIP**
NBC. Gallant American Women.
- COLLINS, TED**
Kate Smith Hour CBS.
- CONLAN, PAUL**
NBC. Signal Carnival.
- CONNOLLY, JOHN**
WBRC, Birmingham, Ala.

BACKSTAGE

CONOVER, WILLIS
WTBO, Cumberland, Md.

COOKE, F. TURNER
WMAS, Springfield, Mass.

COOPER, A. R.
WFDF, Flint, Mich.

COPE, DON
Good News of 1939 NBC, Joe E. Brown CBS.

CORNING, WALTER
WNOX, Knoxville, Tenn.

CORNWELL, BLAINE
KXOK, St. Louis, Mo.

CORWIN, NORMAN
CBS. Words Without Music. The Columbia Workshop. So This Is Radio, Pursuit of Happiness.

COTT, TED
Society Girl CBS, Bury the Dead, WMCA-Inter-city.

COURSEY, ALEC
WQDM, St. Albans, Vt.

CRABTREE, CHARLES
KTFI, Twin Falls, Idaho.

CROSS, MILTON J.
NBC. Coast to Coast on a Bus.

CROSS, RED
WMAZ, Macon, Ga.

CROSSWHITE, R. I.
KFEL, Denver, Colo.

CROW, LESLIE
WTMV, East St. Louis, Ill. News Editor.

CRUMP, OWEN
NBC. The Grouch Club.

CRUTCHFIELD, CHAS. H.
WBT, Charlotte, N. C.

CUDEBACK, EUGENE
WDAS, Phil., Pa.

CUPP, ROD
WLS, Chicago, Ill.

— D —

DALE, GEORGE
WJLS, Beckley, W. Va.

DANBY, LEE
KTW, Seattle, Wash.

DAVIDSON, G.
WKBV, Youngstown, Ohio.

DAVIS, BILL
WAGM, Presque Isle, Maine.

DAVIS, RUSS
KWTO-KGBX, Springfield, Mo.

DAWSON, STEWART
WBBM, Chicago, Ill.

DEAN, STUART
KOMA, Oklahoma City, Okla.

DE ANGELO, CARLO
NBC. Hilltop House, The O'Neills.

DeMILLE, CECIL B.
CBS. Lux Radio Theatre.

DeMOSS, LYLE
WOW, Omaha, Nebr.

DENNIS, JR., LLOYD
WJSV, Washington, D. C.

DEVORE, TOM
WBNS, Columbus, Ohio.

DIERKEN, KATHERINE
WBAL, Baltimore, Md. Director of Women's Programs.

DILLAHUNTY, THOMAS
KCMC, Texarkana, Texas.

DILLER, ROBERT
WMRO, Aurora, Ill.

DILLON, JOHN
WFAS, White Plains, N. Y.

DINSDALE, A "DINNY"
Beyond Reasonable Doubt. Special West and Texas Networks.

DIXON, JOHN
WROK, Rockford, Ill.

DIXON, MASON
WNOX, Knoxville, Tenn.

DONAHOE, HOWARD
WLOK, Lima, Ohio.

DOUGLAS, JIM
KMOX, St. Louis, Mo.

DRAIN, ROBERT
WFAM WSBT, South Bend, Ind.

DRAKE, DALE
WRR, Dallas, Texas.

DREYFUS, WOODS
WISN, Milwaukee, Wis.

DROLICH, AL
KDRO, Sedalia, Mo.

DRUMMOND, DAVID
NBC. Hawthorne House.

DRYSDALE, NORMAN
WHK-WCLE, Cleveland, Ohio.

DUFFY, L. ROY
KFJZ, Fort Worth, Texas.

DUNNING, INNESS
WEBC, Duluth, Minn.

DURBIN, BILL
WEW, St. Louis, Mo.

DUTTON, MYRON
NBC. Contrasts, The Chase and Sanborn Program, The Holdens, I Love A Mystery, One Man's Family, Who Sang It?

— E —

EDWARDS, BILL
WMMN, Fairmont, W. Va.

EDWARDS, EDDIE
KMBC, Kansas City, Mo.

EDWARDS, ERNIE
KWYO, Sheridan, Wyo.

EISEN, MORRIS
WMBH, Joplin, Mo.

EISENMAN, ROBERT
WSAV, Savannah, Ga.

ELLINGTON, KEN.
WBBM, Chicago, Ill. Know Your Job, Meet Chicago.

ELLIOTT, GERALDINE
WJR, Detroit, Mich.

ELTON, DAVE
NBC. Good News of 1940, Al Pearce and His Gang, Hollywood Playhouse.

ERICKSON, RODNEY
WMAL WRC, Washington, D. C.

ERVIN, EDWARD
WBNX, New York, N. Y.

EUBANKS, GENE
NBC. Backstage Wife, The Gilmans.

EVANS, HAYDEN
WHBY WTAQ, Green Bay, Wis.

EVANS, JONES
WBAX, Wilkes Barre, Pa.

— F —

FABIAN, BUNTY
KUTA, Salt Lake City, Utah.

FAFARD, JULIETTE
CJBB, Rimouski, Quebec, Can.

FAULKNER, DICK
BBM, Chicago, Ill.

FAUST, ARTHUR H.
KMPC, Beverly Hills, Calif. Program Director, Rolling Wheels, Treasure Island.

KOIL, Omaha, Nebr. Production Manager.

FAWCETT, GILBERT
KDAL, Duluth, Minn.

FENNIMORE, GENE
KFYO, Lubbock, Texas.

FERRIS, ROBERT
KOMO-KJR, Seattle, Wash.

FIELDING, BILL
WMC, Memphis, Tenn.

FILLION, W. ROSS
WMAL WRC, Washington, D. C.

FINDLAY, BOB
WHAI, Greenfield, Mass.

FISHBURN, ALAN M.
Surry Theatre Hour WABI, Star Notes From Stony Creek Theatre WECC, Your Family and Mine NBC & CBS.

FISHER, JERRY
KABC, San Antonio, Texas

FLANAGAN, ALVIN
WRUF, Gainesville, Fla.

FLEMING, VAN
NBC. I Want A Divorce.

FLETCHER, G. G.
WLAK, Ladeland, Fla.

FLINT, H. HARRISON
KTKC, Visalia, Calif.

FONDREN, ELMER
KGGM, Albuquerque, New Mexico.

FOSTER, JACK
KRIC, Beaumont, Texas.

FOSTER, JAMES
WHEB, Portsmouth, N. H.

FOULIS, WILLIAM S.
KOB, Albuquerque, N. M.

FOWLKES, ROSSER
WAUR, Winston-Salem, N. C.

FOX, FRED
KYA, San Francisco, Calif.

FRAZIER, KYLE
WMSL, Decatur, Ala.

FREBURG, CHARLES
WOC, Davenport, Iowa.

FREBAIRN-SMITH, THOMAS
CBS. Lux Radio Theatre, Big Town, Al Pearce and His Gang.

FREELAND, FRED
WHBC, Canton, Ohio.

FREEMAN, GENE
KTW, Seattle, Wash.

FRENCH, BOB
WHKC, Columbus, Ohio.

FRESCOTT, NORMAN
NBC. Alias Jimmy Valentine, Uncle Jim's Question Bee.

BACK STAGE

FRITSCHER, SIGMUND
WKBB, Dubuque, Iowa.

FRY, EVAN
KANS, Wichita, Kans.

FURR, RICHARD
KWFT, Wichita Falls, Texas.

— G —

GAGNON, JEANNE
CJBR, Rimouski, Quebec, Can.

GALLIART, MELVILLE K.
WKBB, Dubuque, Iowa.

GAMBLE, PAUL
WPIC, Sharon, Pa.

GARDNER, ED
CBS, This Is New York.

GARFIELD, JOHN
WBAX, Wilkes Barre, Pa.

GARFIELD, SCOTT P.
WIBX, Utica, N. Y.

GARLARDIN, R. G.
WEEI, Boston, Mass.

GATEWOOD, Z.
WTAD, Quincy, Ill.

GAVIN, BILL
KOMO-KJR, Seattle, Wash.

GAY, BILL
KNX, Los Angeles, Calif. Supervisor of Announcers.
CBS, Producer, Burns and Allen.

GEARHART, LYNN
WSUN, St. Petersburg, Fla.

GENSEL, CARL
WXYZ, Detroit, Mich.

GENTRY, LETHA MYERS
KOMO-KJR, Seattle, Wash.

GENTRY, ROBERT
KOMO-KJR, Seattle, Wash.

GEORGE, A. H.
KOBH, Rapid City, S. D.

GEORGES, BERT
WCMI, Ashland, Ky.

GIBBONS, GUILBERT
WENR-WMAQ, Chicago, Ill.

GIBNEY, JACK
WRBL, Columbus, Ga.

GIFFORD, DICK
KWNO, Winona, Minn.

GILBERT, PEGGY
KMPC, Beverly Hills, Calif.
Petticoat Review, Six Gals and a Guy.

GILLINGHAM, JOHN
KYA, San Francisco, Calif.

GIRARD, PAUL
WBAL, Baltimore, Md.

GIROUX, PAUL
KTAR, Phoenix, Ariz.

GLENN, JOE
WMMN, Fairmont, W. Va.

GOBEL, ADOLPH
WWRL, Woodside, N. Y.

GODWIN, CHARLES
WOR, Newark, N. J.

GOLDBERG, RUBIN
WLTH, Brooklyn, N. Y.

GOLDEN, MYRON
WWJ, Detroit, Mich.

GOODWIN, HAL
WHA1, Greenfield, Mass.

GORDON, DARLENE
WMRO, Aurora, Ill.

GORDON, SAM
WBBQ, Memphis, Tenn.

GOSCH, MARTIN
CBS, Columbia Workshop.

GOTTLIEB, JOE
WCAU, Phila., Pa.

GRAHAM, ARTHUR W.
WKST, New Castle, Pa.

GRAHAM, GORDON
NBC, Valliant Lady.

GRAHAM, WALTER
WMAZ, Macon, Ga.

GRAM, RALPH
WWMC, Asheville, N. C.

GRANT, ROBERT
WNOE, New Orleans, La.

GRAY, MADELINE
NBC, Bright Idea Club.

GREEN, CHARLES P.
WIOD, Miami, Fla.

GREEN, GEORGE
NBC, Cloister Bells.

GREEN, GILBERT S.
WLTH, Brooklyn, N. Y.

GREEN, JUDD NORMAN
KMOX, St. Louis, Mo.

GREENE, C. F.
CJGX, Yorkton, Sask., Can.

GREENE, R. G.
KIEV, Glendale, Calif.

GREENICE, FRED
KMA, Shenandoah, Iowa.

GREENWOOD, WARREN
WHA1, Greenfield, Mass.

GRIFFIN, BETTY C.
WIBX, Utica, N. Y.

GROLLER, JOHN
WGBI, Scranton, Pa.

GROSS, ELLIOT F.
WFMD, Frederick, Md.

GRUENBERG, AXEL
NBC, The Affairs of Anthony.

GRUNTS, BRENT
WFBR, Baltimore, Md.

GUTTRIDGE, MARYNELLE
WRNL, Richmond, Va.

GUYAN, GEORGE
KFRU, Columbia, Mo.

HAINEX, FRANK
WCOA, Pensacola, Fla.

HALL, ARTHUR SEYMOUR
WCOF, Boston, Mass.

HALPERN, DAVID HALE
WMAN, Springfield, Mass. & WATR & WBRV, Waterbury, Conn. Regal News with Elmer Davie CBS.

HAMILTON, JIM
WLEU, Erie, Pa.

HANEY, LORAN
WKBZ, Muskegon, Mich.

HANNON, S. L.
WFPY, Spokane, Wash. Production Manager.

HANSEN, JOHN F.
KFOR, Lincoln, Nebr.

HARDEN, FRANK
WBIG, Greensboro, N. C.

HARDER, JACK
WAYX, Waycross, Ga.

HARDY, RALPH
KSL, Salt Lake City, Utah.

HARGIS, THOMAS
WENR WMAQ, Chicago, Ill.

HARKINS, BEN
KFRC, San Francisco, Calif.

HARMON, KING
KGVO, Missoula, Mont.

HARPER, TRO
KSFO, San Francisco, Calif.

HARRINGTON, NORMAN
KGLU, Safford, Ariz.

HARRIS, DAVID H.
WOOD-WASH, Grand Rapids, Mich.

HARRIS, HARRIETT
WOW, Omaha, Nebr. Magic Story Circle.

HARRIS, L. G.
WENR WMAQ, Chicago, Ill.

HARRISON, R.
CKOC, Hamilton, Ont., Can.

HARTMAN, LOUIS
KOCY, Oklahoma City, Okla.

HARVEY, JAMES
KYW, Philadelphia, Pa.

HAWKINS, S. BOWEN
WIBX, Utica, N. Y.

HAWTHORNE, BEN
WTIC, Hartford, Conn.

HAYES, JOHN
WOR, Newark, N. J.

HAYES, MAURICE F.
WSUN, St. Petersburg, Fla.

HAYES, REX
WNAX, Yankton, S. D. Musical Director-Arranger.

HEDIGER, TED
NBC, The Adventures of Sherlock Holmes, The Jello Program, Kraft Music Hall.

HEGELUND, FRED
NBC, Good Morning Tonight, Martha Meade, Bennie Walker's Tillamook Kitchen.

HEISCH, GLAN
NBC, The Tip Top Show.

HENDERSON, R.
CKOC, Hamilton, Ont., Can.

HENDON, JUNE
KSAN, San Francisco, Calif. Mothers Only.

HENKIN, MORTON
KSOU-KELO, Sioux Falls, S. D.

HENRY, E.
KDRO, Sedalia, Mo.

HEWETSON, H.
KMBC, Kansas City, Mo.

HICKMAN, HENRY
WFBR, Baltimore, Md.

HICKS, CHARLES
WSOC, Charlotte, N. C.

HIESTAND, BOB
KECA - KFI, Los Angeles, Calif.

HILL, JACK
WWJ, Detroit, Mich.

HINCKS, M. N.
CKLN, Nelson, B. C. Library Time.

HIRSCHBOECK, BETTINA
WEBC, Duluth, Minn.

HOBOGOOD, BOB
WOMI, Owensburg, Ky.

HOFF, HARRY W., JR.
Life Can Be Beautiful CBS. This Day Is Ours NBC, The Man I Married NBC, The Parker Family NBC.

— H —

BACK STAGE

HOFFMAN, JACK
KTUL, Tulsa, Okla.

HOLBROOK, JACK
KMIN, St. Paul, Minn. &
KYSM, Mankato, Minn.

HOLT, BOB
WCLS, Joliet, Ill.

HOWARD, HERB
WNAAX, Yankton, S. D. Sun-
set Trail.

HOWELL, CHARLES
KFJX, Grand Junction, Colo.

HOWLETT, ERIC
WJR, Detroit, Mich.

HUDSON, HARRY
WOPI, Bristol, Tenn.

HUGHES, GORDON
NBC, Midstream, Your Health,
Inside Story.

HUGHES, HAROLD
KOIL, Omaha, Nebr.

HUGHES, RUSSEL
KFWB, Los Angeles, Calif.

— I —

IGON, BERT
KWK, St. Louis, Mo.

IRVING, CHARLES
WTCN, St. Paul-Minneapolis,
Minn.

— J —

JACKSON, DALE
WMEF, Plattsburg, N. Y.

JACKSON, FRANK
KGFF, Shawnee, Okla.

JACOBSON, LOUIS
WGN, Chicago, Ill.

JARVIS, ERNEST
KNX, Los Angeles, Calif.

JENKINS, RONALD
WJNO, West Palm Beach, Fla.

JOHNSON, EDWARD
NBC, Metropolitan Opera
Auditions of the Air.

JOHNSON, FRANK
WBNX, New York, N. Y.

JOHNSON, WAYNE
WKBN, Youngstown, Ohio.

JOHNSTONE, JACK
NBC, Johnny Presents.

JOHNS, WILLIAM
WTFB, Fort Lauderdale, Fla.

JOHNSON, HARRY
KFAB-KFOR, Lincoln, Nebr.
KOIL, Omaha, Nebr.

JOHNSTON, HERBERT L.
WDZ, Tuscola, Ill.

JONES, ARTHUR T.
WEW, St. Louis, Mo.

JONES, MENDEL
WCKY, Cincinnati, Ohio.

JONES, RUSSELL
WIOD, Miami, Fla.

JONES, THOMAS
KYA, San Francisco, Calif.

JOYNER, RED
WHKC, Columbus, Ohio.

— K —

KALER, RAN
WFAS, White Plains, N. Y.

KARSON, LEE
KOB, Albuquerque, N. M.

KAYE, AL
NBC, Good News of 1940.

KEEGAN, HOWARD
NBC, The Woman In White.

KEESLE, FREDERICK L.
WMBO, Auburn, N. Y.

KENEASTER, MARY VANCE
KBST, Big Spring, Texas.

KENT, BOB
WMMN, Fairmont, W. Va.

KERBY, KEITH
KSFO, San Francisco, Calif.

KILEY, BILL
WFBM, Indianapolis, Ind.

KILEY, JOHN
WMEX, Boston, Mass.

KILGORE, JERRY
KARM, Fresno, Calif.

KIMMELL, HAROLD
KWFT, Wichita Falls, Texas.

KISTLER, GLEASON
WDAN, Danville, Ill.

KLAER, JAMES
WHBQ, Memphis, Tenn.

KLEIN, RALPH
WNBC, New Britain, Conn.

KLIENMAN, FORREST
KVAN, Vancouver, Wash.

KNOX, ROBERT
KRBC, Abilene, Texas.

KNUTSON, MILO
KGLO, Mason City, Iowa.

KOLB, HAROLD
WSAY, Rochester, N. Y.

KOOPS, CHARLES-EDWARD
WSJS, Winston-Salem, N. C.

KUHL, CAL
NBC, The Chase and San-
born Program, Those We Love.

KYLER, JAMES F.
WCLO, Janesville, W. Va.

— L —

LALLY, ED
KGKO, Fort Worth, Texas.

LAMBERTZ, KARL
WFAA, Dallas, Texas.

LANE, BERT
KMBC, Kansas City, Mo.

LANGMAN, SARA
KFWB, Los Angeles, Calif.

LATHAM, WAYNE HENRY
WSPR, Springfield, Mass.

LAUGHNER, R. B.
WGIL, Galesburg, Ill.

LAUX, ROGER
KELD, El Dorado, Ark.

LAWRENCE, BILL
I Want A Divorce NBC, Union
Oil Opera Series CBS, Tune-
smiths CBS.

LAWRENCE, RICHARD
WBBM, Chicago, Ill.

LAWRENCE, W. E.
WENR-WMAQ, Chicago, Ill.

LAX, ROBERT
WHDL, Olean, N. Y.

LAYMAN, MIKE
WBLK, Clarkesburg, W. Va.

LEADER, ANTON
WMCA, New York, N. Y.

LEE, JACK
WHAM, Rochester, N. Y.

LEONARD, C. C.
WJMC, Rice Lake, Wisc.

LESTER, FRANCES
KOCY, Oklahoma City, Okla.

LEVITAN, SAM L.
KDAL, Duluth, Minn.

LEWELLING, LOUIS
KARK, Little Rock, Ark.

LEWIS, J. C.
KHJ, Los Angeles, Calif.

LINDQUIST, LANSING B.
WSYR, Syracuse, N. Y.

LINDSAY, ART
KXRO, Aberdeen, Wash.

LONDON, LEW
WPEN, Phila, Pa.

LONGENECKER, BOB
CBS, Gulf Screen Guild
Theatre, Texaco Star Theatre,
Blondie.

LONGSTREET, R. L.
WFMD, Frederick, Md.

LOOSE, CARL
WPAR, Parkersburg, W. Va.

LOSEY, GEORGE
WLS, Chicago, Ill.

LOUDON, GEORGE
KALB, Alexandria, La.

LOVE, LEWIS
WACO, Waco, Texas.

LOWE, MOWRY
WEAN, Providence, R. I.

LOWELL, MAURY
NBC, Ellen Randolph, Back-
stage Wife.

LUCAS, PAUL
WTIC, Hartford, Conn.

LUDWIG, LYELL
WCLO, Janesville, W. Va.

LUKENBILL, WILBUR
KOMA, Oklahoma City, Okla.

LUTHER, JACK
KVNU, Logan, Utah.

LYMAN, PETE
KOMO-KJR, Seattle, Wash.

— M —

McALISTER, R. B.
KFYO, Lubbock, Texas.

McAVITY, TOM
NBC, The Pepsodent Show.

McCLURE, KEN
WCMI, Ashland, Ky.

McCORMICK, STEPHEN
WOL, Washington, D. C.

McDONALD, L. A.
CFCY, Charlottetown, P.E.I.,
Can.

McDONOUGH, MARY AFFLICK
WGN, Chicago, Ill.

McDOWELL, FRED
CJOC, Lethbridge, Alberta,
Can.

McENIRY, MATTHEW
KLZ, Denver, Colo.

McGILL, EARLE
CBS, Four Corners Theatre,
The Columbia Workshop, The
Alibi Club.

McHAIN, W. R.
KIEV, Glendale, Calif.

McINTYRE, NEIL
KHSL, Chico, Calif.

McKENZIE, E. T.
WJBK, Detroit, Mich.

BACKSTAGE

McKIBBEN, JAMES
KECA - KFI, Los Angeles, Calif.

McKINNEY, WM. R.
WSAZ, Huntington, W. Va.

McKNIGHT, TOM
NBC, The Adventures of Sherlock Holmes.

McLEAN, BOB
CHAB, Moose Jaw, Sask., Can.

McLEOD, KEITH
Armchair Quartette NBC, General Motors Concerts NBC, La Salle Fashion Show NBC, Your Family and Mine NBC & CBS, G. Washington's Question Bee NBC, Listen America MBS, Gulf Musical Playhouse CBS, Elmer Davis News Broadcast CBS.

McQUADE, DON
KOMO-KJR, Seattle, Wash.

McWHORTER, DON
WBLK, Clarksburg, W. Va.

MacDONALD, JOHN
WPIC, Sharon, Pa.

MacFAYDEN, HARRY
NBC, Horse and Buggy Days.

MACK, NILA
CBS, March of Games, Let's Pretend.

MACKKEY, J. WRIGHT
WRAK, Williamsport, Pa.

MacLAFFERTY, MILTON
KUJ, Walla Walla, Wash.

MacMURRAY, TED
WENR-WMAQ, Chicago, Ill.

MacRAE, ROSS
CKKC, Regina, Sask., Can.

MacWILLIAMS, THOMAS J.
WSIX, Nashville, Tenn.

MAGUIRE, ARNOLD
NBC, The Gilmore Circus, Kay Kyser's College of Musical Knowledge, The Pepsi-ent Show, The Tip Top Show.

MALLOCH, CAL
WKBZ, Muskegon, Mich.

MARQUIS, ARNOLD
NBC, Professor Puzzlewit.

MARSH, JOHN L.
KCMC, Texarkana, Texas

MARTA, JACK
WJMS., Ironwood, Mich.

MATTHEWS, JOE B.
WGGK, Charleston, W. Va.

MAY, TOMMY
KMLB, Monroe, La.

MENSER, C. L.
NBC, The Adventures of Tom Mix, Inside Story.

MERDIAN, JOHN
KQV, Pittsburgh, Pa.

MERINO, JOHN
KGLU, Safford, Ariz.

MERRIAM, DWIGHT
KROC, Rochester, Minn.

MEYER, T. SPENCER
WMBG, Richmond, Va.

MICHEL, AL
WBHY-WTAQ, Green Bay, Wisc.

MIDGELY, JOHN
WCBS, Springfield, Ill.

MILLER, BARNEY
KEX-KGW, Portland, Ore.

MILLER, L. A. "JIGGS"
KFAB, Lincoln, Nebr.

MILLER, PAUL
WKOK, Sunbury, Pa.

MILLS, HOWARD
KOMO-KJR, Seattle, Wash.

MITCHEL, LES.
WBBM, Chicago, Ill.

MONDAY, RAY
KPDN, Pampa, Texas.

MONK, KARL
CKCR, Kitchener - Waterloo, Ont., Can.

MORGAN, BREWSTER
CBS, The Columbia Workshop, The Human Adventure.

MORLEY, DOROTHY
WNBH, New Bedford, Mass.

MORSE, VAL
WTJS, Jackson, Tenn.

MORTON, DON
WEAN, Providence, R. I.

MOSS, BOB
NBC, Blue Moonlight, The Grouch Club, Hollywood Playhouse, Muted Rhythm.

MOULTON, FORREST RAY, DR.
NBC, Science on the March.

MOYER, BILL
CKWX, Vancouver, B. C., Can.

MOYLE, PAUL
WCNC, Elizabeth City, N. C.

MULREADY, MERRILL
KSKJ, Sioux City, Ia.

MURPHY, ED
WROK, Rockford, Ill.

MURPHY, WILLIAM
KBND, Bend, Ore.

MURRAY, JACK
WALM, Anderson, S. C.

MURTAUGH, WALTER
WQDM, St. Albans, Vt.

— N —

NAGEL, CONRAD
CBS, Silver Theatre.

NASH, BARNES H.
WJLS, Beckley, W. Va.

NEAL, JEAN
CKCV, Quebec, Quebec, Can.

NELSON, CHARLES
KMAC, San Antonio, Texas.

NELSON, KARL
WTOL, Toledo, Ohio.

NEWMAN, IVON
WNLC, New London, Conn.

NICHOLSON, FRANK
KFBK, Sacramento, Calif.

NOBLE, CODY (MISS)
WDAN, Danville, Ill.

NOBLE, LEONE
CKGB, Timmins, Ont., Can.

NOBLE, M. WILLIAM
WLAW, Lawrence, Mass.

NUSBAUM, MORT
WSAY, Rochester, N. Y.

— O —

O'BRIEN, GERALD
WICA, Ashtabula, Ohio.

OCHOA, FERNANDO
WKAQ, San Juan, Puerto Rico.

OCHOA, MANUEL
WKAQ, San Juan, Puerto Rico.

O'CONNOR, GENE
WGN, Chicago, Ill.

OLSON, DAVID W.
WCAE, Pittsburgh, Pa.

OLSON, RAY
WOW, Omaha, Nebr.

O'NEILL, JOE
KVOO, Tulsa, Okla. Ar-ranger.

ORUIS, FRANK
WMCA, New York, N. Y.

OSBORNE, MRS. GEORGE
WRNL, Richmond, Va.

OSTLER, CHARLES
WLS, Chicago, Ill.

— P —

PACKER, VICTOR
WLTH, Brooklyn, N. Y.

PAGET, BARRIE
KMPC, Beverly Hills, Calif. Continuity Editor.

PALMER, LOUIS D.
KBST, Big Spring, Texas.

PAPE, MONA J.
WHBL, Sheboygan, Wisc.

PAPP, FRANK
WENR-WMAQ, Chicago, Ill.

PARKER, JOE
NBC, From Hollywood Today, Rush Hughes, Fibber McGee and Molly.

PATRICELLI, LEONARD
WTIC, Hartford, Conn.

PATRICK, E. L. "PAT"
KIEV, Glendale, Calif.

PATTERSON, GEORGE
WAVE, Louisville, Ky.

PAYNE, LARRY
WTOL, Toledo, Ohio.

PERKINS, GEORGE
WFBL, Syracuse, N. Y.

PERRIN, VICTOR
WHA, Madison, Wisc.

PERRY, CAMERON
CJOC, Lethbridge, Alberta Can.

PETERSEN, H. S.
KUSD, Vermillion, S. D.

PHILLIPS, HAROLD
WRNL, Richmond, Va.

PHILLIPS, STEWART W.
WTBO, Cumberland, Md.

PLAMADORE, RAY
WKBH, La Crosse, Wisc.

PLUMLEY, JACK
WSNJ, Bridgeton, N. J.

POMAR, HARRY
WATL, Atlanta, Ga.

POOLE, BILL
WGFC, Albany, Ga.

POOLER, WALDO
WTAM, Cleveland, Ohio.

POTS, LYMAN
CKCF, Regina, Sask., Can.

PRATT, RUSSELL
KDKA, Pittsburgh, Pa.

PREST, G.
CKBI, Prince Albert, Sask.

BACK STAGE

PRESTON, WALTER
WBBM, Chicago, Ill.

PRICE, JACK
WBNS, Columbus, Ohio.

PRITCHARD, ERNIE
KGKB, Tyler, Tex. Chevrolet Musical.

PROCTOR, ROBERT
WDAE, Tampa, Fla.

PROSSER, JOHN
KTHS, Hot Springs, Ark.

PROVAN, BOB
WDRG, Hartford, Conn.

PROVOL, GEORGE
KDYL, Salt Lake City, Utah.

PYLE, HOWARD
KTAR, Phoenix, Ariz.

— Q —

QUINTANA, PASQUALE
WARD, Brooklyn, N. Y.

— R —

RALSTON, CARL
KWYO, Sheridan, Wyo.

RALSTON, JACK
KPND, Pampa, Texas.

RAPIER, GRADY
KOY, Phoenix, Ariz.

RATIGAN, WM. C.
KOA, Denver, Colo.

RAWLINS, JR., R. E.
KUSD, Vermillion, S. D.

REED, MILES
WCFL, Chicago, Ill.

REESE, JOHN
WROL, Knoxville, Tenn.

REIS, IRVING
CBS, The Columbia Workshop.

REYNOLDS, GENE
WBAP, Fort Worth, Texas.

REYNOLDS, JAMES
WEDC, Chicago, Ill.

REYNOLDS, PAUL
WDBJ, Roanoke, Va.

RIANHARD, JR., G. C.
WRTD, Richmond, Va.

RICCA, ERNIE
WWJ, Detroit, Mich.

RICE, C. C.
WJMC, Rice Lake, Wisc.

RIECK, MILTON
WOW, Omaha, Nebr. Little Man.

RILEY, LOWELL
WBNS, Columbus, Ohio.

RINKER, AL
CBS, Columbia's Gay Nineties Revue.

ROARK, C. A.
KRLH, Midland, Texas.

ROBB, ARCH
WHIO, Dayton, Ohio.

ROBERTS, DAVE
KVAK, Atchinson, Kans.

ROBERTSON, BRUCE
KOAM, Pittsburg, Kans.

ROBERTSON, LARRY
KFBK, Sacramento, Calif.

ROBSON, WILLIAM N.
CBS, The Columbia Workshop, Men Against Death.

ROGERS, FEY
WQPI, Bristol, Tenn.

ROUCH, OTTIS
KBTM, Jonesboro, Ark.

ROWLAND, VIC
KVOE, Santa Ana, Calif.

RUSHWORTH, J. E.
WEFL, Boston, Mass.

RUSSELL, GEORGE B.
WCHV, Charlottesville, Va.
WCHV Players, Vanity Fair.

— S —

SADDLER, OWEN
KMA, Shenawdoah, Iowa.

SAFFORD, JR., ED
KGFL, Roswell, N. M.

SANDELS, R. L.
WSKB, McComb, Miss.

SANDQUIST, ALVER
WCAL, Northfield, Minn.

SANDS, JAMES
WHK-WCLE, Cleveland, Ohio.

SAWYER, ROGER
KGLO, Mason City, Iowa.

SAWYER, THOS. C.
KHJ, Los Angeles, Calif.

SAYLORS, BILL
WAIM, Anderson, S. C.

SCARBROUGH, H. R.
KVAK, Atchinson, Kans.

SCHAFFER, KERMIT
CBS, Society Girl.

SCHMITT, K. F.
WIBA, Madison, Wisc.

SCULINGER, CARL
NBC, Kay Kyser's College of Musical Knowledge.

SCHWIKHER, FRED W.
WENR-WMAQ, Chicago, Ill.

SCOTT, A. D.
WENR-WMAQ, Chicago, Ill.

SCOTT, DALE
WEDC, Chicago, Ill.

SCOTT, RALPH
KNX, Los Angeles, Calif.

SEAMAN, NEAL
WGBB, Freeport, N. Y.

SEBASTIAN, CHARLES
WHDL, Olean, N. Y.

SELDES, GILBERT
CBS, Americans All Immigrants All.

SEYFORTH, DAN.
KWK, St. Louis, Mo.

SHAFFMASTER, FRED
WMMN, Fairmont, W. Va.

SHARP, JACK
WCLS, Joliet, Ill.

SHAW, GLEN
KSL, Salt Lake City, Utah.

SHAWN, FRED
WMAL WRC, Washington, D. C.

SHAYON, ROBERT L.
MBS, Twenty Years Ago and Today, Once Upon A Time. Author Author, 1939 In Review with Raymond Gram Swing, Laft 'n Swing Club.

SHEPARD, RUSS
KLS, Oakland, Calif.

SHERDEMAN, TED
NBC, Brent House, Candid Lady, Those We Love.

SHOEMAKER, RALPH
WPG, Atlantic City, N. J.

SHREFFLER, MAUDIE
WIBW, Topeka, Kans.

SHUGARS, FLORENCE
WROK, Rockford, Ill.

SHUTE, JR., ELDEN
WCOU, Lewiston, Maine.

SLATER, BILL
NBC, Uncle Jim's Question Bee.

SLATER, NORVELL
KVOO, Tulsa, Okla.

SMILEY, J. F.
WDAE, Tampa, Fla.

SMITH, ALBERT W.
WCSH, Portland, Maine.

SMITH, ARTHUR J.
WNAK, Yankton, S. D.

SMITH, THOMAS B.
WPEN, Phila., Pa.

SNELL, PAUL A.
CBS, Publicity Director, Gateway to Hollywood.

SNOWDEN, THOMAS
WEED, Rocky Mount, N. C.

SNYDER, THORNTON
KWBG, Hutchinson, Kans.

SOUVAINE, HENRY
Voice of America CBS, Cadillac Concerts NBC, General Motors Concert NBC, Pontiac Sunday Night Party NBC, La Salle Fashion Show NBC, Washington Merry-Go-Round MBS, Pontiac Varsity Show NBC, Half and Half Show CBS, Your Family and Mine CBS & NBC, G. Washington Question Bee NBC, Listen America MBS, Gulf Musical Playhouse CBS, Elmer Davis News Broadcast CBS.

STANLEY, BOB
KGMB, Honolulu, Hawaii.

STANLEY, JOHN
WAAB-WNAC, Boston, Mass.

STANLEY, J. C.
WENR-WMAQ, Chicago, Ill.

STEADMAN, BILLY
WGTM, Wilson, N. C.

STEFFY, GEORGE
WAAB-WNAC, Boston, Mass.

STEPHENS, HAROLD
WPG, Atlantic City, N. J.

STEVENS, AL
WFL, Phila., Pa.

STEWART, MARCELL
KOAM, Pittsburg, Kans.

STOCKENBERG, STUART
KVAN, Vancouver, Wash.

STOCKTON, ROSCOE K.
KOA, Denver, Colo.

STONE, W. E.
WDGY, Minneapolis-St. Paul, Minn.

STOREY, DIXIE
KICA, Clovis, N. M.

STROUSE, IRVING S.
CBS, Society Girl, So You Think You Know Music.

STUCKWISH, M. H.
WJBL, Decatur, Ill.

STURM, CURT
KPMC, Bakersfield, Calif.

BACKSTAGE

SULLIVAN, DOROTHY
WAIM, Anderson, S. C. WAIM
Dramatic Players.

SUTTON, ROD
KOMO-KJR, Seattle, Wash.

SWARTZ, JACK
WEDC, Chicago, Ill.

SWARTZ, W. RAYMOND
KPPC, Pasadena, Calif.

SWEETSER, NORMAN
NBC. Just Plain Bill.

— T —

TAYLOR, GLENHALL
CBS. Silver Theatre.

TAYLOR, SAM
KWJJ, Portland, Ore.

TEDRICK, BILL
KWOC, Poplar Bluff, Mo.

TEELA, DICK
KRNT KSO, Des Moines,
Iowa.

THOMAS, ROLLYN O.
MBS. Don Lee.

THOMAS, TOMMY
KIRO, Seattle, Wash.

THOMPSON, FRANK R.
WMBO, Auburn, N. Y.

THOMPSON, JOSEPH A.
NBC. Good News of 1939,
Signal Carnival, Arch Oboler's
Plays, Aldrich Family.

THOMPSON, WADE
KVI, Tacoma, Wash.

TICE, J. OLIN
WDNC, Durham, N. C.

TIMMIS, DICK
KCKN, Kansas City, Kans.

TINNEY, CAL
NBC. Youth vs. Age.

TOLLINGER, NED
NBC. Sidewalk Reporter, Ben-
nie Walker's Homestead Ama-
teur Hour.

TRACY, STERLING
CBS. Gateway to Hollywood,
Big Town, Hedda Hopper's
Hollywood.

TRAUTMAN, H. B.
WWSW, Pittsburgh, Penn.

TREMBLE, SIDNEY
KSAL, Salina, Kans.

TRUE, HAROLD
WXYZ, Detroit, Mich.

TUCKER, MADGE
NBC. Coast to Coast on a
Bus, Our Barn.

— U —

ULRICH, A. B.
WENR-WMAQ, Chicago, Ill.

UNDERWOOD, CECIL
NBC. Fibber McGee and Mol-
ly.

URQUHART, CHARLES
KDKA, Pittsburgh, Pa.

— V —

VAIL, LESTER
NBC. John's Other Wife.

VANCE, BILL
WTAD, Quincy, Ill.

VANDERWALDER, E.
KWLC, Decorah, Iowa.

VANN, C. E.
WCOA, Pensacola, Fla.

VEDDER, CHESTER
WGY, Schenectady, N. Y.

VILLELLA, JOSEPH
KQV, Pittsburgh, Pa.

VINCENT, CHICK
Life Can Be Beautiful CBS,
This Day Is Ours NBC, The
Parker Family NBC.

VOUTSAS, GEORGE
WENR-WMAQ, Chicago, Ill.

— W —

WALLACE, WILLIAM L.
KOVC, Valley City, N. Da-
kota.

WALLIS, EDWARD
WIP, Phila., Pa.

WALLISER, BLAIR
NBC. Backstage Wife.

WALTON, HUGH
WCAU, Phila., Pa.

WAREMBUD, NORMAN H.
WLTH, Brooklyn, N. Y.

WATKINS, DICK
KRGU, Westlaco, Texas.

WATSON, FRANK
WEEB, Duluth, Minn.

WATTON, ALFRED
KYW, Phila., Pa.

WEATHERWAX, BEN K.
KXRO, Aberdeen, Wash.

WELCH, HOMER
KEX-KGW, Portland, Ore.

WELCH, ROBERT
NBC. The Aldrich Family.

WEIL, GENE
KARK, Little Rock, Ark.

WELLES, ORSON
CBS. Campbell Playhouse.

WERLING, RUPE
WIBG, Glenside, Pa.

WHIPPLE, LILLIAN
WLAK, Lakeland, Fla.

WHISENANT, A. D.
KRBC, Abilene, Texas.

WHITE, M. REID
KWSC, Pullman, Wash.

WHITE, NORMAN L.
WJZ, Detroit, Mich.

WHITE, ROBERT
WENR-WMAQ, Chicago, Ill.

WHITE, ROGER
CBS. Society Girl, So You
Think You Know Music?

WHITE, JR., WALTER
MBS. Nobody's Children.

WHITEHEAD, FRANKLIN
KRIC, Beaumont, Texas.

WHITNEY, EDWIN M.
NBC. Death Valley Days,
Arch Oboler's Plays.

WICKER, IRENE
NBC & MBS. The Singing
Lady.

WIEDERHOLD, GEORGE
WHAS, Louisville, Ky. Man-
ager of Kentuckians Male
Quartet.

WIEGAND, CLYDE
KVCV, Redding, Calif.

WIGGINS, WALLACE
KVOE, Santa Ana, Calif.

WILBUR, BEN
WFBM, Indianapolis, Ind.

WILLIAMS, ALBERT N.
NBC. Thunder Over Para-
dise.

WILLIAMS, AUSTIN
KLZ, Denver, Colo.

WILLIAMS, DORIS
KICA, Clovis, N. M.

WILLIAMS, JACK
KOY, Phoenix, Ariz.

WILLIAMS, ROLLIE
KMOX, St. Louis, Mo.

WILLSON, JIMMIE
WWL, New Orleans, La.

WILSON, FRED
WTAM, Cleveland, Ohio.

WILSON, HAL
WGTM, Wilson, N. C.

WILSON, H. C.
WHEB, Portsmouth, N. H.

WILSON, R. B.
WADC, Akron, Ohio.

WINTHER, CARL
KVCV, Redding, Calif.

WOLEVER, JACK
KTHS, Hot Springs, Ark.

WOLFE, EDWIN R.
NBC. Pepper Young's Fami-
ly.

WOLFE, HOWARD
WMMN, Fairmont, W. Va.

WOODARD, HOWARD
KPRC, Houston, Texas.

WOODFIELD, W. G.
CJGX, Yorkton, Sask., Can.

WOODFORD, A. M.
WBAP, Fort Worth, Texas.

WRIGHT, CHARLES
WELI, New Haven, Conn.

WRIGHT, DON
CJRM, Regina, Sask., Can.

WRIGHT, W. P.
WENR-WMAQ, Chicago, Ill.

WRIGHT, R. H.
CKMO, Vancouver, British
Columbia, Can.

WYANNT, DALLAS
WCMI, Ashland, Ky.

— Y —

YOUNG, DAVE
KABC, San Antonio, Texas.

YOUNG, PAULINE
WMSL, Decatur, Ala.

— Z —

ZACHARY, GEORGE
CBS. Adventures of Ellery
Queen, The Columbia Work-
shop.

ZACHER, EUGENE
WHAM, Rochester, N. Y.

ZERGIA, JAMES
WEAN, Providence, R. I.

ZINK, ALBERT
WEBR, Buffalo, N. Y.

ZITCER, AL
KYA, San Francisco, Calif.

Musicians

AND THEIR WORK
DURING 1939



— A —

ALLEN, BARCLAY
KFEL, Denver Colo. Instrumentalists. KFEL-ers.

ALPERT, PAULINE
MBS, Pianist. Gloomchasers.

ANKNER, HELEN
WHAM, Rochester, N. Y. Pianist-Organist. Musical Reviews, Helen and Gene.

ARCARI, ANDY
WPEN, Philadelphia, Pa. Accordionist. San Georgia Varieties.

KYW, Philadelphia, Pa.

ARDEN, VICTOR
NBC, Pianist. American Album of Familiar Music.

ARMSTRONG, BERNIE
KDKA, Pittsburgh, Pa. Organist. Bernie Armstrong At the Organ, Treasure Trails of Song, Dutch Club, Music Box Melodies, Women In the News, Rosey Bits.

— B —

BACAL, DAVE
CBS, Novachordist. News and Rhythm, Novachord Novelities.

BAKER, PHIL
CBS, Accordionist. Honolulu Bound.

BANTA, FRANK
NBC, Pianist. Herman and Banta, The Revelers.

BLOODWORTH, LUCY
WRUF, Gainesville, Fla. Pianist. Two-Piano Novelities.

BODYCOMBE, ANEURIN
KDKA, Pittsburgh, Pa. Pianist. Treasure Trails of Song, To You.

BRENNER, VLADIMIR
NBC, Pianist. Shefter and Brenner.

BRITT, WESTON
WCPV, Montgomery, Ala. Organist-Pianist. Morning Moods, Piano Ramblings, Twenty Fingers, Silver Spotlight.

BROWN, JOHN
WLS, Chicago, Ill. Pianist.

BROWN, TED
KONO, San Antonio, Texas. Organist.

BUENNING, PAUL
KTOK, Oklahoma City, Okla. Violinist. Rollickers, Swingers.

BUTERFIELD, ERSKINE
MBS, Pianist.

— C —

CALLOWAY, GLENNA
WSIX, Nashville, Tenn. Pianist. Words and Music.

CARITON & WAYNE
KYW, Philadelphia, Pa. Piano Team.

CARROLL, NORM
WGL-WOWO, Fort Wayne, Ind. Pianist.

CARSON, PAUL
NBC, Organist. Blue Moonlight, Bridge to Dreamland, Brent House, Hawthorne House, Musical Contrasts, One Man's Family, Doctor Kate, It's A Fact.

CARTER & BOWIE
MBS, Pianists.

CHALFIE, ELI
WCPO, Cincinnati, Ohio. Guitarist. Keys and Strings, Yours for a Song.

CHRISTMAN, EARL
WHIO, Dayton, Ohio. Pianist. Waltz Time, Time Out For Dancing, Rhythm Round-up, Twenty Fingers and Two Grands.

CLARK, ELEANOR
WNAX, Yankton, S. D. violinist. Rodeo Recess, Western Jamboree, Bohemian Program, Jamminneers, Devotional Singers, Eleanor and Her Violin.

COPPEDGE, GEORGE
WRAL, Raleigh, N. C. Pianist. Musical Echoes.

CRAWFORD, JESSE
NBC, Organ and Novachord Player. Crawford Ensemble, Guest Book, Between the Bookends.

CRONIN, FRANCIS J.
MBS, Organist. Choir Loft.

CUTILLO, BENNIE
WDAS, Philadelphia, Pa. Accordionist. Novelities Inc.

— D —

DAVIS, TED
WAGM, Presque Isle, Me. Pianist. Piano Ramblings.

DE ROSE, PETER
NBC, Pianist - Composer. Breen and de Rose.

DILLER, DOROTHY
WTOL, Toledo, Ohio. Pianist. Name That Song, Piano Moods, The Singing Pianist.

DOCKSTADER, WALTER
WJMC, Rice Lake, Wisc. Pianist.

DUNAWAY, JERRY
KPDN, Pampa, Texas. Pianist. Hymn Time, Range Ramblers, Ivory Tempos.

DUNKELBERGER, TOMMY
WHIO, Dayton, Ohio. Instrumentalist. Voice of the Organ, Women, Tuneful Topics, Console Capers.

— E —

ECHEGARAY, MAXIMO
WDAE, Tampa, Fla. Pianist.

ECTON, BOB
KVOA, Tucson, Ariz. Pianist. Pennies From Heaven, Songs Afternoon.

EDWARDS, JOAN
CBS, Pianist. Paul Whiteman's Chesterfield Program.

— F —

FINSTER, GEORGE
WCAO., Baltimore, Md. Pianist. Spotlight Review.

FITZGERALD, JOHNNY
WHDL, Olean, N. Y. Organist. Console Contrasts.

FLATH, P. HANS
KMBC, Kansas City, Mo. Organist. P. Hans Flath Entertains.

FLEET, IRVING
WTAL, Tallahassee, Fla. Pianist.

FLOREN, MYRON
KSOO, Sioux Falls, S. D. Accordionist. Melody Man.

FORD, EDDIE
WDAE, Tampa, Fla. Organist. Sparks Theatres Review.

FROST, PAUL
CKTB, St. Catharines, Ont. Pianist. Melody Market, Everybody Sing.

— G —

GARCIA, ISLA
WFLA, Tampa, Fla. Organist.

GART, JOHNNY
NBC, Organist and Accordionist. Golden Serenaders, Jack Berch and His Boys.

GEDNEY, IRENE
WSAY, Rochester, N. Y. Pianist.

GLEN, IRMA
NBC, Organist. Smilin' Ed McConnell, Medicine in the News, The Revelers.

GOODMAN, BENNY
NBC, Clarinet. The Camel Caravan.

GORGAN, HELEN
WHEB, Portsmouth, N. H. Pianist. Music Lovers' Hour.

GREEN, JAY
KCMC, Texarkana, Texas. Pianist. Jay Green's Rhythm.

GREEN, JOHNNY
NBC, Pianist. Johnny Presents, Breezin' Along.

GREY, LANNY
NBC, Pianist. Rhythm School, Judy and Lanny.

GRIEB, HERBERT C.
WBRG, Birmingham, Ala. Pianist. For You, In the Music Room.

GRISWOLD, WALTER P.
WIBX, Utica, N. Y. Violinist. Bow Ballads.

GROSS, WALTER
CBS, Pianist. Summer Colony.

GULLY, PHIL
WJDX, Jackson, Miss. Pianist. Songs By Phil Gully.

MUSICIANS

— H —

HARDING, DICK
MBS. Organist.

HAXTON, LENNIE
NBC. Pianist. Melody and Madness.

HEMINGS, BOB
WHAM, Rochester, N. Y. Pianist. A Study in Black and White.

HENDRICKSON, VIRGINIA
KWLC, Decorah, Ia. Violinist. The Singing Violin.

HENDRICKS, BELFORD
WEOA, Evansville, Ind. Pianist.

HERTH, MILT
NBC. Organist. The Milt Hirth Trio.

HILL, ROY
WHIS, Bluefield, W. Va. Pianist. An Earful of Music.

HILLIER, KARL
KFJX, Grand Junction, Colo. Organist. Vesper Whispers.

HINETT, ARTHUR
KYW, Philadelphia, Pa. Organist.

HIRSCH, BERTRANO
NBC. Violinist. American Album of Familiar Music.

HOLMES, E. G.
WNAX, Yankton, S. D. Pianist. Devotional Singers, Bohemian Band, Jammuneers, Western Jamboree, Rodeo Recess, Happy Jack's Old Timers, Eleanor and Her Violin.

HOWARD, BOB
NBC. Pianist. Calsodent Presents, Gliding Swing.

HOWARD, ROBERT
WKY, Oklahoma City, Okla. Pianist. Piano Rambles.

HUGHES, FRANK
WKY, Oklahoma City, Okla. Pianist. Piano Rambles.

HUTON, JOAN
WEBR, Buffalo, N. Y. Pianist. Girl With the Flaxen Hair.

— I —

IHRKE, ELMER A.
WEMP, Milwaukee, Wisc. Organist-Novachordist. Novachord Serenade, Paradise Isle, Twilight Melodies, Canary Serenade.

— J —

JENSEN, HELEN
WLS, Chicago, Ill. Pianist.

JOHNSON, DICK
KGAR, Tucson, Ariz. Pianist-Organist. Smiles, Home Folks Hymns.

JOHNSON, LAURA
WJMS, Ironwood, Mich. Pianist-Organist. Musical Miniatures.

JONES, SYNDEY
KXA, Seattle, Wash. Organist. Magic of the Organ.

JONES, VENIDA
KMOX, St. Louis, Mo. Organist. The Music Box.

JONSON, BILL
KGFF, Shawnee, Okla. Organist-Pianist. Reveries, Four Hands of Harmony.

— K —

KAYE, MARION
KMO, Tacoma, Wash. Pianist. Kaye 'n' Kaye, Monologs in Melody.

— L —

LARSEN, LARRY
NBC. Organist. Malcolm Claire, Words and Music.

LEAF, ANN
NBC. Organist. Ellen Randolph, Lorenzo Jones.

LEE, EDDIE
WEEI, Boston, Mass. Pianist. Musical Bee, Tea With Eddie Lee.

LEE, MARY
KGFF, Shawnee, Okla. Pianist. Four Hands of Harmony.

LE PERE, RAY
WFAA, Dallas, Texas. Organist. Evening, Employers Casualty Program.

LETRET, SHIRLEY
WLBW, New Orleans, La. Pianist. Schramm Studios of Music Program.

— M —

McALPIN, CLO
WAPI, Birmingham, Ala. Novachordist-Organist. Console Echoes.

McLEOD, KEITH
NBC. Organist-Organist. Armchair Quartette, Meet the Songwriter, Meet the Artist.

MASSEY, ALLEN
WLS, Chicago, Ill. Instrumentalist. The Westerners.

MASSEY, CURT
WLS, Chicago, Ill. Instrumentalists. The Westerners.

MATTFIELD, JULIUS
CBS. Organist. From the Organ Loft.

MEEDER, WILLIAM
NBC. Organist. The O'Neills, Pepper Young's Family, Road of Life, The Gospel Singer, WDCN, Durham, N. C.

MILLER, IRVING
NBC. Meet the Artist, Meet the Songwriter, The Wife Saver.

— N —

NELSON, RUTH HULSE
KMOX, St. Louis, Mo. Organist. Organ Melodies.

NEUMILLER, HOWARD
WBBM, Chicago, Ill. Pianist. Song Souvenirs.

— O —

OWEN, EM
WTAQ, Green Bay, Wisc. Organist-Pianist.

— P —

PATTON, ALICE
NBC. Pianist. Backstage Wife.

PATTON, LOWELL
NBC. Organist. Call to Youth, Homespun Opportunity, Religious Tunes.

PAUL, CHARLES
CBS. Organist. Men Against Death.

PERKINS, RAY
NBC. Pianist. Letters Home, Ray Perkins and His Piano "Clarence."

POLLOCK, MURIEL
NBC. Pianist-Organist. Adventure in Reading, Crawford Ensemble, The Family Man.

— R —

REISENBERG, NADIA
MBS. Mozart Concerto Series.

REISER, AL
NBC. Pianist. Turn Back the Clock, The Schaefer Revue.

REISER, LEE
NBC. Pianist. Turn Back the Clock, The Schaefer Revue.

— S —

SCOTT QUINTET, RAYMOND
CBS. Instrumentalists. Your Hit Parade.

SHEFTER, BERT
NBC. Pianist. Shefter and Brenner.

SIMS, RUDOLPH
CBS, New York, N. Y. Cellist. New York Philharmonic.

SUMNER, WILLIAM
NBC. Organist. Hymns of All Churches.

— T —

TEMPLETON, ALEC
Pianist. Alec Templeton Time NBC, Ford Sunday Evening Hour CBS.

TIRRELL, DORIS
WBZ-WBZA, Boston & Springfield, Mass. Organist. Friday Football Forecast.

TROTTMAN, ELLEN
KADA, Ada, Okla. Pianist. Sweet and Swing.

— V —

VAN DOREN, MILDRED
WEEL, Battle Creek, Mich. Pianist. Gospel Singer.

VERNON, HILDREN
WBTM, Danville, Va. Organist. Hymn Time.

— W —

WHITE, LYDIA
KVOO, Tulsa, Okla. Organist. Dream House, Your Singing Neighbor, Jenkins' Kiddies Revue, It's A Woman's World.

WILCHER, LOUISE
MBS. Pianist.

WRIGHT, KEN
WKY, Oklahoma City, Okla. Organist. Presenting Ken Wright.

— Y —

YOUNG, FRANK
WOL, Washington, D. C. Pianist. Tru Blu Program, Kraft Musical.

YOUNG, RUSSELL
KOCY, Oklahoma City, Okla. Pianist. Rhapsody in Black and White.

— Z —

ZAYDE, JASCHA
WQXR, New York, N. Y. Pianist. Herzer and Zayde, String Classics.

ZEPP, ARTHUR
KFPY, Spokane, Wash. Pianist-Organist. Portraits in Black and White, Moonlight Sonata.

ZIMMERMAN, WILLIAM
WWNC, Asheville, N. C. Pianist. Spotlight Serenade.



P R O G R A M S O F 1 9 3 9



Major Networks
COMMERCIAL



Major Networks
SUSTAINING



Outstanding Local Programs
of Stations Everywhere

A COMPLETE LISTING OF MAJOR NETWORK COMMERCIAL PROGRAMS OF 1939

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1940. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of NBC, CBS and MBS.

A

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead and Color Works Paints	Smilin' Ed McConnell	NBC—Blue & Red	Henri, Hurst & McDonald
Adam Hat Stores Hats	Boxing Bouts	NBC—Blue	Glicksman Advertising Co.
Air Conditioning Training Corp. Correspondence School	Smilin' Ed McConnell	NBC—Blue	Weill & Wilkins
Albers Bros. Milling Co. Cereals	Good Morning Tonite	NBC—PC	Erwin, Wasey & Co.
American Bird Products, Inc. Bird Food	American Radio Warblers	MBS	Weston-Barnett
American Cigarette & Cigar Co. Pall Mall Cigarettes	Eddie Duchin's Orchestra	NBC—Red	Young & Rubicam
American Oil Co. Gas and Oil	The Preakness (Horse Race) The Human Side of the News Armco Band	NBC—Red CBS NBC—Blue	Joseph Katz Co. Joseph Katz Co. N. W. Ayer & Son
American Rolling Mill Co. Steel	Your Hit Parade	CBS	Lord & Thomas
American Tobacco Co. Lucky Strike Cigarettes	Kay Kyser's Musical College	NBC—Red	Lord & Thomas
American Tobacco Co. Rol-Tan Cigars	Sophie Tucker and Her Show	CBS	Lord & Thomas
American Tobacco Co. Half & Half Tobacco	Ben Bernie and All the Lads	CBS	Young & Rubicam
American Tobacco Co. Pall Mall Cigarettes	Music by Mainack	CBS	Young & Rubicam

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Anacin Co. Anacin	Our Gal, Sunday Easy Aces Just Plain Bill Football Broadcasts	CBS NBC—Blue NBC—Red CBS—NE	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert N. W. Ayer & Son
Atlantic Refining Co. Gas & Oil	Bob Garred Captain Herne	CBS—PC MBS	McCann-Erickson, Inc. McCann-Erickson, Inc.
Axton Fisher Tobacco Co. Twenty Grand Cigarettes	Bob Garred Quin Ryan's News Commentary David Harum	CBS—PC MBS NBC—Red	H. M. Kiesewetter Advertising Agency H. M. Kiesewetter Advertising Agency Blackett-Sample-Hummert
Bathasweet Corp.	Ballard's Oven-Ready Biscuit Program	NBC—Red	Henri, Hurst & McDonald
B. T. Babbitt Co. BAB-O Cleaner	Smilin' Ed McConnell	NBC—Blue CBS	Henri, Hurst & McDonald Blackett-Sample-Hummert
Ballard & Ballard Co. Biscuits	Famous Actor's Guild (Second Husband with Helen Menken) Album of Familiar Music Backstage Wife	NBC—Red NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert
Bayer Co. Aspirin	Inside of Sports	MBS	Ivey & Ellington
Bayer Co. Lozenges	Red River Dave	MBS	Anderson, Davis & Platte
Bayuk Cigars, Inc. Phillies	Doc Barclay's Daughters	CBS	Blackett-Sample-Hummert
Bell & Co. Bell-Ans	Tracer of Lost Persons John's Other Wife	NBC—Blue NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert
Beneficial Management Corp. Personal Loans	Terry and the Pirates News and Rhythm	NBC—Blue CBS	Stack-Goble Advertising Co. Sorensen & Co.
Bisodol Co. Bisodol	For Men Only	NBC—Red	Pedlar & Ryan
Bowey's Inc. Chocolate Milk	George Jessel's Celebrities	NBC—Red	Young & Rubicam
Bristol-Myers Co. Vitalis	Town Hall Tonight (Fred Allen Show)	NBC—Red	Young & Rubicam
Bristol-Meyers Co. Ipana, Sal Hepatica	What's My Name Avalon Time	NBC—Red NBC—Red	Young & Rubicam Russell M. Seeds Co.
Brown & Williamson Tobacco Corp. Avalon Cigarettes			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Brown & Williamson Tobacco Corp. Bugler Cigarettes	Plantation Party	MBS & NBC—Blue	Russell M. Seeds Co.
Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	Tommy Dorsey's Orchestra Home Town	NBC—Red	Batten, Barton, Dursfaine & Osborn
Brown & Williamson Tobacco Corp. Raleigh Tobacco	Uncle Walter's Dog House Paul Sullivan, News	NBC—Red	Russell M. Seeds Co.
Brown & Williamson Tobacco Corp. Wings Cigarettes	News, Views & Sports Reviews	CBS	Batten, Barton, Dursfaine & Osborn
Buick Motor Co. Motor Cars	Louis Vs Lewis (Boxing Bout)	CBS—PC	Russell M. Seeds Co.
Cal Aspirin Corp. Cal Aspirin	Young Widder Brown	NBC—Red	Arthur Kudner, Inc.
Calavo Growers of Calif. Calavo Pears	Fletcher Wiley	CBS—PC	Blackett-Sample-Hummert
California Fruit Growers Exchange Citrus Fruits	Fletcher Wiley Hedda Hopper's Hollywood First Nighter	CBS—PC CBS CBS	Lord & Thomas Lord & Thomas Lord & Thomas Aubrey, Moore & Wallace
Campana Sales Co. Italian Balm, Coolies, Dreskin, DDD Ointment	Brenda Curtis Campbell Playhouse Amos n' Andy	CBS CBS NBC—Red and CBS NBC—Red	Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co.
Campbell Soup Co. Soup, Beans, Tomato Juice	Edwin C. Hill, The Human Side of the News Meet the Dixons Lanny Ross Information Please	CBS CBS NBC—Blue	Ruthrauff & Ryan Ruthrauff & Ryan, Inc. J. M. Mathes, Inc.
Campbell Soup Co. Spaghetti Beverages	Night Editor	CBS.PC & NBC—PC	Tomaschke-Elliott, Inc.
Canada Dry Ginger Ale Co. Beverages	Contented Program	NBC—Red	Edwin, Wasey & Co.
Cardinet Candy Co. Candy	Eddie Albright & Erwin Yeo Anson Weeks	CBS—PC CBS	John H. Dunham Co. L. W. Ramsey Co.
Carnation Co. Milk			
Chamberlain Laboratories Hand Lotion			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Chesebrough Manufacturing Co. Vaseline Products	Dr. Christian	CBS	McCann-Erickson
Chrysler Sales Corp. Motor Cars	Major Bowes Amateur Hour	CBS	Ruthrauff & Ryan, Inc.
Cities Service Co. Gas and Oil	Cities Service Concert	NBC—Red	Lord & Thomas
Clear-Again, Inc. Cold Tablets	Your Hollywood News Girl	MBS	Erwin, Wasey & Co.
Colgate-Palmolive-Peet Co. Dental Products	Stepmother	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Cashmere Bouquet Halo	Colgate Ask-It-Basket	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Shaving Cream and Cue Dentifrice	Wayne King Orchestra	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Palmolive Soap	Gang Busters	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Super Suds	Sports Newsreel of the Air	NBC—Blue	Benton & Bowles
Colgate-Palmolive-Peet Co. Octagon Products	Strange As It Seems	CBS	Benton & Bowles
Colonial Dames, Inc. Cosmetics	Hilltop House	CBS	Benton & Bowles
Columbia Recording Corp. Records	Myrt and Marge	CBS	Benton & Bowles
Congress Cigar Co. La Palina Cigars	Ellen Randolph	NBC—Red	Benton & Bowles
Continental Baking Co. Wonder Bread	Woman of Courage	CBS	Benton & Bowles
Continental Baking Co. Wonder Bread, Hostess Cake	Return to Romance	CBS—PC	Glaser Advertising Agency
Thomas Cook & Son Travel Agency	Young Man With a Band	CBS	Direct
Corn Products Sales Co. Kremel, Linit	Ed Thorgersten	MBS	Marschalk & Pratt
Coty, Inc. Cosmetics, Perfumes	Pretty Kitty Kelly	CBS	Benton & Bowles
Cudahy Packing Co. Old Dutch Cleanser	Sky Blazers	CBS	Benton & Bowles
	Jack Haley	CBS	Benton & Bowles
	The Man from Cook's	NBC—Blue	Newell-Emmett
	Society Girl	CBS	Hellwig-Miller Co.
	Marcelle Denya, Soprano	CBS	J. D. Tarcher & Co.
	Bachelor's Children	CBS	Roche, Williams & Cunyningham

ADVERTISING AGENCY
 Cummey Products Co.
 Engering
 Cummey Products Co.
 Malle Shaving Cream

PROGRAM
 Paul Wing's Spelling Bee
 What Would You Have Done?
 Battle of the Sexes

NETWORK
 NBC—Red
 NBC—Blue
 NBC—Red

ADVERTISER and PRODUCT
 Stack-Goble Advertising Co.
 Stack-Goble Advertising Co.
 Stack-Goble Advertising Co.

Delaware, Lackawanna & Western
 Coal Co.

Blue Coal
 Political

Democratic State Committee

Detrola Corp.
 Radios

Duart Manufacturing Co.

Face Cream, Lotion, Lipstick
 Dunn & McCarthy
 Enna Jettick Shoes

E. I. Du Pont de Nemours & Co.
 Institutional

The Shadow

MBS

Ruthrauff & Ryan

Talk

CBS—PC

Ray Davidson

Fulton Lewis, Jr.

MBS

Bass-Luckoff, Inc.

Spelling Bee

CBS—PC

Erwin, Wasey & Co.

Human Interest

CBS—PC

Erwin, Wasey & Co.

Enna Jettick Melodies

NBC—Red

Marschalk & Pratt

Cavalcade of America

CBS

Batten, Barton, Durstine & Osborn

Emerson Radio & Phonograph Co.
 Radios

Ethyl Gasoline Co.

Ethyl Gas

Euclid Candy Co.

Candy Bars

Elliott Roosevelt

MBS

Grady & Wagner

Tune Up Time

CBS

Batten, Barton, Durstine & Osborn

Euclid Ballot Box

CBS—PC

Sidney Garfinkel Advertising Agency

Headlines on Parade

CBS—PC

Sidney Garfinkel Advertising Agency

Fels & Co.

Soap Products

H. Fendrich Inc.

Cigars

Firestone Tire & Rubber Co.

Tires and Tubes

F. W. Fitch Co.

Shampoo

Hobby Lobby

CBS &

Young & Rubicam

Smoke Dreams

NBC—Blue

Ruthrauff & Ryan

The Dreamer

NBC—Red

Ruthrauff & Ryan

The Voice of Firestone

NBC—Red

Sweeney & James

Fitch Bandwagon

NBC—Red

L. W. Ramsey Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Food & Beverage Broadcasters Assn. Glass Containers	I Want A Divorce	NBC—Red	Emil Brisacher & Staff
Ford Motor Co. Motor Cars	Sunday Evening Hour Ford Summer Hour	CBS	N. W. Ayer & Son
I. J. Fox Co. Furs	Christmas Program	CBS	N. W. Ayer & Son
		CBS—NE	David Malkiel Advertising Agency
Gallenkamp Stores Co. Shoes	Professor Puzzlewit	NBC—PC	Long Advertising Service
General Baking Co. and others Bond Bread	The Lone Ranger	MBS	Batten, Barton, Durstine & Osborn
General Cigar Co. White Owl Cigars	Raymond Gram Swing	MBS	J. Walter Thompson Co.
General Electric Co. Lamps	Hour of Charm	NBC—Red	Maxon Inc.
General Foods Corp. Grape Nuts	Kate Smith Hour	CBS	Young & Rubicam
General Foods Corp. Jello Products	Al Pearce and His Gang	NBC—Red	Young & Rubicam
	The Jello Program, starring Jack Benny	NBC—Red	Young & Rubicam
	We the People	CBS	Young & Rubicam
	The Aldrich Family	NBC—Blue and Red	Young & Rubicam
General Foods Corp. Maxwell House Coffee	Good News of 1939 and 1940	NBC—Red	Benton & Bowles
General Foods Corp. Huskies	Joe Penner	CBS	Benton & Bowles
General Foods Corp. Diamond Crystal Salt	Kate Smith Speaks	CBS	Benton & Bowles
General Foods Corp. La France, Safina	Mary Margaret McBride	CBS	Young & Rubicam
General Foods Corp. Swansdown, Calumet	Joyce Jordan	CBS	Young & Rubicam
	Kate Smith Hour	CBS	Young & Rubicam
	Kate Smith Speaks	CBS	Young & Rubicam
	My Son and I	CBS	Young & Rubicam
	We, the People	CBS	Young & Rubicam
General Foods Corp. Sanka	Lum and Abner	CBS	Young & Rubicam
General Foods Corp. Postum	Young Dr. Malone	NBC—Blue	Benton & Bowles
General Foods Corp. Post Bran Flakes			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Foods Corp. Post Toasties	Joe E. Brown	CBS	Benton & Bowles
General Mills, Inc. Minute Tapioca	Joyce Jordan	CBS	Young & Rubicam
General Mills, Inc. Corn Kix	Those Happy Gilmans The Grouch Club	NBC—Red CBS—PC and NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills, Inc. Flour & Cereals	Billy & Betty Curtain Time Gold Medal Hour Caroline's Golden Store	CBS MBS NBC—Red NBC—Red and CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills, Inc. Institutional	Kaitenborn Comments	CBS	Batten, Barton, Durstine & Osborn
General Mills, Inc. Wheaties	Get Thin to Music Jack Armstrong	MBS NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert & Knox Reeves Advertising
Goodyear Tire & Rubber Co. Gilmore Oil Co.	My Children By Kathleen Norris Billy & Betty Farm Radio News Gilmore Circus	CBS—PC CBS NBC—Red NBC—Blue NBC—PC	Westco Advertising Agency Knox Reeves Advertising Knox Reeves Advertising Arthur Kudner, Inc. Boitford, Constantine & Gardner
Gordon Baking Co. Silvercup Bread	One of the Finest	NBC—Blue	Young & Rubicam
Gospel Broadcasting Association Religious	Old Fashioned Revival	MBS	R. H. Alber & Co.
Griffin Manufacturing Co. Shoe Cleaner	Time To Shine	CBS	Birmingham, Castleman & Pierce
Grove Laboratories Bromo Quinine	Fred Waring and His Pennsylvanians	NBC—Red	Stack-Goble Advertising Agency
Charles Gulden Co. Mustard	Adventures of Sherlock Holmes Serenaders	NBC—Blue NBC—Blue	Stack-Goble Advertising Agency Charles W. Hoyt Co.
Gulf Refining Co. Gas & Oil	Screen Guild Theatre Musical Playhouse	CBS CBS	Young & Rubicam Young & Rubicam
Hartz Mountain Products Co. Bird Food	Hartz Mountain Singing Canaries	MBS	G. H. Hartman Co.
Hawaiian Pineapple Co. Dole Pineapple Juice & Fruit	Phil Baker Al Pearce and His Gang	CBS CBS	Young & Rubicam Young & Rubicam

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Hecker Products Corp. Flour	Woman's Magazine of the Air	NBC—PC	Erwin, Wasey & Co.
Holland Furnace Co. Heating Equipment	Holland Tulip Festival	CBS	Ruthrauff & Ryan
Hollywood Health Bread Co. Bread	Keep Fit to Music	MBS	Richard Foley Advertising Agency
Edna Wallace Hopper, Inc. Cosmetics	Romance of Helen Trent	CBS	Blackett-Sample-Hummert
George A. Hormel & Co. Food Products	It Happened In Hollywood	CBS	Batten, Barton, Durstine & Osborn
Household Finance Corp. Personal Loans	It Can Be Done	CBS	Batten, Barton, Durstine & Osborn
Hotel Roosevelt	Come to the Fair	MBS	M. H. Hackett, Inc.
Howard Clothes, Inc. and Others Men's Clothes	Show of the Week	MBS	Redfield-Johnstone, Inc.

International Cellucotton Products Co. Kleenex	Her Honor, Nancy James	CBS	Lord & Thomas
International Silver Co. Silverware	Silver Theatre	CBS	Young & Rubicam
Ironized Yeast Co. Ironized Yeast	Goodwill Hour Court of Missing Heirs	MBS CBS	Ruthrauff & Ryan Ruthrauff & Ryan

Andrew Jergens Co. Soaps & Cosmetics	Jergens Journal with Walter Winchell The Parker Family	NBC—Blue CBS & NBC—Blue NBC—Red & Blue NBC—Red NBC—Red	Lennen & Mitchell Lennen & Mitchell Lennen & Mitchell Needham, Louis & Brorby Needham, Louis & Brorby
S. C. Johnson & Son Floor Wax	Hollywood Playhouse Fibber McGee & Molly Alec Templeton Time		
Kellogg Co. Corn Flakes Kellogg Co. Krispies	Howie Wing The Circle Don Winslow of the Navy	CBS NBC—Red NBC—Blue	J. Walter Thompson Co. J. Walter Thompson Co. Hays MacFarland & Co.

ADVERTISER and PRODUCT
 Knox Gelatine Co.
 Gelatin
 Kolynos Co.
 Dentrifrice
 Kraft-Phenix Cheese Corp.
 Cheese Products

PROGRAM
 Fletcher Wiley
 Our Gal Sunday
 Just Plain Bill
 The Kraft Music Hall

ADVERTISING AGENCY
 Federal Advertising Agency
 Blackett-Sample-Hummert
 Blackett-Sample-Hummert
 J. Walter Thompson Co.

NETWORK
 CBS—PC
 CBS
 NBC—Red
 NBC—Red

Lady Esther Co.
 Cosmetics
 Lambert Co.
 Listerine and Brushes
 Lamont Corliss & Co.
 Pond's
 Lamont Corliss & Co.
 Danya Lotion
 Langendorf United Bakeries
 Bakery Products
 Lehn & Fink Products Co.
 Hind's Honey & Almond Cream
 Lever Brothers Co.
 Spry
 Lever Brothers Co.
 Rinso
 Lever Brothers Co.
 Lifebuoy and Rinso
 Lever Brothers Co.
 Lux Toilet Soap
 Lewis-Howe Co.
 Tums

Guy Lombardo Orchestra
 Grand Central Station
 True Detective Mysteries
 Those We Love
 Woman Magazine of the Air
 Rush Hughes
 Burns and Allen
 Aunt Jenny's Real Life Stories
 Big Sister
 Big Town
 Al Jolson Show
 Dick Powell
 Tuesday Night Party
 Lux Radio Theatre
 The Life and Love of Dr. Susan
 Vocal Varieties

Pedlar & Ryan
 Lambert & Feasley
 Lambert & Feasley
 J. Walter Thompson Co.
 J. Walter Thompson Co.
 Leon Livingston Advertising Agency
 William Esty & Co.
 Ruthrauff & Ryan
 Ruthrauff & Ryan
 Ruthrauff & Ryan
 Ruthrauff & Ryan
 Ruthrauff & Ryan
 J. Walter Thompson Co.
 J. Walter Thompson Co.
 H. W. Kastor & Sons Advertising Co.

CBS &
 NBC—Red
 CBS &
 NBC—Blue
 MBS
 NBC—Blue
 NBC—PC
 NBC—PC
 CBS
 CBS
 CBS
 CBS
 CBS
 CBS
 NBC—Red
 & Blue
 NBC—Red
 and Blue
 NBC—Red
 NBC—Red
 NBC—Red
 NBC—Blue

Quicksilver
 Horace Heidt and his
 Musical Knights
 Pot of Gold
 Bert Lytell

H. W. Kastor & Sons Advertising Co.
 Stack-Goble Advertising Agency
 Stack-Goble Advertising Agency
 H. W. Kastor & Sons Advertising Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Liggett & Myers Tobacco Co. Chesterfield Cigarettes, Granger Tobacco	Chesterfield Program with Paul Whiteman	CBS	Newell-Emmett Co.
Local Cooperative Campaign Various	Fred Waring and his Pennsylvanians	NBC—Red	Newell-Emmett Co.
Local Cooperative Campaign Various	Burns & Allen Famous Jury Trials	CBS MBS	Newell-Emmett Co. J. Ralph Corbett
Local Cooperative Campaign Various	Front Page Parade	MBS	McCann-Erickson
Local Cooperative Campaign Various	Green Hornet	MBS	
Local Cooperative Campaign Various	The Lamplighter	MBS	Network Features, Inc.
Local Cooperative Campaign Various	Listen America	MBS	Henry Souvaine, Inc.
Local Cooperative Campaign Various	Marriage License Bureau Romances	MBS	
Loose-Wiles Biscuit Co. Biscuits	Woman's Magazine of the Air	NBC—PC	Newell-Emmett Co.
P. Lorillard Co. Old Gold Cigarettes	Melody and Madness with Robert Benchley	CBS & NBC—Blue	Lennen & Mitchell
P. Lorillard Co. Sensation Cigarettes, Muriel Cigars	Don't You Believe It Sensation and Swing	MBS NBC—Red	Lennen & Mitchell Lennen & Mitchell Warwick & Legler
George W. Luft Co. Tangee Lipstick	The Right Thing To Do	NBC—Red	
Lutheran Laymen's League Religious	Lutheran Hour	MBS	Kelly, Stuhlman & Zarndt
MacFadden Publications Inc. True Story Magazine	Fulton Oursler Mary and Bob's True Stories Louis-Galento (Boxing Bout)	NBC—Blue NBC—Blue NBC—Blue	Arthur Kudner Arthur Kudner J. M. Mathes
Magazine Repeating Razor Co. Razors	Marjorie Mills, The Girl from Maine	MBS	Brooke, Smith, French & Dorrance
Maine Development Commission Maine Products	Uncle Don	MBS	Samuel C. Groot Co.
Maltex Co. Cereal	Jack Berch and His Boys	NBC—Blue & Red	Franklin Bruck Advertising Co.
Manhattan Soap Co. Sweetheart Soap	Dr. I. Q.	NBC—Blue & Red	Grant Advertising Inc.
Mars, Inc. Candy Bars			

ADVERTISER and PRODUCT

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
McKesson & Robbins Calox, Albolene	Girl Interne	CBS	Bowman & Columbia
Mennen Co. Toilet Articles	Sam Hayes Bob Garred Colonel Stoopnagle's "Quixie Doodle Contest"	CBS—PC CBS—PC MBS	H. M. Kieseletter Advertising Agency H. M. Kieseletter Advertising Agency H. M. Kieseletter Advertising Agency
Metropolitan Life Insurance Co. Life Insurance	People's Rally Fun Quiz Edwin C. Hill, The Human Side of the News	MBS MBS	H. M. Kieseletter Advertising Agency Young & Rubicam
Miles Laboratories, Inc. Alka-Seltzer	Uncle Ezra Alec Templeton Time National Barn Dance	NBC—Red NBC—Red NBC—Blue	Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency
Modern Food Process Co. Dog Food	Dog Heroes The Moylan Sisters	NBC—Blue NBC—Blue	Clements Co. Clements Co.
Moody Bible Institute Religious Training	Let's Go Back to the Bible	MBS	Critchfield & Co.
Benjamin Moore & Co. Paints	Betty Moore	NBC—Red	Direct
John Morrell & Co. Dog Food	Bob Becker's Dog Chats	NBC—Red	Henri, Hurst & McDonald
Philip Morris & Co. Cigarettes	Johnnie Presents Philip Morris Program What's My Name Guess Where Breezing Along	CBS NBC—Red MBS MBS MBS	The Biow Co. The Biow Co. The Biow Co. The Biow Co. The Biow Co.
Philip Morris & Co. Revelation Tobacco	Name Three	MBS & NBC—Blue	The Biow Co.
C. F. Mueller Co. Macaroni Products	Thunder Over Paradise	NBC—Blue	Kenyon & Eckhardt
Musterole Co. Musterole	Carson Robison and his Buckaroos	NBC—Blue	Erwin, Wasey & Co.
Nehi, Inc. Beverage	Believe It Or Not with Robert L. Ripley	CBS	Batten, Barton, Dursfene & Osborn
Noxema Chemical Co. Toilet Articles	Professor Quiz with Bob Trout News with Bob Trout	CBS CBS	Ruthrauff & Ryan Ruthrauff & Ryan

N

ADVERTISER and PRODUCT

Ohio Oil Co.
Gas and Oil
Old Trusty Dog Food Co.
Dog Food

PROGRAM
Melody Marathon

Just Dogs

ADVERTISING AGENCY
Byer & Bowman Co.

H. B. Humphrey Co.

NETWORK
NBC—Blue
CBS—NE

P

Pacific Coast Borax Co.

Borax
Palmer Bros.
Mattresses

Paramount Pictures, Inc.
Motion Picture

Penick & Ford, Ltd.
My-T-Fine Dessert
Penn Tobacco Co.

Tobacco

The Pepsodent Co.
Antiseptic & Dentifrice

Pet Milk Sales Corp.

Pet Milk

Louis Philippe, Inc.

Cosmetics

Charles H. Phillips Chemical Co.
Milk of Magnesia

Charles H. Phillips Chemical Co.

Haley's M-O

Lydia E. Pinkham Medicine Co.

Proprietary Medicines

Pillsbury Flour Mills

Flour

Pittsburgh Coal Co.

Coal

Princess Pat Ltd.

Cosmetics

Procter & Gamble Co.

Camay

Procter & Gamble Co.

Chipso

Death Valley Days

Four Star News

Our Leading Citizen Premiere

The Mighty Show

Vox Pop

Mr. District Attorney

Bob Hope

Pet Milky Way

Saturday Night Serenade

Romance of Helen Trent

Lorenzo Jones

Stella Dallas

Waltz Time

Young Widder Brown

The Voice of Experience

Vaughn DeLeath and Orchestra

Woman in White

Champions of the Keyboard

A Tale of Today

Pepper Young's Family

The Road of Life

Manhattan Mother

McCann-Erickson

Tucker Wayne Co.

Buchanan & Co.

Batten, Barton, Durstine & Osborn

Ruthrauff & Ryan

Lord & Thomas

Lord & Thomas

Gardner Advertising Co.

Gardner Advertising Co.

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Erwin, Wasey & Co.

Erwin, Wasey & Co.

Hutchinson Advertising Co.

Walker & Downing

Gale & Pietsch

Pedlar & Ryan

Pedlar & Ryan

Pedlar & Ryan

NBC—Red

NBC—Blue

CBS

CBS

NBC—Red
& CBS

NBC—Red
& Blue

NBC—Red

CBS

CBS

CBS

NBC—Red

NBC—Red

NBC—Red

NBC—Red

MBS

MBS

NBC—Red

NBC—Blue

NBC—Red

NBC—Red
& Blue

NBC—Red &
CBS

ADVERTISER and PRODUCT

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Crisco	Vic and Sade	NBC—Red & Blue	Compton Advertising
Procter & Gamble Co. Dreft	Right to Happiness This Day Is Ours Kitty Keene Jimmy Fidler in Hollywood Gossip	CBS NBC—Blue NBC—Red CBS & NBC—Red	Compton Advertising Compton Advertising Blackett-Sample-Hummert H. W. Kastor & Sons Advertising Co.
Procter & Gamble Co. Drene	Professor Quiz The O'Neills The Gospel Singer Life Can Be Beautiful Story of Mary Marlin	NBC—Red NBC—Red CBS & NBC—Red & NBC—Blue	H. W. Kastor & Sons Advertising Co. Compton Advertising Compton Advertising Compton Advertising Compton Advertising
Procter & Gamble Co. Lava Soap	Against the Storm Houseboat Hannah	NBC—Red NBC—Red	Compton Advertising Blackett-Sample-Hummert
Procter & Gamble Co. Oxydol	Ma Perkins	NBC—Red	Blackett-Sample-Hummert
Procter & Gamble Co. Teel Dentrifice	The Goldbergs Central City The Man I Married What's My Name Trouble With Marriage Knickerbocker Playhouse Midstream	CBS NBC—Blue NBC—Red NBC—Red NBC—Blue CBS NBC—Red & Blue NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co.
Procter & Gamble Co. White Naphtha	Guiding Light	CBS	Compton Advertising
Pure Oil Co. Gas and Oil	Kaltenborn Edits the News	CBS	Leo Burnett Co.
Purity Bakeries Service Toystee Bread	Smiilin' Ed McConnell	CBS	Campbell-Mithun, Inc.
Prudential Insurance Co. Life Insurance	When A Girl Marries	CBS	Benton & Bowles
Quaker Oats Co. Cereals	Girl Alone Dick Tracy Quaker Variety Show (Quaker Party) Stop Me If You've Heard This One We, The Wives Quiz	NBC—Red NBC—Red NBC—Red NBC—Red NBC—Red NBC—Red & MBS	Ruthrauff & Ryan Sherman K. Ellis & Co. Ruthrauff & Ryan Sherman K. Ellis & Co. Benton & Bowles

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Radio Corporation of America Radio Sets and Services	The Magic Key of RCA	NBC—Blue	Direct
Ralston-Purina Co. Wheat Cereal	Baer vs. Nova (Boxing Bout) Inside Story	NBC—Blue CBS & NBC—Blue NBC—Blue MBS	Lord & Thomas Gardner Advertising Co. Gardner Advertising Co. William Irving Hamilton
Ramsdell, Inc. Rita-Sav, Sulphur Cream	The Johnson Family	NBC—Red CBS	William Esty & Co. William Esty & Co.
R. J. Reynolds Tobacco Co. Camel Cigarettes Prince Albert Tobacco	Camel Caravan Benny Goodman's Swing School Cantor's Camel Caravan Grand Old Opery Bob Crosby Blondie Announcement The Revelers	NBC—Red CBS NBC—Red CBS CBS CBS NBC—Red	William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. Charles W. Hoyt Co.
Richardson & Robbins Boned Chicken	Richfield Reporter	NBC—PC	Hixson & O'Donnell Advertising
Richfield Oil Co. Gas & Oil	Calling All Cars	CBS—PC	Hixson & O'Donnell Advertising
Rio Grande Oil, Inc. Gas & Oil			
S & W Fine Foods, Inc. Food Products	I Want a Divorce	CBS—PC	Emil Brisacher & Staff
Seafest Inc. Milk and Milk Products	Your Family and Mine	NBC—Red & CBS	McKee & Albright
Sherwin-Williams Co. Paints	Metropolitan Opera Auditions	NBC—Blue	Warwick & Legler
Signal Oil Co. Gas & Oil	The Signal Carnival	NBC—PC	Barton A. Stebbins Advertising Agency
Sofenz Sales Corp. Sofenz Lotion	Beauty Secrets	CBS—PC	Richard F. Connor
Sperry Flour Co. Flour	Dangerous Road Dr. Kate Martha Meade Woman's Magazine of the Air	NBC—PC NBC—PC NBC—PC NBC—PC	Westco Advertising Agency Westco Advertising Agency Westco Advertising Agency Westco Advertising Agency

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Standard Brands Inc. Chase & Sanborn Coffee	Chase and Sanborn Hour	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Tender Leaf Tea	One Man's Family	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Royal Desserts	Rudy Vallee Program Those We Love	NBC—Red NBC—Blue & Red	J. Walter Thompson Co. J. Walter Thompson Co.
Standard Brands Inc. Fleischmann's Foil Yeast	Getting the Most Out of Life	NBC—Blue	J. Walter Thompson Co.
Standard Brands Inc. Yeast	I Love a Mystery	NBC—Red	J. Walter Thompson Co.
Standard Oil Co. of Calif. Gas & Oil	Standard School Broadcasts Standard Symphony Sports Pop-Offs	NBC—PC NBC—PC CBS	McCann-Erickson McCann-Erickson Aitkin-Kynett Co.
Stephano Bros. Marvel Cigarettes	Lowell Thomas—The Day's News Smilin' Jack	NBC—Blue MBS	Roche, Williams & Cunyngham The Blow Co.
Sun Oil Co. Tootsie Rols	Smile Parade	NBC—Blue	Stack-Goble Advertising Agency
Sweets Co. of America, Inc. Sunbrite Cleaner	Sales Meeting	NBC—Blue & Red	J. Walter Thompson Co.
Swift & Co. Food Products			

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Texas Co. Gas and Oil	Texaco Star Theatre	CBS	Buchanan & Co.
Tide Water Associated Oil Co. Gas and Oil	Football Games	CBS—PC & NBC—PC	Lord & Thomas
Tillamook Country Creamery Association Dairy Products	Bennie Wilker's Tillamook Kitchen March of Time	NBC—Blue	Botsford, Constantin & Gardner Batten, Barton, Durstine & Osborn
Time Inc. Publications	Kentucky Derby Young Mr. Lincoln Premiere	CBS MBS	Kayton-Spiro Co. Kayton-Spiro Co.
Twentieth Century Fox Film Corp. Motion Picture			
Union Oil Co. Gas and Oil	Union Oil Program	NBC—PC & CBS—PC	Lord & Thomas
U. S. Rubber Products, Inc. Rubber Products	99 Men and a Girl	CBS	Campbell-Ewald Co.

NATIONAL NETWORK SUSTAINING PROGRAMS OF 1939

Network sustaining programs listed herein were heard on regular schedules during 1939. No special event or one-time shots are included in the listings, which were compiled with the cooperation of CBS, MBS and NBC. In a majority of the cases, programs are institutional, or time has been devoted by the networks to an educational or civic organization.



CBS



SERIOUS MUSIC

From the Organ Loft
 N. Y. Philharmonic Young People's Concert
 Cincinnati Conservatory of Music
 Salt Lake City Tabernacle Choir and Organ
 N. Y. Philharmonic Symphony Concerts
 Music Hour—Columbia Concert Hall
 Music Hour—Story of a Song
 Music for Fun—Howard Barlow
 Music Hour—Indianapolis Symphony Orch.
 U. S. Navy Band
 Music Hour—U. S. Army Band
 Music Hour—Pop. Concert
 Music Hour—Curtis Institute of Music
 Music Hour—U. S. Marine Band
 Music Hour—Columbia Chamber Orch.
 Cincinnati Symphony Children's Concert
 Music Hour—Keyboard Concerts
 Music Hour—League of Composers
 Columbia Concert Orch.—Exploring Music
 Music of the Restoration

Ruth Carhart with Marion Carley, pianist
 Alexander Semmler, pianist
 Aubade for Strings
 Music Hour—Sonata Series
 Clyde Barrie, baritone
 Walberg Brown Strings
 Musical Album
 The Hour of Musical Fun—"So You Think You Know Music"
 Lewisohn Stadium Concerts
 Dorian String Quartet
 Univ. of Kansas Music Camp
 Grant Park Concert
 A Little Light Music
 Maurice Brown, cellist
 Stadium Concert—N. Y. Philharmonic
 Vera Brodsky, pianist
 Madrigalists

ADULT EDUCATION

George Perrine — "This New York Town"
 The Fact Finder
 Americans All—Immigrants All
 Words Without Music
 Highways to Health
 Of Men and Books
 Men Behind the Stars
 The Student Takes the Mike
 What Price America?

NEWS

Evening News Report
Today with Bob Trout
Press Association News
H. V. Kaltenborn Gives the News
Oddities in the News
This Week in Washington—Albert Warner
Women's Page of the Air—Adelaide Hawley
Man About Hollywood
Let's Go to the Fair

DRAMA

Four Corners Theater
Men Against Death
County Seat—Ray Collins
Columbia Workshop
Buffalo Summer Theater
The West Remembers
So This Is Radio

SPORTS

WABC Sports Resume
Robert Edge, sportsman—"Outdoors with Bob Edge"
Baseball Preview
Meet Arch MacDonald
Sports Review—Mel Allen
That's What I Said—Ted Husing

POPULAR ENTERTAINMENT

A Tune for Today
Audrey Marsh
Captivators
Deep River Boys
Fred Feibel at the Organ
Melody Ramblings with Marty Dale
Mellow Moments
Montana Slim
Waltzes of the World
Bob Byron, songs
Eye-Opener Club
Morning Almanac with Phil Cook
Have You Forgotten?
Melody Time

2nd Edition — Phil Cook Morning Almanac
Tune in the Spotlight (also called "Tune of the Day")

ADULT EDUCATION

Adventures in Science
Americans at Work
People's Platform
Women in the World of Tomorrow
Democracy in Action
Bull Session
The Human Adventure
Professor Quiz
What's Art to Me?

CIVIC WELFARE

Molly Steinberg—Stage Relief Fund

RELIGIOUS

Church of the Air
Wings Over Jordan
Richard Maxwell—hymns
Greenfield Village Chapel
Choral Program—N. Y. World's Fair

INTERNATIONAL AND FOREIGN AFFAIRS

Salute to the New York World's Fair of 1939
International Exchange Program—
from Brazil
Serenade for Strings—from Montreal

NATIONAL AND PUBLIC AFFAIRS

Current Questions Before the Senate
Current Questions Before the House
Foundations of Democracy

AGRICULTURE

Farm News
Irene Beasley—R. F. D. No. 1
Columbia's Country Journal

NEWS

Radio Spotlight
Press Radio News
Ruth Brine, Commentator

POPULAR ENTERTAINMENT

Just Jack Shannon
Boy & Girl Next Door
Organ Reveille
Poetic Strings
Aeolian Ensemble
L'Amour Toujours
Blue Interlude
Chansonette
Charles Paul at the Organ
Eton Boys
Fiddler's Fancy
Four Clubmen
Major Bowes Capitol Family
Manhattan Minuet
Maurice Brown, cellist
Merrymakers
Morning Moods
National Hillbilly Champions
Old Vienna
Organ Moods (Leo Weber at the
Organ)
Over the Hills and Far Away
Rhythmaires
Romany Trail
Salon Musicale
Saturday Serenade
Sidney Raphael
Sunny Melodies
Tune Time
Al Bernard and his Merry Minstrels
Barry Wood, songs
Blue Streak Rhythm Ensemble
Bluegrass Brevities
Brush Creek Follies
Buffalo Follies
Castillians
Chicagoans
The Dancepators

Don Tuttle
Four Clubmen
Genevieve Rowe
Goin' South (spirituals)
Instrumentalists
Joyce Jordan, Girl Interne
Judith Arlen
Keyboard Capers
Le Brun Sisters
Poetic Strings
Night Time on the Trail
Mayfair Orchestra
Melody Ramblings
Melody Serenade
Melody Weavers
Music, Maestro, Please
Michael Loring
Midland Minstrels
Not So Long Ago
On the Village Green
Lew White at the Organ
Johnnie Hereford at the Organ
Patterns in Swing
Pursuit of Happiness
Ray Block's Varieties
Ruth Carhart with Ray Scott's
Orchestra
Stanley Hickman, songs
Summer Serenade
Swing Silhouette
Syncopation Piece
Three Treys
Time Out for Dancing
Topical Tunes from Pittsburgh
Tower Town Tempos
Tito Guizar
Uncle Jonathan
Accent on Music
Adventures of Ellery Queen
Alibi Club
Armchair Adventures
Columbia Dance Orchestra
Concert in Rhythm
Court of Reflections
Doris Rhodes, songs
Frances Maddux

The Gay Nineties
 Let's Join the Band
 Make Mine Music
 Maxine Sullivan
 Music in the Air
 Music of the Theater
 Nightcap Yarns from KNX
 Saturday Scene
 Studio Rendezvous
 Summer Colony with Buddy Clark
 Under Western Skies
 Vocal Embers
 All Hands on Deck
 Ann Leaf at the Organ
 Buffalo Presents
 Dance Time
 Fran Hines
 Harry Cool and the Harmonettes
 Harry Cool with Joe
 It Goes Like This
 John Sturgess
 Matinee Promenade
 Melody Madcaps
 Milton Charles Recalls
 Monday Varieties
 Lyn Murray Presents
 Music Without End
 Nan Wynn
 Novelteers
 Rhythm Roundup
 St. Louis Blues
 Sing Incorporated
 The Texas Rangers
 Tuesday Matinee
 Walter Gross, pianist
 Waltzes of the World
 The Zany Family
 Buddy Clark Musical
 Console Echoes
 Dancing in the Moonlight
 Doris Rhodes Music Box
 In the Music Room
 Jack Berch, songs
 John Kirby and his Onyx Club Five
 On with the Dance
 Ray Heatherton, songs

Saturday Swing Session
 This Is New York



Abram Ruvinsky Ensemble
 Al Helfer's Football Talks
 Allen Courtney's Gloomchasers
 American Forum of the Air
 American Wildlife
 Arranged By
 Arthur Mann
 Author Author
 Bach Cantata Series
 Balladeer
 Bamberger Symphony
 Benay Venuta's Revue
 Betty and Buddy
 Book a Week
 BBC Music Hall
 Buckeye Four
 Carter and Bowie
 Cats 'n' Jammers
 Charioteers
 Choir Loft
 Concert Hall
 Concert Revue
 Congressional Review of the Week
 Cosmopolitans
 Dick Harding
 Doctor Charles M. Courboin
 Don Arres
 Ed Fitzgerald
 Erskine Butterfield
 Famous First Facts
 Fiesta Time
 First Offender
 Fulton Lewis, Jr.
 George Fisher's Hollywood Program
 Get Thin to Music
 Green Hornet
 Happy Gang
 Happy Larry Lawrence
 Haven of Rest
 Hawaii Calls

Hayride
 Hitmakers
 Impressions
 Invitation to Waltz
 Jack Arthur
 John Steele
 Johnson Family
 Kaye Brinker
 Listen America
 Lone Ranger
 Lucius Beebe's Play Reviews
 Marine Band Concerts
 Marriage Clinic
 Marriage License Romance Bureau
 Medical Information Bureau
 Melody Strings
 Milton Kaye
 Model Airplane Club
 Morton Gould's Music for Today
 Mozart Concerto Series
 Muse and Music
 Music and Manners
 Music By
 Music by Faith
 Music by Moonlight
 Music for Every Child
 Musical Steeplechase
 Mystery History
 Nation's Playhouse
 Nations School of the Air
 Ned Jordan
 Nobody's Children
 Oberlin College Series
 Old Fashioned Girl
 Old Time Tunes
 On a Sunday Afternoon
 Pageant of Melody
 Patrick Maitland
 Pegeen Fitzgerald
 Perole String Quartet
 Pet Club
 Play Ball
 Radie Harris
 Radio Garden Club
 Raymond Gram Swing
 Red River Dave
 Reviewing Stand

Rhythm Rascals
 Romance in Rhythm
 Rutgers Homemakers Forum
 Sally's Sallies
 Savoy Swing
 Scrapbook Stories
 Seven Men and a Maid
 Show of the Week
 Sigrid Schultz
 Sinfonietta
 Sons of the Pioneers
 Songs that Sweethearts Sing
 Songs without Words
 Southern School of the Air
 Stan Lomax
 Studies in Contrast
 Success Session
 Symphonic Strings
 This War
 This Wonderful World
 Thomas Conrad Sawyer
 Thyra Samter Winslow
 Toronto Symphony Orchestra
 Toronto Trio
 Trail Blazers of 1940
 Tropical Serenade
 Two Keyboards
 U. S. Army Band Concerts
 University Life
 Unsung Americans
 Victor Lusinchi
 Waverly Root
 We Want a Touchdown
 Welcome Neighbor
 WOR Symphony
 Your European Correspondents
 Your Sunday Date



NBC, BLUE



Adventure in Reading
 Adventures in Photograph
 Affairs of Anthony
 Along the News Front
 Breakfast Club

Brent House
 Cavalcade of Hits
 Cheerio
 Cloister Bells
 Norman Cloutier Presents
 Club Matinee
 Don't Forget
 Dreams Come True
 Echoes of History
 Favorite Waltzes
 Foreign Policy Association Program
 Lanny Gray's Rhythm School
 Green Hornet
 Hall of Fun
 Horse and Buggy Days
 Ideas That Came True
 Library of Congress Concerts
 Little Ol' Hollywood
 Magnolia Blossoms
 Josef Marais in Bushveld Songs
 Medicine in the News
 Meet the Artist
 Melody Rendezvous
 Morning Musicale
 Music for Listening
 Music for Young Listeners
 Name It and Take It
 National Radio Forum
 National Vespers
 NBC Music Appreciation Hour
 NBC Salon Orchestra
 NBC Symphony Orchestra
 News from London
 Novelettes
 Order of Adventurers
 Pilgrimage of Poetry
 Quilting Bee
 Radio Guild
 Rakov and His Orchestra
 Renfrew of the Mounted
 Revue in Miniature
 Rhythm and Song
 Doc Rockwell's Brain Trust
 Romance and Rhythm
 Roy Shield and His Orchestra
 Tapestry Musicale
 This Moving World
 Tone Pictures
 Trio Time
 United States Marine Band
 United States Navy Band
 Voice of Hawaii
 Washington Calling
 Wife Saver
 Yesterday's Children

☆ **NBC, RED** ☆

Blue Moonlight
 Dol Brissett and His Orchestra
 Call to Youth
 Campus Capers
 Catholic Hour
 Frances Craig's Sunday Night
 Serenade
 Vernon Crane's Story Book
 Deliberate Reflections
 Do You Remember?
 European News
 From Hollywood Today
 Gene and Glenn with Jake and Lena
 General Federation of Women's
 Clubs
 Golden Melodies
 Gospel Singer
 Homespun
 Alma Kitchell's Streamline Journal
 KSTP Presents
 Letters from Abroad
 Li'l Abner
 Walter Logan's Musicale
 Luther-Layman Singers
 Magic Waves
 Music and American Youth
 Music for Moderns
 Music Styled for You
 Musical Soiree
 Musical Tete-A-Tete
 NBC String Symphony
 No School Today
 Arch Oboler's Plays
 On Your Job
 Opportunity
 Our Spiritual Life
 Primrose Quartet
 Radio Pulpit
 Rangers' Serenade
 Religion and the New World
 Religion in the News
 Romance Lyrics
 Romance Melodies
 Salon Silhouettes
 Song Busters
 Bill Stern's Sport Scraps
 Story Behind the Headlines
 Sweet and Low
 Timeless Truths Made Timely
 Torch of Progress
 Viennese Ensemble
 Vocal Vogues

Outstanding Local Programs — of Stations Everywhere

The following list of programs has been compiled by RADIO ANNUAL from questionnaires and direct contact. Listings are composed of programs voiced by stations as their most outstanding contributions to their listeners. The letters following the names of programs indicate as follows: "S," sustaining; "C," commercial; "P," participating.

Alabama

WHMA, Anniston

Lloyd's Kiddy Club (C)
 Salute to the Cities (C)
 Castle of Dreams (S)
 National Gridiron Review (C)
 A Listener's Choice (S)
 Alabama in the News (C)

WAPL, Birmingham

Speaking of Sports (C)
 Know Your City and State (P)
 Women in the News (S)
 Alabama Hayloft Jamboree (C)
 Sleepyhead Serenade (P)
 WAPI Model Electric Kitchen (P)
 Auburn Farm and Family Forum (S)

WBRC, Birmingham

Town Talk (Man-in-the-Street) (C)
 For You (S)
 Birala Trio (S)
 Radio Forum (S)
 Crossroads Varieties (C)
 Trail Riders (C)
 The Happy Hitlers (S)
 Church of the Air (C)

WSGN, Birmingham

Variety Show (C)
 Comic Club (C)
 Birmingham Day by Day (S)
 Radio Club (C)
 Red Goose Popularity Contest (C)
 Inquiring Mike (C)
 Armchair Quarterback (C)
 Movie Quiz (S)

WMFO, Decatur

Social and Household Hints (S)
 Hi Light Boys (C)
 Better Homes Show (S)
 Afternoon Serenade (S)
 Children's Program (C)
 Saturday Morning Barn Dance (S)
 The Up-State Hour (C)

WCOV, Montgomery

Garden of Dreams (C)
 Man on the Street (S)
 Jitterbug Jamboree (S)
 Postal Oddities (S)
 Job Forum (S)
 Memory Singers (S)

WHBB, Selma

Musical Clock (S)

Story Telling Lady (C)

All Request Program (S)

Arizona

KSUN, Lowell

Social Secretary (C)

KOY, Phoenix

Phoenix Little Theatre (S)
 Doubling in Ivory (S)
 Musical Crossword Puzzle (C)
 Arizona Dude Ranch (S)
 Tuesday Night Frolic (S)

KTAR, Phoenix

KTAR School of the Air (S)
 Three Bees (C)

Social Calendar (P)

Clerk of Oxford (S)

Sylen of Inle (S)

Poetry Exchange (S)

Cavalcade of Builders (C)

Man on the Street (C)

KTUC, Tucson

There Are Smiles (C)

Pandemonia (C)

KVOA, Tucson

Arizona-Texas Baseball League
 Broadcasts (C & S)

Arkansas

KELD, El Dorado

Sporting Events Broadcasts

KTHS, Hot Springs

Ouchacha Roundup
 Food for Thought
 News from Home
 Women's World
 Pleasure Party

KBTM, Jonesboro

Morning Herald—Local News (S)
 You Request It, We Play It (P)
 Farm Service Program (P)
 Home-Makers Time (P)
 Where's the Fire (C)
 Children's Music (P)
 Musical Rodeo (C)
 Man on the Street (C)

KARB, Little Rock

An Orchid to You (C)
 Death Rides the Highways (C)

- Radiographies (C)
 Your Neighbor Speaks (C)
 The Parade of Sports (C)
 Unemployment Program (S)
 Capitol Pride Kiddies Club (C)
 Town Talks (P)
- KOTN, Pine Bluff**
 Koberlein's Kontest Kwiz (C)
 News (C & S)
- KUOÄ, Siloam Springs**
 Trade Winds (P)
 Cathedral of the Ozarks (S)
 Ozarkian Male Quartet (C)
 News for Breakfast (C)
 Story Book Castle (S)
 The Little Brown Church (S)
 KUOA Weather Bureau (C)
 Common Sense Viewpoints (S)
- KERN, Bakersfield**
 Kids Club (C)
 Radio Sportograph (C)
- KPMC, Bakersfield**
 Ballad Time (C)
 Four Dons (P)
 Football Broadcasts (C)
 Carlisle Nelson, Music (P)
 Pigskin Freshup (C)
 Nevada Slim (P)
 Fight Broadcasts (C)
- KRE, Berkeley**
 Music of the Masters (C)
 Harmony House (C)
 Clam bake Broadcasts (C)
 Open House (P)
 Golden Days (S)
 Adventures in Seven Seas (S)
- KHSL, Chico**
 Quiz Gold (C)
 Long Cabin Kiddle Club (C)
- Reno Racketeers (S)
 Spotlight Parade (C)
 Calendar of Events (C)
 At Your Service (C)
 College Forum (S)
 Milady's Merry-Go-Round (P)
- KARM, Fresno**
 Valley Rancher's Hour (S)
 Early Risers Club (P)
- KIEV, Glendale**
 Moods in Music (S)
 Top Tunes at Two (C)
 Glen Unified School District (S)
- KGER, Long Beach**
 Long Beach Municipal Band (S)
 News on the Hour, Every Hour (C)
 Dr. Taubman's Bible Class (S)
 Officials on Parade (S)
- KECA, Los Angeles**
 Quiz Club (C)
 Broadway Memories (S)
 Musicandidates (S)
 Studio Dark Room (S)
 Classic Hour (S)
 Just a Moment Please (C)
 You Explain It (S)
 Nutsell Playhouse (S)
- KFAC, Los Angeles**
 Whoa Bill Club (C)
 School Kids Kwiz (C)
 Open Forum (C)
 Man-on-the-Street (C)
 Parents Forum (C)
 Musical Masterpieces (C)
 Operatic Dramas (S)
 Operas (S)
- KFI, Los Angeles**
 Meet Some People (S)
 Art Balsler's Notebook (P)
 Robert L. Johnson's Bridge Club (P)
 Cabbages and Kings (C)
- Ho Hum (S)
 Johnny Murray Talks It Over (C)
- KFVD, Los Angeles**
 Editor of the Air (S)
 Covered Wagon Jubilee (C)
 Jack the Bellboy (C)
- KFWB, Los Angeles**
 Swingo-Musical Quiz (C)
 Let's Go Hollywood (C)
 Grouch Club—Created at KFWB (C)
 Telephone, Quiz (C)
 Make Believe Ballroom (P)
 Picture of the Week (C)
 Rambles with Russ Hughes (S)
 Waker-Upper (P)
- KHJ, Los Angeles**
 Nobody's Children (S)
 Help Thy Neighbor (C)
 Old Fashioned Revival (C)
 Sons of the Pioneers (S)
 Haven of Rest (S)
 Voice of Experience (C)
 Pull Over Neighbor (C)
 Adventures in Rhythm (S)
 Hollywood Whispers (S)
 Alvino Ray and His Orchestra
 with the King Sisters (S)
 Laws and Lawyers (S)
 Betty Jane Rhodes and
 Bob Mitchell's Choir (S)
 Adventure Ahead (S)
 Dramas of Youth (S)
- KMTR, Los Angeles**
 What's the Answer? (S)
 Spelling Bee (S)
 Melody Lane (C)
 Woman's World (P)
 Amcure Hour (S)
 Let's Dance (P)
 Guess Who? (S)
 Sing With Your Favorite Band (S)
- KNX, Los Angeles**
 Nightcap Yarns (S)
 Answer Auction (C)
 Midnight Merry-Go-Round (P)
 Camera Club (S)
 Spelling Beelmer (C)
 Saturday Morning Party (P)
 Sunrise Salute (P)
 Masterworks in Wax (C)
- KDON, Monterey**
 Calling All Tunes (P)
 Saturday Swing Club (P)
 Hacienda Homeowner (C)
- KLS, Oakland**
 Cigar Box Review (P)
 Jan's Journal (P)
 Swing Club (S)
 Swing Spotlight (S)
- KROW, Oakland**
 Skullcrackers (C)
 Man on the Street (C)
 Announcers Contest (S)
 Commuter's Clock (P)
 24 Minutes from Broadway (C)
 Your Show (P)
- KPPC, Pasadena**
 Pasadena Junior College Presents (S)
 Yesterday's Headline (S)
- KVCV, Redding**
 Women's Program of the Air (C)
 Night Club uiz (C)
 Telephone Conversations (C)
 I Stand Accused (C)
 Santa's Mail Bag (C)
 Mythical Airplane Lessons (S)
 Mythical Remote (C)
- KFBK, Sacramento**
 Inquiring Microphone (C)
 Meditation (S)
 Feminine Varieties (C)

Breakfast Club (P)
 Walz Favorites (S)
 Katherine Kitchen (P)
KFXM, San Bernardino
 Early Birds of 1939
 Maritana
 Federal Mint
 Tea Time
 Go Forward
KGO, San Diego
 Homemaker's Catalog (P)
 Lowe Highlights (C)
 Sports News and Reviews (C)
 For Ladies Only
 Voices (S)
KFRC, San Francisco
 Feminine Fancies (S)
 Brain Battle (C)
 Headlines of the Past (C)
 Scrap Book Stories (S)
 Breakfast Club (S)
 Bless Bye, the Market Scout (C)
 Morning Hostess (C & P)
 Rise and Shine (C & P)
KGO, San Francisco
 Who's in Town Tonight (S)
 Thru a Woman's Eyes (P)
 Musical Clock (P)
 Potato Bug Band (S)
 Financial Service (S)
 World on Parade (S)
 A Bookman's Notebook (S)
 Hour House (P)
 Paychecks Preferred (S)
 Judy Deane (S)
 Singtime (S)
 In the Good Old Days (S)
KJBS, San Francisco
 Alarm Klok Klub (P)
 Sherman Clay's Magic Hour or
 the World's Finest Music (P)

Jim O'Neil's Newscasts (P)
 KJBS Night Owl Program (P)
KPO, San Francisco
 Oh, Teacher— (C)
 International Kitchen (P)
 Sidewalk Reporter (C)
 Sleep Serenade (C)
 Oh, Mr. Dinwiddy (S)
 Two in the Balcony (P)
 Musical Clock (P)
 Fellow Sportsman (S)
 Tune Termites (S)
 Football Scoreboard (C)
 Radio Reporter (C)
 Walz Reflections (S)
KSAN, San Francisco
 Telephone Quiz
 News on the Hour Every Hour
 Mothers Only
 The Ne'er-do-well
 Happy Gordon and His Gang
KSFO, San Francisco
 Yawn Patrol (P)
 Sireclimbed Headlines (C)
 Friendly Homemaker (P)
 Roving Reporter (C)
 Sportsliner (S)
 San Francisco Calling (S)
 Hollywood Reporter (C)
KYA, San Francisco
 Evening Concert (C)
 Morning Concert (P)
 Sportlight (C)
 Early Birds (P)
 America Sings (S)
KQW, San Jose
 Charley Marshall (S)
 Trading Post (C)
 Farm Market Digest (S)

Magic Hour (C)
 Ranchouse Revelries (S)
KVEC, San Luis Obispo
 Morning Bulletin Board (P)
 Rhythm by Request (P)
 Electricity Speaks (C)
 Poet and the Organ (S)
 Local Events (C)
 Nine School Radio Theatre (S)
 Know Your City Government (S)
KVOE, Santa Ana
 Orange County Quiz (C)
 Your Hobby, Photography— (C)
 Chime Marches On (S)
 Vicki Renee, Stylist (S)
 Orange County Gardens (S)
 Veterans of Foreign Wars (S)
KDB, Santa Barbara
 On the Sports Side (S)
 Highways of the Air (S)
 Parents Forum (S)
KTMS, Santa Barbara
 Five Newscasts Daily (C)
 Review of Sports (S)
 The Forge on the Air (S)
 The Scrapbook of Juan Estevan (C)
 Bob's Best Bargains (C)
 College Town Meeting (S)
KSRO, Santa Rosa
 Roscoe Breakfast Club (P)
 Music By and With the Masters (S)
 Music in the Modern Manner (S)
 KSROLLing Along (S)
 Judge Jive's Court (S)
 Backstage Scrapbook (S)
 Ye Olde Music Box (S)
 Book Shelf (S)
KTKC, Visalia
 The Old Timer (C)
 Can You Spell It

Gospel Messengers
 Fox, Kiddle Club
 Footlight Follies (C)
 Hits from Hollywood (C)
 Purvolute Party Night (C)
 Curbstone Capers (S)

Colorado

KFEL, Denver
 Willie Hartzell and His KFEL-ers
KLZ, Denver
 Lady, Lend An Ear (P)
 Three B's (C)
 Voice of the News (C)
 Inquiring Reporter (C)
 Infalible Pair (C)
 Rocky Mountain Roundup (P)
 Gas Hospitality House (C)
 Captain Ozle (C)
 Wells of Music (C)
 Women In The News (S)
 Farm Service Program (P)
 Early Risers' Club (S)
KOA, Denver
 Ranger's Serenade (S)
 Once Upon a Time (S)
 Farm Question Box (S)
 KOA's Old Opry House (S)
 Lamont School of Music (S)
 Golden Melodies (S)
 Nature Sketches (S)
 Public Schools Program (S)
KPOF, Denver
 Alma Temple Religious Service
WICC, Bridgeport
 WICC Bowling Team Broadcasts (S)
 Street Scene Broadcasts (S)
 Yale University Drama Series (S)
 Yale University Football Games (C)

Connecticut

WDRG, Hartford

Main Street (C)
 Music Off the Record (P)
 Shoppers' Special (P)
 Ad-Liner (P)
 Strictly Swing (P)
 Us On a Bus (P)
 Esso Reporter (C)
 Request Time (P)
 Your Southern Chef (C)
 Connecticut Hall of Fame (S)
 Sunday Serenade (S)
 Movieland Melodies (C)
 Old Fire Chief (S)
 The World of Sports (S)
 Hartford Public Forum (S)

WTHI, Hartford

Hartford Speaks (C)
 Concert Hour (C)

WTIC, Hartford

The Fox Morning Watch (C)
 When Day is Done (S)
 History in the Headlines (S)
 Noontime Varieties (S)
 Trans Radio News (P)
 Day Dreams (C & S)
 Women's Radio Bazaar (P)
 Jack Says Ask Me Another (C)

WNBC, New Britain

Riddle Rhythms (P)
 1380 Club (P)
 Kiddies Revue (C)
 Doris Peck Entertains (S)
 Pappy Howard's Gang (S)
 Man-in-the-Street (C)
 Connecticut Cavalcade (P)

WELL, New Haven

Miracles in Health (C)
 Club Forum (C)
 Church Billboard (C)
 Community Hostess (P)

Danceland Ballroom (P)
 Petticoat Vagabond (S)
 What's In a Name (S)
 What Are You Recding (S)

WNIC, New London

Melody Lane (P)
 Local News (P)
 Voices of the People (C)
 Postal Telegraph Requests (P)
 Lights Along the Shore (S)
 Sidney's Amateur Program (C)
 Connecticut College Series (S)
 Coast Guard Band (S)

District of Columbia**WJSV, Washington**

Arch McDonald (C)
 Washington Hour (C)
 Elder Michaux (S)
 Magic Carpet (C-P)
 WJSV Drama Award (S)

WMAL, Washington

Quiz of Two Cities (C)
 Cameracs in Action (S)
 In Town Tonight (S)
 Baukhage Talking (S)
 According To Coyle (S)
 Glen Carrow (S)
 Morning Prelude (S)
 Jack Foy (S)
 Station PDS Presents (C)

WOL, Washington

Fullon Lewis, Jr. (C)
 If We Call (C)
 Tru Blu Musical Program (C)
 American Wildlife Program (S)

WRC, Washington

Whispering Rhythm (S)
 Gene Archer Entertains (S)
 Dreams Come True (C)
 Mary Mason (P)

Gordon Hittenmark (P)
 Night Watchman (P)
 Old Timer (S)
 Streamliner (P)
 Devotions (S)
 Charles Iagnan Programs (S)
 National Children's Frolic (S)
 Daily Weather Forecasts from U. S.
 Weather Bureau (S)
 Pianos Three (S)

Florida**WJAX, Jacksonville**

Florida Fishing (C)
 Talk of the Town (C)

WLAK, Lakeland

Millers Fashion Hints (C)
 Ford Football Finals (C)
 Shoot the Works (C)
 Household Institute (P)

WIOD, Miami

WIOD Light Symphony (S)
 Do You Read the News (S)
 WIOD Dance Frolic (S)

WKAT, Miami Beach

Two Grand Pianos (S)
 Pelican's Pouch (S)
 Sport of Kings (P)
 Air Breaks (C)
 Guesso (C)
 Echoes of the Theater (S)
 Football Roll Call (C)
 Little Theater of the Air (S)

WDBO, Orlando

Norman Beasley's Fla. (C)
 Family Altar of the Air (S)
 Rollins College Radio Classroom (S)
 Open House (S and P)
 Morning Roundup (C and P)
 I Want a Job (S)
 Time for the Times (C)

WCOA, Pensacola

Vick's Community Bulletin Board (C)
 Around the Clock (C)
 Sports Spotlight Program (C)

WSUN, St. Petersburg

Oh! Say Can You Sing (C)
 Hunting & Fishing (C)
 Florida Speaks (S)
 Books in Review (S)
 Football Predictions and Scores (C)
 For Women Only (P and C)
 Inter-Civic Club Council (S)
 Little Theater of the Air (S)

WTAL, Tallahassee

WTAL Jamboree (S)
 Storytime with Sue Nesmith
 Dance Time (S)
 Musical Clock (S)
 Morning Devotions (S)
 Clambake Six (S)

WDAE, Tampa

Musical Mailman (S)
 West Coast Hillbillies (C)
 Eddie Ford Organist (C)
 Football Predictions (C)
 Bridge Forum (S and C)

WFLA, Tampa

Frank Grasso Presents/
 Forward Florida
 Florida Job Clinic

WING, West Palm Beach

Mr. Yes'n No
 Quartermaster
 Grab-Bag
 I Want a Job
 Palm Beach Speaks
 Downtown at Noon
 Call to Radio
 Sunday Melody Parade

Georgia

- WGAU, Athens**
Our Church on the Air (S)
Our Community Sing (C)
Our Community Sing (C)
Organ Treasures (S)
Midnight Momentoes (S)
- WATL, Atlanta**
Mid-Day Merry-Go-Round
Dinner Dance Parade (C)
The Music Masters (S)
Sunshine Hours (C)
Five Star Final (S)
- KID, Idaho Falls**
Farm Hour (S and C)
News (S and C)
- WRDW, Augusta**
WRDW Varieties (P)
Breakfast Club (P)
Pigskin Parade (C)
Boys News (C)
For Ladies Only (C)
R. C. Cola Quiz (C)
Uncle Marion Reads the Funnies
Highlights of the News of the Week
- WRBL, Columbus**
Sons of the South (C)
Baseball Questionnaire (C)
Women in the News (S)
Red Wagon Boys (C)
History in the Making (S)
- WMAZ, Macon**
Radio Stars on Parade (P)
Gospel Singer (C)
Boy Scout Program (S)
Man on the Street (C)
Dalton Norman, Singing Cowboy (S)
Ft. Valley Normal School Choir (C)
- WMGA, Moultrie**
"Tween You and Me (S)
- WSAV, Savannah**
Saga of Savannah
- Savannah Speaks
Time and Tide
Salute to the Coastal Empire
Musical Scoreboard
Quiz Nite
- WAYX, Waycross**
Merchant's Parade (P)
George Tucker (C)
Twelve Hundred Club (S)
Kiddies Theater Club (S)
- Idaho**
- KIDO, Boise**
Bairds Big Eight (C)
Farm Men Only (C)
United Press News (C and P)
Home Quiz (C)
Boise Highlights (S)
U. S. Government Reports (S)
Morning Sermonette (S)
KIDO Request Hour (S)
Cowboy Slim (P)
Sportscasts (C)
Stevens Sunday Noon Hour (C)
- KFXD, Nampa**
Early Bird (P)
Dooly's Almanac (C)
- KSEL, Pocatello**
Six O'Clock Jamboree
- Illinois**
- WTBC, Bloomington**
Rural Free Delivery Hour (P)
WJBC Women's Hour (S)
So You're Entertaining (S)
Anniversary Party (C)
Singo (C)
Theater Time (C)
High Schools on Parade (S)
Sweet and Swing (P)
- WDWS, Champaign**
Home Town Birthday Party (C)
Mystery Melody Time (C)

- WAAF, Chicago**
Daily Symphonic Hour (S)
Council of Foreign Relations (S)
Mythical Ballroom (C)
Pick-Me-Up (C)
Breakfast Express (C)
Madcap Matinee (C)
- WBMM, Chicago**
Let's Get Together (S)
Meet the Missus—(C)
Musical Clock (C)
Sports Huddle (C)
What Can I Do? (S)
Voice of the City (S)
Sports Quiz (C)
Dr. Preston Bradley (C)
- WCFI, Chicago**
The Life Program (C)
Peekers in the Parity (P)
Radio Gossip Club (S)
Hour of Opportunity (C)
This Week in Labor (S)
Make Believe Danceland (P)
Singing Strings (C)
Kelly's Old-Time Minstrels (C)
- WEDC, Chicago**
Humans of Fate (S)
Let's Act (S)
- WENR, Chicago**
Ten O'Clock Final (C)
Weekly Amateur Hour (C)
Music You Want (C)
- WJJD, Chicago**
Safety Court
Bureau of Missing Persons
Toastmaster
Women at the Crossroads
Supper-time Frolic
Dramas from Life
Know Your Postal Service
Famous Chicagoans

- WLS, Chicago**
WLS National Barn Dance (C)
School Time (S)
Dinnerbell (S)
Smile-A-While (C)
Henry's Exchange (C)
Morning Devotions (S)
Morning Minstrels (C)
- WMAQ, Chicago**
News Broadcasts (C and S)
High School Studio Party (S)
Cameos of New Orleans (C)
Take a Picture (S)
Weiboldt, Your Neighbor (C)
Doggie Dan (C)
Tony Wons (C)
- WHFC, Cicero**
Know Your Morton
Paging the Preps
Stamp Chats
- WDAN, Danville**
Semi-Solid Family Party (C)
Juvenile Jamboree (C)
Moods and Melodies (S)
Man on the Street (P)
Chuck's Variety Clock Club (P)
Battle of Wits (C)
Your Home Town (C)
The Puzzle Man (C)
- WJBL, Decatur**
Street Forum of the Air (P)
Cross Country Interview (C)
John Bernard's Let's Dance
Three Minutes of Safety (S)
The Golden Hour (C)
- WTMV, East St. Louis**
Stern Brau Band (C)
Crazy Auction (C)
Vital Statistics (C)
Juveniles on Parade (C)
Church in the Wildwood (S)
Rose Room Melodies (C)

- Game of Wits (S)
 Joke Shop (C)
 Woman's Magazine of the Air (C)
 Opportunity Knocks (S)
WEBQ, Harrisburg
 Sunday Morning Swing Session
 Hay-Loft Hit-Jinks Barn Dance
 Vick's Parade of Musical Hits
 Happiness Hour
WCLS, Joliet
 Social Editor of the Air
 One Woman's Opinion
 Deitchman's Polka Revue
 Shopping with Your Neighbor
WMBD, Peoria
 Juvenile Theater (S)
 Musico (C)
 His Majesty, The Baby (S)
 Good Neighbor (S)
 Nightfall (S)
 Musical Clock (C)
 Women of Today (C)
 Announcers Contest (C)
WTAD, Quincy
 Corn Belt Carnival (S)
 Write the Manager (S)
 Quarter uiz (S)
 Happy Valley (C)
 Guess It (C)
 Community News (C)
WROK, Rockford
 Town Crier
 Man on the Street
 News Programs
 Women's Forum
 Sports Program
 Musical Clock
 Women in the News
WHBF, Rock Island
 Listen, Ladies! (P)
 Ten Pin Man (P)
 Mississippi Valley News (S)
- Frank Mike (C)
 Songs That Don't Get a Chance (S)
 Knox Chapel Services (C)
 The Bee (S)
 Juvenile Theater (S)
 Views of Local News (C)
WCBS, Springfield
 Rural School of Education (S)
 Market Reports (C)
 Homemakers Institute (C)
 Town Meeting of the Air (S)
 Lone Ranger (C)
WDZ, Tuscola
 Irish Ballads (C)
 Kitchen Barn Dance (P)
 Corncrib Hoedown (C)
 Memories (S)
 Screwball Club (S)
 Know Your WDJ (P)
 At Your Service (S)
- Indiana**
- WTRC, Elkhart**
 Friendly Neighbors (C)
 Pet Swaps (C)
WEOA, Evansville
 Curbstone Reporter
 City Court
WGBF, Evansville
 The Shut-In Program (S)
 Radio Variety Show (C)
 Little German Band (S)
 Wedding Anniversary Program (S)
WGL, Fort Wayne
 Time to Go to Work (S)
 Indiana Indigo (S)
 Gold Star Final News (C)
 Dykta (C)
 Metropolitan Madness (S)
 Traffic Court (C)
 School of the Air (S)
 Sing a Long with Mary (C)
- Notre Dame Radio Stage
 Highlights Weeks News in Review
WBOW, Terre Haute
 Man on Street (C)
 Morning Mail (P)
 Merry-Go-Round (P)
 Terre Haute Town Meeting (S)
- Iowa**
- WOC, Davenport**
 WOC Luncheon Club (P)
 Public Schools Program (S)
 St. Ambrose College of the Air (S)
 News from Our Neighbors (S)
 Your Hymns and Mine (S)
 Hour of Friendship (S)
KWLC, Decorah
 News Courier (S)
 Poetic Prelude (S)
 Chapel (P)
 Hymns We Love (S)
 Adventures in Physics (S)
 You, Incorporated (S)
 Drama Workshop (P)
 Campus Players (S)
KRNT, Des Moines
 Tall Corn Time (S)
 Thirty Minutes to Go (P)
 Newsreel of the Air (C)
 Uncle Bill Reads the Funnies (C)
 Memories of You (S)
KSO, Des Moines
 Inquiring Microphone (C)
 Sum Fun (S)
 The Friendly Counselor (C)
 Evening Funnies (S)
 Sports by Shumate (C)
 The Sunshine Club (S)
 Cheerful Charlie Flagler (C)
KGLO, Mason City
 Hometown News (C)
 The Rhythm Club (S)
 The Mailbag (S)
- WOWO, Fort Wayne**
 Morning Roundup (P)
 Modern Home Forum (P)
 Hoosier Hop (S)
 Hey! Mr. Motorist
 Bob Wilson Presents (C)
 Ozark Open House (S)
 Flapjack Boys (C)
 Down the Field (C)
WIND, Gary
 Sports Edition (C)
 Night Watch (C)
 Traffic Court (S)
WFBM, Indianapolis
 Early Birds
 Hoosier Talent Time (S)
 Big Freddie Miller (S)
 Hoosier Farm Circle (P)
 Alice Abbott (P)
 Gilbert Forbes (C)
WIBC, Indianapolis
 Boy Greetz Girl (C)
 Brown County Revelers (C)
 The Friendly House (C)
 School for Brides (C)
 Blues Chaser (C)
 Fashion Footlights (C)
 Lonesome Bill Jones (S)
WIBC, Muncie
 Man on the Street
 Animal Shelter Broadcast
 The Old Ranger
WFAM, South Bend
 South Bend at Work
 South Bend at Play
 Football for the Fans
 The Three Notes
 Little Jamboree
WSBT, South Bend
 Hayleft Jamboree
 Man on the Street

- The Hours Ahead (C)
Mystery Melody (P)
Sport's Camera (C)
Bullseye Topics (S)
North Iowa Forum (S)
Rural Roundtable (S)
- KMA, Shenandoah**
KMA Country School (C)
KMA Homemaker's Program (P)
KMA Kitchen Klatter (P)
Caleb Squibb's Joke Program (C)
Lem Hawkins and His Gang (C)
The Folks in Western Valley (P)
The Round-up on Rhythm Range (C)
- KTRI, Sioux City**
News on the Hour (C)
Sports Parade (S)
Musical Clock (P)
Blind Balladier (S)
Postoffice Parade (S)
Women in the News (P)
- Kansas**
KVAK, Atchinson
Mass direct from St. Benedict's Abbey Monastery
- KIUL, Garden City**
Western Kansas Roundup (S)
Hamilton Trio (C)
Local News (C)
- KSAC, Manhattan**
Homemakers' Hour (S)
Farm Hour Program (S)
In the Music Room (S)
The Kansas Editor Speaks (S)
Ships and Sealing Wax (S)
- KCKN, Kansas City**
Olaf Soward News (C)
Police Court (S)
Noon Hour Clock (C)
Raw-Milk Matinee (C)
Pecorck Program (C)
- Dance with America (C)
Behind the Headlines (C)
Quizzer Court (P and C)
- KOAM, Pittsburg**
Pals of the Prairie (C)
Lou and Al (C)
Amateur Hour (C)
Kiddies Revue (S)
News (C)
Sports Broadcasts (C)
Songs of Terry (S)
- KSAL, Salina**
Musical Clock (P)
Today (S)
Meet the Visitor (C)
The Window Shopper (P)
Dorothy Day (C)
Quizzer Court (C)
Barn Dance Frolic (S)
Hilly Billy Program (P)
Farm Hour (C)
- WIBW, Topeka**
The Kansas Roundup (C)
The Dinner Hour (P)
The Crossroads Sociable (S)
Golden Belt Tent Theater (C)
You Can't Do That (S)
Saturday Night Roundup (P)
Lee Noon News (C)
Oklahoma Outlaws (C)
- Kentucky**
WCMI, Ashland
Sidewalk Spell Bee (C)
Woman's Club (P)
Rhythm Club (S)
- WAVE, Louisville**
Melody Time (P)
Jewel Box (C)
Noontime Roundup (S)
What Do You Think (S)
Play Laboratory (S)
Hi-School Hi-Lights (S)
- Cruising in Traffic (S)
Ten O'Clock News Review (C)
- WOMI, Owensboro**
Kentucky Nightmare
- Louisiana**
KALB, Alexandria
Business Marches On (P)
Hello There (S)
Pan-Am Views the News (C)
- KVOL, Lafayette**
Sons of the Acadians (S)
Wilson Humber's Orchestra (P)
Twilight Quartette (P)
Emily Landry (S)
Roscoe Whitlow (S)
Southwestern Institute Program (S)
Farm and Home Hour (S)
Katherine Quint (S)
- WBNO, New Orleans**
Jax Midnight Dancing Party
Highlights for High School Announcers Auditions of the Air
Sunday Afternoon Variety Show
Daily High School Dance Hour
Alma Roths Bridge Quiz
- WWL, New Orleans**
Dawn Busters (C)
Dreamy Melodies (S)
Job Mart (S)
- KRMD, Shreveport**
High School and L.S.U. Football (C)
News Program (C)
Women's Hour (S)
- Maine**
WCOU, Lewiston
Soliloquy and Organ (C)
Good Morning Neighbor (C)
Marriage Muddles (C)
Yawn Patrol (P)
- WCSH, Portland**
Recess Time (P)
- WGAN, Portland**
Quiz Court (C)
Maine Memories (C)
Coffee Cup Chatter (S)
Late Risers Club (S)
- WAGM, Presque Isle**
WAGM-Tingley Birthday Party (C)
Words with Music (S)
Saturday Nite Jam Session (S)
- Maryland**
WBAL, Baltimore
Around the Dinner Table (P)
Time for Romance (P)
It Seems to Me (S)
Around the Breakfast Table (C)
Stories Behind the Headlines (C)
Mary Lands
Uncle Jack's Club
- WCAO, Baltimore**
Your Friendly Neighbor (P)
Better Homes Program (P)
- WFBR, Baltimore**
Quiz of Two Cities (C)
Carnival of Fun (C)
Dramagrams (S)
Open House (C)
- WTBO, Cumberland**
Eleventh Hour (C)
Yours for the Asking (S)
Spelling Bee (C)
Man About Town (S)
Social Column (S)
Music Shop (C)
Shopping Tour (C)
State Teacher's College Musical (S)
- WFMD, Frederick**
Pappy and the Boys (C)
Golden Slipper Gang (P)
Ian MacFarlane (S)
A Song for Sale (P and C)
Telephone Tunes (S)
The Farmer Comes to Town (P)

Massachusetts

- WAAB, Boston**
Edgeworth's Frank Ryan (C)
Sportswriters Quiz (S)
Marriage Clinic (S)
John Melcalf's Choir Loft (S)
Young America Speaks (C)
Sears News Salute (C)
Friends Radio Club (C)
- WBZ & WBZA, Boston & Springfield**
Jordan Marsh Hour (C)
Olympic Hockey Games (S)
Name Three (C)
Indoor Baseball Games (S)
Home Forum (P)
Harvey and Dell (S)
Gilchrist Gossip (S)
Weather in Rhyme (C)
Boston Life (S)
We Women—Mary Ellen Brown (P)
Mass. on the March (C)
Gene and Glenn (S)
25 Years Ago Today (S)
- WCOP, Boston**
Rise 'n' Shine with Farmer Russ (C)
Folicmakers Swing Club (P)
The Voice of the Community (C)
Consumers' Institute (S)
Jaunting Through Ireland (C)
- WEEL, Boston**
Caroline Cabot Shopping Service (P)
E. B. Rideout Weather Service (C)
Martine Promenade (P)
Bill Elliot the Singing Cop (C)
Uncle Elmer (S)
- WMEX, Boston**
Pages from the Classical Album (S)
WMEX Camera Club of the Air (S)
The Variety Hour (C)
Today's Winners (P)
Peg Powers Program (S)
Moods in Music (S)
- Penny and Her Gang (S)
Comic Page Club (C)
WNAC, Boston
Sunshine News Reporter (C)
Names in the News (C)
Yankee Network News Service (P)
G-Men in Action (S)
Inside of Sports (C)
Sports Roundup (C)
Fred Lang Views the News (C)
George and Dixie (C)
Sunrise Melodies (S)
Marjory Mills (C)
First National's Imogene Wolcott (C)
Gretchen McMullen (C)
- WORL, Boston**
Nine Twenty Club (P)
WSAR, Fall River
Is Your Name Lucky (C)
Attention Women (S)
WSAR Studio Orchestra (S)
Man on the Street (C)
McWhirr's Musical Parade (C)
Local News (P)
This is Magic (C)
WHAL, Greenfield
Let's Interrogate (P)
Entertainment Time (P)
WHAI Musical Grab Bag (S)
So You Want to Fly (S)
Weaver of Dreams (S)
News Week in Review (C)
WLAW, Lawrence
Auditions on the Air (C)
Sports Quiz (C)
Children's Radio Club
John Manning's Family (S)
Sidewalk Interview (C and S)
News in Review (C)
Children's Music Recital (C)
Baron and His Lone Star Texans (C)
WBRK, Pittsfield
Prof. Query (C)
- Kash Kwiz (C)
Barn Dance Frolics (C)
WMAS, Springfield
Music to Read By (S)
College of Fun (C)
Story Book Lady (C)
WMAS Little Theater (S)
4 Men About Town (C and P)
WTAG, Worcester
Mendelssohn Singers (C)
Sport Express (S)
Radio Journal (P)
Morning Parade (P)
Ruth Drops in to Chat (C)
Noonday Revue (P)
- Michigan**
- WELL, Battle Creek**
Battle Creek Public School Program
- WHDF, Calumet**
Warney Ruhl's Music School (C)
College Music Hour (S)
Houghton County Federal Band (S)
Finnish Musical Program (C)
Singing Violins (C)
- WJR, Detroit**
News Comes to Life (C)
Hermit's Cave (C)
Inside of Sports (C)
Peaceful Valley (S)
The Vagabonds (S)
Adventures in Music (S)
Musical Memories (S)
WMBC, Detroit
The Worker Speaks
Spices of 1939
Old Opera House
Happy Hour Club
Final Edition
- WWI, Detroit**
The Yawn Club (C)
Listen, Ladies (S)
March of Youth (S)
- The Minute Parade (C)
Fanfare (S)
Detroit News Radio Extra (S)
Man on the Street (C)
C. C. Bradner's Newscast (C)
WXYZ, Detroit
The Lone Ranger (C)
The Green Hornet (S)
Ned Jordan Secret Agent (S)
Challenge of the Yukon (S)
Show World (S)
Fan on the Street (C)
Town Meeting (C)
Sunrise Club (P)
The Factfinder (C)
WFDF, Flint
Blues Chasers (P)
Skeets and Playboys (P)
Nick and Cornhuskers (P)
Job Clinic (S)
WJMS, Ironwood
Tony's Eye-Opener Hour (P)
Musical Miniatures (S)
Parish Players Radio Dramas (S)
Radio Home Maker (P)
Song Time (C)
WJIM, Lansing
WJIM Juvenile Choir (C)
Drewry's Open House (C)
Knapp Family Hour (C)
Musical Clock (P)
WKWB, Muskegon
Rol and Henry (P)
Hardytime (C)
Street Reporter (P)
Grand Haven Parade (P)
Morning Shopper (P)
Stump Us (C)
WHLS, Port Huron
Hired Man (P)
News Every Hour on the Hour (C)
Aunt Jane's Program (S)
Kiddies Hour (P)

Minnesota

- KGDE, Fergus Falls**
Miss Sally's Here's An Idea
For Women Only (P)
Fergus School of the Air (S)
- KYSM, Mankato**
Sunshine Dinnertime
Musical Roadmap
Birthday Party
Shindig
The Plowboys
Across the Garden Gate
The Voice of the Land o' Lakes
- WDGY, Minneapolis-St. Paul**
Music for Every Child (S)
WDGY Barn Dance (S)
Happy Hollow Boys (P)
Coffee Cake Club (P)
Funnise Frolic (P)
Livestock Farmers Program (C)
Minnesota Farm Bureau News (C)
Family Altar (C)
- KSTP, St. Paul-Minneapolis**
KSTP Presents (S)
Sunrise Roundup (P)
The Movie Fan Speaks (S)
The Household Forum (I)
Daily Messenger (C)
Tomorrow's Headlines Tonight (C)
Morning Newspaper of the Air (C)
- WCCO, Minneapolis-St. Paul**
Fitzer's Sportman's Special (C)
Saturday Morning Open House (P)
Sports Through the Keyhole (S)
Almanac of the Air (C)
Ladies First (P)
Who's the Champ (C)
The Sunrisers (S)
- WMIN, St. Paul and Minneapolis**
Market Basket (P)
WMIN Safety Club (S)
Talking Things Over (C)
- WTCN, St. Paul-Minneapolis**
Church Music Appreciation (S)
For the Ladies (C)
Job Wanted (S)
Funny Paper Show (S)
News to Come (S)
Merle Potter's Movie Quiz (C)
Parents Classroom (C)
- KVOX, Moorhead**
Goin' to Town (P and C)
World of Sport (C)
- KROC, Rochester**
Minnesota 400 Program (C)
Farm Frolics (P)
KROC Farm Service
News Programs (C)
- KFAM, St. Cloud**
Sunrise Roundup (C and P)
Over the Kitchen Fence (C and P)
Junior Mixing Bowl (C and P)
Strictly Headlines (S)
Merry and Mac (C)
KFAM Jamboree (S)
- WHLFB, Virginia**
Please Play (S)
Sports Reporter (C)
Sports Broadcasts (C)
Swing Clinic (S)
Farm and Home Hour (S)
Our Friendly Neighbors
Virginia Symphonic Band
- KWNO, Winona**
KWNO Theater Workshop (S)
Organ Moods (S)
Makiles Junior Show (C)
Good Morning Neighbor (P)
Dale Simons Blue Denim Boys (S)
- Mississippi**
WGCM, Mississippi City
Boatmen's Program
WGRM, Greenwood
Revell Hillbillies (C)
- Lunch Hour (C)**
Down South (S)
Song and Story (C)
Barnyard Jamboree (P)
Morning Serenade (P)
Delta Chevrolet Entertains (C)
Aunt Polly (S)
- WFOR, Hattiesburg**
Voice of 5th Avenue (C)
Little Trouper (S)
Birthday Club (C)
Nut Club (S)
- WJDX, Jackson**
For Women Only (P)
Buck Turner and His Buckaroos (P)
Roaming Cowboys (S)
Gospel Four (S)
Kiddie Matinee (S)
- WSKB, McComb**
Health Center Talks (S)
Unemployment Program (S)
Devotional Hour (S)
High School Program (S)
Poetry Lady (S)
Hollywood News and Views (C)
Pike County Ramblers (P)
- Missouri**
KFRU, Columbia
Musical Clock (P)
Missouri Farm and Home Hour (P)
Ozark Open House (C)
Thursday Night Club (P)
Sunrise Roundup (P)
Village Choir (S)
Missouri Calendar (S)
Mirror of Melodies (P)
- KWOS, Jefferson City**
Man on the Street (C)
Man in the Car (C)
Your Home and Mine (P)
Missouri Schools in Action (S)
- WMBH, Joplin**
Barn Dance
Man on the Street
Sportcast
News on the Hour
Walter Wheeler's Physical Culture
Number Please
Kiddies Review
Community Songfest
Ozark Wanderers
- KMBC, Kansas City**
Musical Memories Streamlined (S)
The Food Scout (C)
KMBC Happy Kitchen (C-P)
Brush Creek Follies (S)
The Little Show (S)
- WDAF, Kansas City**
Moonbeams (S)
Musical Melting Pot (S)
Tales of Industry (S)
Music Box Revue (C)
4-Bell Roundup (C)
Liars Court (C)
Musical Clock Revue (C)
WDAF Birthday Bell (S)
- KWOC, Poplar Bluff**
Man on the Street (C)
Quiz School (C)
Log Cabin Mountaineers
Luncheonatres (P)
Morning Musicals (S)
Little Church Around the Corner
Hymns and Their Stories
Treasure House of Poetry
- KFEQ, St. Joseph**
The Pony Express Roundup (S)
Interstate Varieties (C)
Good Samaritan Club (S)
- KMOX, St. Louis**
Mellow Time (C)
Alpine Varieties (C)
The Land We Live In (C)

Barnyard Follies (C)
 Saturday Night Barn Dance (C)
 Ozark Varieties (C)
 Onward...Road (S)
 Talent Court (C)
KWK, St. Louis
 The Inquiring Squad
 Barrel Roll
 Alpen Brau Song Fest
 Sunbonnet Social
 The Swing Clinic
 This Woman's World
 Paris Fashion Revue
 It's Fun to Keep House
KXOK, St. Louis
 Dinner with the Stars (S)
 Voice of the People (S)
 Pop Wise and His Kiddle Quiz (C)
 One Man's Diary (C)
 Chestnut 99 Forty Four (S)
 Football Jamboree (C)
 The Woman's Page (C)
 Jam for Supper (S)

WEW, St. Louis
 Sacred Heart Hour (S)
 Germania Broadcast of St. Louis (C)
 Roy Shaffer and His Gang (C)
 Moments with the Masters (S)
 Swing for an Hour (S)
 Koffee Klatsch (S)
 Mothers Health Class (S)

WIL, St. Louis
 Civic Service Program (C)
 Birthday Bells (S)
 Today's Winners (C)
 Breakfast Club (C)
 Dawn Patrol (P)
KDRO, Sedalia
 Dr. Berry, Counsellor of Life (S)
 Your Neighbors Opinion (S)
 Answer Rite Pay Nile (C)
 Missouri Playboys (C)

KDRO Views the News (S)
 KDRO Little Theater of the Air (S)

Montana

KFBB, Great Falls
 Let's Do Some Talking (S)
 Speaking of Sports (S)
 KFBB Hi-Lites (S)
 The Three E's (C)
 Meditations in Music (S)
 Community Calendar (C)
 Music of Tomorrow (C)
 In the Sporlille (S)
KPFA, Helena
 Sports Review (C)
KGVO, Missoula
 Dude Ranch (S)
 This and That (S)
 Quiz Nite (C)
 Kiddies Kollege (C)

Nebraska

KMMJ, Clay Center
 Talent Review (S)
 Harris Sunrise News (C)
 Wolbach News (C)
 Market Reviews (S)
 The Rockin' Chair (P)
 Mother's Best Gospel Singers (C)
 Gooch's Buckaroos (C)
 Stuart's Happy Roving Cowboy (C)

KFAB, Lincoln
 Coffee Pot Inn (C)
 Cornhusker Jamboree (C)
 Around the Kitchen Kettle (C)
 All Bands Around (C)
 Football Games (C)
 Baseball Games (C)
KFOR, Lincoln
 Morning Musical Clock (C)
 Dual Tones (S)
 Street Forum (C)

Fashion Tip-Teller (C)
 Hollywood Hi-Lites (C)
 Harry Johnson Sports Review (C)
 I May Be Wrong (C)
 Magee's Dance Parade (C)
 Birthday Club (C)

WJAG, Norfolk
 Voice of the Street (S)
 Noon News (S)
KOIL, Omaha
 Polly the Shopper (P)
 Answer Please (S)
 Junior I Q (C)
 The Homemakers (C)
 Sports Highlights (S)
 Orgels in the Air (S)

WOW, Omaha
 Farm Facts and Fun (S)
 Little Man (S)
 Junior Round Table (C)
 Lyle DeMoss and B'Gosh Boys (C)
 Man on the Street (C)
 Magic Story Circle (S)
 Family Party (S)
 Homemakers' Club (C)
 WOW Players (S)

KGKY, Scottsbluff
 Local News
 Musical Misfits

Nevada

KOH, Reno
 Police Blotter of the Air (S)
New Hampshire
WLNH, Laconia
 WLNH Birthday Party (P)
WHEB, Portsmouth
 Arbie Coty (P)
 Number Please (P)
 I'll Swap Yuh (P)

New Jersey

WCAP, Asbury Park
 Meet Our Visitors in Boardwalk Interviews (C)
 Neighborhood Hostess (C)
WPG, Atlantic City
 Atlantic City Entertainers (S)
 Boardwalk Interviews (C)
 Your Favorite Band (S)
 Kiddies Theater (C)
 Jingle Time (C)
WSNJ, Bridgeton
 Quiz Master (C)
 Poultry Hour (P)
 Platter Picnic (P)
 1210 Club (P)
 Rhythm Class (C)
 Jack and Jill Auditions (S)
 Sunday Evening Gospel Hour
WHOM, Jersey City
 George—The Real McCoy (C and P)
 Sidewalk Reporter (C and P)

WOR, Newark
 American Forum of the Air
 Musical Steelmakers
 The Shadow
 Author! Author!
 Music and Manners
 Raymond Gram Swing
 Fullon Lewis, Jr.
 WOR Symphony Orchestra
 Morton Gould and Orchestra
 Antonini Concert Series
 Mozart Concerto Series
 Lone Ranger
 Alfred Wallenstein's Sinfonietta
 Symphonic Strings
WBRB, Red Bank
 Happiness Village (S)
 Dream Peddler (S)
 Over the Tea Cups (S)
 Your Radio Shopper (P)

- County Sports Review (S)
 Football and Basketball Games (C)
WAWZ, Zarephath
 Programs of New Brunswick, N. J., Public Schools
- New Mexico**
KGGM, Albuquerque
 KGGM's Sunshine Special (P)
 What Would You Do (C)
 Oden's Silver Spelling Bee (C)
 Pot o' Gold (P)
 KGGM's Big Brother Club (C)
KOB, Albuquerque
 A Dollar a Word (C)
 March of Events (C)
 I Want a Job (S)
 How, When and Where to Go (C)
 Facts, Foods and Fancies (P)
 KOB Trading Post (S)
 Men in the News (C)
 The Movie Man (C)
KICA, Clovis
 Builders of Clovis (C)
- New York**
WARD, Brooklyn
 Yiddle from the South (S)
 Dora Weisman (C)
 Yiddish Swing (S)
 This is America (S)
 The Irish World (C)
WCNW, Brooklyn
 Swing Hi Club (P)
 Forum of the Audience (S)
 Talking Over the News (S)
 Coffee Club (S)
 Voice of the Negro Race (P)
 Club House Politics (S)
 Echoes of Russia (P)
 Voice of the Unemployed (S)
WLTH, Brooklyn
 The Court for Peace and Justice (P)
- The Jewish Amateur Hour (C)
 The Fantasy Theater (P)
 The Album of Humor (C)
 Questions in the Air (S)
 The Imaginary Theater (S)
WVFW, Brooklyn
 Personality Parade (S)
 Meditations by Elmo Russ (S)
 American Legion Auxiliary (S)
 Radio Arts Theater (P)
 The Wanderer (C)
WEBR, Buffalo
 Liberty Children's Program (C)
 Cy King, News Program (C)
 Bob Kliment Sports (S)
 Time to Chat (P)
 Shopper's Matinee (P)
 Musical Clipper (C)
 Kenmore Calling (P)
WSVS, Buffalo
 School Assemblies (S)
 V.F.W. Programs (S)
 Vocational Guidance Series (S)
 Educational Series (S)
WCAD, Canton
 Window on Streets of the World (S)
 Bookworms Pantry (S)
 The Story Behind the Painting (S)
 Quik Quiz (C)
 Day Dreams (S)
 Jim and Jane (S)
 Western Ramblers (S)
WGBB, Freeport
 The Right Time for Listening (C)
WBNX, New York
 Seldom Heard Opera (S)
 Golden Age of Song (S)
 The Diamond Horseshoe (S)
 Mendelssohn at the Organ (S)
 The Hymn Book (S)
 The Woman Speaks (S)
- The Jewish Homemaker Specks (C)
 So Proudly We Hail (S)
 Books and Music (S)
WHN, New York
 There is a Law Against It (S)
 Gotham Nights (S)
 Charles McCarthy's Early Bird (P)
 Now You Decide (S)
 Polly the Shopper (P)
 Microphone in the Sky (S)
 American-Jewish Hour (C)
 Refugee Theatre (S)
WMCA, New York
 Five Star Final (C)
 Original Good Will Hour (C)
 Overseas Press Club (S)
 Metropolitan Closeups (S)
 Americana Quiz (S)
 Let Your Hair Down (S)
 Allie Lowe Miles (C)
 Eugene Lyons (C)
 Johannes Steel (C)
WNEW, New York
 Make Believe Ballroom (C and P)
 Milkman's Matinee (C and P)
 Little Things in Life (S)
 In the Spotlight (C)
 Music Hall (C and P)
 Five Shades of Blue (S)
 Gloomchasers (C and P)
WNYC, New York
 School for Listeners (S)
 Symphonic Varieties (S)
 World's Fair Reporter (S)
 Metropolitan Scene (S)
 Masterwork Hour (S)
 Sunrise Symphony (S)
 American Composer Presents (S)
 Town Hall Luncheon Club (S)
WOV, New York
 Tango Cabaret (C)
 Continental Nights (C)
 Ivory Masques (C)
- The Rinaldi Family (C)
 Meditations (C)
 La Rosa Program (C)
WQXR, New York
 Symphony Hall (S)
 Music to Remember (C)
 String Classics (S)
 Footlight Echoes (S)
 Treasury of Music (C)
 Breakfast Symphony (P)
 Great Singers Series (S)
WHDL, Olean
 Cheek to Cheek (P)
 Spotlighting Sports (C)
 Times-Herald News (C)
 Your Civic Affairs (S)
WHAM, Rochester
 Rochester Philharmonic Orchestra
 Rochester School of the Air
 Parade of Chorus
 N. Y. State Troopers Dramas
 Eastman School of Music
 Pled Piper Players
WHEC, Rochester
 Tydol News Reporters (C)
 Ken Spornan's String Orchestra (S)
 WHEC Presents (S)
 Children's recess (C)
 Musical Clock (C)
 Juvenile Theater (S)
 Gulf Sports Reporter (C)
 Woman's Corner (P)
WSAY, Rochester
 Studio Frolic (P)
 Curbstone Quiz (S)
 Rhythm and Riddles (S)
 Breakfast Club (P)
WNBZ, Saranac Lake
 Noonday Varieties (S)
 Expert's Table (C)
 This Woman's World (P)
 Moments with the Classics (S)

WGY, Schenectady

Musical Tete a Tete (S)
 Gordie Randall Presents (S)
 Your Neighbor (S)
 Children's Theatre of the Air (S)
 General Electric Farm Forum (C)
 Fashions in Melody (S)

WFBL, Syracuse

Musical Clock (C)
 Musical Bee (C)
 Mother's Morning Meeting (C)
 Top 'O The Town (C)
 Mr. Fix It (S)
 Syracuse Voices (S)

WSYR, Syracuse

Console and Keys (S)
 Timekeeper (P)
 Ruth Chilton's Matinee (P)
 Change of Pace (P)
 Mid-Morning Ltd. (P)

WIBX, Utica

Salute to the Nations (C)
 Just For the Fun of It (C)
 Children's Theatre of the Air (S)
 Women in the News (S)
 White Elephant Trading Post (S)
 Musical Merry-go-Round (P)

WFAS, White Plains

Your Program with Pat Barnes (C)
 Westchester Breakfast Club (P)
 Westchester Hostess (S)
 Magic Microphone (C)
 Quips and Quizzes (S)
 Good Morning Neighbor (P)
 Red and Gold Ensemble (S)

WWRL, Woodside

Auto Forum of the Air
 The Chief—Civil Service
 Tell it to the Judge
 Official World's Fair Quiz
 Children's Diseases
 Society Editor

We Women

Community Builders
 Auto Forum of the Air (S)
 Wings Over Queens (S)
 La Guardia Field (S)
 Stampman Program

North Carolina**WWNC, Asheville**

Spotlight Serenade (C)
 Soprs Quizz (C)
 Saturday Night Roundup (C)
 What Do You Know (C)

WBT, Charlotte

Martha Dulin—Woman's World (P)
 Alarm Clock (P)
 Jack Phipps at the Organ (C)
 Rangers Quartette (C)
 The Briarthoppers (C)
 The Tennessee Ramblers (C)

WSOC, Charlotte

Headlines in the News (C)
 Salon Swing Group (S)
 Time On My Hands (C)
 Football Round-up (C)
 Early Risers Club (P)
 Your Hollywood Reporter (C)
 Sports Parade (C)
 Castlebury's News Analyst (C)

WDNC, Durham

Your Duke Parade (S)
 I'll Bet You a Quarter (S)
 Wheel of Fortune (C)
 Treasure House (C)
 Tobacco Plantation (S)
 Driftwood (S)

WDNC, Little Symphony

Dawn Patrol (P)
WCNC, Elizabeth City
 The Farmer's Trading Post (C)
 The Hot Stove League (S)
 Just a Memory (S)

WGRR, Goldsboro

Songs of Long Ago (C)
 Fireside Program (C)
 Down-Home Boys (S)
 Cherie Artist (S)

WBIG, Greensboro

Our Neighbors
 Under the Carolina Moon
 The Dinner Bell Hour
 Evening Harmonies
 Your Morning Mail
 Great Hymns of the Church
 The Sunshine Club
 Golden Quarter Hour

WFTC, Kinston

We Visit Tonight With (S)
 Did You Know That (C)
 Sears On the Air (C)
 The Fortune Wheel (C)
 The Style-Hinner (S)
 The Mailbag (P)
 The Sunrise Serenade (P)
 Youth On the Air (S)

WPTF, Raleigh

WPTF Little Varies (S)
 Carolina Chats (C)
 Cactus Kids (S)
 Bargain Matinee (C)
 Birthday Party (S)
 Man on the Street (C)

WRAL, Raleigh

1210 Club (S&C)
 Pete & Nery (S)
 News In Revue (S)
 Market Basket (C)
 Darling Magazine (C)
 Congratulations (S)

WEED, Rocky Mount

Carolina Planters (C)
 1420 Alarmer (P)
WMFD, Wilmington
 Barn Dance (P)
 Opportunity Hour (P)

WGTM, Wilson

Musiard and Gravy (C)
 Wheel of Fortune (C)
 WGTM Staff Plays (S)
 Sundry Meetin' Time (C)
 Hill-Billy Jamboree (C)
 For Ladies Only (S)
 Man on the Street (C)

WAIR, Winston-Salem

Rhythm Rascals (S)
 Community Sing (C)
 Lynn Davies Note Book (P)
 Melody Time (C)

WSJS, Winston-Salem

Kiddies Party
 For Madame
 Man on the Street
 Stars of Tomorrow

North Dakota**KFYR, Bismarck**

Cuckoo Quiz (S)
 Memory Baseball (P)
 The Weekly Press (S)
 The Concert Master's Hour (S)

KDLR, Devils Lake

Children's Birthday Program (S)
 The Family Allar (S)
 Man on the Street
 Dance Time with Myhre (C)

WDAY, Fargo

Hoylott Jamboree (C)
 We Salute (C)

KGCU, Mandan

KGCU Barn Dance (C)

KOVC, Valley City

Household Hour
 Local News
 Everything Stops for Tea
 Hymns and Music
 Sports I View
 Uncle Bill's Birthday Balls

Ohio

- WADC, Akron**
Akron School of the Air
Betsy Ross Speaks
Lucky Money Program
Ladies Only
The People's Choice
- WICA, Ashabula**
Penthouse of Harmony (S)
Headlines of Yesterday (C)
Barnum's Amateur Show (C)
Vignettes Ohio History (S)
- WHBC, Canton**
Canton Quiz (C)
Helpful Henry (C)
News (S)
Coffee Time (S)
World in Review (S)
WHBC Little Theatre (S)
- WCKY, Cincinnati**
Blue Blades of the Bluegrass (C)
Meet the People (S)
Celebrities Visit (S)
Hot Coffee (P)
Morn Patrol (P)
- WCPO, Cincinnati**
Guess 'N Giggle (C)
Silver Dollars (C)
Dizzy Spells (C)
Bowling Time (C)
Inside Football Dope (C)
Man on the Street (C)
What's Yours-in Music (C)
Jam for Supper (C)
Train Time (C)
- WKRC, Cincinnati**
Dawn Patrol (P)
Woman's Hour (P)
Economy Kitchen (P)
Corn Huskers Jamboree (C)
Old Fashioned Girl (S)
WKRC Safety Patrol (S)
- WLW, Cincinnati**
My Lucky Break
Cincinnati Summer Opera
Smoke Dreams
Everybody's Farm
Boone Country Jamboree
Moon River
Vocal Varieties
The Mad Hatterfields
Musical Chance of a Lifetime
Nation's Playhouse
- WSAL, Cincinnati**
WSAI Wonder Kitchen (C)
I Need A Job (C)
Forenoon Frolics (S)
Cincinnati Food Show (C)
Community Interviews (C)
Fans in the Streets (C)
Cincinnati Symphony (S)
Our Cincinnati Schools (S)
- WCLE, Cleveland**
Wake Up and Swing (C)
For Farmers (S)
Burr's Amateur Hour (C)
Meat of the Meal (C)
Martine Dance Time (P)
Old World Melodies (C)
The Ohio Farmer (S)
- WGAR, Cleveland**
Cultural Institute (S)
Gay Caballeros (P)
Hour of Worship (C)
Fiddles & Footlights (S)
Ruth Merriam Wells (P)
Melody Cruise (C)
City Club Forum (S)
Cleveland Scene (C)
- WHK, Cleveland**
America Works (S)
News By Otis (S)
Wake Up America (C)
Revue in Miniature (S)
Voice of Labor (C)
- Beauty Parade (C)
Modern Living (C)
Seven Men and a Maid (S)
- WTAM, Cleveland**
Do You Remember (S)
Cobywebs and Catanzas (S)
The Will to Win (S)
Rhythm and Romance (S)
- WBNS, Columbus**
Round Robin Review (C)
Start The Day Right (P)
Hello Ohio (P)
Words and Music By You (P)
Lighted Window (S)
How's The Patient (S)
Money at Stake (S)
Off the Campus (P)
- WCOL, Columbus**
Columbus Town Meeting (S)
News Programs (C)
Inquiring Reporter (C)
Sports Parade (C)
Tunes and Trends (C)
Youth Speaks (S)
- WHKC, Columbus**
Tip Top Bandwagon (C)
Buckeye Four (C)
Songs that Sweethearts Sing (S)
The Spectator (C)
Happy Larry (C)
Sports By Sweeney (C)
Silhouettes in Music (S)
The Boy Friend (S)
- WOSU, Columbus**
Radio Junior College Programs (S)
- WHIO, Dayton**
Women Magazine Program (P)
Municipal Court Proceedings (P)
Safety Patrol (S)
Tuneful Topics (C)
Safety Patrol (S)
Bicycle Court (S)
- Musical Radio Directory (S)
Little Tom & Swinging Strings (P)
- WSMK, Dayton**
Man on the Street
Money Talks
Cowboy Church
Kiddies Revue
- WLOK, Lima**
Forty Flying Fingers (S)
Hank The Hired Hand (S)
Talk of the Town (C)
The Ridgerunners (P)
The Wise Sisters (S)
Homemakers Holiday (S)
Interesting Neighbors (S)
- WMAN, Mansfield**
News of the Hour
Coffee Club
The Bandstand
Morning Meditations
Movie Magic
Are Ye Listenin?
Tea Time Music
- WPAY, Portsmouth**
Selby Classmate Hour (C)
Robert Horn Newscasts (C)
Musical Masterworks Hour (S)
Paul Wagner Sports (S)
Magic Claw (C)
By Request (P)
Football Roundup (C)
- WSPD, Toledo**
The Quiz Bee (C)
Music For Young Listeners (S)
Child Safety (S)
The Great Masters (S)
Reverie (S)
Your Radio Neighbor (P)
Kiddies Karnival (S)
- WTOL, Toledo**
Musical Caravacade (P)
Name That Song (C)
The Quiet Hour (C)

Garden of Memories (C)
 For Women Only (P)
 Young Toledo Presents (S)
 WTOL Playhouse (S)
 Insomnia Hour (C)
 Polish Radio Bell (P)
WFMI, Youngstown
 Marie Remm (S)
 Man On Street (S)
 News Every Hour On the Hour (C)
 Plantation Echoes (S)
WKBN, Youngstown
 Bell Bread
 It Actually Happened
 I Want A Job
 Joe and Sam
 Is That So
WALR, Zanesville
 Man on the Street (C)
 Mother, Hubbard's Cupboard (S)
 Musical Clock (P)
 1210 Club (P)
 Kiddies Hour (C)

Oklahoma

KADA, Ada
 Musical Clock (P)
 Double A Singers (C)
 Sweet and Swing (S)
KVSO, Ardmore
 Console Varieties (S)
 Woman's Club (P)
KCRC, Enid
 Sidewalk Interview (C)
 KCRC Question Box (P)
 Twenty Years Ago This Day (C)
 If I Had a Billion (S)
WNAD, Norman
 Comments on World Politics (S)
 Family Life Forum (S)
 Religion Alive (S)
 Spanish Lessons (S)

KOCY, Oklahoma City
 Brown's Morning Watch (C)
 News on the Hour (C)
 P. T. Anderson Family Drama (S)
KOMÁ, Oklahoma City
 Penthouse Serenade (S)
 This Woman's World (P)
 Imperial Interlude (C)
 For Women Only (C)
KTOK, Oklahoma City
 Pulse of the Nation (C)
 Barn Dance of Air (S)
 Rollickers (S)
WKY, Oklahoma City
 Yellow Cab Servicemen (C)
 Uncle Dan and the Boys (C)
 Southwestern Serenade (S)
 Cameos of Melody (S)
 Unsolved Mysteries (S)
 Variety Theater (S)
KGFF, Shawnee
 Mr. Yes and No (C)
 Betty Lamar—Kitchen Specialist (C)
 Lloyd and Thelma (C)
 The Old Timers (C)
 Four Hands of Harmony (S)
 Abner Pinfeather (C)
 Slips That Pass in the Mike (S)
KTUL, Tulsa
 Folks from Turkey Creek (C)
 Clark's Morning Watch (C)
 Ed Conley, the Sunshine Boy (S)
 Interesting to Women (S)
 Jack and Ken, the Melody Men (C)
 Family Music Album (C)
KVOO, Tulsa
 KVOO News of the Hour (C)
 Your Singing Neighbor
 Jenkins' Kiddies Revue (C)
KAST, Astoria
 Early Birds (P)

Morning Request (P)
 Tunes and Topics (P)
 Women's Hour (P)
KBKR, Baker
 Baker Community Players
 Dad Farmer and His Boys
KBND, Bend
 Amateur Hour
 Football Jamboree
 Silver Quizz
KORE, Eugene
 What Lane County Thinks
 At Your Command
 Swap Program
KOOS, Marshfield
 Listen Ladies (C)
 Cowboy Jamboree (P)
 Morning Request (P)
 Remote from Department Store
KALE, Portland
 The Price Family (C)
 Memory Timekeeper (P)
 Memory Theater (C)
KBPS, Portland
 Educational Programs
KEX, Portland
 Covered Wagon Days (C)
 John Dee's Music (S)
 Listen & Win (C)
 Everybody Sing (C)
 Trail Blazers (P)
 Little Concert (S)
 Arabian Nights (S)
KGW, Portland
 Trail Blazers (P)
 I Want A Job (C)
 Me and My Shadow (S)
KWJ, Portland
 Montana Wranglers (S)
 Novel-enders (S)
 Farm Hour (P)
 Midnight Jamboree (P)
 West Oregon Cross-Cuts (C)

Pennsylvania
WFBG, Altoona
 Birthday Greeters (C)
 Amateur Hour (C)
 Gospel Trumpeters (S)
 Remember Me (C)
 Gable Golden Trio (C)
 Bob and Jean (C)
 Freddy Glover (C)
WLEU, Erie
 Old Philosopher (S and C)
 Street Interview (S and C)
 Organ Varieties (S and C)
 Special Newscasts (S and C)
WIBG, Glenside
 World's Worst Program (C)
 Lucky Dollar Program (P)
 Song Title (P)
 Danceland (P)
 News Broadcasts (C)
WHJB, Greensburg
 WHJB Farm Service (S)
 Your Request Party (P)
 Sports Parade (P)
 Know Your Movies (P)
 Radio Ranch (C)
 Family Altar (S)
 Industry Speaks (C)
WKST, New Castle
 The Streamliners (P)
 Trial of Talent (C)
 Number Please (P)
 The Job Mart (S)
 Hear Yourself (C)
 Intercity Jamboree (P)
 News on the Hour—Every Hour (C)
KYW, Philadelphia
 Musical Clock (C)
 Music for Moderns (S)
 Hunting and Fishing Club (S)
 At Our House (C)
 Federal Symphony (S)

WCAU, Philadelphia

Laura May Stuart (P)
 Bill Dyer's Sports Talk (C)
 Taylor Granis' Morning Herald (C)
 H. & H. Children's Hour (C)
 Vocational Forum for Youth (S)

WDAS, Philadelphia

Evening Ledger Music Hour (C)
 Nocturne (P)

Merry-Go-Round, Sr. (P)
 Mae Desmond Theatre (S)
 Four Provinces Irish Hour (P)
 Buzz Davis Sport Shots (C)
 Column of the Air (S)
 Your Neighbor (S)

WFIL, Philadelphia

Mystery History (C)
 Philadelphia Town Meeting (S)
 Hayride (S)

String Serenade (S)
 The Timekeeper (C)
 Champagne Time (C)
 Inter-Collegiate Debates (S)

Hal Simonds Sports Shots (C)

WIP, Philadelphia

Information Desk (S)
 True Mysteries (C)

Nine O' Clock Scholars (S)
 Hand of Destiny (S)
 Uncle WIP Hall of Fame (C)
 For Men Only (C)
 John Q. Public (S)
 Two Seats on the Aisle (S)
 Dawn Patrol (C)

WPEN, Philadelphia

John Corcoran News Program (C)
 920 Club (P)
 San Giorgio Varieties (C)
 Conte Luna Melodies (C)
 Night Club of the Air (C)
 Mirror of Life (C)
 International Children (S)
 Spatola Serenade (C)

KDKA, Pittsburgh

Festival of Music (S)
 Treasure Trails of Song (S)
 Dutch Club (C)
 Designs for Dancing (S)
 Tap Time (C)
 Bernie Armstrong at Organ (C)
 Music Box Melodies (C)
 You Don't Say (S)

KQV, Pittsburgh

Meet Your Neighbor (C)
 Nite Clubs of the Air (C)
 Blues Chasers (P)
 Today's Sports (P)
 March of Progress (C)
 Your Government (S)
 Lee Sellers Program (C)

WCAE, Pittsburgh

Airlines (S)
 Linger Awhile (S)

Junior Crime Prevention Bureau (S)

Muted Music (S)

Lazy Rhapsody (S)

The Enchanted Hour (C)

Figures in Brass (S)

Big Swing (C)

WWSW, Pittsburgh

Blessed Eventer (P)
 Pigskin Previews (C)
 Ollie Goes to Town (C)
 Alarm Clock (C)
 Sports Slants (C)
 Footlights & Stardust (S)

WPIC, Sharon

Final Edition (P)
 Gentlemen of Swing (C)
 Your Inquiring Reporter (C)
 Poetic Musings (C)

WKOK, Sunbury

The Little Things in Life (C)
 Tune Quiz (C)
 Cheerful Charlie

WMBS, Uniontown

Smile-a-while (P)
 Hollywood Parade (P)
 Cohen's Amateur Hour (S)
 High School Parade (S)
 Old Trading Post (P)
 Musical Clock (P)
 Balkan Sons (P)

WBAX, Wilkes-Barre

Wilkes-Barre Sinfonietta (S)
 Women in the News (C)
 Man on the Street (C)
 Sportsshots (C)
 Safety Show (C)

WBRE, Wilkes-Barre

Italian Radio Hour (P)
 Happy Home Program (C)
 Children's Jubilee (S)

WRAC, Williamsport

Melody Men (P)
 4 Esquires (S)
 Hot Stove League (C)
 Monday Evening Quarterback (C)
 Sports Parade (S)
 Early Riser (P)

Rhode Island**WEAN, Providence**

The Reader's Guide (S)
 WEAN Singing Party (S)
 Delores Day Shopping News (P)
 R. I. Auditorium Boxing Bout (S)
 The Radio Quarterback (S)
 Uncle Red and His ABC Club (S)
 With the Gov. on Capitol Hill (S)

WPRO, Providence

Marvels Sports Rendezvous (C)
 Take It Easy Time (S)
 T N T Revue (P)
 Background of Today's Events (S)
 Fashion Fanfare (C)
 Playhouse of the Air (S)

South Carolina**WAIM, Anderson**

Middy Melodies (P)
 King's Pot O' Coffee (C)
 The Gift Shoppe (C)
 Builders of the Piedmont (C)
 Finer Things of Life (C)
 You Name It

WCSC, Charleston

Palmetto Fantasies (S)
 Tommy Means at the Console (S)
 King St. Kwiz Klass (C)
 Stars of Tomorrow (S)

WTMA, Charleston

Girls About Town (P)
 Sports Clinic (S)
 Organ Airs (P)
 Five Star Final (C)

WIS, Columbia

Listen Closely! (P)
WFBC, Greenville
 Hi Neighbor (C)
 News Parade (C)
 News for Women (C)
 Rise and Shine (P)
 Nothing Special (S)

South Dakota**KGFX, Pierre**

Hospital List Program (C)
KOBH, Rapid City
 You Asked For It (S)
 News for Women Only (S)
 Golden Jubilee of Statehood (S)
 Newspaper of the Air (C)
 Forest Fire Coverage (P)
 Diamond Ball Remoie (P)
 Gold Discovery Days (P)
 The Thought for the Day (S)
WCAT, Rapid City
 Musical Moods (S)
 Music of Yesterday and Today

KUSD, Vermillion
 Something Old, Something New
 Something Hot, Something Blue (S)
 On Wings of Song (S)
 This Thing Called Radio (S)
WNAX, Yankton
 Pot O' Gold (P)
 Sunset Trail (S)
 The Royal Vikings (C)
 The Trading Post (S)
 The March of Agriculture (S)
 Rodeo Recess (P)

Tennessee

WOPI, Bristol
 WOPI School of the Air (S)
 Saturday Night Jamboree (S)
 All Request Program (P)
 Musical Clock (P)
 Breakfast Club (P)
WDOD, Chattanooga
 Noon Day Frolic (C)
 Merry Go Round (C)
 Breakfast Club (C)
 Man on Street (C)
WTJS, Jackson
 Lambuth College Glee Club (S)
 Aunt Mary's Radio Kitchen (C and P)
 WTJS Good Neighbor Program (C)
 Quiz Program (C)
 The Fiddlewinks (S)
 WTJS Little Theater of the Air (S)
WNOX, Knoxville
 Dizzy Spells (C)
 Indoor Sports (S)
 Style Show (C)
 News of the Week (S)
 All Newscasts (C)
 Swinger Time (C and P)
 Town Crier (C and P)
WROL, Knoxville
 Quarierback Queries (C)
 Chuck Swain's Radio Roundup (P)

Popeye Club Starmakers (S)
 Ship of Thought (S)
 Request Rhythm (S)
 Mynatt's Twilight Echoes (C)
WHBQ, Memphis
 Young Memphis Speaks (S)
 Dr. Sinbad's Synonym Spellers (S)
 Have You Heard? (C)
 The Stumpus Boys (C)
 Concert Miniatures (S)
WMC, Memphis
 Herbert Harper (S)
 WMC Talent Foundation (S)
 Morning Revue (C)
 Dance Jubilee (P)
WMP, Memphis
 Ino the Cow (C)
 Jam for Supper (S)

Texas

KBRC, Abilene
 White's Man on the Street (C)
 Paul Southern's News (S)
 Hilton Hotel Dinner Quiz (C)
 Banner Birthday Club (C)
 I Can Fill that Job (C)
 Jack Free's Hilton Orchestra (S)
KFDA, Amarillo
 Back Talk (C)
 Woman's Club of the Air (P)
 Sky Reporter (C)
 Help Your Neighbor (S)
KTBC, Austin
 The Jolly Texans (S)
 St. Edward's University Choir (S)
 Spicer Ensemble (S)
KRIC, Beaumont
 Leisure Thoughts (C)
 Prize Personalities (C)
 Stardust (S)
 Morning Paper and Coffee (P)
 Laugh Roundup (P)
 Woman's Page (P)

KBST, Big Spring
 Especially for You (S)
 Sally Ann Time (C)
 Drifters Program (C)
 Sports Revue (C)
 Football Forecasts (C)
 Kiddy Hour (C)
WFAA, Dallas
 Dr. Pepper House Party (C)
 Early Birds (S)
 Dr. Pepper Cadets (C)
 You Might Be Right (S)
 Employers Casualty Program (C)
 Morning Meditations (C)
 Mrs. Tucker's Smile Program (C)
 Cass County Kids (S)
 Modern Homemakers (C)
WRR, Dallas
 Noon Hour Varieties (P)
KDNT, Denton
 News Periods (S)
 Dancing Around the Clock (S)
KFPL, Dublin
 Dublin Presents (P)
 Central Texas Jamboree (P)
 Central Texas Barn Dance (P)
KTSM, El Paso
 Builders of El Paso (C)
 Caravan of Melody (S)
 Filosophy and Foolishness (S)
 Aunt Martha's Scrapbook (C)
 What Would You Do? (C)
KFJZ, Fort Worth
 Texas Christian University Varieties
 All State Church of the Air
 The Job Finder
 I. Frank Norris
 Today's Sports
 Woman's Club
KGKO, Fort Worth
 Bewley's Chick Gang (C)
 Keith's Fruit Express (C)
 Texas Cowgirls (S)

Texas Electric's Gene Arnold (C)
 Little Willie & Uncle Ed (S)
 Today's Battles (S)
 Frances Warren (P)
 Suburban Editor (S)
WBAP, Fort Worth
 The House that Jan Built (S)
 Variety In Rhythm (P)
 On Wings of Song (P)
 Melodic Moments (S)
 Sweet And Lovely (P)
 The Jam Pantry (P)
 World's Greatest Short Stories (S)
KPRC, Houston
 Dawn Patrol (P)
 Helpful Homer (P)
 Sunday Serenade (C)
 The Ranch Hands (C)
 Melodies For the Moment (S)
 Birthday Club (C)
KPAB, Laredo
 Transradio News (P)
 Transradio Sports (P)
 Woman's Hour (S)
 Spanish Program (P)
KFRO, Longview
 KFRO News (C)
 East Texas Sundial (C)
KFYO, Lubbock
 Drug Store Cowboys (C)
 Snoop and Scoop (C)
 Professor Twigleaf (C)
 Radio Classroom (S)
KRLH, Midland
 Education Program (P)
 Sidewalk (C)
 Children's Hour (S)
 Radio Theater of the Air (S)
KNET, Palestine
 Black and White Reflections (S)
 Words and Music (S)
 Weekly Concerts (C)

KPDN, Pampa

The Cornshuckers (P)
 Name a Number (P)
 Women's Club of the Air (P)
 The Bonehead Contest (C)
 Fashion Flashes (C)
 It's A Fact (C)
 The Range Ramblers (C)

KABC, San Antonio

Sportcast Program (C)
 Theatre Hi-Lites (C)
 Musical Market Basket (C)

KMAC, San Antonio

Birthday Party (S)
 Cecil and Vi (S)
 Mexican Commercial Hour (P)
 Singing Gauchos (C)
 Grand Prize Dance Parade (C)
 Pearl Troubadours (C)

KONO, San Antonio

Music Your Way (P)
 The Weatherman Speaks (S)
 Ted Brown Organ Recital (C)
 Pennygrams (C)

KTSA, San Antonio

Karolkin's Man on the Street (C)
 Kallison's Trading Post (C)
 Professor Seven-Up (C)
 Wheel of Fortune (P)
 Rise and Shine (P)
 Traffic Tragedies (S)

WOAL, San Antonio

That Year (C)
 Saturday Night Parade (S)
 Reverie (C)
 Texas Tail Tales (C)

KRRV, Sherman

Happy Go Lucky Cowboys
 Singing Convention of the Air

KXOX, Sweetwater

Man on the Street (C)
 Kiddie Kollege (C)

KTEM, Temple

Czech Melody Hour (P)
 KTEM Singing Convention (P)
 The Blue Jackies (P)
 The Old Swapper (C)
 Sport Spotlights (C)
 KTEM Players (S)
 Texas Blue-Bonnet Boys (P)
 Just We Two (S)

KCMC, Texarkana

Our Leading Citizen (C)
 Circus Broadcasts (C)
 Mystery Tunes (P)
 Do You Know (P)
 In Texarkana Tonight (C)
 Lost and Found Column of Air (C)
 What Would You Do (C)
 School Sports Revue (C)

KGKB, Tyler

Musical Jack Pot
 InReCo. Football Broadcasts
 Santa Talks to the Kiddies
 Phonside Chats
 Holleys Football Forecast
KRGV, Weslaco
 Flowers for the Living (C)
 Man on the Street (P)
 Weslaco High School Band (P)
 Midget Car Races (P)

KWFT, Wichita Falls

The Woman's Page (S)
 School of the Air (C)
 Capt. Billy and the Melody S (S)
 Words and Music (S)
 Goodner Home Journal (C)
 Gordie and Eddie (S)
 I Want A Job (C)
 Twilight Theater (S)
 Lest We Forget (C)
 J.G.B. Presents (S)

Utah**KLO, Ogden**

Honeymoon Melodies (C)

The Musical Train (P)
 Viewing the News (S)
 The Breakfast Club (C)
 Reddy Kilowatt Club (C)
 Model Spelling Bee (C)
 On the Utah Trail (C)
 Music for Madame (S)

KOVO, Provo

Do You Remember (C)
 Arthur Gaeth, Newscaster (C)
 Community Builders (C)

KDYL, Salt Lake City

Music By Woodbury (S)
 Hill Billy Follies of 1940 (S)
 Morning Health Club (P)
 Woman to Woman (P)
 KDYL Ranch House (P)
 The Gift Box (C)
 Singtime (C)

KSL, Salt Lake City

Salt Lake Tabernacle
 KSL Varieties
 Interviews with Visiting Celebrities
 Story Telling Time
 Peggy and Her Pals
 KSL Players

KUTA, Salt Lake City

Public Speaks (S)
 Sporting Events (C)
 Who's Who and Why (C)
 Public Forum (S)

Vermont**WCAX, Burlington**

Northern League Baseball (C)
 Basketball (C)
 Calling All Women (C)
 Music of the Masters (S)
 Town Trotter Shopping News (C)
 Hall of Fame (C)

WQDM, St. Albans

This Week in Review (C)

Shopping Facts (P)
 Fireside Forum (S)
 Farmer's Special (C)
 Writers Club (C)

WDEV, Waterbury

Country Woman
 Birthday Man
 Country Man
 Man About Town
 Housewife's Forum
 Melodies of Happiness
 Contest Club
 Green Mountain Trio

Virginia**WCHV, Charlottesville**

Vanity Fair (P) (copyrighted)
 Through the Years (S)
 Post Comics Time (C)
 WCHV Jamboree (S)
 Revellie Rhythms (P)

WBTM, Danville

Little Theatre of the Air (S)
 Can You Guess? (C)
 Farm Bulletin (P)
 WBTM Radio Bank (P)
 Jewels of Melody (C)
 Coffee Pot Parade (P)

WSVA, Harrisonburg

Leary Family (C)
 Nelson Huffman, tenor (S)
 Willie Coleman, pianist (C)

WTAR, Norfolk

WTAR Salon Orchestra
 Professional Football Games
 WTAR Radio Theatre
 Fashion and Thrift
 Radio Housewife
 WTAR String Quartet
 Strikes and Spares

WMGB, Richmond

Hymn Sing (S)
 The Todd Family (C)

- Little Minstrels of the Air (S)
 WMBG Theatre (S)
 Good Morning Neighbor (P)
 Public School Series (S)
 Puppet Theatre (S)
WRNL, Richmond
 Richmond Dairy Question Bee (C)
 Parade of Youth (S)
 Current Events (S)
 WRNL Sunday Matinee (S)
 Your Music and Mine (S)
 In the Spotlight (S)
 Morning Mailbag (P)
WRTO, Richmond
 P.S.D.S. Presentis (C)
 Time Teller (P)
 Musical Master Mind (C)
 Sports Parade (S)
 Let's Dance (C)
 Do You Want A Job? (S)
WRVA, Richmond
 Stars of Tomorrow (C)
 Edgeworth Pipe Club (C)
 Mammoth Minstrels (C)
 Salute to Virginia Industry (S)
 Let's Visit (S)
 As America Thinks (C)
 Domino Trading Post (C)
WDJB, Roanoke
 Musical Clock (C)
 Music for Everybody (C)
 On Wings of Song (S)
 The Studio Party (S)
 WDJB Dramatic Guild (S)
 Children on Parade (S)
 Saturday Night Get Together (S)
Washington
KXRO, Aberdeen
 Syncoated Riddles (P)
 Man in the Street (P)
 KXRO News (P)
 Snow White Jingle Club (S)
 Toast and Coffee Program (P)
 Doodlebug (P)
 Evening Merry Go Round (P)
 Say It With Music (S)
KVOS, Bellingham
 News Programs (P)
 Community Singing (S)
 School and College Broadcasts (S)
 Annual Peace Arch Broadcast (S)
KWSC, Pullman
 Bob and Mom (S)
 Land of Make-Believe (S)
 Classroom Echoes (S)
 Spelling Bee (P)
 Roundtable (S)
 Lives We Live (P)
 Plays in Miniature (S)
KIRO, Seattle
 Farm Forum (P)
 Feminine Forum (P)
 Father Goose Comes to Town (S)
 Romance Time (C)
 Little Black Book (C)
 Knowledge Kollege (C)
 KIRO Louise's Time Klock Klub (P)
 Concert Hour (S)
KJR, Seattle
 Youth In Review (S)
 Until Tomorrow (S)
 In the Mike Light (S)
 News Reporter (C)
 Sunshine Club (C)
 A Woman Wonders (C)
 Manufacturers Assn. of Wn. (C)
 Cook Book Quiz (C)
KOL, Seattle
 Ray Daughters Health Club (C)
 I Want a Job Program (C)
 Mary's Friendly Garden (P)
 Question Mint (C)
 Mast's Band Stand (C)
 Put 'N Take Program (C)
 All Women (P)
 World of Women (C)
 Dawn Patrol (P)
 Listener's Club (C)
KOMO, Seattle
 Armchair Cruises (C)
 Patty Jean's Health Club (C)
 Organ Concert (C)
 Old Songs of the Church (C)
 Top O' the Morning (C)
 Morning Memoranda (P)
 Radio Reporter (C)
KTW, Seattle
 Young Peoples Bible Class
 Morning Church Service
KXA, Seattle
 Variety Hour (S)
 Yodeling Melodies (C)
KFPY, Spokane
 Remember When (C)
 Sunday Evening Forum (S)
 Good Morning Neighbors (P)
 This Woman's World (P)
 Portraits in Black and White (C)
 Musical Merry-Go-Round (C)
KMO, Tacoma
 Mary Terry's Happy Homes
KVAN, Vancouver
 Happy Four (P)
 You and Your Neighbors (C)
KUJ, Walla Walla
 Braden-Bell Serenaders (C)
 The Silver Lining (S)
 Early Birds (P)
West Virginia
WLS, Beckley
 Baby Clinic (C)
 Classified Page (P)
 Bouquet to You (C)
 United Press (C)
 School Children
 Robbins Family (C)
 Kiddie Club (S)
 The Koppers Variety Show (C)
 The Woman's Radio Journal (P)
 News Periods (C)
 Hillbilly Jamboree (P)
 Street Broadcast (C)
 Lee Moore and Janita (C)
 The Lilly Mountaineers (C)
WCHS, Charleston
 Young Stars of Tomorrow (C)
 Old Farm Hour (P)
 Saturday Recess of the Air (S)
 Roving Caravan (S)
 Kay's Inquiring Reporter (C)
 Happy Family Girl (C)
 Kanawha Valley in the News (C)
WGVK, Charleston
 Breakfast Brevities (P)
 Curbstone Coaches (C)
WBLK, Clarksburg
 I Want A Job (S)
 Madcap Tempos (S)
 Poetic Gems (S)
 Mind Your Manners (C)
 Your Home (S)
 What's New (C)
 Man on the Street (C)
 Women's Club Program (S)
WMMN, Fairmont
 Sunday with the Symphonettes (S)
 Sparring Souces (C)
 Brush Creek Talks (C)
 Ted Grant's Varieties (S)
 Sagebrush Roundup (C)
 Original Musical Thoughts (S)
 Meet a Prospect (S)
 Music of Words (C)
WSAZ, Huntington
 Buck Fever (C)
 Birthday Party (C)
WPAB, Parkersburg
 Radio Theater Group (S)
 Sports Program (C)

Watt's the Answer (C)
 Songs by Wanda (S)
 Farm and Home Hour (C)
 Venetian Singers (S)
 The Hit of the Day (C)
 Romancers (S)

Wisconsin

WEAU, Eau Claire
 Keys to Popularity (C)
 Mixing Bowl (P)
 The Library Speaks (S)
 Children's Corner of the Air (S)
 Amateur Hour (C)
 Hymn Time At Home (S)

KFIZ, Fond-Du-Lac
 Kinney's Man on the Street (C)
 Yarn Patrol (S)
 State News Passes in Review (S)

WBTV, Appleton
 Music For Every Mood (S)
 Red Raven Orchestra (S)
 Cuckoo Club (S)

WTAQ, Green Bay
 Farm Hands (S and P)
 Hayrack Chintunny (S and P)
 Fiddler's Three (S)
 Monday Night Varieties (C and P)
 The Maskers (S and P)

WCLO, Janesville
 That's for Today
 Way Back When
 Shopping with Dorothy
 Where to Go, What to Do
 Around Blackhawk Land
 Associated Press News
 All American Sports

WHA, Madison
 Wisconsin School of the Air
 Wisconsin Farm Program
 Homemakers Hour
 Hour of Drama

WIBA, Madison
 Noon News Flashes (P)
 Smoke Rings (C)
 Children's Hour (S)
 The Two Hanks (C)
 Football Interview (C)
 Campus Jamboree (P)
 Occo Farm Reporter (C)
 Sports Parade (P)

WOMT, Manitowoc
 Air Exchange
 Sport Parade
 Woman's World
 Social Calendar
 Doing the Town
 In a Concert Hall
 Newscaster Hour

WEMP, Milwaukee
 World in Review (C)
 What's the Answer (C)
 Man on the Street (C)
 Novachord Serenade (C)

WISN, Milwaukee
 Man on Street (C)
 Down By Hermans (P)
 Quiz Contest (C)
 Hi School Dramatics (S)
 Rendezvous (S)
 Mary Ann Presents (P)
 Ann Leslie Scrapbook (P)
 Heat Wave (P)
 Early Risers Club (P)

WTMJ, Milwaukee
 Top O' The Morning (P)
 What's New in Milwaukee (P)
 Heinie and His Grenadiers (P)
 Song Doctor (P)
 The Public Speaks (S)

WRJN, Racine
 Serenade at Twilight
 Melody Weavers
 High Schools Speak

Happy Hour Club
 Juvenile Traffic Court
 Between Bites Club
 Music at Twelve Thirty
 Farm Service Program

WJMC, Rice Lake
 Amateur Hour (C)
 Family Forum (S)
 Kiddie Club (C)
 Farm Forum (S)
 Right-Wrong and Spelling Bee (S)
 Your Country Editor Speaks (S)
 Community Events (C)

WHBL, Sheboygan
 The Choir Boy (C)
 Tap the Tilt (C)
 Mystery Melodies (C)
 These Three (S)
 Book Talk (S)
 Aunt Polly's Kiddie Klub (S)
 Chapel of the Air (S)
 Cocktail Hour (S)

WSAU, Wausau
 Farm Front (P)
 Homemakers Forum (P)
 Hi-toppers (S)
 Especially for You (P)
 The Music Chest (S)
 Best Wishes (S)
 Evening Reveries (S)
 Smile a While (S)

WYOS, Sheridan
 Merchants Cash Nite (C)
 Quiz Box (C)
 Tour of Sheridan (P)
 Morning Visitor (P)
 Spelling Bee Request Program (P)
 Man on the Street (P)
 Party Line (C)
 Hi School Day

WYON, Wyoming
 Hi School Day

ALASKA
KFAR, Fairbanks
 Airplane Movements
 On the Spot (S)
 Amateurs of Alaska
 The Dial Teasers
KINY, Juneau
 Around Town
 Request Hour
 Scandinavian Hour
 Fisherman's Program

HAWAII
KGMB, Honolulu
 Pro-py-lactic Amateur Hour (C)
 Maxwell House (Coffee) Party (C)
 Heinz Hawaiian Serenade (C)
 Listerine Question Box (C)
 Hawaii Calls (S)
 Shipside Broadcasts (C)
 Around the Town (P)

PUERTO RICO
WPRP, Ponce
 Dramatized News
 The Hour of Good Humor
 Popular Music Requests
 The Popular Songster
 Dramatic Episodes
WKAQ, San Juan
 Programa de los Pueblos (S)
 News in English (S)
 Diaria del Aire (S)
 Panorama Internacional (C)
 Embajadores del Buen Humor (S)

WNEI, San Juan
 Sal de Picot (C)
 Radio Teatro (P)
 La Correspondencia (C)
 Kresito (C)
 Pabst (C)
 Operas Matinales (C)
 Virgin Islands Program (P)

“A One Year Plan” For Sales Promotion

By *WALTER P. BURN, President, Walter P. Burn & Associates, Inc.*

SOMETHING must be sacrificed to speed in any business such as radio. Time that vanishes so quickly into thin air may be likened to the most perishable of commodities and while primarily the station manager must keep his eye on popularizing and maintaining his station in the front rank, nevertheless a considered approach to building a firm sales foundation for his commodity is often sacrificed.

Such a condition is reflected in much of the station promotion and sales material. Too often gunning for a special account or a frenzied attempt to overcome some immediate competitive condition has been the basis on which promotional dollars have been spent. Promotional funds deserve a more studied use than that—if they are to realize a return on their investment.

Coverage Data

If promotional monies are not to be spent in an effort to get quick results, how, then, should they be used? First, we suggest that every station needs a complete coverage definition. Today, the most widely accepted form is the field strength measurement made by an accepted, impartial authority. An accurate field measurement, made by an engineer recognized in the field, cannot leave a station open to attacks launched at its integrity.

With an accurate measurement completed, one of the basic sales tools for broadcasters are good maps of coverage. Radio coverage is geography and can be well shown on a map, giving essential detail clearly and omitting all confusing and unnecessary names, roads, villages, etc. For the convenience of the time buyer the map should be accompanied with the latest details of sales, number of stores, radio homes, wealth factors and other indices which he uses in computing the market covered by the lists he is compiling. This means that the coverage measured by an outside authority supports the station claims.

Campaign

All promotional effort of this nature should be part of a trade press campaign. Trade paper copy should have a recognizable, easy-to-remember style. The principal selling arguments should be reiterated constantly. Copy with a new twist should be used from time to time, but most important of all—keep the station name before trade paper readers.

Proportion of Time Sales

Promotional expenditures should be based on about five per cent of time sales. While at first glance this may seem high, it is sure to pay a profit in the form of increased sales efficiency and can also be considered an “extra salesman” constantly visiting prospects and unfolding the station’s story.

TEL-PIC PLAN

*Will DO A JOB FOR YOU AND
YOUR SPONSOR*

To those stations interested in a bang-up sponsor tieup—and what station isn't!—TEL-PIC offers the attention-getting News Display and Service.

Features of this attractive 18 by 28-inch Display and Plan: 1, One outstanding news photo mailed daily for one year. 2, Illuminated call letters bordered by constantly flashing streaks of radio like waves. 3, Removable bottom panel with plenty of space for station or sponsor message. 4, Simple, durable equipment. Just plug into either AC or DC current and display becomes animated.

The best merchant and bank windows in town are available to you. Although TEL-PIC DISPLAY SERVICE has been available for only two months, IT IS DOING AN EFFECTIVE MERCHANDISING JOB FOR OVER FIFTY STATIONS. Comparable results can be produced for your station.

Sound expensive? It isn't—you'll be surprised and pleased with the real economy of this service. Sold on a yearly budget basis. For EXCLUSIVE rights in YOUR city, write or wire now for full particulars.

TEL-PIC SYNDICATE, INC.

1650 Broadway New York City

PROMOTION DIGEST

101 Tried and Proven Showmanship Ideas

Compiled by

TED LLOYD

of the Staff of RADIO DAILY



COMPILING of promotional and exploitation material from the files of RADIO DAILY during the past year was done with more diligence than previous. The following tried and proven material has been instrumental no end in aiding independent stations to compete with outstanding network programs by creating local interest. The available audience at any given time during the day or night, is large enough to share amongst the various outlets. However, it requires exploitation and promotion by the individual station to obtain interest from listeners; listeners who are accustomed to standard programs.

Herewith, one may find material credited to a station or party which had been previously executed by another. RADIO ANNUAL does not assume ownership of the foregoing material nor does it necessarily signify that the basic idea for the tried stunt originated with the credited source.

Yearly this section will be abreast with the trend and it is hoped that advertising, publicity and exploitation people representing all branches of this industry will continue to forward their creations of new ideas to RADIO DAILY for publication.

To all we acknowledge our indebtedness in helping us compile this section.

Users of digested material are cautioned to bear in mind any local laws that prohibit prize contests or giveaway stunts or such contests that may come under the classification of lotteries!

Showman's Calendar

FOR 1940

—JANUARY—

- 1: New Year's Day (In all the States, Territories, District of Columbia and possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
- 4: Utah Admitted (1896).
New Mexico Admitted (1912).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 17: Benjamin Franklin Born (1706).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
- 21: Stonewall Jackson Born (1824).
- 29: McKinley Born (1843).
- 30: Franklin D. Roosevelt's Birthday.



—FEBRUARY—

- 3: Horace Greeley Born (1811).
- 4: Col. Charles A. Lindbergh Born (1904).
- 5-12: National Boy Scout Week.
- 7: Charles Dickens Born (1812).
- 9: Nebraska Admitted (1867).
- 11: Thomas A. Edison's Birthday.
Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
- 14: Valentine's Day.
Admission Day (Arizona).
- 15: Destruction of the Maine (1898).
- 22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
Ash Wednesday (First Day of Lent)
- 27: Henry Wadsworth Longfellow's Birthday.
First Railroad Charter (1827).
- 29: Extra Day—Leap Year.



—MARCH—

- 2: Texas Independence Day.
- 3: Maine Admitted (1820).
Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
- 4: Pennsylvania Day.
- 5: Boston Massacre (1770).
- 7: Luther Burbank's Birthday (California).
- 17: St. Patrick's Day.
Palm Sunday.
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 24: Easter Sunday.
- 25: Maryland Day.
- 30: Seward Day (Alaska).



—APRIL—

- 1: All Fools' Day.
- 6: War Declared with Germany (1917).
- 7: Peary Discovered North Pole (1909).
Good Friday.
- 8: Battle of Appomatox (1865).
Louisiana Admitted (1812).
- 9: Surrender of General Lee (1865).
- 12: Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson's Birthday (Alabama).
- 14: Assassination of Abraham Lincoln.
- 19: Patriot's Day (Maine, Massachusetts).
- 21: Anniversary of Battle of San Jacinto (Texas).
- 22: Morton's Birthday (Nebraska).
Arbor Day (Nebraska).
- 23: William Shakespeare Born (1564).
- 24: First Newspaper Issued in America (1704).
U. S.-Mexico War (1846).
- 25: War Declared with Spain (1898).
- 26: Confederate Memorial Day (Alabama, Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
- 27: General U. S. Grant Born (1822).
- 28: President Monroe Born (1758).
- 29: Daylight Saving Time Starts.
- 30: Louisiana Purchased.
Washington Became First President (1789).
Rhode Island Settled (1636).



—MAY—

- 1: May Day.
Child Health Day.
Labor Day (Philippines).
Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Shot (1863).
- 5: Napoleon's Death (1821).
- 7: Lusitania Torpedoed (1915).
- 10: Confederate Memorial Day (Kentucky, North Carolina).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
Mother's Day (2nd Sunday).

- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
Empire Day (Canada).
- 29: Wisconsin Admitted (1848).
- 30: Confederate Memorial Day (1848).
Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).



—JUNE—

- 1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Tennessee).
King's Birthday (Canada).
Jefferson Davis' Birthday (1808).
- 6: Nathan Hale's Birthday (1756).
- 8: Battle of New Orleans (1815).
- 10: Franklin Drew Lightning From Sky (1752).
- 14: Harriet Beecher Stowe's Birthday.
Flag Day.
- 15: St. Swithin's Day.
Arkansas Admitted (1836).
Pioneer Day (Idaho).
- 17: Bunker Hill Day.
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
- 20: West Virginia Day.
- 21: Longest Day in Year.
- 23: Penn Signs Treaty of Peace with Indians.
- 26: First American Troops Land in France (1917).



—JULY—

- 1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
- 2: Garfield's Assassination (1881).
- 3: Idaho Admitted (1890).
- 4: Independence Day.
- 10: Wyoming Admitted (1890).
- 11: John Quincy Adams Born (1767).
- 13: Forrest's Day (Tennessee).
- 24: Pioneer Day (Utah).
- 25: Occupation Day (Puerto Rico).



—AUGUST—

- 1: Colorado Day.
Beginning of World War (1914).
- 3: Civic Holiday (Canada).
- 10: Missouri Admitted (1821).
- 13: Occupation Day (Phillippines).
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 20: Benjamin Harrison Born (1833).

—SEPTEMBER—

- 2: Labor Day.
- 6: Lafayette Day.
President McKinley Assassinated (1901).
First Battle of the Marne.
- 9: Admission Day (California).
- 12: Defender's Day (Maryland).
- 17: Constitution Day.
- 22: Nathan Hale Executed (1776).
- 23: First Day of Autumn.
American Indian Day (4th Friday).
Daylight Saving Time Ends.



—OCTOBER—

- 1: Missouri Day.
- 5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
Yom Kippur (Hebrew).
- 8: Chicago Fire (1871).
- 9: Fraternal Day (Alabama).
- 12: Columbus Day.
- 14: Farmer's Day (2nd Friday) (Florida).
- 18: Alaska Day.
- 19: Surrender of Cornwallis (1781).
- 27: Navy Day.
- 29: National Girl Scout Week (Ends Nov. 4).
- 31: Hallowe'en.
Admission Day (Nevada).



—NOVEMBER—

- 1: All Saints' Day (Louisiana).
North and South Dakota Admitted (1889).
- 4: John Philip Sousa Born (1854).
- 5: General Election Day (Presidential).
- 7: Montana Admitted (1889).
- 11: Armistice Day.
Washington Admitted (1889).
- 16: Oklahoma Admitted (1907).
- 17: Suez Canal Opened (1869).
- 28: Thanksgiving Day.



—DECEMBER—

- 3: Illinois Admitted (1818).
- 7: Delaware Day.
- 8: Eli Whitney Born (1765).
- 11: Alfred Nobel Born (1833).
- 12: First Marconi Wireless Across Atlantic (1901).
- 16: Boston Tea Party (1773).
- 21: Shortest Day of Year.
Pilgrims Landed at Plymouth Rock (1620).
Woodrow Wilson's Birthday (South Carolina).
- 25: Christmas Day.
- 29: Iowa Admitted (1848).
- 31: West Virginia Admitted (1862).
New Year's Eve.

ARBOR DAY is observed in states on different days, usually in the Spring. The dates in the same states often vary from year to year by proclamation.

PUBLIC SERVICE

SHORT-WAVE FRENCH

AS its latest contribution to adult education in Connecticut, WTIC, Hartford began a weekly series of French lessons by ultra short-wave relay. Prof. A. Croteau broadcasted a 15-minute lesson over WIXCS at Connecticut State College, Storrs, 28 miles from Hartford and WTIC, using its new frequency-modulated receiver, picked up the broadcast on 100,000 kilocycles and rebroadcast on the regular WTIC wave. Station officials believe this was the only frequency-modulated transmission in the country operating on a regular schedule.

RURAL SERVICE

EMPLOYING its newly acquired library of farm publications, both government and independent, WBT, Charlotte, N. C., has expanded its early morning "Alarm Clock" program to include answers to questions on farming received from listeners. New library, presented to station by S. L. Jeffords, project manager of U. S. Soil Conservation Department, is thought by station to be the most complete in the south. WBT now declares that it can answer any sensible question pertaining to farming within 24 hours of receipt of letter, and, through the new services, hopes to make the "Alarm Clock" a "pivotal source of idea exchange wherein farmers can be mutually helpful in the exchanging of success stories."

LIFE-SAVING SQUAD

THE activities of Cincinnati's life-saving squad of the city fire department was explained to the public through a special WKRC broadcast. Lieutenant Carl Rogers, of the life-saving squad, has a regular, five-minute daily program on WKRC and helps with the Friday show. To make sure that no fire interrupts the progress of the program, WKRC transcribed the fifteen minutes and played the record later. Thus, if a fire breaks out and the men have to leave, WKRC can simply stop the interview and complete the recording after the blaze is put out.

CLEAN-UP CAMPAIGN

WIRE, Indianapolis, cooperated with the newly formed Civic Pride Committee, made up of representatives from all the local women's clubs, in a "Clean Up Indianapolis" campaign. Citizens were urged to keep their own property clean and to help the city administration by assuming personal responsibility for cleanliness of public streets, parks, and buildings. Station broadcasted daily announcements and arranged a series of booster programs.

SPECIAL SERVICE FEATURE

BEING a native of western Nebraska, Ed Quinn, KGNF, North Platte, announcer was familiar with problems confronting the cattlemen of that district and with the fact that the weatherman works seven days a week, not six as did KGNF. Quinn queried cattlemen's and farmer's organizations and received overwhelming endorsement of a special one-hour 7:30-8:30 a.m. Sunday program of weather forecasts, overnight news and time signals which station now is airing on regular schedule set to April 2. So popular has program proved that already six sponsors have climbed on the "Farmer-Stockmen Hour" handwagon. According to KGNF, this is the only program in the district to which cattlemen can turn on Sundays for warnings of weather changes which might decimate their herds.

CAPITAL AIRINGS

WITH opening of the Sixtieth General Assembly in Missouri's Capitol Building, KWOS, Jefferson City, began a series of regularly scheduled airings direct from the rostrum of the House of Representatives. Programs, aimed to keep the public informed of the doings of their representatives and to stir interest in law-making, featured actual debate on the various measures under consideration. Series opened with much fanfare, presenting on the initial broadcast the more important dignitaries and legislators as well as the principal address of Gov. Lloyd C. Stark. KWOS declared that the legislators were eager to cooperate in arranging for the broadcasts.

L'AMOUR

A new business is being investigated by KQV, Pittsburgh, every Tuesday and Friday at 2:15 p.m., this "business" serving as title for the variety show—"Love-Making, Inc." Show is a combination of music, songs, humor and mythical lessons on "How to Make Love." Under the sponsorship of Spear & Co., programs made their initial appearance this week.

"SAVE A LIFE" CAMPAIGN

WCKY, Cincinnati, began its "Save A Life" campaign with an intensive program of publicity designed to impress upon the public the necessity of cutting down Cincinnati's traffic accident toll. The week was proclaimed officially by Mayor James Garfield Stewart. The Mayor, Police Department, Metropolitan Traffic Safety Council and the Cincinnati Automobile Club, as well as the daily newspapers, co-operated with WCKY in the campaign. Safety announcements were made on WCKY at all times requiring station identification.

Each evening throughout the week at 6:30 p.m., WCKY presented a different safety program on which prominent actors, public fig-

ures and the like appeared. This was topped with a mass meeting of bicycle riders at a local theater where entertainment by WCKY artists and safety films were presented. The Mayor and other public officials were present at this meeting.

STORM VIGIL

AS rescue workers labored 68 hours to remove the bodies of 8 firemen killed in the Collins block fire in downtown Syracuse—worst local disaster in 40 years—WSYR stood by almost continuously bringing news of the disaster and progress of rescue work to Central New York listeners. Announcers Bill Rothrum, Arnold Schoen, Al Parker and Jan Costley and engineers George Armand, Belle Isle, Charles Just, Al Eichelzer and Al Burgess put in a total of more than 173 hours from 10 a.m., Feb. 3, to midnight Feb. 5, at the scene of the disaster. Total of 91 special broadcasts, of which 37 remoted from the scene, were aired by the station for a total of 7 hours and 30 minutes of fire news. Longest continuous stretch on the air, 44 hours, 4 minutes. Pleas were broadcast for food, cigarettes, coffee and supplies as well as a complete description of the debris removal. Station cooperated throughout with city officials in airing statements and advice.

"BUFFALO" HERD

THIRTY-THREE thousand nickels were accumulated in CJOR, Vancouver, studios last month as result of program Director Dick Diespecker's "Texaco Nickel Club" broadcasts. This was second year station aired the Club with this year's donations topping the last year total by 18,500 of the nickel coins. Contributions of not more than five cents from each listener were requested on the daily broadcasts up until Christmas. Money was turned over to Vancouver's two evening newspapers for their Santa Claus fund for needy families.

GREETING TOURISTS

SEVERAL times during the day KGNC, Amarillo, greets tourists with announcements similar to the following: "Attention tourists! You are now in the Panhandle of Texas! The high plains, rich in color and historic backgrounds . . . a land of oil, sleek cattle and golden grain. Stop over and make this a memorable landmark of your trip . . . or plan to return soon to Amarillo, the Helium City, the Hereford capital of the world. While here, we invite you to keep your dials set to 1410 . . . KGNC, the NBC outlet of the Panhandle for the latest war news. Welcome travelers! You, who are now speeding across the high plains on the Grand Canyon Limited, will soon reach Amarillo."

C. OF C. LETTER

REPRODUCTION of a letter on heavy cardboard from the Worcester Chamber of Commerce to WTAG of that city was used as a promotion piece by the station. Letter tells of a poll conducted by the organization to determine the listener interest of its "Knowledge College" program. Quotes from the actual report are given in the letter in addition to actual listening figures. Last sentence plugs radio generally in addition to WTAG: "The important conclusion reached from the survey is that radio offers the most effective and least expensive method of bringing industry's story to the public." Attached to the letter is a blue string-tag with the following legend: "WTAG—naturally."

BENEFIT

LARGEST crowd in the history of Springfield, Mo., to see one show in a single day turned out to see the Weaver Brothers and Elviry Troupe when they presented a benefit performance with radio stars from KWTO-KGBX in the local Shrine Mosque, according to the station. Five thousand seat Mosque was jammed for matinee and 1,500 were turned away from the evening performance, it was estimated. George Earle Wilson, of KWTO-KGBX staff, emceed the radio part of show, which featured Mike Dosch, Bob and Dick Stahl, and others. Show is an annual event originated by station manager Ralph Foster with proceeds going to Salvation Army. This year's event provided for Christmas baskets for 800 families.



GOOD WILL

VACATION AIDS ON WNAX

DUE to requests from listeners inquiring about vacation spots in South Dakota, WNAX of Yankton has made arrangements with the state highway department to furnish illustrated maps and brochures picturing the state's beauty spots to listeners upon request.

SEE INDIANA CAMPAIGN

WIRE, Indianapolis, conducted a "See Indiana First" campaign. The Chamber of Commerce in each surrounding town is invited to send in booster material about interesting places in or near the community to be used in WIRE announcements throughout one day's schedule. Plugs such as "See Indiana First," "On Your Vacation See the Birthplace of the Famous Hoosier Poet, James Whitcomb Riley," "Visit Greenfield, Indiana," etc., were on the air at every open spot on the station's

schedule during August. Chambers of Commerce and newspapers in the towns so honored publicized the idea.

ENGLISH ALSO INVITED

ENGLISH radio executives and listeners received prepaid postal cards from the International Broadcasting Co., Ltd., representatives of Radio Normandy, inviting them to see "commercial" shows in production. Cards included space for the requester's name as well as firm name and position and the preferred hour.

GOODWILL LISTS

KOWH, Omaha, was offering complete drug and grocery store route lists of Omaha as goodwill gesture towards manufacturer, jobber and wholesaler field men. Lists were bound in separate pocket size booklets and divided up into time-saving easy to follow routes. At end of each route is blank space for notes and remarks on calls. Map and survey stressing the rich Omaha market were bound into both booklets. Route lists were published by the Omaha "World-Herald," owner and operator of KOWH.

WHAT THE PUBLIC WANTS

AN interesting experiment in listener reaction has been initiated by James F. Hopkins, general manager of WJBK, Detroit, in an attempt to get the answers to "the ever increasing number of adverse criticisms against radio entertainment appearing in the daily press." A half-page ad in the local "Times" was run by the station containing a list of questions on radio and a chart which readers were asked to fill out in accordance with their idea of an ideal radio program schedule. Questions asked dealt mainly with length of commercial announcement. According to Hopkins, the WJBK schedules will be rearranged and several new programs added as a result of the questionnaires. Results of the poll will not be made public, Hopkins said.

APPRECIATION

THE Oklahoma State Legislature has adopted a resolution asking the Speaker of the House to forward a letter to the management of WKY expressing that body's appreciation for the WKY News Bureau established at the state capital. WKY's News Editor, Ben Bezoff, broadcasts a daily fifteen-minute program of what happens in each day's session of the legislature direct from the capitol building.

COMPANY SHOW

THE Bigelow-Sanford Carpet Company, of Thompsonville, Conn., began a series of programs over WSPR, Springfield, Mass., designed to give employees of the company a

chance to show their talents to the public. The show, which was a half-hour every Saturday morning, was of the variety type on an amateur basis backed by an 18-piece employe orchestra. Under the direction of Wayne Henry Latham, producer, of the WSPR staff, the programs were similar in many respects to those conducted by the Wheeling Steel Company, and talent was drawn from 3,300 employes. Ad copy was held to a minimum. Arthur J. Bergstrom, of WSPR announcing staff, was emcee.

WLW's SCHOLARSHIPS

IN order to promote a greater interest in the principles and practices of radio broadcasting with special emphasis on the agricultural service by radio, WLW announced the establishment of a competitive project open to all senior students of agriculture at land grant institutions of the U. S. Six-month scholarships in practical radio training at WLW were offered to two students chosen by the committee of three nationally known judges under terms of the plan.

Competition was open to all students who received their degrees in 1939. Winners were trained in all phases of radio program work at WLW between July 1 and Dec. 31 of last year, and received \$500 for expenses. Announcement of the winners was made June 1.

STAR CONFABS

"GRANDMA Travels," the Sears-Roebuck program on the Texas State Network, inaugurated a series of interviews with long-time Sears customers in Texas. First interview was with a West Texas farm woman who wrote the mail order house she has been trading there since 1891. Series was based on letters taken from Sears' customer files. Station managers on the network contacted the customers and arranged to bring them into their studios for the interviews.

10th ANNIVERSARY

KTSM, El Paso, celebrated its tenth anniversary on August 20 and 21 by inviting listeners to visit the studios and join the festivities. Visitors were taken on guided tours of the entire station including the transmitter, studios, executive offices and sales offices. Ballroom in the hotel in which studios are located, was arranged to display "Ten Years of Progress in Radio." Guests were shown a "ham" outfit in operation and the making of transcriptions were demonstrated. Anyone wishing to do so had their voice recorded and then played back for them. All twenty-nine members of the staff wore large badges giving their first names and position. Theme of this anniversary was "You've heard us for ten years, now come up and see us." Approximately twelve hours of programs were planned for this occasion.

GOODWILL ACTIVITY

AT KWLK, Longview, Washington, Manager M. F. Woodling has inaugurated a successful goodwill activity: salesmen and announcers are required to make new friends every day and bring at least one each to the studios every day to meet the staff and enjoy personally conducted tour of the plant. Woodling believes personal interest of Longview citizens in their station not only helps the station but creates community interest.

CONTEST

"UNCLE LEW'S MAILBOX"

CHILDREN are invited to send letters and post cards telling of subjects in which they are interested to the "Uncle Lew and his Mailbox" show on WEW, St. Louis. These are read and then discussed, while a candid type camera is given as a prize to the writer of the best letter. Subjects of interest to youngsters, such as hobbies, games, pets, club news, handicraft and school affairs are discussed. Billy Boy and the Toy Tinker Band also appear on the show.

BEAUTY CONTEST

IN connection with its two programs for high school and college students, WCNW, New York, had a Beauty Contest among all New York City high school and college girls. Five prizes of Longine watches were awarded winners selected by a group of well-known men and women judges. Contest was in charge of Walter Windsor. Preliminary elimination was by means of photographs.

FREE DINNERS

HUNDREDS of suggested titles were received by Rosalind Sherman for Stanley McGinnis' new glass room restaurant in response to the offer made on one of her broadcasts over WNEW, New York when she interviewed the Sheepshead Bay restaurateur. The person submitting the name selected by the judge for the glass room, won a glass engraved card which entitled him to dinner for two once a month for life at McGinnis' restaurant.

"AROUND THE CLOCK"

THIS program being presented by WRTD, Richmond, is a twice daily entertainment feature offering cash awards in a test of the listener's ability to repeat what he hears. On the program a different name selected from the telephone directory is announced each day and, if that person phones the

station within 10 minutes of the announcement and repeats the exact manner in which his name was given, he receives the cash award. Peco Gleason handles the programs.

LISTENER RESPONSE

A single announcement, offering mechanical pencils to listeners in the northeastern Ohio and northwestern Pennsylvania area, resulted in 211 requests to WICA, Ashtabula, Ohio, according to the station. The offer was made to test audience and response on a 10 a.m. newscast.

P & G SLOGAN

NATION-WIDE slogan contest in behalf of Crisco was launched by Procter & Gamble through Compton Advertising, Inc. Original slogan in ten words or less was asked for plus one Crisco label. First prize was \$5,000 in cash, with 500 additional prizes of Sunbeam Electric Mixmasters. Contest ran three weeks on "Vic and Sade" program on NBC Red and Blue and "This Day Is Ours" on CBS. Printed media also was utilized.

WANTED: IDEAS

PUBLICITY department of KDAL, Duluth, posted a \$5 monthly prize for the best publicity suggestion emanating from any member of the staff.

CORN CONTEST

AGRICULTURAL department of WLW, Cincinnati, launched a contest to honor the "Tallest Corn Growers" in Ohio and Kentucky. Winners in the contest were awarded a loving cup and \$15 in cash, and personally presented by the governors of the respective states. Awards were made at the two state fairs. Fifteen corn growers submitting the tallest measurements were invited to ship their entries to their state fairs.

PRIZE PHOTOS

WDAY, Fargo, compiled an attractive magazine containing photos of recent events during the visit of Crown Prince Olav and Crown Princess Martha of Norway to North Dakota. Contest was staged with cash prizes for the best pictures of the royal couple appearing with a WDAY microphone in evidence. Best photos collected were included in the magazine telling of the WDAY coverage of the event. Magazine was distributed free of charge among listeners and was an appropriate souvenir of the event as well as a permanent record of the royal visit.

BOX-TOP MERCHANDISING

WITH the renewal of the sponsored "Piano Tones" programs for another 13-week period, a new version of the "box-top" merchandising idea was developed by KIRO,

Seattle. Program is built around a contest wherein listeners mail in correct titles of old songs played during each broadcast. Under the new setup, entries in the contest must be submitted on special blanks which are attached to dry cleaned articles when delivered by the sponsor. Blanks constitute a promotional piece in themselves and provide the sponsor with a close merchandising check as well as a desired means of limiting the contest to the territory served by the sponsor.

CAMERA AIDS

NEW promotional wrinkle was worked out by KSTP, Minneapolis and St. Paul, in connection with the Camera College program, featuring Harry Poague, photographer for the Minneapolis "Star-Journal," KSTP publicity affiliate. On the show, during which Poague gives out picture hunches and talks about lens-snappers' problems, three weekly prizes were awarded for the best photos shot on Poague's assignment. On the day of the show, the prize-winning shot for the week was published in the paper, calling attention to the program that night, and during the show Poague spent time discussing the merits of the shot, calling attention of course of camera fans to the "Star-Journal" and the picture. For full benefit from his advice, Poague urged them to get the paper for that night and spread it out before them while he talks about the prize-winners.

STUNT

MOBILE UNIT

LATEST stunt of CJRC, Winnipeg, in promoting its Mobile Unit to local sponsors was to call in station recording department and have a transcription made of a special broadcast. Idea helps all around, station reports, as salesmen now can take the recording around to merchants rather than having to call in an engineer to drive the truck. Two cuts were made, first giving detailed information on Unit, second being a special stunt broadcast. Latter side includes conversations by announcer in Unit, driving around Winnipeg with announcer in studio, announcer at studios of affiliated station CJRM in Regina, listener at home talking on the telephone and others. Transcription has already been responsible for signing of new series, "The Night Riders," according to the station.

A BREAK FOR BILL

AN authentic note was introduced into the WBAL, Baltimore, "Around the Breakfast Table" programs. Program was picked

up directly from the apartment of Bill Herson who announces the show. From 6:30-7:15 a.m. Herson produced the program from his apartment while seated at his own breakfast table chatting with his wife between popular recordings. At 7:15, while studio plays a record, Herson grabs a cab for the station and takes up remainder of program from there.

LISTENER REACTION

WHAT is believed to be the first attempt to air the reaction of listeners to a program was tried by KSTP, Twin Cities, as a new experimental and educational feature, under the direction of Thomas D. Rishworth, station educational director. Program is split into two parts, the first originating in the studios; second in the radio workshop at the Mary Miller vocational high school. The first half consists of a dramatization of lives of composers by the students, while the others in the workshop listen. Then the stanza switches to the school, where the reactions of the listening group are aired. Program was aired for half an hour each Friday.

FU MANCHU PROMOTION

SUCCESS of KDKA, Pittsburgh's "coming out" party for its "Fu Manchu" serial is attested, station reports, by the attention with which prominent business men, advertising agency executives and radio program sponsors and their wives greeted the first two episodes of the serial as "previewed" at the Jan. 18 dinner. KDKA went overboard in establishing a genuine Chinese atmosphere, including incense, Chinese waitresses, egg foo yong, chop sticks — and Production Chief Charley Urquhart, whose simulation of the murderous "Fu" almost stopped the show. KDKA plans to start the serial, produced by Fields Bros. and distributed by Radio Attractions, Inc., late this month or early in February.

KOMA JAMBOREE

A contract between KOMA and the City of Oklahoma City has been signed for staging of weekly dances and jamborees to carry the KOMA label Saturday nights in the local auditorium. The station features "KOMA Club" in connection with the weekly dances to be presented with station talent and staff band. Admission has been set at \$1.50 plus tax per couple for non-members of the "KOMA Saturday Night Club" and \$1 plus tax for members. Memberships can be secured by applying for them at the studios of KOMA. No charge is made for the membership cards.

"COLLEGE OF FUN"

BAKERY sponsor of the "College of Fun," telephone quiz game on WIP, Philadelphia, started an extensive promotional campaign for the program. Prior to start of the series, entire staff of over 600 drivers for the

bread company assembled in the company's auditorium for an explanation of the game so that they would be prepared to answer any questions that might be asked of them. Large advertising sheets covered each of the several hundred wagons and trucks of the sponsor. Special flyers were distributed to the homes in Philadelphia. Flyers, which contained rules and a contest form, were also enclosed in the packages of bread. In addition, both station and sponsor inserted advertisements of the program on every radio page in local newspapers.

LOGICAL

FEELING that radio advertising should have audible rather than visual appeal, KGNF, North Platte, Nebr., has been operating for some time under the policy that commercial announcements should "be heard and not seen." Instead of taking the approval copy to the sponsor's place of business for O. K., it is telephoned in to him and in that way he knows just what his advertising will sound like to prospective customers.

MERCHANT SERIES

TO prove the worth of radio to merchants skeptical about its value, WIS, Columbia, S. C., devised a promotional stunt designed to catch their interest. Local stores were holding a Merchants' Association series of days featuring shopping specials. On those days station interviewed the managers of the shops and recorded them. Talks were played together as a group over WIS on a special Merchants' Association Shopping Day show. Later smaller discs were dubbed from the master record and given to the merchants as souvenirs.

SPECIAL TRAIN

WBT's sports department, cooperating with the sponsors of the Wheaties baseball broadcasts over the station, made arrangements for a special eight-car train to carry Carolina baseball fans to Washington to see the Senators-Red Sox doubleheader Sunday, August 13th. Tickets cost \$10.50 for the round trip, and the price included a reserved seat in a special grandstand section set aside in the Washington ball park for the Carolina visitors. Announcement made on Russ Hodges' daily Wheaties baseball program brought in over 400 reservations, from 27 North and South Carolina towns. Prominent sports officials of the two states were also along, and representatives of the two Charlotte newspapers, usually inclined to soft-pedal radio news in their columns, accepted invitations to go.

"PINOCCHIO" EXPLOITATION

TO introduce its new program, "Pinocchio," Radio Attractions, Inc., sent out a four-page French-fold promotion titled "Hello."

Frontispiece shows a cartoon of the featured character of the new program holding up a montage photo of the various elements that make up a radio program (i.e., dramatic actors at mike, orchestra leader and band, technicians, announcer, etc.) Inside copy gives 10 facts in a build-up of the new series, as well as a formal announcement of its release with a "statement of policy." Purposes of policy are also stated. Back page contains additional copy tying up "Fu Manchu" program with the new series of the program-producing organization. Promotion is done in two colors on yellow photo-offset stock.

AMOS AND ANDY DISK

SOMETHING new in promotional work was done by WNAX, Yankton, when the station began carrying Amos 'n' Andy. It is customary for the black-face comics to send a transcription to stations joining their network, extending their best wishes, but WNAX took this short disc and worked it into a complete 15-minute show to bring to the station's listeners a little "human interest" material concerning the pair. To open, a portion of the regular "Perfect Song" theme was used, and listeners were made aware of the fact that they would soon be hearing that same theme each night over WNAX. Program Director Art Smith searched through the files and found a record made by Amos 'n' Andy some 15 years ago, when they were known as "Sam and Henry." An interesting fact brought out by the recording was that at that time their parts were reversed, with Amos as the comic, and Andy the "straight" man. This was the "Amos 'n' Andy of yesterday. Then to bring listeners up to date, the telegram and transcription from the black-face pair were used. One-minute and five-minute spots using the material were also used for quite a time preceding the actual broadcasting of the program, calling attention to the fact that the program would now be heard over WNAX, and giving the air-time of the show over the station.

FREE TRIP

A free round-trip by plane to Reno was offered by KYA by a local jewelry firm to any couple planning marriage. All expenses to and from the airport, plus meals, taken care of by the sponsor. Only catch was that the couple must buy one of the firm's wedding rings—for a mere \$99.50.

ADD FU MANCHU PREVIEWS

FULL dress "Shadow of Fu Manchu" previews coming thick and fast. KDKA, Pittsburgh; WHEC, Rochester, and KANS, Wichita, gave the local ad boys, prospective sponsors, et al, a taste of real Chinese food, incense, and other "atmosphere" along with a couple of reels of the thriller.

WHEATIES STUNTS

C FOLLOWING are the various methods by which KROW, Oakland, publicized their "most popular player" contest in connection with the Wheaties baseball broadcasts: (1) movie trailers in two first-run and one second-run downtown theaters; (2) window displays at the studios and at the store of a prominent jeweler; (3) newspaper ads in 16 neighborhood and other papers; (4) letters to each grocer from baseball announcer, Dean Maddox; (5) letters to each grocer from the Oakland Baseball Club; (6) publicity photos of trophy and the baseball team; (7) publicity stories released to newspapers through advertising grocers.

G.E. "BULB"

C NOVELTY promotion, sent out by General Electric consists of a regular Mazda lamp. Attached to the socket base is ticker tape which is housed on the inside of the bulb and which may be read by removing the base and pulling the tape out. Copy on tape reads: "Here it is in a lamp bulb. For the fourth consecutive year, Phil Spitalny, renowned maestro, and his All-Girl Sing Orchestra, will bring the General Electric Company's popular 'Hour of Charm' back to the airways at 10 o'clock E.S.T., Sunday night, September 17—and every Sunday thereafter over the Red Network of NBC."

WSYR PLUGS SETS

C WSYR considered radio set dealers in a two-week promotion stunt designed to up the sale of portables. Courtesy announcements and daily 1x3 ads in each of Syracuse's two daily papers urged the listener to buy a portable for (1) convenience, (2) dependability, (3) enjoyment. Letters were sent to distributors and dealers urging them to feature portables in their set advertisements during the campaign. Reaction was two-fold. Not only did dealers increase space devoted to portables, but they increased space devoted to radios in general.

EXPO AIR SHOW

C THROUGH arrangements by WIRE with the National Broadcasting Company, NBC "Breakfast Club" stars were brought to Indianapolis to appear at the fifth annual Indianapolis News Food Show and Household Appliance Exposition at the state fairground. Don McNeill, master of ceremonies for the "Breakfast Club"; Evelyn Lynne, soloist on the program, and Jack Baker, vocalist, joined with Harry Bason, WIRE pianist-music director, to entertain at a special show Sunday.

PERSONAL APPEARANCE

C KSTP, working with the Procter & Gamble Distributing Company in Minneapolis, staged two "in person" appearances of "Vic and Sade," for the Minneapolis Centennial.

In addition, "Vic, Sade and Rush," all attended two performances at the Minneapolis Auditorium as a wind-up of a week-long celebration, also were featured in a television show immediately following presentation of their regular script from the stage.

FOOTBALL FEED

C AS a promotional stunt in connection with the Associated Oil Company's current sponsorship of football broadcasts in the West, KOY, Phoenix, invited all A. O. dealers and distributors to a buffet supper and open forum on football, with Dixie Howell, former all-American and now coach at Arizona State, and Lou Kroeck, Arizona net sportscaster, leading the discussion. Thirty minutes was allowed for discussion.

PHONE CALLS

C AS a special promotion service, KSFO had a girl whose duty it was to phone executives of firms to inform them when broadcasts by CBS in which they may be interested were released by KSFO. This service was established as a result of the interest of CBS-KSFO listeners, not only in national and international affairs, but also in sports events and serious music offered by the Columbia network.

SALT LAKE CITY STUNT

C IN a massed promotional effort, three Salt Lake City stations, KSL, KDYL and KUTA, took over the regular weekly meeting of the local Advertising Club and for an hour "sold" air media to the advertising executives.

E. J. Broman, Ad Club vice-president and an account executive at KSL, conducted the meeting, with members of the staffs of KSL, KDYL and KUTA all appearing and participating in the discussions. This was the first time in the history of the Salt Lake City Ad Club that radio was allowed full swing, despite the fact that newspapers have frequently broken through for mass promotion.



TIE-UP

WHO'S GOLDEN GLOVES TOURNAY

C FOR the second year, WHO, Des Moines, again sponsored the local elimination bouts of the national Golden Gloves boxing tournament and, according to the station, this year was "bigger and better than ever." Thought to be the only radio sponsored tourney in the country, others generally being promoted by newspapers, WHO's introduction of the competition to Des Moines last year

resulted in a tourney so much bigger than was expected that "we are still gasping." Two hundred boys participated last year with 14,000 persons viewing the fights. This year station had 300 contestants and a crowd of 32,000. Tourney, under the general supervision of Bill Brown, WHO sports editor, was held in the local Coliseum, Feb. 14, 15, 16 and 22.

PRUNE SALE HYPO

A potent store tieup with Hedda Hopper's "Hollywood Discoveries" on WTMJ for the California Prune Industry jumped a Milwaukee store's Saturday prune sales from 50 to 460 pounds, the station reports. Earl Tetting, Lord & Thomas special merchandising man, planted a girl in Gimbel Brothers' store to pass out hors d'oeuvres consisting of prune halves and Milwaukee cream cheese. The demonstrator, plugging California prunes and Hedda Hopper's opus on WTMJ, upped the day's prune sales for the store more than 800 per cent. The demonstration booth was surrounded with promotion advertising for the program.

WMCA's NET SHOWS

PUBLICIZING the eight network daytime script serials aired between 8 and 10 p.m. on WMCA, New York, the independent station ran 8-inch ads in the daily press. In addition to giving time of each program, ads feature the slogan "dial Romance tonight—two hours of love, laughter, heartbreak, thrills!"

KLZ WAR COVERAGE

TO promote 24-hour coverage of European war news by KLZ, Denver, station made tie-ups whereby station's news services were publicized in four local motion picture theaters. Sixty-foot trailer, graphically illustrated by photos of troop movements and other war scenes, were shown in all four houses and were climaxed by flashing a photograph of H. V. Kaltenborn on the screen with appropriate block letter copy describing the KLZ-CBS-INS coverage. One theater gave station credit lines for news bulletins supplied at program breaks. Special service was announced by a screen slide with the news bulletins being read over p. a. system by a KLZ staff announcer. Theater featured this service in its newspaper ads in addition to a lobby display publicizing the stunt.

HOT SOUP

A unique way of backing up the Campbell's Soup program was devised by KOY, Phoenix, which served bowls of hot soup to all its studio audiences throughout a week. Listeners were invited to come down and witness any of the daily programs originating in Phoenix and to have a bowl of soup. Thousands of bowls of soup were dispensed.

MOVIE PROMOTION

"NEWS in the Air," 30-minute sound movie, was shown to more than six hundred South Carolina Esso dealers meeting in Columbia as guests of Standard Oil, United Press, and WIS. Film traced route of radio news from source to final airing by "Esso Reporter," then advanced suggestions by which dealers could promote program with greatest profit to themselves. "Esso Reporter" began January 30 at WIS on a four-a-day schedule for one year.

WANTED: CHARM

A survey was made with Bill Treadwell, radio writer, as chairman and several prominent radio names as committeemen, to find the ten people in the United States who possess the most charm. Charms Candy Co., of Bloomfield, N. J., with promotion head W. W. Reid, 3rd, were in back of promotion with the results exhibited at New York World's Fair.

DOUBLE FEATURE

IN cooperation with a local theater, the bakers of Longview, Cal., arranged a "Big Radio Kiddie Show" to which children were admitted for five cents and five local bread wrappers. Children saw radio show in addition to regular theater feature and had the opportunity of appearing before the microphone during the half-hour airing from theater's stage. Kiddie show is a regular feature of KFRO.

USES RAILROAD POSTERS

THE New York, New Haven & Hartford Railroad placed colorful posters in its stations and trains calling attention to its daily news program over WEEL, Boston. The railroad sponsors "Herald-Travel" news daily.

RCA STICKERS

FOLLOWING RCA Manufacturing Co.'s renewal of its contract for "Music You Want," transcribed feature on KGO, the Leo J. Meyberg Co., RCA distributor in San Francisco and northern California, pasted small stickers on all its packages, calling attention to fact that show was heard over KGO six nights weekly at 11:15 p.m. Idea proved so successful in stimulating interest in radio sales, it is expected to be followed on a national scale by RCA dealers throughout the country, as the program is heard over key NBC outlets. Program consists of RCA recordings by world-famous artists.

MOVIE SHORT

WFBL, Syracuse, is receiving widespread publicity through a movie short recently completed by the New York State Conservation Department which is being shown throughout the state on request. The picture, which deals with the re-stocking of streams, shows

WFBL's trailer with portable transmitter, news editor Bud Squires, and the conductor of the "Sportsman" series, Norm Bassett, in action with their special "Trout Fishing" broadcast along the shores of Chittenango creek.

LOBBY DISPLAY

THE foyer of WGAR, Cleveland, has been enlivened with caricatures of outstanding stars of the Columbia network, which were executed by local newspaper artist Don Wooton. These are the originals from which were taken displays for use on street car cards, and on taxi cab covers.

SPORTS PROGRAM

ACCORDING to Bob Soule, vice-president in charge of promotion at WFBL, Syracuse, 19,900 baseball fans in the area saw the sports film "The National Game," as presented in behalf of Leo Bolley's Tydol-Vedol Sports Review program. With Bolley on hand for a short spiel, film made 38 individual showings in 6 days before clubs, schools, etc.

WJR's PLATES

OVER 100 cars blocking traffic in the Detroit area equipped with extra "license" plates plugging WJR. General Manager Leo Fitzpatrick has WJR-1 and Chief Engineer M. R. Mitchell carries WJR-750, which is station's band on the air.

"GATEWAY" BUILDERS

LETTERS and full information concerning the new "Gateway to Hollywood" talent hunt programs which go over CBS Sunday were sent to all RKO exhibitors throughout the country by RKO vice-president Ned E. Depinet. Letter requests that exhibitors listen to the show and explains how the program will aid theater managers and requests their cooperation. Included are application blanks for distribution to theater patrons and an "Exhibitors' Information Bulletin" giving details of the Jesse Lasky-Wrigley show and all subsidiary tie-ins. These include a four-page folder for distribution, one-sheets and lobby cards, publicity packets, and a trailer.

"LONE RANGER" PRODUCTS

"LONE Ranger" received extensive, indirect promotion through the sale of 126 merchandise products sold throughout the country. Newspaper advertisements placed by department stores, displays and store promotion were used to push the products. Thirty stores in as many cities participated in the campaign. Raymond Spector handles the commercial promotion.

SHOP BY PHONE

KATE SMITH appeared in an ad of the New York Telephone Co. stressing the advantages of shopping by phone. Miss Smith

was seen using a telephone and stating "Radio people haven't much time to make 'personal appearances' at the stores," while the ad copy explains that the singer uses the telephone for shopping. "Freckles," her cocker spaniel, also appeared in the ad.

TRIPLE CAMPAIGN

WDRC unleashed a publicity campaign designed to cover as extensive a field as possible. First move was a tie-up with State Theater, which brings in leading band every week, and plays to approximately 60,000 persons in five-day period. State featured a trailer showing WDRC's chief announcer Ray Barrett in action during his "Music Off the Record" program. In return, WDRC plugged State one day a week in "Man-on-the-street" program and distributed free passes to persons interviewed. In addition, Barrett made a personal appearance at the State's late Saturday night show, introduced the featured band, which then played his "Song of the Week" selected by listeners of the "Music Off the Record" program.

Second move was tie-up with music stores throughout city which placarded windows with pictures of Barrett at work on his "Music Off the Record" program. Placards were dotted with autographs of leading band conductors. Third step was widespread billboard advertising campaign on heavily-traveled highways in the state.

HOTEL CARDS

TO promote the L. B. Wilson station, Columbia programs, 50,000 watts and the station's newscasts, WCKY arranged with Cincinnati's Hotel Gibson to place flashy red cards under glass tops of each desk in the hotel's 1000 rooms. One card invites Gibson guests to visit WCKY studios on the first floor of the hotel and the other lists WCKY local and CBS news broadcasts. The cards replaced the hotel's "Radio receivers for rent" notices.

AD LISTINGS

KGKO, Fort Worth, was running full, one-column newspaper ads on the amusement pages of both the evening and morning Fort Worth "Star-Telegram." Ads list special programs in bold type, with art. Special attention was paid to making the ads as unique and attractive as possible. Eye-catching typography was used throughout and varied daily. Ads were prepared by KGKO's publicity department and attracted considerable attention from local readers.

ELECTION SPECIAL

A new high in promotional tie-up between newspapers and radio here was staged when KPO and KGO, NBC stations, jointly broadcast a five-hour Election Night Radio Party from the editorial rooms of "The Chronicle." Lasting from 9 p.m. until 2 a.m., the

show featured NBC musical and singing talent between bulletins on election returns.

Taking part were "Chronicle" manager Paul Smith, NBC manager Al Nelson, winning and losing candidates, and NBC entertainers Glenn Hurlburt, Clancy Hayes, Bennie Walker, Ruth Sprague, Will Aubrey, Dorothy Allen, Zella Layne, Camilla Romo, Armand Girard, Judy Deane, Three Cheers, and orchestral groups directed by Paul Martin, Ricardo, Ray Harrington, Eddie Swartout, and Walter Kelsey.

DISPLAY

WLW's DISPLAY WINDOW

A promotion plan approved recently by James D. Shouse, Vice President and Station Manager of WLW, Cincinnati, utilized a large space in the WLW reception room. A window, seven feet long by three feet deep, was constructed facing the room's door. Every advertiser was given a full display of his products for a specified length of time and the displays were rotated so as to give fair play to every client. It is estimated that several thousand people per week saw the displays for every person who witnesses a show in the WLW studios must pass the window.

WINDOW TIEUP

IN cooperation with two sponsors, CKAC, Montreal, prepared a special window display using photographs of featured radio artists, both local and network, as well as pictures of old and new broadcasting equipment. The displays are being used in the windows of the sponsor's stores.

COUNTY FAIR

KTFI built a special booth at the Twin Falls County Fair at Filer, Idaho, with the exhibit one of the most elaborate ever built in that area. Broadcasting studio was 8 by 14 feet in size. The first unit of the station's 1,000 watt transmitter was on display as well as other broadcasting gadgets. Actual broadcasts averaged 7½ hours of commercial time plus about 15 hours of sustaining time. Special booklets were prepared on the radio industry and handed out to visitors.

WSAI's POSTERS

FOUR thousand 8 x 10 posters every month and bulletins each week were distributed by the local office of the Ohio State Employment Service to promote their series of weekly broadcasts over WSAI, Cincinnati. Posters and bulletins were sent to all employees of Cincinnati industries. Listing the speak-

ers and subjects of coming broadcasts, the bulletins invited both employer and employee to listen to the programs. Posters were displayed in every machine shop and factory in the Cincinnati area.

WHEATIES-KMO CO-OP

GENERAL Mills' Wheaties and Bananas' sale brought two-fold results to Tacoma and vicinity grocers, via unique KMO, Tacoma, promotion. KMO ballcaster, Jerry Geehan, sent sale posters to stores. Grocers turning in posters with greatest number of fans' signatures got free ball game ducats.

PROGRAM PLUGS

IN connection with the Gillette-Mutual Network broadcast of the World Series, WHMA, Anniston, Alabama, secured a supply of window display material from the razor blade people and placed several window displays in local drug stores. Direct mention of the games being broadcast over the Anniston station was made in all displays. Local drug stores exerted special efforts to sell Gillette Tech Razors and good sales were reported. Station also publicized the broadcast in newspapers.

HORMEL LAYOUT

HORMEL, INC. used a spread in "Look" to promote its products and its program, "It Happened in Hollywood," on CBS three days a week. The ad appeared in regular "Look" format and featured talent on the show. Wayne Tiss of BBD&O's Minneapolis office prepared it. Hormel also used four pages in "Life" in which the radio program was mentioned.

STUDIO ROUNDUP

PARALELING a heavy schedule of news casts WMBR sponsors, in Sterchi Furniture Co., an immense map of Europe. By use of specially designed buttons with attached ribbons leading to several miniature sized blackboards, the day's latest news is easily and clearly depicted. And due to the fact that these bulletins are printed in erasable chalk the boards can be kept up to date with a maximum of efficiency and a minimum of bother. Among the advantages of such a map is the fact that visitors might become acquainted with the nature of the land as well as the location of various European countries. Mountains are brought out and elevated by a unique cellophane effect dabbed with a dull gray paint.

LARGEST RADIO

ONE of the features of Salt Lake City's annual Covered Wagon Days parade was the world's largest radio. Built for KSL, the radio was 23 feet long, nine feet high and eight feet wide. Equipped with sound equip-

ment, the station broadcast along the three-mile route of the parade, spectacular finale of this city's annual fete honoring the pioneers who settled Salt Lake Valley in 1847.

WINDOW DISPLAY

A large picture panel of special events covered by KDAL, Duluth, was the center of attraction in a display window featured in a store at the city's busiest downtown corner. Besides the panel were two blow-up pictures, remote amplifier, short wave transmitter and CBS and KDAL banners.

EDUCATIONALS

WHKC, Columbus, used 100 squares of newspaper media each week to publicize its educational programs. Ads appeared in the Columbus "Citizen" and called attention to the value of local and MBS programs of an educational nature. Copy was written by Fred Sample, continuity editor of the station and stressed the idea that listeners need to know more about national and international problems.



PROGRAM

"SCRAPBOOK FOR 1909"

MEN and women who participated in headline events back in 1909 took part in several broadcasts of the above title which the BBC aired. Important events in British political and scientific history as well as sketches and songs from popular musical comedies of thirty years ago was presented on the program.

KITCHEN SHOW

SISTER Mary St. Clara, BVM, believed to be the only Catholic sister with her own regularly scheduled air program, is commentator on a new "Kitchen of Tomorrow" cooking school program which WKBB, Dubuque, Iowa, is airing a half-hour weekly in cooperation with the Home Economics Department of Clarke College. Program remotes direct from the college campus where a model kitchen has been built on a stage according to specifications of James D. Carpenter, WKBB general manager. Mel Galliant, station program director, produces and announces the programs.

"A TUNE AND A TALE"

THIS program, sponsored by Loft, Inc., over WOR, New York, replaces its "Jenny of Sweetbriar Manor." New program, which debuted Jan. 11, presents the Novelty Choir in a different melody each week, and then

the "story behind the tune" is dramatized. First program featured "When the King Goes Forth to War."

EXCHANGE MART

"SWAP SHOP," offering dialers a chance to exchange unwanted articles among themselves, is the new KYA, San Francisco, idea on Mondays, Wednesdays, and Fridays. Persons with "swaps" send detailed information and name and address, all of which is read over the air. Anyone interested contacts the individuals directly. Program is written and produced by Adrian Gendot, features voices of Reiland Quinn and Lois Hampton.

SPORTS "INFORMATION PLEASE"

FEATURING outstanding local sports authorities WJJD, Chicago, launched a Sunday afternoon 30 minute show titled "Challenging the Experts." Patterned after "Information Please," show presents John Carmichael of the "Daily News," Irv Kucinet of the "Times" and Jimmy Corcoran of the "American" as the board of strategists. Each week, there is a guest star—first one was Dick Hanley, former Northwestern football coach. Cash prizes are awarded to listeners sending in acceptable questions and there are additional prizes for stumping the experts.

JUVENILE PROGRAM RESEARCH

"IN an effort to find a satisfactory medium for children's programs," the New York Junior League began a series of "fantasy" broadcasts over WMCA from 5:15-5:30 p.m., based on original radio scripts written, directed and produced under the supervision of its society members. Titled "The Lost Star," the series, written by Frances Fullerton Neilson, ran for a period of 13 weeks and was an extension of the "Alice in Wonderland" series which the League produced on the same station last year. "The Lost Star" series deals with the adventures of a group of "Orgets," described as streamlined people inhabiting the other side of the milky way. Searching for a star that dropped from the heavens, the "Orgets" reach the earth and are involved in a series of adventures, which, according to the League producers, provide exciting entertainment from which moral lessons are subtly drawn.

"DID YOU KNOW?"

A late Sunday evening five-minute program was started on WEEL, Boston. It's called "Did You Know?" and consists of little-known facts as well as some erroneous ones which are usually taken for granted. These, of course, are delivered in the corrected version. Each fact is prefaced by the question, "Did You Know?"

AMATEURS

THE WTAG talent discovery program, a new amateur show, designed to include several innovations in the Worcester, Mass., broadcasting field, was launched direct from the stage of the Plymouth Theater. Show, featuring strictly amateur talent from Worcester and Central Massachusetts, is of half-hour duration and will be heard weekly on Saturday nights. Produced under the direction of Chester Gaylord, in co-operation with the Plymouth Theater, the show's chief objective is to present first class entertainment. Two professional accompanists have been engaged. One of the innovations was an interlude devoted to asking the audience questions and broadcasting their replies, or songs, by means of a roaming microphone.

FARMER'S INFO

WOR began signing on 25 minutes earlier at 6 a.m. in order to broadcast a program of farm information, "The Farmer's Digest," prepared by Transradio Press. Half-hour program, aired daily except Sunday, presents a "crisp" resume of market trends, weather reports, road conditions, crop statistics and agricultural news "all blended into a comprehensive picture of farming and marketing conditions throughout the east." In addition Mrs. Farmer hears of improvements in home-making, child education and some fashion hints.

PERSONAL PROBLEMS

DUART Manufacturing Co., makers of "Creme of Milk" cosmetics and beauty shop equipment, is sponsoring "Problem Clinic," a new type of informal program in which personal problems of listeners are discussed, over seven CBS stations on the Pacific coast. Discussions, conducted by Vance Graham and Marcia Miller aided by an attorney, reporter, business man and housewife, are entirely extemporaneous. Listeners are invited to submit questions on marriage, engagements, child training and similar matters.

CIRCUS STUFF

WBAX, Wilkes-Barre, staged a complete promotion in connection with a visit of a circus to that city. Assisted by the press agent of the circus, a spot campaign was conducted one week before the show's arrival in addition to daily 15-minute shows depicting the life "under the big top." On show day, the agent, with a portable microphone was on the lot at the break of dawn with a broadcast of the unloading of the show and the setting up of the tents. At noon he gave a description of the parade through the streets of Wilkes-Barre from a local department store, which sponsored this airing as well as the rest of the day's events. Broadcasts at 1 p.m.

and 2 p.m. were made from the sideshows and the big tent, respectively. Description of the entire matinee performance was broadcast. Tieup for the department store was made with a display of its furniture in one of the tents at the circus.

"COURANT" ADS

ASSOCIATED Grocers, an affiliation of 30 grocerymen in Greater Hartford and Central Connecticut, began their new three-time-a-week "Your Southern Chef" program over station WDRC with a big advertising splash in the Hartford "Courant." The program featured James Cox, expert southern recipe-maker.

PRIZE INTERVIEWS

AS a promotion stunt for Purina's "Checkerboard Time" program, winners of the chick-growing contest held in connection with the show were brought to Phoenix from all parts of the state and interviewed in the KOY studios over the entire Arizona network, on a special "Checkerboard Special" program.

SPOT PLUGS

W. T. GRANT'S newly opened \$250,000 store used fifteen 50-word spots and two quarter-hour programs on KGKO, Fort Worth, to promote the store's opening. Quarter-hours originated from the store with department heads and customers being interviewed by Clarence "Scooter" Tonahill.

STORE DEDICATION

WHEN Purina Mills opened a new Checkerboard Store in Dallas, WFAA, which carries Checkerboard Time transcriptions regularly for the company, made a remote pickup from the store location and the Cass County Kids, WFAA trio, made a personal appearance as well as the broadcast. The stunt drew an overflow crowd and got the store off to a big start.

STATE FAIR

KSTP talent, featured last season on the Red network, was used by the Minnesota State Fair to plug its forthcoming exposition over four Minnesota stations. The shows, aired each Tuesday night over KSTP, KFAM, KROC and KYSM, featured Leonard Leigh, musical director of the station; the Knights of Note and their Lady, Bonnie; and Flo Seidel, torch singer.

INTERVIEW ETs

"INTERESTING People" is title of program idea worked over by Allyn Corris, having been conceived by Station Manager G. Richard Shafto, WIS, Columbia, S. C. Idea was to interview interesting people visiting Columbia making ET of the talk for airing later on

definite schedule along with other recorded interviews. Interviewees thus would be available at times most convenient for them.

RETAIL CO-OP

C LATEST step in WKRC's campaign of cooperation with Cincinnati retailers occurred on "Woman's Hour" broadcast when prominent retail grocers appeared to tell of latest developments in that industry. Among those interviewed by Ruth Lyons, station program director, were: Gerritt Vander Hooning, president of the National Association of Retail Grocers; Homer N. McGonkey, secretary of the Ohio Retail Grocers and Meat Dealers Association and editor of the "Buckeye Grocer"; J. F. Healey, of Hilmer N. Swenson Co., agency for the NARG; and August Meyer, secretary of the Cincinnati Retail Grocers and Meat Dealers Association. Vander Hooning discussed the new movement under way in his association and other retail groups, to educate retailers in new methods of further serving the community.

GOVERNMENT SERIES

C WHN, New York, presented a series of programs under the auspices of the Office of Government Reports, which sponsored recorded talks by President Roosevelt and members of his cabinet. Series was aired Tuesdays and featured heads of the various government agencies discussing functions of their departments. John M. Carmondy opened the series, all of which was presented via recordings.

INSIDER'S VIEWPOINT

C ATTEMPT to hypo baseball broadcast was an apparent success at WSYR, Syracuse, when Nick Stemmler, Wheaties and Atlantic baseball reporter on the station invited Ted Kleinhans, pitcher of the Syracuse Chiefs, to handle a couple of half-innings of a ball game. Stunt drew a stack of fan mail for Kleinhans the next morning, station reports.

GIVE-AWAY

BIRTHDAY BALL

C PROMOTION folder by Artists Management for Paul Whiteman employs photos of the Whiteman crew at the President's Birthday Ball at the Mayflower Hotel, along with a letter praising Whiteman's outfit by the manager of the hotel. Letter cites this year's Ball as "the most unusual success" and declares participation was more than doubled over previous year. Folder showed P.W. with Mrs. Roosevelt and declared that "whether

it be the country's No. 1 President's Birthday Ball, the 'Junior Hop' at Yale, etc., Paul Whiteman and his Orchestra have consistently played to record breaking crowds. Paul Whiteman's orchestra gives complete entertainment satisfaction and still sets the pace as America dances."

STAR ALBUM

C IN behalf of its "Mystery Control" remote unit, Philco Corp. distributed a 16-page "Radio Star Album" containing pictures of 144 headliners, each cut containing a small reproduction of sponsor's product. Book also included latest log of long-wave stations and listing of principal foreign short-wave stations. Book was distributed at session of Philco dealer convention at Savoy Plaza.

WNEW PROGRAM SKED

C WNEW blossomed out with a large size printed program schedule replete with a "Highlights" box and including a special plug for the "Milkman's Matinee," all-night, all-recorded program. Item reprints a letter from Postal Telegraph stating that Stan Shaw, emcee of the "Milkman" program, received more telegrams through the company than any other individual—"possibly surpassing the President in this respect." Shaw got 26,453 messages during past year.

OLD DUTCH OFFER

C CUDAHY Packing Co. offering the story of "Bachelor's Children" in book form on its CBS program by that name. Book written by Bess Flynn, author of script show, was offered in connection with a floral pattern handkerchief. Photographs of cast and announcer appear in book which is published by Donnelly's. Account, handled by Roche, Williams & Cunningham agency, is using 18 stations.

WBBM's RADIO NEWSPAPER

C WBBM is distributing free to customers at the Wrigley Building restaurant, which because of its central location is the daily gathering place of radio and advertising executives, a two-page tabloid "newspaper" under the title "Radio Headliner." The Headliner is the creation of J. Oren Weaver, news editor of WBBM-CBS. It was issued several times a day during the critical days in Europe. Run off on a duplicating machine the Headliner came out at 11:45 a.m. with its first edition containing noon New York stock reports as well as news flashes. Afternoon editions hit the cocktail sippers and there was a final for dinner customers. Saturday's noon edition contained a week's business review.

SALES PLATTER

WFIL used a platter sales message to acquaint the trade with a new baseball score signal package. The platter contains a short punchy sales talk and a complete illustration of a sample spot. The disk idea is the brainchild of Murray Grabhorn, national sales manager, and ran three minutes. They were mailed to 50 agencies and prospects. The package guaranteed a minimum of five sets of baseball scores with an attention-getting production opening and a 25-word commercial each afternoon between the hours of 3 and 5.

ESSO MATERIAL

GENERAL publicity material was prepared by Marschalk & Pratt, Inc., for use by stations broadcasting news sponsored by Esso. Publicity stresses that the five-minute programs condense all news and give a complete picture of local, state, national and foreign news. Programs are broadcast at 8:00 a.m.; 12:30 p.m.; 6 p.m. and 11 p.m. on 34 stations.

DISPLAY GUIDE

WHK-WCLE's new Merchandising Display Guide was in the hands of Cleveland's leading drug, grocery and department store buyers, display managers and advertising managers. The Guide urges those men to tie their advertising into the campaigns on WHK and WCLE since "WHK-WCLE Advertised Products Sell." Guide is contained in an attractive maroon and gold three-ring binder. New pages are issued on the first and 15th of each month. These pages list the products on the air and give full details about some of the newer programs.

GUN SHELLS

WHBQ, Memphis, manager E. A. Alburty timed a promotional piece to coincide with the opening of Tennessee's duck-hunting season. Into empty shot-gun shells were wadded the promotional pieces, and Western Union messengers then delivered the wadded shells directly to Memphis time-buying prospects. Ducks, flying with \$-inscribed pocket-books in their bills, headed the piece. Then, in a brief text, Alburty pointed out that it was not only the season for ducks, but also for customers, and that WHBQ's inexpensive radio messages would bag the customers.

KPO GIVEAWAYS

SPONSOR offers on KPO, San Francisco, include a set of cheese covers by Tillamook Creamery Assn., for strip from cheese box and 25 cents; 200-page cook book by Rumford Baking Powder for label and 25 cents; and steel paring knife by Procter & Gamble, for two Drest box tops.

JUMPING THE GUN

WBIG, Greensboro, N. C., prepared for Feb. 14th distribution a valentine featuring the Lone Ranger with the caption across the top "Greetings Comrade!" Centered in a large green heart is picture of the Lone Ranger astride "Silver" waving to the recipient. What was presumably a special greeting to Ranger Club members was written in "code." Whole was identified with "compliments of WBIG" in lower corner.

BLARNEY BRACELETS

B. T. BABBITT, INC., offered "Blarney Stone Bracelets," made from the ten tons of imported Blarney Stone recently arrived in this country, in behalf of its "David Harum" program over WOR. According to Robert Brenner of Babbitt, Inc., the stone was chiselled from the same quarry on the original grounds of Blarney Castle, County Cork, Ireland, from which the famous Blarney Stone itself came. Bracelet is of antique gold color, bearing a piece of the stone, a miniature of the Blarney Castle, a shamrock and four-leaf clover.

NEW YORK "VILLAGE"

COUNCILMAN Robert K. Straus, in connection with his weekly WHN program, gave away to listeners a large comic colored map of "Your Town—That Village of 8,000,000 People." Done in typical comic map style, the promotion piece features Jimmy Walker in the "Tammany Doghouse," Mayor LaGuardia "applauding" Tammany, Robert Moses looking for more Park sites to conquer, Grover Whalen emceeding the Fair, etc.

POETRY BOOK IN DEMAND

A spot announcement offering a book of 12 poems written by Barton Rees Pogue and read on the Boone County Jamboree brought 22,000 requests, according to WLW officials. Besides the poetry, the book contains pictures of the cast.

COVERING BOTH SIDES

TRADE press advertisements were mailed out by CBS telling of that network's coverage of "both sides of the railroad tracks." Piece cited statistics that those living on the "other side of the tracks" are 94 per cent radio equipped and buy more basic commodities than the more favorably situated group across the tracks which is "the only market for products made for their exclusive use and pleasure." CBS, it was pointed out, covers both sides completely.

IMPARTIAL SURVEY

PROMOTION item gagging the numerous surveys issued by networks and stations was issued by WOC, "Your Davenport, Rock Island, Moline buy for this quarter-million market." Titled "An Impartial? Survey," piece

stated that WOC asked its own 43 staff members: "To which radio station do you listen?" Forty-two replied WOC exclusively and *1 said WOC most of the time.

"He is a capable engineer—now at liberty. We gladly recommend him."

SELLING FOOD

REPRINT of trade press ad was distributed by WLS, Chicago, on behalf of its "Feature Foods" programs conducted by Martha Crane and Helen Joyce. Letter accompanying reprint cites statistics of sales in connection with resumption of the program over the station, and lists various promotion tie-ins used. Reprint cites the program as "the show that pulled more proof-of-purchase mail on WLS than any other in one entire year."

COVERAGE MAP

HAVING received a copyright on a four-color map outlining the WSAI "Coverage in Terms of Retail Sales," a product of the Cincinnati station's sales research department, the station is now preparing it for distribution to agencies, clients and prospective advertisers. Both primary and secondary areas are included on the map which shows coverage over a three-state area—Ohio, Indiana and Kentucky. The map, said to be first of its kind, shows the various sales divisions both in intensity of shading and size of area.

INFO FROM WGAR

TO all offices of its national representatives, Edward Petry & Co., WGAR, Cleveland, sends a weekly news letter embodying local trade information, items about WGAR personalities and comments on the progress of Petry-placed accounts. Written in conversational style, the letter is signed "Sixty-three Employees."

SPONSOR PROMOTION

PROCTER & GAMBLE shot the works in the Milwaukee area in backing up the local airings of its "Story of Mary Marlin" broadcast over WTMJ. A special factory detail man engaged a crew of 25 distributors and over a period of time sampled 80 per cent of the homes in Milwaukee with Ivory Soap leaving on door knobs a promotion device urging "Listen to the 'Story of Mary Marlin' daily at 2 p.m. over WTMJ." The item suggested that the card be attached to knob of radio.

LISTENER PERCENTAGE

WPIC, Sharon, Pa., bit off almost more than they could chew when, in an attempt to check percentage of listeners in its primary coverage area, 1000 stainless steel ashtrays were offered to the first thousand persons requesting same. Announcements were made over the station at intervals during

one day only—with 5,251 replies from persons in Pennsylvania, New York, Ohio and West Virginia. Postmarks were used in judging earliest requests. Survey gave WPIC management a thorough picture of listener percentage as well as a count of its audience at various times of the day.

PIE RECIPE

PROCTER & GAMBLE, through Compton Advertising, Inc., offered a special Pumpkin Mince Pie recipe on two P. & G. shows during the weeks preceding the Christmas holidays. Recipe, which was given through dealers, was offered free.

RADIO TOPS OTHER MEDIA

ACCORDING to an announcement by the Joe Lowe Corp., sponsors of Jack Johnstone's "Buck Rogers" serial, that program drew 8,000,000 requests for a premium book, more than was ever before received as a result of advertising in other media. Johnstone was commissioned by the Lowe Corp. to cut 39 more transcriptions of the serial while plans were under way for widespread promotion of the program in high schools of the country. Johnstone, radio production head of the Biow Agency, is authoring a 75-page booklet on scientific aspects of the "scientific world of tomorrow" for distribution through the public school systems. Prizes were offered for design and invention of scientific gadgets.

SKY RIDER

WWL, New Orleans, cooperated with Chicago and Southern Airlines in promoting aviation in the South. A "Sky Riders Club" was formed and members received free rides from local airport for three weeks after which a young man and lady as well as an elderly couple were chosen to participate in a three-day tour from New Orleans to St. Louis, Chicago and return with all expenses paid. Station's special events department accompanied the group and recorded impressions expressed by them en route for later broadcast.

KENTUCKY "U" PROGRAMS

LISTING of the radio programs to be presented at the University of Kentucky through WHAS, Louisville, for the six months beginning July 1 and continuing through December 31 was available to the public in a printed booklet on request to the school's publicity bureau. Booklet headlines several program series which were inaugurated during the six-month period and included a group of talks on propaganda. Besides the program listings and descriptions of various series, details of school's radio personnel, facts about other stations being used in addition to WHAS, other data was presented in the booklet.

Rules And Regulations Of F. C. C. Regarding Production By Radio Broadcast Stations

As of January 1, 1940

GENERAL

Except Sundays, the licensee of each broadcast station shall maintain a minimum regular operating schedule of two-thirds of the total hours that it is authorized to operate during each broadcast day (both day and night) except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to until otherwise ordered by the Commission.

Share-Time Stations

If the licenses of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this rule the file mark of the Commission will be affixed thereto, 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

For the purpose of determining the proportionate division of time of the

broadcast day for sharing time stations one night hour shall be considered the equivalent of two day hours.

If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with (Sec. 3.72) Time sharing agreements for operation during the experimental period need not be submitted to the Commission.

Departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the inspector in charge.

If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with application for renewal of license. Upon receipt of such statement the Commission will designate the application for a hearing, and pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

Limited Time Stations

If the licensee of a broadcast station is required to cease operation of the station at the time of sunset at some point within the United States, the license will specify the hour of the day during each month of the license period when operation of such station shall cease.

The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station or stations on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Com-

mission will affix its file mark and return 1 copy to the licensee authorized to operate limited time which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in these rules.

If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

Material Term of License Violations

In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

All references herein to Standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

Time Changes

If local time is changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight-saving time, and not standard time, as long as daylight-saving time is observed. This provision shall govern when the time is changed by provision of law or general observance of daylight-saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however*, That when the license specifies average time of sunset, local standard time shall be observed and in no event shall a station licensed for daytime only operate on regular schedule prior to 6 a.m. local standard time or shall a station licensed for greater daytime power than nighttime power operate with the daytime power prior to 6 a.m. local standard time.

Where the local time is not changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight-saving time, unless said licensees mutually agree upon a new schedule which shall be effective

only while daylight-saving time is observed at the location of some of these stations.

The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is made by the Commission.

Station License

The station license and any other instrument of authorization or individual order concerning construction of the equipment or the manner of operation of the station shall be posted in a conspicuous place in the room in which the transmitter is located in such manner that all terms thereof are visible and the license of the station operator shall be posted in the same manner.

The license of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

The licensed operator on duty and in charge of a standard broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: *Provided*, However, That such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

Logs

The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

A. In the Program Log

a. An entry of the time each station identification announcement (call letters and location) is made.

b. An entry briefly describing each program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

c. An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

B. In the Operating Log

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

(1) Operating constants of last radio stage (total plate current and plate voltage).

(2) Antenna current.

(3) Frequency monitor reading.

(4) Temperature of crystal control chamber if thermometer is used.

e. Log of experimental operation during experimental period (If regular operation is maintained during this period, the above logs shall be kept).

(1) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

Logs of standard broadcast stations shall be retained by the licensee for a period of two years except when required to be retained for a longer period in accordance with the provisions of the rules pertaining to logs involving communications incident to a disaster or which include communications incident to or involved in an investigation by the Commission and concerning which the licensee has been notified, shall be retained by the licensee until specifically authorized in writing by the Commission to destroy them: Provided, further, That logs incident to or involved in any claim or complaint of which the licensee has notice, shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

Station Identification

a. A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation on the hour and half hour as provided below:

b. Such identification announcement during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert or operatic production of longer duration than thirty minutes. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of such program.

c. In case of variety show programs, baseball game broadcasts, or similar programs, of longer duration than thirty minutes, the identification announcement shall be made within five minutes of the hour and half hour.

d. In case of all other programs (except provided in paragraphs (b) and (c) of this section) the identification announcement shall be made within two minutes of the hour and half hour.

e. In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

Mechanical Reproduction

Each broadcast program consisting of a mechanical record, or a series of mechanical records, shall be announced in the manner and to the extent set out below:

1. A mechanical record, or a series thereof, of longer duration than fifteen minutes, shall be identified by appropriate announcement at the beginning of the program, at each fifteen minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each fifteen minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, symphony, concert or operatic production of longer duration than fifteen minutes;
2. A mechanical record, or a series thereof, of a longer duration than five minutes and not in excess of fifteen minutes, shall be identified by an appropriate announcement at the beginning and end of the program;
3. A single mechanical record of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;
4. In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.
5. The exact form of the identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood by the listening public. The use of the applicable identifying words such as "a record", "a recording", "a recorded program," "a transcription," "an electrical transcription," will be considered sufficient to meet the requirements hereof. The identifying words shall accurately describe the type of mechanical reproduction used, i.e., where

a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used it shall be announced as a "record" or a "recording".

Rebroadcast Programs

(a) The term "rebroadcast" means reception by radio of the program of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station. (In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.)

(b) The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program. (The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period).

(c) No license of a standard broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program. (The broadcasting of a program relayed by a relay broadcast station is not considered a rebroadcast. Informal application may be employed.)

(d) In case of a program rebroadcast by several standard broadcast stations such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of station originating the program.

Attention is directed to Section 325 (b) of the Communications Act of 1934, which reads as follows:

"No person shall be permitted to locate, use or maintain a radio broadcast

studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application thereof." (Formal application required. See "Standards of Good Engineering Practice" for form number.)

Political Broadcasting

No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate. The following definitions shall apply for the purpose of this rule: a. 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state or national, to be determined according to the applicable local laws. b. 'Other candidates for that office' means all other legally qualified candidates for the same public office.

The rates, if any, charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discriminations in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the *exclusion of other legally qualified candidates* for the same public office.

Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.



THE LEGAL SIDE



**RECENT LAW
in
REVIEW**

By Louis Nizer

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**Seventy-Sixth Congress
Legislative Digest**

•

**Federal Communications
Bar Association**

Last year RADIO ANNUAL presented Mr. Nizer's article "An Analysis of New Principles of the Law of Radio." It was hailed not only by the radio industry but by members of the legal profession as a valuable contribution toward lifting the maze of uncertainty surrounding radio from the legal aspect.

In presenting the following article we believe another valuable contribution is being made, not only in the field of radio law, but indeed, to the general philosophy of law.

Louis Nizer, a member of the law firm of Phillips & Nizer, is a prominent member of the New York Bar. He is an authority on the law of screen, stage and radio. He is the author of the book entitled NEW COURTS OF INDUSTRY, and of other legal works, such as LITERARY PIRACY, AN ANALYSIS OF THE NATIONAL LABOR RELATIONS ACT, LAW OF RECEIVERSHIPS, PROPRIETARY INTERESTS IN RADIO PROGRAMS, THE LAW OF SUBSTITUTION IN MOTION PICTURES, THE RIGHT OF PRIVACY and other articles.

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RECENT LAW

IN

REVIEW

By

LOUIS NIZER

INTRODUCTION

I BELIEVE the reader of a legal article, no less than the listener to a symphonic concert, is entitled to know in advance the selections which have been made for him. His love for music may not be deemed less because he shuns certain compositions. His option to exclude should not be denied him.

Without suggesting the consistency of the analogy insofar as the harmonies or the values of this article are concerned, I offer the program's outline so that the reader may practice selectivity.

The first half of the program is devoted to substantive law; that is, law involving conduct as distinguished from rules of procedure. Such questions will be considered as: Is a trade-mark, which has been applied to radio broadcasts, infringed by the use of a similar trade-mark on phonograph records? Are radio slogans trade marks?

May a company selling electrical appliances under a trade name prevent the use of the same name by a subsequently formed company engaged in the manufacture and sale of phonograph and radio devices? Who can regulate the broadcast of a musical recording,—the performing artist, the recording company, or the broadcaster? May the owners of musical copyrights band together in licensing the use of compositions by radio broadcasting companies? Is a broadcasting company liable for defamatory remarks made by an employee of the lessee of broadcast time?

These questions range over many fields of law. Answers to them will be found in cases involving trade-marks, unfair competition, copyright law, patent law and defamation.

The second half of the program is devoted to procedural law which concerns the functions and decisions of the Federal Communications Commission.

I. Substantive Aspect

Trademarks

ARE trademarks, which are applied to a magazine and to motion and sound films and radio broadcasts, infringed by a legend on phonograph recordings of radio speeches? Are these articles "merchandise of the same descriptive properties"? Is a radio slogan entitled to protection from a similar legend on a record? These, inter alia, are the issues raised in *Time, Inc. v. Barshay*, 27 Fed. Supp. 870 (S. D. N. Y. 1939). Plaintiff owns three registered marks "Time," "Time" and "The March of Time." The first two of these are for a weekly magazine and the third is for motion pictures and sound films. The plaintiff publishes and distributes the news magazine, "Time" and produces periodic radio broadcasts and motion pictures under the name of "The March of Time." The "The March of Time" broadcasts and newsreels and the "Time" magazine have been carried on for a long period and have received extensive publicity. The radio slogan "The Voice of Time" was first used in "Time" magazine in October, 1936. The narrator for the radio programs and the motion pictures has often been referred to as "The Voice of Time." For the purpose of identifying its trademarks in the mind of the public, the plaintiff has expended approximately \$4,500,000 for advertising.

As to the defendant, it advertised "The Voice of Time" records in the *Herald Tribune* in December, 1936.

It is charged that the defendant sells phonograph records reproducing famous radio speeches in infringement not only of plaintiff's registered trademarks, but also of its common law rights, by applying to these records the name, "The Voice of Time" thereby misleading the public into believing that it is procuring plaintiff's product when it is not.

The Federal District Court, noting that plaintiff has built up a well identified good will through the use of its

trademark "Time" and "The March of Time," that these trademarks are directly associated with its publications, its radio program and its newsreel productions, and that plaintiff has also built up a certain good will in connection with the legend or slogan "The Voice of Time," held that the defendant's use of a similar phrase is an infringement of the plaintiff's trademark "The March of Time" and an unfair competition with all the plaintiff's trademarks and the good will attending his slogan "The Voice of Time."

The trademark "The March of Time" is, according to the court, valid and is infringed. It does not describe the motion pictures nor sound films nor radio broadcasts to which it is applied, and in consequence is not excluded from registration as "descriptive" under the Trademark Act (15 U.S.C.A. §85). The general use of the name and its identification would be interfered with by the use of an essentially similar trademark in a closely affiliated art. Motion picture films as well as phonograph records involve the reproduction of sound. "In the ordinary marts of trade it is most likely that a phonograph record stamped with the mark,—'The Voice of Time' would be associated with 'The March of Time' as generally used by the plaintiff. With a wide variety of choices available there should be no effort, conscious or otherwise, to invade plaintiff's good will."

However, the plaintiff's trademarks covering the term "Time" as applied to a news magazine, the court maintains, are not infringed by the legend on the defendant's phonograph records, since such records are not merchandise of the same descriptive properties.

Furthermore, the court declares that the defendant's use of the mark "The Voice of Time" is unfair competition with all of plaintiff's trademarks, because of confusion that might arise as to the source or origin of the goods, and not because of confusion between

a phonograph record and a motion picture. The law will not countenance the passing off of one's goods as the goods of another. It is no answer to say that phonograph records have not the same descriptive properties as sound motion pictures.

The instant court applies two well established principles in the law of trade regulation in its recognition of the necessity of a nondescriptive term for the creation of a valid trademark and the existence of goods of the "same descriptive properties" for its infringement. The latter factor, as the case indicates, is not requisite to relief from unfair competition, thus differentiating it from an infringement suit; confusion is a basis for relief in an action of unfair competition. The protection of plaintiff's radio slogan is entirely equitable in view of its prior use and general association with the plaintiff's broadcasting and motion picture activities and plaintiff's expense in advertising them. The effect of priority in a particular field will be further discussed under the topic of "Unfair Competition."

Unfair Competition

The law of unfair competition, under certain circumstances, may protect a party from loss of a potential market and from injury to general reputation. For instance, (1) if a first merchant has established a business under *his own name* in wares of one sort, a second merchant may not use that name in selling other wares if they are so like the first merchant's that the public will be apt to think that the first merchant is selling them. The second may be a pirate if he uses the first merchant's *trademark*. (2) But the second merchant may have already established a business in *his name* which he may wish to extend into a market *alien* to the one he has been exploiting, *yet akin* to the first merchant's. This would probably not be a good excuse. (3) Again, the new market may be equally appropriate to and akin to the old market of each and important to the business of each.

In that event perhaps the first of the two to occupy it might succeed in retaining possession although he is junior to the other as between the markets each has heretofore been exploiting. (4) Finally, the second merchant may be forced to exploit the new market to preserve the business he already has. These variants indicate that there can be no set rule for all the cases and that the conflicting interests must be weighed.

Such was the analysis made by Judge Learned Hand in the course of his opinion in *Emerson Electric Mfg. Co. v. Emerson Radio and P. Corp.*, 105 F. (2d.) 908 (C.C.A. 2d. 1939), a case of the third type indicated above. There the plaintiff had been engaged in the manufacture and sale of electrical appliances under the name "Emerson" (registered as a trademark) since 1890. Its only and brief excursions in the field of radio were in the manufacture and sale of a generator in 1922, its experiments with receiving sets (never marketed) in 1926, and the sale of a dynamotor from 1931 to 1935.

The defendant is the successor to a phonograph company which was acquired in 1915 and which made records and accessories under the name "Emerson" (registered as a trademark in 1916). Since 1923, the defendant has manufactured and sold radios and combined radio-phonographs under its trademark. In 1933, with the probable advent of television, the defendant applied for registration of its well known trademark for television and combined radio and television equipment. Despite plaintiff's opposition on the basis of confusion and similarity between plaintiff's and defendant's products, the Court of Customs and Patents decided in defendant's favor [89 F. (2d.) 349 (1937), Aff'd on Reargument, 90 F. (2d.) 331 (1937)] and trademark registration for its old trademark as applied to radio television was issued in 1937. During the pendency of these proceedings, the plaintiff instituted the present suit for trademark infringement.

ment and unfair competition, which was the first protest against the defendant's use of its old trademark or assertion as to infringement from such use.

From 1922 to 1938, the defendant sold throughout the United States, 20,000,000 radio sets and phonographs at a value of over \$30,000,000 and expended more than \$2,500,000 for advertising.

The lower court's dismissal of the complaint was affirmed on appeal. The Court announced that the plaintiff's registration of its name did not enlarge its substantive rights, but merely conferred jurisdiction; that the plaintiff was merely a merchant which had used its name upon its goods since 1890, and that the suit was one for unfair competition. The Court pointed out that there had been no confusion in the mind of the public and that the plaintiff's reputation was not likely to suffer as the defendant has carried on a respectable business. The interests of the parties in the radio market in 1923 were evenly matched and the Court assumed, for the disposition of the case, that priority between the existing markets was the critical fact and that the plaintiff could have enjoined the defendant at that time.

But what has been the effect on the plaintiff's rights by the intervening of thirteen years between 1923 and 1936, when suit was brought? The element of delay, which is not decisive as to the remedy of an injunction for trademark infringement, is significant when the supposed infringer is using his *own name* to extend an *existing business* into a market which *no one else* is exploiting under that name. And even though merely delay might not bar this suit, there was more here—the building up of an immense business at great expense by the Spring of 1936 so large that, judged as of that time, the defendant's interest in the name as applied to radios, vastly outweighed the plaintiff's.

The case boiled down to whether or not the defendant had notice of the plaintiff's claims before building up

his business. Plaintiff never advised the defendant, except by this suit. The opposition in 1933 merely contested the defendant's exclusive right to the name, but was not a claim to the exclusive use by the plaintiff. Only a plain assertion of plaintiff's intention to monopolize the name would have been notice to charge the defendant and would have put at his risk the continuance of his business. The defendant should certainly not be charged with notice that plaintiff would begin to sell radios or that the public would assume their sale to be by the plaintiff. Moreover, the fact that the dispute was over a proper name already lawfully used, and not a trademark and the fact that the extension of the business was not into new territory, which is always probable,—but to new wares, which nobody can foresee, were considerations to be weighed.

The Court balanced the factor of plaintiff's priority against the cumulative weight of the lack of confusion, the absence of damage to reputation, plaintiff's delay, the development of a huge business at considerable expense and without notice, the previous lawful use of the proper name and the fact of extension into new wares, not new territory. The result reached is entirely supportable.

The Emerson case can easily be distinguished from *Time, Inc. v. Barshay*, supra, in which by contrast, the plaintiff, first merchant, was granted relief in unfair competition against the second or junior merchant. This latter case is somewhat similar to the first type (not third), described above as involving the doctrine of "passing off." Furthermore, these considerations—huge investment and considerable advertising expense, prompt action, confusion and notice plus priority, weighed heavily in favor of the first merchant.

The theory of unfair competition and the doctrine of property rights provide bases of relief against the radio broadcasting of recordings, which are labeled "Not licensed for Radio Broadcasting." *Waring v. WDAS Broadcasting Sta-*

tion, Inc., 327 Pa. 433, 194 Stp. 631 (1937). The same attitude is expressed where the legend or notice merely restricts the use of the record to a particular program. *Waring v. Dunlea*, 26 F. Supp. 338 (E.D.N.C. 1939). In this case, the notice on the record limited its use by distributee to the Ford Motor Program. The defendant, without the consent of Fred Waring, and not a licensed distributee, played one of the restricted records. The Court granted injunctive relief, following closely the reasoning of the Pennsylvania Court.

The Court recognized the plaintiff's common law "property right" in his unique rendition and pointed out that performance was not such publication as to divest the performing artist of his right. The Court also stated that the restrictive covenant was not unreasonable nor against public policy and that therefore, as to parties not within the contract, the breach of the restrictive covenant was enforceable.

In addition, relief was held available on the theory of unfair competition, as both the plaintiff and defendant were in the business of selling musical entertainment and the defendant's ability to sell at no expense the identical renditions would evidently injure the plaintiff.

It may be argued that the Copyright Law should protect an artist's electrical transcriptions since they constitute novel creations.

But if there is no restrictive notice on the record, will the Court also grant injunctive relief? The only case that discusses this problem indicates an affirmative answer. *R.C.A. Mfg. Co. v. Whiteman*, 28 F. Supp. 787 (S.D. N.Y. 1939). R.C.A. filed a bill of complaint against Whiteman, station WNEW and a certain sponsor to enjoin the broadcasting of phonograph records. It alleged that the use of its records by others for profit constituted a wrongful exploitation of its property rights, caused a species of unfair competition, resulting in damages because of the destruction of the

saleability of its records through constant repetition, and constituted a breach of contract resulting from violation of the restrictive covenant against broadcasting, present in the notice on certain of the records; furthermore, that the attempt by Whiteman to license records for broadcasting and public performances constituted unfair competition and amounted to an exploitation of the plaintiff's property rights. The records which were played without permission were recorded by Whiteman pursuant to contracts consummated in 1924, 1931 and 1934. The earlier two granted all the rights and equities of Whiteman, his orchestra and members, to the master records to RCA's predecessors and the 1934 contract granted RCA the right to manufacture and sell records for use with talking machines, but not for broadcasting. Records made prior to 1932 were not restrictively labeled against broadcasting; those made since then were so labeled.

The Court enjoined Whiteman, acting alone, from licensing or authorizing any broadcasting station to play over the radio, phonograph records made by plaintiff, even under the 1934 contract, which did not grant it the right to dispose of the records for broadcasting, and enjoined the radio station from broadcasting such records without its express assent. Whiteman would also be entitled to protection from the broadcasting of phonograph records containing his renditions as against the other defendants.

The Court stated that Whiteman, because of his unique interpretation of musical selections, had a common law property right in his rendition. The fact that the musical composition itself was already subject to a copyright, did not detract from his right over and above the existing property rights of the composer as the ultimate product need not be the work of a single creator. Nor did RCA's part in the process of recording the rendition constitute such intellectual and artistic contribution as to vest in RCA

a common law property right in the rendition; its contribution was the production of a perfect recording, but the performance was by Whiteman.

Moreover, according to the Court, Whiteman had the power to and did bargain away all his common law property rights to his musical interpretations made under the 1924 and 1931 contracts, but reserved such right to his renditions in respect to the broadcasting of records made under the 1934 contract.

The Court also pointed out that the sale of a Whiteman record with or without any restrictive notice, would not give the purchaser the right to broadcast its contents over the radio in the absence of a special authorization. First, it is well settled that the performance of a work is not of necessity an abandonment of it. Publication may be "general" or "limited." And the very nature of the phonograph record, even without a restrictive notice thereon, indicates the "limited" form of its publication, it being clearly intended and made for listeners at a phonograph, not for a radio audience. Of course, the restrictive notice on records made after 1932 was of itself sufficient to "limit" the publication. In fact, the breach of such a restrictive covenant was enforceable as such, since it was not illegal, an unreasonable restraint of trade, or against public policy.

The primary basis for enjoining Station WNEW and the sponsor from broadcasting such phonograph records was that such conduct constituted unfair competition, since the defendant was misappropriating the plaintiff's property for his own profit. The Court relied on the reasoning and principles set forth in the famous case of *International News Service v. Associated Press*, 248 U.S. 215, 39 Sup. Ct. 68. On the same theory, Whiteman would be entitled to protection against the broadcasting station.

The Court in applying the questionable doctrine of "property rights" and the principles of unfair competition extended the scope of judicial protection beyond its previous bounds to include

records without restrictive notices. Such records probably date back to the time when they were exclusively used with and intended for phonographs; their potential use for broadcasting being not foreseen, notices were superfluous and not attached. This omission was remedied by the instant Court's curtailment of their use for broadcasting. Today the practice of licensing, which developed with the growth of "canned music" over the air, adequately provides for the dual use of records.

The decision also raises the interesting question as to who can license the broadcasting of records made under the 1934 contract which provides that RCA does not acquire the right to manufacture and sell records for broadcasting. On the one hand, the Court explicitly recognizes the language as a reservation by Whiteman of his common law property right and denies any such right to RCA for its contribution to the recording process, and then on the other hand, it bars Whiteman from licensing such records for broadcasting on the ground of unfair competition. Must Whiteman obtain RCA's consent to such licensing? If so, the explicit language of the reservation is being distorted and its value decreased. In effect, RCA's purchase of the right to license for phonograph use seems to have given it an equity in the broadcasting right, at least under this decision. On the same reasoning, why should not Whiteman's consent be necessary for RCA's licensing of phonograph records in order to protect his broadcast rights. In short, what was the effect of the sale of one right and the retention of the other? The language of the reservation, considered in the light of the sale, should have left the right to license for broadcasting with Whiteman. If the reservation was intended to protect Whiteman's radio performances from the competition of his records, he correspondingly should be able to expose himself to such competition, when he so desires.

Under the recent developments in the law of unfair competition, the absence

of the element of competition is not necessarily fatal to a claim for equitable relief. This view is taken in *Prouty v. N.B.C.*, 26 F. Supp. 265 (D. Mass. 1939). There plaintiff, author and owner of the copyrighted novel "Stella Dallas," charged the defendant with broadcasting skits and episodes in the life of Stella Dallas without plaintiff's consent, that such skits were mere improvisations, not consistent with the novel and of inferior artistic and commercial quality, and that in this way the defendant was misappropriating the plaintiff's rights to the title and character, Stella Dallas, so as to imperil further sale of the said novel or of any sequel and plaintiff's reputation as an author.

The Court denied the defendants' motion to dismiss the complaint. If it appears that in these broadcasts the defendant had appropriated without plaintiff's consent the plot and principal characters of the novel, as to injure the reputation of the work and the author and to deceive the public, relief may be afforded under the principles of unfair competition. The absence of competition between plaintiff and defendant was held not material, since it was the injury to the author and the fraud upon the public that constituted the real offense alleged.

It would seem that the defendant attempted to capitalize on the reputation of plaintiff's novel, but in a manner not punishable under the copyright law. Nevertheless, fairness to the plaintiff demands relief. The Court acts on the basis of its equitable powers.

Copyright

Music is a vital factor in the business of radio entertainment and musical compositions are subject to the Copyright Law. Therefore, it is necessary for broadcasters to enter into some arrangement with the owners of copyrighted music in order to obtain the use of their compositions. The copyright owners have banded together to form the American Society of Composers, Authors and Publishers (ASCAP),

the constituent elements of which are clearly indicated in the title.

ASCAP was organized in 1914, principally for the purpose of protecting the legal rights of its members in copyrighted musical compositions against infringement by unlawful public performance for profit. This purpose is accomplished by licensing the performing rights of musical compositions. The receipts, except for certain deductions, are divided among the members. The functioning of the Society is described in the following terms by Justice Black, dissenting in *Gibbs v. Buck*, 307 U. S. 66, 59 Sup. 725 (1939), discussed *infra*:

"This combination apparently includes practically all (probably 95%) American and foreign copyright owners controlling rendition of copyrighted music for profit in the United States. Not only does this combination fix prices through a self perpetuating board of twenty-four directors, but its power over the business of musical renditions is so great that it can refuse to sell rights to single compositions, and can, and does require purchasers to take at a monopolistically fixed annual fee, the entire repertory of all numbers controlled by the combination. And these fees are not the same for like purchasers even in the same locality. Evidence shows that competing radio stations in the same city, operating on the same power and serving the same audience, are charged widely variant fees for identical performance rights, not because of competition, but by the exercise of monopoly power. Since it appears that music is an essential part of public entertainment for profit, radio stations or other businesses arbitrarily compelled to pay discriminatory fees are faced with price fixing practices that could destroy them, because the Society has a monopoly of practically all, if not completely all available music."

To combat this concentration of control over copyrighted music, several states, Florida, Montana, Nebraska, North Dakota, Kansas, Tennessee and

Washington, probably at the instigation of broadcasting companies, have recently enacted (bills are pending in other legislatures) so called "Anti-ASCAP" legislation. Three representative types are the Florida, Washington and Montana statutes, the first being prohibitory and the latter two regulatory.

The Florida statute makes it unlawful for the owners of copyrighted music to combine to fix license fees for the use of musical compositions for profit when the members of the combination constitute a substantial number of owners of musical copyrights. It declares the combination an unlawful monopoly, the price fixing in restraint of trade, and the collection of license fees and all contracts by the combination illegal.

The Washington statute makes it unlawful for two or more persons holding separate copyrighted works to pool their interests in order to fix prices, to collect fees or to issue blanket licenses for their commercial production. Joint undertakings for this purpose are permitted if the licenses are issued at rates assessed on a per piece system of usage. All combinations of owners of separate copyrighted musical works are required to file a complete list of their works once each year with the Secretary of State, together with detailed information.

The Montana statute provides as a condition of doing business within the State, that certain lists shall be filed (similar to list required in Washington), requires payment of two cents for every composition filed, and requires the licensing to be on the basis of a charge upon programs using the composition. Compliance with the statute is a requisite to the bringing of an action within the State.

These three statutes have already been attacked by ASCAP as invalid, inter alia, for violating the Copyright Act, the "due process" and "equal protection" clauses, for impairing the obligation of contract and for operating as an ex post facto law. No final adjudication on the merits however,

has yet been made. Two test cases, which came before the Supreme Court of the United States, involved the Florida and Washington statutes and related to matters of jurisdiction and procedure. In *Buck v. Gibbs*, supra, the Supreme Court affirmed the decision of the three-judge Federal Court below, which had enjoined the enforcement of the statute, and held that the Federal Court had jurisdiction and that a motion to dismiss before answer was properly denied where the bill, supported by factual allegations, raised "grave doubts" of the constitutionality of the act in the mind of the lower court. Justice Black vigorously dissented, stating inter alia, that the State has power to prohibit monopolistic price fixing and that the complainants failed to sustain their burden of showing the jurisdictional facts.

In *Buck v. Gallagher*, 307 U. S. 95, 59 Sup. Ct. 740 (1939), the Supreme Court reversed the dismissal of the bill to enjoin the enforcement of the Washington statute, holding that the requisite jurisdictional amount was shown and that certain vital evidence had been improperly excluded. Both Supreme Court cases were remanded for further proceedings. The Montana statute, which was litigated in *Carl Fischer, Inc. v. Shannon*, 26 F. Supp. 727 (D. Mont. 1938), dismissed ASCAP's complaint for lack of jurisdiction in reliance upon *Buck v. Case*, 24 F. Supp. 541 (W. D. Wash. 1939), the lower court decision in *Buck v. Gallagher*, supra. Probably ASCAP will be afforded an opportunity to reopen this suit in view of the Supreme Court decisions.

In an opinion, unreported to date, a Federal District Court in 1937 temporarily enjoined the Nebraska statute (similar to Florida's) which made unlawful any monopolistic combination of copyright owners and penalized the operation of such organization. The Court held that the Act impaired the obligations of contracts and deprived the copyright owners of their property without due process of law, [see Von Brandenfels, Copyright in Its Relation

to Radio Broadcasting, 18 Neb. Law Bulletin 109, 120 (1939)]. However, no final decision seems as yet to have been handed down.

This recital of legislation and litigation is incomplete at this stage. More states will probably enact such "Anti-ASCAP" legislation and the Supreme Court will eventually have to determine the merits. Meanwhile, in other jurisdictions, ASCAP continues its suits to discourage infringements and collect its tributes. *Famous Music Corp. v. Melz*, 28 F. Supp. 767 (W. D. La. 1939); *Buck v. Crescent Gardens Operating Co.*, 28 F. Supp. 576 (D. Mass. 1939). At the same time the radio broadcasting companies continue to consolidate themselves into an organization known as National Association of Broadcasters (NAB). In any event, a working agreement between broadcasters and ASCAP is necessary; its exact nature will largely depend on the outcome of the legal struggle now going on.

Patents

Radio, talking pictures and the telephone may be considered analogous arts, in that they are all concerned with the reproduction of sound. Both scientific information and devices may be expected in some instances to be equally appropriate to them. For instance, a patented device as an amplifier may be useful for radio and sound pictures. Suppose that the patentee licenses A to manufacture and sell the device in the field of motion pictures and B only in the field of radio, and then contrary to the license, B manufactures the device for theatres and sells to C who has notice of the limitation of B's license. Is C guilty of infringement? Yes, according to *General Talking Pictures v. Western Electric*, 305 U. S. 675 59 Sup. Ct. 355 (1938). The Supreme Court of the United States announced that any use beyond the valid terms of a license was an infringement of the patent, and that the restrictive license was legal, since it embodied such a condition, the performance of which was reasonably

within the reward, which the patentee was entitled to secure. As the device was made and sold outside the scope of the license, the effect was precisely the same as if no license whatever had been granted. Since the purchaser knew the facts it was in no better position than if it had manufactured the device itself without a license. It was liable because it used the invention without license to do so.

Justice Black in his dissent argued that the Court was departing from its traditional view, "that when an article described in a patent is sold and 'passes to the hands of a purchaser, it is no longer within the limits of the monopoly. It passes outside of it and is no longer under the protection of the Act of Congress' . . . The departure here permits the patentee—by virtue of his contract with the manufacturer—to restrict the uses to which this purchaser and owner may put the device."

The dissent believes that the scope of the patent monopoly is dangerously widened by permitting unlimited restriction upon the use of patented articles in the hands of purchasers and that, as such, the extension is against public policy. But denial of the validity of such restriction may lead to an increase in patentee's selling price to compensate for his possible loss because of a smaller market, or may result in non-distribution of the patented device to the general public. Neither alternative is beneficial.

Then again, suppose a device is used to obtain an alternating current for a telephone. Subsequently, X patents a device changing a direct into an alternating current for use in an automobile radio. X discards an unwanted part of the telephone device and makes his own device smaller. Can there be an infringement of patent? No, according to *Utah Radio Products Co. v. GMC*, 106 F. (2d) 5 (C.C.A. 2d, 1939). The Court stated that X's device for doing the same thing as the telephone device was in an analogous art, and that neither the omission of the unwanted part nor the reduction in size constituted inventive thought. The case ac-

cords with well established principles in the law of patents.

Defamation

Disagreement exists as to the nature of defamation by radio. Oregon and Washington statutes have defined it as libel, whereas California, Illinois and North Dakota have enacted legislation declaring it to be slander. A somewhat similar split is found in the decisions. However, New York calls an extemporaneous comment, slander, and reading from script, libel. Pennsylvania considers it a separate tort.

The significance of differentiating between libel and slander lies in the fact that the law limits recovery in the latter case to those damages which are actually proved, whereas for a libel the law presumes damage to the plaintiff although no proof of the damages suffered is offered.

This entire problem received comprehensive treatment in the recent Pennsylvania case of *Summit Hotel v. N.B.C.*, 8 A. (2d) 302 (Pa. 1939). The precise question involved, according to that Court, had never come before an Appellate Court in the United States or England, although foreshadowed in one or two decisions and articles. The issue posed was whether a radio broadcasting company, which leases its facilities, is liable for an impromptu defamatory statement, interjected "ad lib" into a radio broadcast by a person hired by the lessees, and not in the employ of the broadcasting company. The lower Court held that the defendants' liability was absolute and that it was immaterial that it had rented its facilities to another to publish and disseminate a non-defamatory program and that the defamatory interjection was spoken by the lessee's employee under circumstances which precluded anticipation or prevention by the broadcaster.

On appeal, however, the Supreme Court of Pennsylvania reversed the decision, rejecting the rule of absolute liability for radio defamation and applied a standard of due care.

The facts of the case are interesting.

N.B.C. rented its facilities to J. Walter Thompson, a commercial advertising corporation, for the transmission of a series of sponsored radio programs over one of its networks, comprising 26 stations. The series was sponsored by Shell Eastern Petroleum Products. The principal performer was Al Jolson, a comedian. All of the participants, including the announcer, were employed by the advertising company. A script for each program was prepared in advance, submitted to the broadcaster, and followed exactly by the performers at rehearsals in the broadcasting studio where it was approved. The script for June 15, 1935, called for an interview by Jolson with the winner of an annual golf championship. In broadcasting from the defendants' studio in New York City, Jolson suddenly interpolated an extemporaneous remark. In response to the golf champion's statement that he secured his first job at the Summit Hotel, Uniontown, Pa., Jolson said, "That's a rotten hotel." The interjected remark was made without warning; it did not appear in the script, had not been made at rehearsals and defendant, N.B.C., did not know the words were to be used. Present in the studio were defendants' production director and the Thompson program director; neither had an opportunity to prevent the interjection.

In an action of defamation brought to recover damages for injury to the hotel's business, no substantial attempt was made to show special damages. The trial judge instructed the jury that the remarks were slanderous per se. The Upper Court assumed the remarks to be actionable per se, but noted that the defendant disputed it strenuously and "with much merit." The conclusion of the Supreme Court was that a "broadcasting company which leases its time and facilities to another, whose agents carried on the program, is not liable for an interjected defamatory remark where it appears that it exercised due care in the selection of the lessee, and having inspected and edited the script, had no reason to believe an extem-

poraneous remark would be made" and could in no possible way have prevented the remark. But where the broadcasting station's employee or agent makes the defamatory remark, it is liable unless the remarks were privileged and there was no malice.

The Court, tracing the history of the doctrine of liability without fault in Pennsylvania, points out that it is restricted to redress for injuries to land, that it is not ordinarily applied to personal injuries and that it is a general exception to the modern rule that liability will not be predicated on innocent and diligent conduct. A close examination of Pennsylvania law will show that even in a suit against a publisher for defamatory remarks the rule is not one of absolute liability, as in some jurisdictions, but rather of a strict standard of care to ascertain the truth of published matter. And although this doctrine of absolute liability has been applied to radio broadcasting by analogy to the liability of newspapers in several cases in other jurisdictions, these cases are distinguishable on their facts and can be supported even under the Pennsylvania rule. Besides this analogy is inappropriate in view of the superior control in the hands of the newspaper publisher. The Court also rejects other analogies to telegraph and telephone, to dissemination by news vendors and booksellers, and to a loud-speaker device, as inherently weak.

It is dangerous, the Court states, to apply the fixed principles of the law of libel or slander to the tort of defamation by radio. The factors underlying the rule of liability for defamation are as follows: the extent and permanence of publication; the capacity for future, continuous harm; and the traditional belief in the veracity of the printed word. Newspaper defamations, according to the Court, possess possibilities for real harm far greater than radio defamations, as they constitute permanent, continuing records which, through circulation, are constantly republished. The radio word is quickly spoken and

quickly forgotten. Because of differences in the power of the stations, it may receive widely varying circulation. It is true that radio is a powerful agency and does to an extent compete with the newspapers. However, these factors are not sufficient to impose upon radio broadcasting the same rule of liability and thereby extend the Pennsylvania law of libel. Radio defamation, though possessing many attributes of both libel and slander, differs from each and may be regarded as a distinct form of action.

Furthermore, several other considerations militate against the application of the rule of absolute liability to broadcasting,—namely, the imposition of an unreasonably heavy burden on industry; possible guilt of criminal libel, though innocent of wrong; strict governmental regulation of radio via licensing as contrasted with freedom of speech; the infrequency of radio defamation plus patent check by government regulation; and opening the door to frauds and perjuries as gross as can be practised in actions of slander.

The Supreme Court of Pennsylvania has thus indicated keen insight into this problem. It has not, in accordance with the progressive spirit of the times, restricted the pleader to a particular form of action—libel or slander,—but has recognized a new and distinct tort of defamation by radio. It has weighed numerous countervailing factors in refusing to adopt a mechanical classification of the tort. And it has established as a basis of recovery, the flexible standard of due care.

On the other hand, a tenable argument may be made in favor of the imposition of absolute liability on the basis of public policy. In the instant case the injury was inflicted during a purely commercial enterprise. The defendant, who was the active party, is in a better position to shift the loss than the plaintiff, the passive victim. These considerations were entirely overlooked. Yet the Court's attitude is not surprising in view of the general reluctance in Pennsylvania to apply any

doctrine of absolute liability. This same attitude is expressed in an Iowa statute (Laws of 1937, C. 238) which specifically exempts from liability for any defamatory remark uttered as part of a radio broadcast, a broadcasting station, among others, if it "shall prove the exercise of due care to prevent publication or utterance of such statement in such broadcast."

In contrast with the elaborate analysis of radio defamation in the *Summit Hotel* case, the Massachusetts Court in *Lynch v. Lyons*, 20 N. E. (2d) 953 (Mass. 1939) did not discuss the question at all, but mechanically applied the pre-existing rules of defamation. In an action for slander, based on statements made in radio speeches during the course of a political campaign in which the plaintiff and defendant were candidates for the office of Mayor, it was alleged in the first count that the defendant stated that the plaintiff charged relief (ERA) workers 10c each for cashing their pay checks, imputing that plaintiff, a substantial business man, for his own financial gain, was depriving the indigent, employed by the ERA, of a portion of their weekly wage for the service of cashing their checks; and in the second count, that the defendant stated that the Court records contained an action by the *Commonwealth v. Lynch*, in which the present plaintiff was found guilty of a violation of the liquor laws involving the sale of liquor to a minor, the inuendo being that the plaintiff was convicted of the crime of sale of liquor to a minor. In fact, a copy of the record disclosed that the complaint against Lynch, the present plaintiff, was for failure to keep a liquor book and that he was found guilty and sentenced to pay a fine. The defendant was not permitted to show by other evidence that the sale of liquor to a minor was involved. On appeal from the denial of defendant's motion for a directed verdict on the first count and for exclusion of evidence, the upper Court reversed as to the former, and sustained as to the latter.

As to the first count, the Court stated

that the acts charged to plaintiff were such as he had a legal right to do. The words and the inuendo did not impute the commission of a crime or dishonesty in office. The words were not actionable per se.

As to the second count, the Court said that the record had to speak for itself and could not be enlarged or explained by parole evidence. The words were actionable per se since they imputed the commission of a crime. Proof of justification by truth in slander or libel must be as broad as the charge against the plaintiff. It was not here.

The failure of the Massachusetts Court to consider the nature of radio defamation may perhaps be attributed to rigid adherence to the common law form of actions—complaint clearly specified slander. The decision on the first count might have been different as there was no allegation of special damages. The case as a whole, however, is easily reconcilable with *Summit Hotel v. N.B.C.* supra, since the instant suit is against the speakers, not the broadcaster; the analogous situation in the *Summit Hotel* case would have been a suit against the performer—Jolson.

In recent years, radio has become a popular forum for the dissemination and discussion of current events, even to the extent of competing with newspapers. Periodic news summaries are broadcast over all stations. It is, therefore, natural to find reports of legislative, judicial or other public proceedings broadcasted. The question may therefore arise as to whether the common law privilege of a fair report of such proceedings, which has been embodied in several American and English statutes, applies to a radio broadcast thereof. In New York, the legislature passed a statute in 1939 (Laws 1939 c. 415, C.P.A. 337-A) protecting "a reporter, announcer, commentator, speaker, editor, broadcaster or proprietor of a radio broadcasting station facility or system" from any civil or criminal action for publication by radio broadcasting apparatus of a fair and true report (oral or written) of any

judicial, legislative or other public or official proceedings or for any title or headnote to such a report which is a fair and true title or headnote thereto. An almost identical New York statute, protecting reporters, editors, publishers or proprietors of newspapers, has

been on the books since 1930 (Laws 1930, c. 619, C.P.A. §337). Although no cases have as yet come up, it is safe to predict that, even in the absence of such protective legislation in other states, the same result would be reached under the common law.

II. Procedural Aspect

Federal Communication Commission

Pursuant to the interstate commerce clause of the federal Constitution, Congress has legislated over the field of radio communication. States cannot validly prescribe regulations covering interstate radio broadcasting. Regulations of this nature would be unconstitutional, and administrative activities thereunder enjoined. Therefore, where the New Jersey Board of Public Utility directed a radio station, admittedly engaged in interstate commerce, to apply for a certificate of public convenience and necessity, pursuant to the New Jersey Radio Broadcasting Act, the federal District Court correctly issued a permanent injunction against the Board and declared the New Jersey Act unconstitutional in its interstate operation, refusing to decide its unconstitutionality as to its intrastate operation. *N.B.C. v. Board Public Utility Commissioners*, 25 F. Supp. 761 (D. N. J. 1939). It would seem that where intrastate stations, operating pursuant to state supervision, but lacking federal license, substantially interfered with the federally licensed interstate stations, even such state regulation could be enjoined. The legitimate scope of state control probably covers only intrastate stations unable to interfere with the federally licensed ones.

In the exercise of its power, Congress created the Federal Communications Commission. This agency determines the granting of licenses in accordance with the "public interest, convenience or necessity." This criterion does not announce a standard so indefinite as to confer unlimited power. The yard-

stick for measuring the "public interest, convenience or necessity," as established by the Commission, includes, among other things,—a showing of citizenship, a need of services at the place, the ability of community to support the station and to furnish talent, the ability of the applicant to finance the construction and operation of the station, absence of objectionable interference with some other operating station, and conformity of the equipment with the rules of the Commission.

The Commission also decides on the renewal of licenses, "governed and limited by the same considerations and practice which affect the granting of original applications," namely, in the "public interest, convenience or necessity." However, Section 308 of the Act (47 U.S.C.A. §308 (Supp. 1938)) provides that applications for renewals shall set forth such facts as prescribed by the Commission, as to citizenship, character, financial qualification, etc. And Section 312 (a) (47 U.S.C.A. §312 (a) (Supp. 1938)) provides for revocation, *inter alia*, for violation of the Act or of authorized rules of the Commission. These two sections, according to the Court in *Greater Kampeska Radio Corp. v. F. C. C.* (App. D. C. 1939) (not yet reported), suggest the nature of the considerations Congress intended to be weighed and practices it intended to be followed, in determining whether applications for renewal should be granted. Therefore, in considering an application for renewal, the past conduct of the applicant is an important consideration. The applicant's violations of the Act and the Commission's rules justify a denial of a renewal. Previous behavior indicates the char-

acter and fitness of the licensee, and his qualifications to operate the station. Former renewals do not bar consideration of applicant's past record. The consideration of the need for service, efficiency of equipment and suitability of site must be weighed by the Commission along with those of the willingness and ability of the licensees to comply with the law and the rules of the Commission, as indicated in *Greater Kampeska Radio Corp. v. F.C.C.*, supra.

Scientific advances in the field of radio equipment may compel the Commission to change certain of its technical requirements. For instance, the development of the directive antenna, which concentrates the station's signal in the areas desired to be served and limits the signal in other areas as not to cause interference with other stations, formed the basis of the Commission's departure from its usual allocation practice by reducing the distance between two stations of the same frequency, from 640 miles to 545. This explanation for the lack of electrical interference, despite reduced mileage separation, was accepted by the Court in *Woodmen of the World Life Ins. Soc. v. F.C.C.* 105 F (2d) 75 (App. D.C. 1939). The implication of this invention may be widespread; it may increase the number of stations physically possible; thereby lead to the granting of more licenses; thus sharpen competition for advertisers and talent; decrease income of existing licensees; etc. The discovery of other new devices may also lead to a similar chain of events. Such interrelated, fluctuating factors affect the Commission's decision in the granting or denial or renewal of licenses.

The "Due Process" Requirement

The history of procedural due process is associated with civil and criminal procedure at common law. It is in this connection that its content has been spelled out. Certain requisites drawn therefrom are equally applicable to the field of administrative procedure.

It has been usually maintained that neither Court nor administrative agency may consider evidentiary matter not received in evidence. The absence of such a requirement would leave a party without an opportunity to disprove or offset matters which are being weighed by the tribunal, but of which he has not been informed. This would certainly be unjust to the party and would seem to violate the "due process" clause of the federal constitution. This element of due process was recognized in *Sanders Bros. Radio Station v. F.C.C.*, 106 F. (2d) 321 (App. D.C. 1939), where the appellant alleged on information and belief that the Commission considered certain reports, not offered in evidence and not available to parties, in arriving at its decision. The Court forcefully proclaimed:—"Even the necessity of administrative efficiency cannot excuse the use of star chamber proceedings to deprive a citizen of a fair hearing. Consequently, if the Commission based its decision upon matter not introduced in evidence at the hearing, as was done in *United States v. Abilene & Southern R. Co.* 265 U. S. 274, 288, 44 Sup. Ct. 565, (1924), the order would have been void, because such matter cannot be considered as evidence when it is not introduced as such, a finding without evidence is beyond the power of the Commission, and an order or decision unsupported by evidence is void."

However, the Court found that the assertion of improper action was entirely unsupported by the record and was contradicted by the Commission's positive denial in its reply, and decided that under the circumstances, the presumption of regularity of official conduct controlled.

This view reflects the ordinary judicial attitude toward administrative procedure in erecting the same safeguards that govern the Court's conduct of trials.

It has also been frequently stated, though not without contradiction, that due process requires an opportunity for oral or written argument. It might very well induce the tribunal to make

one finding, when without such argument, it may have made a contrary finding. The right of argument (oral or written), as held in the well known decision of *Morgan v. U. S.*, 298 U. S. 468, 56 Sup. Ct. 906 (1936), is an indispensable step to a fair hearing. The failure to afford an opportunity to present oral argument was urged as a basis for invalidating an order of the Commission in *Tri-State Broadcasting Co. v. F.C.C.* (App. D.C. 1939) (not yet reported). Replying to this claim, the Court recognized the right of argument and pointed out that both the Communications Act and the Commission's rule pursuant thereto, provides for oral argument before the Commission in all cases heard by an examiner "on request of either party." However, an examination of the Act clearly shows that oral argument is not required to validate an order otherwise properly made. The clear words of the statute, the Court states, indicate the need of a request for oral argument. At no time did the appellant make such request. It failed to give the administrative body an opportunity to grant oral argument and cannot be heard to complain thereby for the first time in Court.

It seems that the appellant was sleeping on his rights. Oral argument, under the language of the statute, does not follow as a matter of course in all cases; its desirability in a particular instance is left to the parties. The Commission may, therefore, save a great deal of valuable time by not scheduling oral arguments unless requested. The denial of such a request, moreover, would primarily violate the statute, so that the Commission would be acting beyond its delegated authority. This action would raise no constitutional question since the statutory procedure conforms with the requirements of due process.

Findings of facts have also been deemed a requisite of due process of law. The function of such findings is lucidly described by the Court of Appeals in a footnote in *Sanders Bros. Radio Station v. F.C.C.*, 106 F. (2d)

321, 325 (App. D. C. 1939) in the following terms: ". . . the rule requiring courts and Commission to make basic findings of fact is designed to insure the decision of cases according to the evidence and the law rather than arbitrarily and in derogation of the facts and issues involved; and to apprise the parties and reviewing Court of the bases and validity of the decision thus rendered. In the absence of findings of basic facts the reviewing Court cannot determine whether the tribunal acted in accordance with the evidence presented. The requirement, therefore, is more than a mere technicality being a safeguard of the interests of all concerned."

The Court in the *Sanders Bros.* case, inter alia, correctly upheld appellant's contention that the Commission's decision could not be supported in view of the absence of a finding on one of the issues involved. The Commission argued that, since appellant, although given opportunity to do so, failed to furnish evidence to establish the issue, it was therefore not required to make a finding thereon. The Court, however, maintained that as the issue was clearly presented, the Commission was bound to decide it one way or the other, and to make appropriate findings of fact in support of its decision. Absence of findings, whatever the reason therefor, cannot take the place of adequate findings, and the Commission's decision cannot stand unless supported by such findings. Moreover, it is not the function of the Court to review the evidence to make findings or to justify their omission. It will not infer a proper finding on the issue from other related findings, as suggested by the Commission. Nor is it sufficient that there is much in the record or in the bill on appeal relating to the issue. The Commission must prepare the findings of fact on which its decision may be rested, otherwise the administrative process has not been completed and there is no proper basis for judicial review. Therefore, the Commission's decision is arbitrary and capricious and must be set aside.

The Court is not unduly harsh, for the requirement is well established and well known to the Commission. It does not impose an excessive burden nor unnecessarily hamper its action; and it is desirable because it clarifies the question and simplifies review. In fact, as the Communications Act requires such findings, the Commission's omission contravenes the statute.

The findings of facts must be stated in clear, unambiguous language. They must not leave room for differing interpretations, else they are uninformative and do not adequately serve their function. However, the Court may overlook one ambiguous finding where there are clear and unequivocal statements in other findings which form a sufficient basis for the Commission's determination, as was done in *Yankee Network v. F.C.C.* (App. D.C. 1939) (unreported to date). Judicial leniency in such a case is commendable as it can in no way adversely affect the rights of the parties, saves time and money for all, and eliminates unnecessary delay, before the Commission's order becomes final. The Court's reprimand for ambiguity should be sufficient to prevent future recurrence.

Once the necessary findings have been made and then set out in unambiguous terms, they become final for purposes of judicial review, if based upon substantial evidence. In the exact language of the Act:—"findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious," (47 U.S.C.A. §402 (e) (Supp. 1938)). The crux of the problem lies in the meaning of the terms "substantial evidence." Their signification has been determined by reference to the opinion of the Supreme Court in *N.L.R.B. v. Columbia Enameling & Stamping Co.*, 306 U.S. 292, 59 Sup. Ct. 501 (1939), which declared substantial evidence to be "more than a scintilla and must do more than create a suspicion of the existence of the fact to be established. It means such relevant evidence as a reasonable mind

might accept as adequate to support a conclusion [*Consolidated Edison Co. v. N.L.R.B.* 305 U.S. 197, 59 Sup. Ct. 206 (1939)] and it must be enough to justify, if the trial were by a jury, a refusal to direct a verdict when the conclusion sought to be drawn from it is one of fact for the jury." So said the Court of Appeals in *Courier Post Publ. v. F.C.C.*, 104 F. (2d) 213 (App. D.C. 1939) in reversing the Commission's order as based on a finding, not supported by substantial evidence and so arbitrary and capricious. Furthermore, it is not determinative that the evidence is susceptible of other conclusions than those drawn from it by the Commission, nor material that the Court might have arrived at other conclusions. *Yankee Network v. F.C.C.*, supra. The Court is concerned with the weight of the evidence. It will not substitute its judgment for that of the Commission. See *Evangelical Lutheran Synd v. F.C.A.* 105 F. (2d) 793 (App. D.C. 1939).

The standard for determining "substantial evidence," above described, tends to assimilate the Commission to the position of the jury as the trier of facts. This may have been the congressional intention in view of its use of language having a well settled meaning at common law. Moreover, the same definition has been adopted by the Courts in interpreting an identical or similar provision in the Federal Trade Commission Act and in the National Labor Relations Act, respectively. In any event, the Court should avoid surrounding such an expert body as the Commission with rules imposed upon jury action because of its inexpertness.

Rule of Priority

The main question of appeal in *Colonial Broadcasters v. F.C.C.*, 105 F. (2d) 781 (App. D. C. 1939) was whether the Commission acted unlawfully in failing to consider and decide appellant's application contemporaneously and on a comparative basis with an application which had been filed and set for hearing prior to the filing of

appellant's application. The Commission's action was upheld. The Court referred the Commission's Rule 106-4 (now 12-21) which provides as follows:—

"In fixing dates for hearings the Commission will, so far as practicable, endeavor to fix the same date for hearings on all related matters which involve the same applicant, or arise out of the same complaint or cause; and for hearings on all applications which by reason of the privileges, terms or conditions requested present conflicting claims of the same nature, *excepting, however, applications filed after any such application has been designated for hearing.*" (Italics supplied.)

According to the Court, this rule merely means that "where two applications are filed for the same facilities and neither has been set for hearing, the applications will be consolidated and heard together; but where, by reason of previous filing, one of the applications has been designated for hearing, the applications will be heard in turn and not necessarily on a comparative basis." This rule seems logical, reasonable and fair, as well as to promote orderly procedure. It is not inconsistent to adhere to the rule and yet permit a later applicant to intervene in the proceedings to show proper cause, if he can, why the application should not be granted. The statutory requirement of granting a license only in the public interest does not necessitate overlooking the fact of priority, leaving the field open to all newcomers and weighing all their respective merits, before the actual grant. To put the prior applicant in hodge-podge with the later applicants whose records are not made at the time his application is heard would encourage "strike" applications and would replace a fixed and easily applied standard by one of unlimited individual discretion, which should be avoided. That an advantage of positions may occasionally be conferred on persons acting promptly and with provision does not militate against its validity. The Court maintained that

there was no abuse of discretion by the Commission.

The Commission rule on priorities is obviously one for the sake of administrative convenience. It also prevents excessive delay in accumulating too many applications, before considering their merits. The public interest is not sacrificed, since there must always be an affirmative showing, to the satisfaction of the Commission, of the usual considerations for the grant of a license.

The problem of priorities was also raised, but in a different manner, in two other cases: *Pottsville Broadcasting Co. v. F.C.C.*, 105 F. (2d) 36 (App. D.C. 1939) (mandamus action) and *McNinch v. Hectmeyer*, 105 F. (2d) 41 (App. D. C. 1939) (suit to enjoin). The issue posed in both was whether, when the Court reverses a decision of the Commission and remands the case for further proceedings, the Commission is required to reconsider the same record in the light of the Court's opinion, or may reopen the case and hear it on an entirely new and different record. And incidental to the latter alternative the priority of the applicant was to be disregarded, as the Commission intended to hear and consider the prior and subsequent applications on a "comparative basis." In both cases, the Court directed reconsideration by the Commission on the record originally considered, stating that the Commission may not disregard the priority of the applicant and consider its application on a comparative basis with subsequent applications on records made after the Commission original decision.

The reasoning of the Court in the Pottsville case was as follows:—the Act empowers the Court to determine appeals on the record, to affirm or reverse the decision of the Commission, and in the event of reversal, to remand the case to the Commission to carry out the Court's judgment, which shall be final, subject, however, to review on certiorari to the Supreme Court [47 U.S.C.A. §402 (e) (Supp.

1938)]. As far as practicable the Court's order on appeal from the Commission ought to have the same effect and be governed by the same rules as apply in appeals from a lower federal Court to an appellate federal Court in an equity proceeding.

The rule, briefly stated, is,—“when a case has been decided on appeal and remanded to the trial Court, the latter has no authority, without leave of the appellate court, to grant a new trial, a rehearing, or a review, or to permit new defenses on the merits to be introduced by amendment of the answer.” Of course, the Commission may upon a showing of newly discovered evidence or upon a showing of supervening facts which go to the very right of the applicant to have a license, to re-make the record in those respects without the necessity of a bill of review or other like technical methods of bringing into the record new and previously undiscovered facts, but there should be some control of the exercise of this right and control is of necessity lodged in the Court.

Furthermore, the Court points out, the petitioner ought not now be put in any worse position than it occupied at the original hearing and therefore should not now be put in hodge-podge with later applicants whose records were not made at the time of the previous hearing, thus destroying his priority under Rule 106.4 (now 12.21).

McNinch v. Heitmeyer, supra, accepted the rule announced in the Pottsville case. The only substantial difference (apart from the different procedures followed) is that in the Heitmeyer case, the Commission, instead of passing on all of the issues set down for hearing before the examiner, denied the application on the single ground of applicant's lack of financial qualification and made no findings as to the other matters in issue, as was done in the Pottsville case. This difference was not considered material, though it does indicate that the administrative process is nearer completion in the Pottsville case.

Thus the Court, by analogy to the judicial hierarchy, relegates the Commission to the position of a lower tribunal and at the same time arrogates to itself the discretion of reopening a record. It rejects absolute administrative authority to determine the rights of applicants for permits without regard to previous findings or decisions made by it or by the Court which, in fact, was the real bone of contention. The criterion of public interest, convenience or necessity, in accordance with which the Commission is required to act, does not, as the Court maintains, set up such an indefinite standard as to confer unlimited power. The rule of priority, established by the Commission for the sake of administrative convenience, has been turned into a limitation upon the Commission's action, thereby freezing administrative procedure into a pattern—the very evil sought to be avoided by use of administrative bodies. In fact, the language of the rule may well permit the construction that its application is for the convenience of the Commission and therefore discretionary. Again, if the rule of priority is considered, mandatory, thus precluding a consideration of later claims on a comparative basis, it would seem to contravene the public interest, convenience or necessity. On the other hand, the denial of the priority would be unfair to prior applicants and would cause excessive delay because of the new matters to be presented.

Exclusive Appellate Jurisdiction

The Radio Act of 1927 authorized an election to appeal either to the Court of Appeals for the District of Columbia or to the appropriate District Court. The language of the Act of 1934 is materially different. In the latter Act, Congress has made the Court of Appeals for the District of Columbia the sole appellate body (with right to petition for certiorari to the Supreme Court) whereby the action of the Commission can be tested. The question then arises

whether any other method for attacking the Commission's actions is available. Does a suit to enjoin, which contests the propriety of the Commission's action, violate the statutory provision, designating the appellate body? Is the appellate procedure such a plain, speedy, adequate remedy at law as to ground a denial of the equitable remedy? At what point in the administrative process can such attack be made, if at all? These issues were presented in *Black River Valley Broadcasts v. McNinch*, 101 F. (2d) 235 (App. D.C. 1939). The facts are as follows: The Commission, after hearings on certain applications, denied W's and granted plaintiff's. Thereupon, plaintiff, pursuant to a construction permit, began to erect its antenna, expending a considerable sum. Within the statutory period, W petitioned for a rehearing of its application and also that of the plaintiff. Plaintiff filed an opposition to this petition. Thereafter, the Commission granted W's petition, ordering a hearing de novo. And upon the Commission's denial of plaintiff's request for a reconsideration of its order granting the petition for rehearing, plaintiff filed a bill in equity for a decree declaring that its construction permit was a valid authorization and enjoining the Commission from conducting the rehearing. The Commission answered, alleging, inter alia, the absence of a final decision by the Commission on the plaintiff's application, the presence of a plain, speedy remedy at law by appeal under the statute, and lack of irreparable harm. The district court dismissed the bill and the Court of Appeals affirmed, stating that the bill does not set up a cause of action recognizable in equity.

As the exclusive remedy provided by the statute to test the Commission's action is vested in the Court of Appeals, it follows, according to the Court of Appeals, that other courts do not grant equitable relief in such cases. Furthermore, this statutory provision for appeal, made the exclusive remedy for an aggrieved party before

the Commission, is a recognition and adoption by Congress of the well known rule that injunctive relief can not be granted where the complaining party has a plain, adequate and complete remedy at law. The establishing of the administrative tribunal together with the exclusive remedy of appeal from decisions of that tribunal to the Court, provides a plain, adequate and complete remedy. And no one is entitled to judicial relief for a supposed or threatened injury until the prescribed administrative remedy has been exhausted. Here, the plaintiff seeks to invoke injunctive relief at a point in the administrative proceedings where the rights of none of the parties have been finally determined by the Commission. Lastly, as there was no final grant of a permit or a license to the plaintiff, it went forward with the project of construction at its own risk.

The Court properly refused to allow a blockade of the duties of the agency, requiring complete exhaustion of the administrative process before the invoking of judicial remedies. Its underlying philosophy accords with the recent declaration of the Supreme Court in *Meyers v. Bethlehem Shipbuilding Corp.*, 303 U.S. 41, 58 Sup. Ct. 459 (1939), holding that all administrative remedies must be exhausted before judicial relief can be invoked. This view suggests that the Courts have created a self-imposed limitation in their review of administrative agencies.

The Court recognized the adoption of the old equitable rule of an adequate legal remedy in both the Judicial Code and the appellate provision of the Communications Act. For this same reason, an injunction was denied in *McNinch v. Heitmeyer*, supra. The Court pointed out that the legal remedy of mandamus or appeal after completion of the administrative process was available. In both the Black River and Heitmeyer cases, the Court practically assumes from the existence of the legal remedies, their completeness, plainness and adequacy, and does not trouble to explain how the available remedy

meets the test applied. Even at common law, the application of this test caused much difficulty.

Appealable Interest

The question of who has an appealable interest has proved both perplexing and highly controversial. It can better be understood after an examination of the statutory provision for appeal, which states: "An appeal may be taken to the United States Court of Appeals for the District of Columbia in any of the following cases: (1) By any applicant for a construction permit for a radio station, or for a radio station license or for renewal of an existing radio station license, or for modification of an existing radio station license, whose application is refused. (2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application. (3) By any radio operator whose license has been suspended." 47 U.S.C.A. §402 (b) 1, 2, 3 (Supp. 1938).

Subdivision (1) and (3) are plain on their face. The major dispute rages around the meaning of the catch-all subdivision (2). Some of the questions raised are:—Who is an "aggrieved" person? What is the scope of "interests adversely affected"? Does it mean anyone who might suffer as a result of the Commission's action because, for instance, he might generally dislike all broadcasting? Does it include one adversely economically affected as newspapers, magazines, other advertising media, etc.? Is one aggrieved because of the mere possibility of electrical interference? The language of the statute is literally broad enough to cover all the situations suggested, but obviously it was not the Congressional intention to produce such absurd results.

The content of "appealable interest" is being spelled out via litigation. Several recent cases have turned on whether the creation of "unfair," "destructive," and "ruinous" competition grounds an appeal under Section 402 (b) (2). A

final determination of this question has been made in the affirmative. The first case so to hold was *Sanders Bros. Radio Station v. F.C.C.*, supra. In that case, the F.C.C. granted an application of X to construct a new radio broadcasting station at Dubuque, Iowa. At the same time, it granted an application of Sanders Bros. to move its station to Dubuque from across the river. Sanders Bros. petitioned for a rehearing of the decision granting X's application; its petition was denied, and this appeal was taken. On appeal, Sanders Bros. raised the question of economic injury, maintaining that there was not sufficient economic support for two stations, that the decrease in revenue would lead to impairment of service, and that greater losses than heretofore suffered by appellant would result.

The Court of Appeals held that an economic injury to an existing station through the establishment of an additional station furnishes proper grounds of contest on appeal. It added that "where the effect of granting a new license will be to defeat the ability of the holder of the old license to carry on in the public interest, the application should be denied, unless there are overweening reasons of a public nature for granting it" and "it is obviously a stronger case where neither licensee will be financially able to render adequate service," this being the clear intent of §402 (b) (2).

The second case was *Yankee Network v. F.C.C.*, supra. A applied to the F.C.C. for permission to increase its power. B, another station in the same community, intervened, claiming that the change would cause such decrease in revenue as to impair its service. The Commission found that such results would not follow, and granted A's application. Thereupon, B appealed. The Commission challenged B's standing to protest. The Court dismissed the appeal on the facts and strongly reaffirmed the position taken in the Sanders Bros. case, that destructive competition constitutes a sufficient basis of appeal.

In the course of its opinion, the Court explicitly rejected the Commission's contention that the appellant had to show injury to a legal right (existing apart from statute) and that there was no legal right to be free from competition. The Court pointed out that Congress had the power to provide safeguards against destructive economic injury to existing licensees and did so. While it is true that Congress intended to preserve competition in broadcasting as indicated in the statute, it does not follow therefrom that Congress intended the Commission to grant or deny an application in any case other than in the interest of the public. The test is not whether there is a monopoly, on the one hand or an overabundance of competition on the other, but whether the grant or denial of the application will best serve the interest of the public. The rapidly increasing number of stations and the resulting competition for advertising and program talent have dangerous possibilities. If destructive competition is permitted to develop, then the more effective use of radio in the "public interest" cannot be achieved.

Again, in *Tri-State Broadcasting Co. Inc. v. F.C.C.*, (App. D.C. 1939) (not yet reported), the Commission challenged the right of an existing licensee to appeal from its grant of a license to a newcomer on the basis of economic injury, as it was merely *damnum absque injuria*, even if suffered. The Court cited the *Sanders Bros.* and *Yankee Network* cases as adverse to the Commission's contention, but dismissed the appeal on the facts. The granting of the license would not, according to the Court, result in such a reduction in income as to require deterioration of appellant's service to the public nor create and foster "unfair, destructive and ruinous competition" as to bring appellant within the limits of §402 (b) (2). The mere showing that the income of an existing station might be reduced if another station entered its field was not considered sufficient.

The criterion of economic injury is designed to prevent the impairment of

the financial ability required of a licensee and protect his revenue so as to permit him to render adequate service. It is admittedly undesirable to allow competition of such nature as will drive existing licensees out of business, especially in view of the considerable investment in equipment. However, a mere decrease in income resulting from additional competition does not afford a basis of appeal. It would seem that as the number of stations increases, the total revenue remaining approximately the same, there is greater probability that each new grant of a license will cause ruinous competition. In short, the industry can support only a limited number of stations which can properly serve the public interest. The test provides a guide to the Commission which must examine the basic economic facts in each situation.

A second criterion of grievance, namely, the creation of objectionable interference has been posited in two recent cases of *Ward v. F.C.C.*, supra, and *Woodmen of the World Life Ins. Soc. v. F.C.C.*, 105 F. (2d) 175 (App. D.C. 1939). In the former, a companion case to the *Yankee Network, Inc. v. F.C.C.*, the appellant, licensed on a kilocycle frequency of 1470, intervened in the hearing of X's application for a license to operate its station on the same frequency, and appealed from the Commission's decision granting X's application. During this time, the appellant had on file with the Commission, its own application for an increase in power and a construction permit, which application had not yet been acted on.

The Court stated that the same considerations upon which an injury to economic interests might be sufficient to bring licensee within the terms of §402 (b) (2) as an aggrieved person, were equally applicable in the case of objectionable electrical interference. And the pendency of appellant's own application for an increase in power and a construction permit, did not operate to cut off any right which might exist in his favor under §402 (b) (2), under which he asserted his rights to

appeal. Furthermore, according to the Court, if the Commission's prior consideration of a previously filed and co-pending application where request had been made for a joint hearing, had "seriously" prejudiced an applicant, in such a case the later applicant would have an appealable interest as a person aggrieved. But there was no request for a joint hearing in this case.

Similarly, it was announced in the Woodmen case, *supra*, that objectionable interference to one licensee, resulting from the granting of an increase in power to another licensee grounded an appeal by the former as an aggrieved person. Here too the appeal was dismissed since the finding of no objectionable interference was supported by substantial evidence and hence not arbitrary.

The test of electrical interference is a clear recognition of the operation of natural phenomena. The quantity of such interference would seem to be measurable by experts, but its permissible extent is a question of fact and policy to be determined by the Commission in accordance with the public interest.

Electrical interference, as a purely scientific problem, may be reduced by the use of devices as directive antennae. Consequently, additional stations may become physically possible. As more are licensed, their cumulative interference, as well as the concomitant growth of competition, will provide their own check against an excessive increase in the number of stations.

Conclusion

Statutory and administrative compliance with the essentials of due process in respect to non-reliance on confidential reports, oral or written argument, and findings of fact has virtually eliminated the bases of constitutional attack upon the functioning of the Federal Communications Commission. The narrower question of conformance to the legislative formula has been raised and administrative deviations rectified. However, "so long as the Commission complies with the mandate of the statute, it has and

should have, wide discretion in determining questions of both public policy and of procedural policy, and in making and applying appropriate rules therefor. It is not the function of this Court [that is, Court of Appeals for the District of Columbia] to direct the Commission as to the routine of its administrative procedure so long as it conforms to the law." Therefore, it is the duty of the Court not to convert discretionary rules of procedure, established merely for the sake of administrative convenience into mandatory requirements strictly to be followed by the Commission in every case. Nor should the existence of a so-called analogous practice at common law, prove necessarily determinative, unless it indisputably accords with the Congressional intention and will not unduly constrict the action of the Commission. Nor should there be a religious application of the doctrine of *stare decisis* to decisions of the Commission, in view of the flexible standard of "public interest" to guide it and the fluctuating factors to be weighed.

It is, of course, highly desirable that the Commission be permitted to complete the administrative process without interference and interruption by auxiliary or collateral suits, to enjoin, begun by complaining parties. Thus, harassing suits, which may tie up administrative action and cause the loss of time and money, will be discouraged. The controversial subject of the nature of an "appealable interest" has been considered by the Court and two criteria, designed ultimately to protect the public interest, have been established, namely, destructive competition and objectionable interference.

Radio created problems in trademarks, unfair competition, copyright, patents and defamation. A necessary adjustment in the law has been and is being made through the process of litigation and legislation. Old principles have been applied to novel situations and new doctrines have been expounded when considered necessary.

Radio is finding its place both in science and in the law.

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 Baltimore, Md.

O'CONNOR, JOHN
 Washington Bldg.
 Washington, D. C.

OEHLER, KARL F.
 1365 Cass Ave.
 Detroit, Mich.

OLIVER, FRED N.
 Investment Bldg.
 Washington, D. C.

O'RYAN, JOHN F.
 120 Broadway
 New York, N. Y.

PALENS, LOUIS N.
 1211 Chestnut St.
 Philadelphia, Pa.

PATRICK, DUKE M.
 Colorado Bldg.
 Washington, D. C.

PECK, HERBERT M.
 500 North Broadway
 Oklahoma City, Okla.

PERRY, DAVID R.
 Altoona Trust Bldg.
 Altoona, Pa.

PEYCKE, TRACY J.
 Telephone Bldg.
 Omaha, Nebr.

PLOCK, RICHARD H.
 Burlington, Iowa

PORTER, GEORGE B.
 F.C.C.
 Washington, D. C.

PORTER, PAUL A.
 Earle Bldg.
 Washington, D. C.

PORTER, WILLIAM A.
 Investment Bldg.
 Washington, D. C.

POWELL, GARLAND W.
 Radio Station WRUF
 Gainesville, Fla.

PRATT, ELMER W.
 Normandy Bldg.
 Washington, D. C.

PRICE, T. BROOKE
 195 Broadway
 New York, N. Y.

PRIME, E. GARDNER
 Normandy Bldg.
 Washington, D. C.

PROFFITT, JAMES L.
 1210 Massachusetts Ave.
 Washington, D. C.

PRYOR, J. C.
 Union Station
 Burlington, Iowa

QUIGLEY, FRANK
 195 Broadway
 New York, N. Y.

RAINEY, GARNET
 650 S. Grand Ave.
 Los Angeles, Calif.

RANDALL, C. P.
 Telephone Bldg.
 Omaha, Nebr.

RAY, JOHN H.
 195 Broadway
 New York, N. Y.

REAM, JOSEPH H.
 485 Madison Ave.
 New York, N. Y.

ROBERSON, FRANK
 Munsey Bldg.
 Washington, D. C.

ROBERTS, GLENN D.
 Madison, Wisc.

ROBINSON, C. RAY
 Bank of America Bldg.
 Merced, Calif.

ROLLO, REED T.
 National Press Bldg.
 Washington, D. C.

RONON, GERALD
 Packard Bldg.
 Philadelphia, Pa.

ROSENTHAL, ISADOR S.
 50 Court St.
 Brooklyn, N. Y.

ROSENZWEIG, MANHEIM
 2 Columbus Circle
 New York, N. Y.

RUSSELL, CHARLES T.
 140 West St.
 New York, N. Y.

RUSSELL, PERCY H., JR.
 National Press Bldg.
 Washington, D. C.

RYAN, WILLIAM
 122 W. Washington Ave.
 Madison, Wisc.

SAMMOND, FREDERIC
 Wisc. Nat'l Bank Bldg.
 Milwaukee, Wisc.

SCHARFELD, ARTHUR W.
 National Press Bldg.
 Washington, D. C.

SCHROEDER, ARTHUR H.
 National Press Bldg.
 Washington, D. C.

SCOTT, FRANK D.
 Munsey Bldg.
 Washington, D. C.

SEEMAN, BERNARD J.
 1st Nat'l Bk. Bldg.
 Denver, Colo.

SEGAL, PAUL M.
 Woodward Bldg.
 Washington, D. C.

SENNEFF, JOHN A., JR.
 Mason City, Iowa

SHEA, GEORGE F.
 Tower Bldg.
 Washington, D. C.

SHERLEY, SWAGAR
 American Security Bldg.
 Washington, D. C.

SMITH, MISS ELIZABETH C.
 F.C.C.
 Washington, D. C.

SMITH, GEORGE S.
 Woodward Bldg.
 Washington, D. C.

SMITH, KARL A.
 Colorado Bldg.
 Washington, D. C.

SMITH, MILTON
 931 14th St.
 Denver, Colo.

SMITH, WM. MONTGOMERY
 Shoreham Bldg.
 Washington, D. C.

SMITH, WILLIAM P.
 Metropolitan Bank Bldg.
 Washington, D. C.

SOLOLOW, A. WALTER
 608 Fifth Ave.
 New York, N. Y.

SOULE, O. P.
 Walker Bank Building
 Salt Lake City, Utah

SOVIK, LAURENCE, ESQ.
 University Building
 Syracuse, N. Y.

SPEARMAN, PAUL D. P.
 Munsey Bldg.
 Washington, D. C.

SPRAGUE, E. STUART
 117 Liberty St.
 New York, N. Y.

ST. CLAIR, ORLA
 311 California St.
 San Francisco, Calif.

STEPHENS, HUBERT D.
 Munsey Bldg.
 Washington, D. C.

STEVENS, RICHARD K.
 Packard Building
 Philadelphia, Pa.

STOLLENWERCK, FRANK
 National Press Bldg.
 Washington, D. C.

SULLIVAN, FRANCIS C.
 Alworth Building
 Duluth, Minn.

SUTTON, GEORGE O.
 National Press Bldg.
 Washington, D. C.

SWEZEY, ROBERT D.
 30 Rockefeller Plaza
 New York, N. Y.

SYKES, JUDGE EUGENE O.
 Munsey Bldg.
 Washington, D. C.

TEMIN, HENRY
 1420 Walnut St.
 Philadelphia, Pa.

TUCKER, JOHN H.
 Commercial Building
 Shreveport, La.

TUMULTY, JOSEPH P., JR.
 1317 F St., N. W.
 Washington, D. C.

TYLER, VARRO E.
 109 South Ninth St.
 Nebraska City, Nebr.

VAN ALLEN, JOHN W.
 Liberty Bank Bldg.
 Buffalo, N. Y.

VAN DEN BERG, GEORGE
 Evans Bldg.
 Washington, D. C.

VAN ORSDEL, RALPH
 725 13th St., N. W.
 Washington, D. C.

WADDELL, JAMES E.
 Bowen Bldg.
 Washington, D. C.

WALKER, HENRY B.
 Evansville, Ind.

WALKER, RALPH L.
 F.C.C.
 Washington, D. C.

WALLACE, HOWARD E.
 Judge Building
 Salt Lake City, Utah

WARNER, HARRY P.
 Woodward Building
 Washington, D. C.

WATTAWA, JOHN
 1317 F St.
 Washington, D. C.

WAYLAND, CHARLES V.
 Earle Building
 Washington, D. C.

WEBSTER, BETHUEL M.
 15 Broad St.
 New York, N. Y.

WEEKES, JOHN WESLEY
 Decatur, Georgia

WELCH, FRANCIS X.
 Munsey Bldg.
 Washington, D. C.

WHARTON, JOHN H.
 67 Broad St.
 New York, N. Y.

WHISSELL, GEORGE B.
 Telephone Bldg.
 St. Louis, Mo.

WIGGIN, CHESTER H.
 30 Rockefeller Plaza
 New York, N. Y.

WILLEBRANDT, MISS M. W.
 Shoreham Building
 Washington, D. C.

WILLIAMS, A. RAE
 Investment Bldg.
 Washington, D. C.

WING, JOHN E.
 72 West Adams St.
 Chicago, Ill.

LEGISLATIVE DIGEST

Digest of Radio Legislation Introduced Into The Senate and House of Representatives During The Seventy-Sixth Congress—(First Session).

(An asterisk () following a bill number indicates that the bill so marked has been reported or otherwise advanced.)*

SENATE

- S. 332. Mr. Vandenberg; January 5, 1939 (Post Offices and Post Roads).
Provides that "manuscripts of authors' works other than actual correspondence" may be carried in the mails as third- and fourth-class matter. [Under present law "proof sheets and manuscript copy accompanying same" are so classified—U. S. C. 39: 325, 240.]
- S. 517. Mr. Johnson of Colorado; January 10, 1939 (Interstate Commerce).
As reported in Senate April 28, 1939:
Amends the Communications Act of 1934 [U. S. C. 47: 316] to prohibit the advertising of alcoholic beverages by radio, subject to maximum fine of \$1,000, 1 year imprisonment, or both, and revocation of basic permit by the Federal Alcoholic Administrator.
- S. 550. Mr. Sheppard; January 12, 1939 (Interstate Commerce).
The Federal Communications Commission shall have authority to issue radio station operators' licenses only to applicants 21 years of age or over, but the Commission may waive the age-limit in issuance of license to amateur operators [amending U. S. C. 47: 303 (1)].
- S. 575. Mr. Capper; January 12, 1939 (Interstate Commerce).
Penalizes interstate transmission, by mail or otherwise, of advertisements for alcoholic beverages or of order solicitations in newspapers, periodicals, news reels, photographic films or records. Advertising by radio is also prohibited, or the sending of circular letters, etc., into states which bar liquor advertisements.
- S. 594. Mr. Reynolds; January 12, 1939 (Commerce).
The provisions of the act [36 Stat. 1358] for establishing marine schools at certain designated ports are broadened to authorize the chairman of the U. S. Maritime Commission on the application of the governor of any State, Territory, or possession of the United States, or the chief executive of another nation on approval of the Secretary of State, to furnish suitable vessels, aircraft, radio apparatus, etc., for the use of any nautical school, college, or university conducting approved courses in seamanship, engineering, aviation, etc. To aid in constructing and equipping such schools and in operating them, appropriations are authorized on a matching basis with the States, etc. The coast line of the United States and its Territories is to be divided into maritime districts equal in number to the total of the States (including inland States), Territories, and possessions for the purpose of providing suitable sites for schools.
Provides for the erection and operation of radio stations in each district for intercommunication between the schools and as a coastal network if needed as a screen against foreign radio penetration and propaganda in times of war. Four of such stations (located on the Atlantic, Pacific, and Gulf coasts and on the Great Lakes) shall be capable of being received around the world and shall broadcast regular programs of hydrographic information, storm warnings, educational programs, code messages to American Embassies, etc.
Establishes a U. S. Maritime Corps consisting of maritime workers, students, instructors, and employees of nautical schools who apply for enlistment therein; members shall be permitted, if eligible, to transfer to the Naval Reserve without examination. They shall be required annually to perform 15 days active employment in a regular maritime occupation and shall receive a base pay therefor prescribed by the Chairman of the U. S. Maritime Commission. They may, with their consent, be order to active duty. The uniform of the Corps shall be of a special design or bear a special emblem or insignia.
Authorizes appropriation of \$10,000,000 annually for the purposes of this act.

S. 635. Mr. Schwellenbach; January 16, 1939 (Interstate Commerce).

Each licensee of a radio broadcasting station shall set aside regular periods for uncensored discussion on a nonprofit basis of public, social, political, and economic problems, and for educational purposes. Equivalent facilities shall be afforded opposing viewpoints. The licensing authority and licensees shall have no power of censorship, and no license shall be revoked for broadcast of such material. (Present law [U. S. S. 47: 315] requires that equal facilities be afforded opposing candidates for public office.)

S. 636. Mr. Schwellenbach; January 16, 1939 (Interstate Commerce).

Radio-broadcasting stations shall keep records (to be open to public inspection) of: (1) Applications for time; (2) rejections of applications, with reason; (3) additions and changes requested in arranged programs on public, social, political, and economic issues and on educational subjects. [Adding to § 315 of the Communications Act of 1934, U. S. C. 47: 315.]

S. 637. Mr. Schwellenbach; January 16, 1939 (Interstate Commerce).

The provision of the Communications Act (§ 326) forbidding interference with the right of free speech by means of radio communication shall not be construed to exempt a radio licensee from liability for defamatory, profane, or obscene language or action broadcast by its employees or representatives [in lieu of the provision forbidding any person to utter any obscene, indecent, or profane language by means of radio communication].

S. 1027. Mr. Capper; January 26, 1939 (Judiciary).

In proceedings before United States courts, the grand jury, either House of Congress or any committee thereof, newspaper reporters, editors, or publishers shall not be compelled to disclose the course of confidential information obtained for publication.

S. 1095. Mr. Shepard; January 28, 1939 (Interstate Commerce).

See Senate Bill No. 550.

S. 1268. Mr. Wheeler; February 9, 1939 (Interstate Commerce).

Establishes a Federal Communications and Radio Commission (to be administered by a board of three members appointed by the President for staggered 6-year terms) and transfers to it all the powers, etc., of the Federal Communications Commission. The board shall appoint necessary personnel including administrative assistants for broadcasting, communications carriers, and international radio and communications. Transfers to the Commission all personnel of the Federal Communications Commission, except those whose offices are abolished, for a period of 2 to 4 months. Such personnel shall have preference in appointment. Continues all orders, proceedings, etc., of the Federal Communications Commission.

S. 1520. Mr. White; February 21, 1939 (Interstate Commerce).

Increases the membership of the Federal Communications from 7 to 11 and abolishes the offices of the present members. Divides the Commission into two divisions (Public Communications and Private Communications) of 5 members each, the chairman to be ex officio (without a vote) member of both divisions. The chairman shall be appointed for a 6-year term at \$12,000, while the other members shall have staggered 6-year terms at \$10,000.

Division of Public Communications shall determine all cases relating to wire and radio communications intended to be received by the public directly. The Division of Private Communications shall determine cases involving communications by common carriers. The whole Commission shall have jurisdiction over the assignment of bands of frequencies, the adoption of rules and regulations, emergency communications, the communications of amateur stations, their licensing, etc.

Extends the Commission's power to regulate consolidations, etc., of telephone companies to all carriers (i. e. carriers for hire in interstate or foreign communications by wire or radio except radio broadcasters).

Permits the Commission to grant licenses to standard broadcast stations for terms of from 1 to 3 years (other stations—from 1 to 5 years), while licenses for shorter periods may be granted for experimental stations, etc.

Repeals § 314, dealing with the preservation of competition in commerce, and § 315 dealing with equal facilities for candidates for public office. Persons discussing public or political questions by radio shall first deliver in writing to the station licensee, the name of the person or organization on whose behalf such broadcast is made. The name of the speaker and the other information shall be announced at the beginning and end of such broadcast. In the case of

public officers, the following shall be announced: (1) name; (2) office; (3) whether such office is elective or appointive; and (4) by whom elected or appointed. Station licensees may not censor, alter, or control the political or partisan trend of material broadcast but if slanderous or libelous, such licensee may demand a copy thereof in advance in order to delete the slander or libel.

Suits to enforce, enjoin, set aside, annul, or suspend an order of the Commission (except those appealable to the Circuit Court of Appeals, District of Columbia) shall be prosecuted in the same manner as suits to enforce, etc., orders of the Interstate Commerce Commission. All such suits except suits to enforce such orders may also be brought in the District Court, District of Columbia. The following cases may be appealed to the Circuit Court of Appeals, District of Columbia: (1) denial of an application for an instrument of authorization for construction or operation of a radio station; (2) denial of an application for authority to transfer or assign any such instrument or control of a corporation holding such instrument; (3) by other parties aggrieved by any decision of the Commission granting or denying such applications; and (4) by the holder of a revoked or suspended instrument of authority required by this act. In such appeals the review shall be limited to questions of law; findings of fact by the Commission if supported by substantial evidence shall be conclusive unless they clearly appear to be arbitrary and capricious. The court's decision shall be final except for review by the Supreme Court on certiorari [amending § 402].

S. 2058. Mr. Nye; April 4, 1939 (Post Offices and Post Roads).

Requires persons conducting contests by mail, by advertisement in newspapers, etc., in interstate commerce, or by any other facility of such commerce, to announce publicly the name of each winner and his entry.

S. 2251. Mr. Chavez; April 27, 1939 (Foreign Relations).

Directs the Secretary of the Navy to construct the United States Pan American Radio Station in or near Washington, D. C., with power sufficient to transmit programs throughout the Western Hemisphere upon high frequencies. Authorizes \$3,000,000 for construction, \$100,000 for maintenance in 1940, and necessary sums thereafter. The programs of the station, to be selected by the Secretary of State, shall be such as to promote friendly relations, and strengthen cultural, political, and commercial ties. An ex officio advisory council is provided for. Private commercial companies may use the station, without profit, and present programs approved by the Secretary of State.

S. 2466. Mr. Sheppard; May 22, 1939 (Interstate Commerce).

Directs the Federal Communications Commission to refuse licenses and renewals thereof to stations having an authorized power in excess of 50 kilowatts which broadcast network programs. Upon advance application to the Commission, network programs may be permitted in the public interest, but not to exceed 1 hour in any calendar month [adding U. S. C. 41: 307½].

S. 2611. Mr. Wheeler; June 15, 1939 (Interstate Commerce).

As passed by Senate July 18, 1939:

Authorizes the Federal Communications Commission to purchase land, etc., in Massachusetts and to erect thereon a radio-monitoring station.

RESOLUTIONS

S. Res. 94. Mr. White; March 6, 1939 (Interstate Commerce).

Directs the Senate Committee on Interstate Commerce to investigate the Federal Communications Commission, censorship of communications, license fee system, network and newspaper control, effects of high power, information required from applicants for station licenses, and the competition between communication companies in domestic service and the competition between companies in communication between the United States and foreign countries.

HOUSE OF REPRESENTATIVES

H. R. 36. Mr. Curley; January 3, 1939 (Judiciary).

Prohibits the holding in contempt by any United States court of any editor, news reporter, correspondent, journalist, or publisher who refuses to reveal the source of confidential communications or conversations obtained for publication in the press, and written in the interest of public welfare, provided such conversation, etc., does not constitute an act of treason (adding to U. S. C. 28: 385).

H. R. 94. Mr. Maloney; January 3, 1939 (Interstate and Foreign Commerce).
Personal endorsements of articles by radio, if paid for, must be accompanied by statement to that effect.

H. R. 251. Mr. Culkin; January 3, 1939 (Interstate and Foreign Commerce).
Amends the Communications Act of 1934 (U. S. C. 41: 316) to prohibit the advertising of alcoholic beverages by radio.

H. R. 253. Mr. Culkin; January 3, 1939 (Interstate and Foreign Commerce).
See Senate Bill No. 575.

H. R. 924. Mr. Culkin; January 3, 1939 (Interstate and Foreign Commerce).
See Senate Bill No. 575.

H. R. 2721. Mr. Celler; January 18, 1939 (Naval Affairs).

Instructs the Secretary of the Navy to construct a radio broadcasting station with power sufficient to transmit programs throughout the United States and other countries of the Western Hemisphere upon high frequencies, said station to be located at Jacksonville, Fla., to be known as the Pan American Radio Station. Authorizes \$700,000 for construction and \$100,000 annually for operation and maintenance.

The United States Commissioner of Education shall be in charge of all programs for said station. He shall select programs which will render a distinct national or international service, which will promote a better understanding among Republics of the American Continent, and which will be of educational and cultural value. No commercial advertising shall be permitted on said programs. General policies shall be determined by an advisory council which shall include the Secretary of State, the Director General of the Pan American Union, the Chairman of the Federal Communications Commission, the Commissioner of Education, and such other Government officials as the President may select. The council may permit privately owned radio companies to use the facilities of the Pan American Radio Station during certain periods provided that their programs do not interfere with the general purposes of this act.

H. R. 2981. Mr. Celler, January 20, 1939 (Judiciary).

Amends the Judicial Code to provide that owners, lessees, licensees, and operators of radio stations shall not be liable for libelous, slanderous, and defamatory statements made during a broadcast by one other than owners, lessees, licenses, or operators or their agents and employees if due care was exercised to prevent their publication [U. S. C. 28: 400].

H. R. 3582. Mr. Flannery; February 1, 1939 (Interstate and Foreign Commerce).

Advertisements of imported articles shall contain in a conspicuous place, a definite statement of the country of their origin. Radio broadcasters shall state the country of origin at the beginning and end of the period.

H. R. 3752. Mr. Lea; February 6, 1939 (Interstate and Foreign Commerce).
See Senate Bill No. 550.

H. R. 4224. Mr. Lea; February 16, 1939 (Interstate and Foreign Commerce).

Establishes a Federal Communications and Radio Commission in place of the Federal Communications Commission—similar to S. 1268 as introduced.

H. R. 4684. Mr. McLeod; March 2, 1939 (Interstate and Foreign Commerce).

Broadcasting stations may be licensed for periods of 3 to 5 years (now not over 3 years); renewals are to be for not less than 3 years [amending U. S. C. 47: 307 (d)].

In acting upon applications for renewals, the commission shall not consider the political views expounded over the station, or held or expressed by the applicant. Where an applicant states under oath that he believes a refusal to renew is based upon such considerations, he may appeal to the "district court of appeals" for a mandamus, and pending such action the license shall remain in force [amending U. S. C. 47: 307 (e)].

H. R. 4798. Mr. O'Toole; March 6, 1939 (Judiciary).

Only members of the bar who are also admitted to practice (or at least not debarred from practice) before the particular department or agency of the Government may represent any person or corporation in connection with any claim or matter before it involving the construction or interpretation of the Constitution or a law of the United States.

Authorizes the heads of departments and agencies to make rules of practice and procedure applicable to proceedings before their departments, etc.; existing rules and regulations are to be continued (not more than 90 days) until promulgation of the new rules.

- H. R. 5508. Mr. Peterson of Florida; April 3, 1939 (Interstate and Foreign Commerce).
See Senate Bill No. 2466.
- H. R. 5791. Mr. Schulte; April 17, 1939 (Interstate and Foreign Commerce).
See House of Representatives Bill No. 6695.
- H. R. 5985. Mr. Flannery; April 25, 1939 (Interstate and Foreign Commerce).
Advertisement of Imported Articles Act—Makes it unlawful to advertise an imported article for sale by the United States mails or by any means in or affecting commerce, including radio broadcast, unless the advertisement clearly discloses the country of origin of such articles (if the article is assembled in the United States from parts, the major proportion of which, are imported, it shall show the origin of such parts only). Containers of imported articles, shipped in interstate commerce are also required to bear this information. Violation of this act shall constitute an unfair and deceptive act under section 5 of the Federal Trade Commission Act.
- H. R. 6219. Mr. Doughton (by request); May 8, 1939 (Ways and Means).
Amends the Federal Alcohol Administration Act (1) to place officers and employees under the civil service laws and classification act; (2) to require annual renewal of basic permits and payments of a \$10 fee (¼ of 1 cent per 12-hour-gallon-capacity in case of distillers); (3) to require basic permits for manufacture, sale, etc. of malt beverages; (4) to rewrite provisions on regulation of unfair competition and unlawful practices, and to add subsections which forbid radio advertising and the bringing of liquor into any State, Territory, or possession for use in violation of its laws.
- H. R. 6695. Mr. McGranery; June 6, 1939 (Interstate and Foreign Commerce).
Makes it unlawful for any person, without the written consent of the performers, to record or mechanically reproduce for profit or gain any music or program material transmitted by wire or radio or to sell or to have in his possession for sale, etc., such record or reproduction, except a recording for private, personal, civic, or political use or addresses on subjects of a public nature [adding to U. S. C. 47: chap. 5, title V].
- H. R. 6973. Mr. Lea; June 23, 1939 (Interstate and Foreign Commerce).
See Senate Bill No. 2611.
- H. R. 7188. Mr. Cochran; July 13, 1939 (Interstate and Foreign Commerce).
Nullifies § 42.03 of Federal Communications Commission Regulations, adopted May 23, 1939, relating to the character of international broadcasts, and forbids the Commission to make regulations limiting such broadcasts to service which will reflect the United States culture, promote international good will, etc. [Note:—The rule was suspended July 14, 1939, Fed. Reg. July 18, 1939, p. 3330.]
- H. R. 7456. Mr. Michael J. Kennedy; August 1, 1939 (Patents).
Copyright infringement by radio broadcast—similar to S. 2846 as introduced.

RESOLUTIONS

- H. Res. 70. Mr. Connery; January 25, 1939 (Rules).
Authorizes the Speaker to appoint a committee of seven members of the House to investigate the charge that a monopoly or monopolies exist in radio broadcasting, and the effect of such on the character of programs, rates charged advertisers, etc. The committee shall also investigate the Federal Communications Commission, and all charges of neglect, inefficiency, misuse of power, corruption, etc. The committee is authorized to hold hearings, subpoena witnesses, etc. Report shall be made in whole or in part during the present Congress, together with legislative recommendations, or otherwise.
- H. Res. 72. Mr. Wigglesworth; January 25, 1939 (Rules).
Authorizes the Speaker to appoint a committee of seven members of the House to make a thorough investigation of the broadcasting industry in the United States and of the policies of the Federal Communications Commission with respect to broadcasting. The committee is authorized to hold hearings, employ experts, subpoena witnesses, etc., and to report to the House its findings.
- H. Res. 234. Mr. Larrabee; June 28, 1939 (Interstate and Foreign Commerce).
Directs the Federal Communications Commission to take steps to provide a method to secure data on the social and economic effects of high-power operation in the standard broadcast band (550-1600 kilocycles) in excess of 50 kilowatts. The Commission may license one or more stations for experimental purposes.



THE EDUCATIONAL AND CULTURAL SIDE



***National Association
of
Educational Broadcasters***

Non-Commercial Stations

F.C.C. Regulations

***Colleges and Universities
Offering Courses in Radio***

Your Radio Library

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As of January 1, 1940

<i>Call Letters</i>	<i>Institutions</i>	<i>Address</i>	<i>Director</i>
KFDY	S. Dak. State College	Brookings, S. D.	S. W. Jones
KFJM	Univ. of N. Dakota	Grand Forks, N. D.	D. R. Jenkins
KFKU	Univ. of Kansas	Lawrence, Kansas	Harold G. Ingham
KOAC	Oregon State College	Corvallis, Oregon	Luke L. Roberts
KUSD	Univ. of S. Dakota	Vermillion, S. D.	R. E. Rawlins
KWSC	State College of Wash.	Pullman, Wash.	Kenneth E. Yeend
WBAA	Purdue University	Lafayette, Ind.	Gilbert D. Williams
WCAL	St. Olaf College	Northfield, Minn.	M. C. Jensen
WCAT	S. Dakota School of Mines	Rapid City, S. D.	C. M. Rowe
WESG	Cornell University	Ithaca, N. Y.	Wilmer S. Phillip
WHA	Univ. of Wisconsin	Madison, Wis.	H. B. McCarty
WHAZ	Rensselaer Poly.	Troy, New York	W. J. Williams
WILL	Univ. of Illinois	Urbana, Ill.	Jos. F. Wright
WNAD	Oklahoma University	Norman, Okla.	Homer Heck
WNYC	City of New York, Municipal Broadcasting System	New York, N. Y.	M. S. Novik
WOI	Iowa State College	Ames, Iowa	W. I. Griffith
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WRUF	Univ. of Florida	Gainesville, Fla.	Garland Powell
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WRUL & WRUW	World Wide Broadcasting Foundation	Boston, Mass.	Walter S. Lemmon
	Cleveland College	Cleveland, Ohio	Gazella P. Shepherd (Mrs.)
	University of Kentucky	Lexington, Ky.	Elmer G. Sulzer
	University of Michigan	Ann Arbor, Mich.	Waldo Abbot
	Western State Teachers College	Kalamazoo, Mich.	W. G. Marburger
	Indiana University	Bloomington, Ind.	Robert Allen
	Chicago Radio Council	Chicago, Ill.	Harold W. Kent
	University Broadcasting Council	Chicago, Ill.	Allen Miller

EDUCATIONAL BROADCASTING IN 1939

By

THOMAS D. RISHWORTH

Educational Director, KSTP

CORRELATION is the keynote in the development of educational broadcasting during the past year. The decade between 1929 and 1939 has seen educational radio pass through all the stages of growth from the colic of noisy infancy to the exuberance of adolescent youth. Ten years ago educators and broadcasters glared at each other as they walked the floor with their squalling child, educational radio. Today they meet at the family table to discuss their joint responsibilities toward this healthy, alert, and curious youth they have created and for whom they must choose the proper career.

Growth

Educational broadcasting has not matured. It is adolescent in its physical characteristics and in its mental and spiritual capacities. But it is potentially an adult, and the past year has brought it many opportunities for attaining that goal.

Correlation has dominated the efforts of the commercial broadcasters, both network and local, in their educational activities during 1939. The Columbia Broadcasting System reports that one hundred ten of its stations have designated staff members as educational directors. Sterling Fisher of CBS has appointed five regional educational directors to correlate work in this field for the entire network.

The National Broadcasting Company, under the guidance of Dr. James Rowland Angell, educational counselor, has extended its operations in the educational field to provide programs for adult and student alike, listening in the home or the classroom, in nearly every phase of learning. Listeners' aids are supplied by the National Broadcasting Company and cooperating organizations for many NBC educational features. A series of four portfolios, containing full-color reproductions of the world's greatest paintings, both classic and modern, together with biographical notes and critical analysis of the artists, is available for the "Art For Your Sake" program, constituting a complete course in art for every listener. This is typical of the expanding interest in the use of visual aids and the written word as a means of

correlating listening activity with the actual learning process.

Conferences

Educational conferences sponsored by the networks for their own staff members and intended to afford a medium for the exchange of ideas and practices and for the development of further cooperation among affiliated stations have been held for the first time during the past year. Both CBS and NBC have called conferences of this type last year, and these meetings have attracted representatives from stations throughout the country, indicating the increased interest in educational broadcasting on the part of the commercial broadcasters.

Further correlation has been promoted by the action of the United States Office of Education and Commissioner John W. Studebaker in appointing Dr. Leonard Power as assistant in charge of Research for the Federal Radio Education Committee. During the closing months of 1939, Dr. Power has made a nationwide tour to study cooperation between broadcasters and the educational facilities of the community in every section of the country. The United States Office of Education has continued to use the facilities of all major networks in presenting programs that have created new standards for education by radio: "The World Is Yours" (NBC), "Americans All, Immigrants All" (CBS), "Democracy In Action" (CBS), and a unique experiment in the field of documentary radio presented once only on the NBC network

in announcing the appearance of the new master map of the United States, "This, Our America."

School broadcasting has continued to expand. The NBC presented in 1939 its twelfth season of the Walter Damrosch "Music Appreciation" series. CBS presented "The American School of the Air" and announced that more than one hundred thousand teachers' manuals had been distributed for this series. The Mutual Broadcasting System again presented its "Nation's School of the Air" to the classrooms of America. Teachers and school executives are accepting radio listening as a supplement to classroom activity on an ever-increasing scale, although much has yet to be done in this field to achieve the necessary acceptance for these programs in schools of the nation.

Utilization

Correlation in the educational broadcasting activities of 1939 has brought new emphasis to another phase of educational radio: implementation or utilization. Educators and broadcasters turned their attention more than ever last year to the study of educational broadcasting and its use in the home and school. The Ohio Institute for Education by Radio, which last year observed the tenth anniversary of its founding, has made significant contributions in this field. The Chicago School Broadcast Conference has also played an important part in the study of utilization. Radio educators are aware of the need for critical observation of their methods and for the proper classroom techniques to assure the effectiveness of a program. These techniques include preliminary discussion or reading by the student listener, further discussion and study following the broadcast, the provision of listener aids and correlative material, the scientific examination of results through observance and analysis of listener reactions at various age and social levels, and the proper publicity for educational broadcasts.

The literature of educational radio has been increased through the publication during the past year of many studies, manuals, radio drama anthologies, textbooks, and listeners' guides. Radio journals and magazines have devoted more space than ever before to educational radio.

High Frequencies

Cleveland and New York City have assumed leadership in the use of ultra-high frequencies for school broadcasting. In Chicago, Alameda (California), Rochester (New York), Detroit, Indianapolis, and other large cities, local school systems have made significant developments in presenting programs for the class-

room, under the supervision of a school-financed staff of radio experts. Chicago alone has a staff of more than twenty persons engaged in presenting programs on all of the local commercial stations in that city.

The training of high school and college students and others in radio techniques has expanded in every section of the country. Some 346 colleges of the nation are now offering courses in radio. At the high school level, no estimate is available of the number of courses being offered but the movement is extending through all levels from the elementary grades through the high school. In this field, KSTP in St. Paul-Minneapolis has indicated the extent to which cooperation between broadcaster and teacher is possible. Radio workshops have been established in ten high schools, one teacher's college, and two colleges in Minnesota with the active supervision and guidance of KSTP.

Courses

The University of Wisconsin, through its state-owned station, WHA, the University of Michigan, the State University of Iowa, Ohio State University, the University of Minnesota, the University of Illinois and others continue to lead in offering state-wide radio courses under their own sponsorship.

The social problems of modern life are receiving greater emphasis than ever before in educational broadcasting. As the people of the world continue to destroy each other, as the complexity of our national and international problems becomes more pressing, radio education is attempting to devote more and more of its time to the fundamental principles that must survive if we are to have a sane and balanced world with a life of equal opportunities and responsibilities for all. The new code of the National Association of Broadcasters has done much to interpret these fundamentals as a primary function of radio.

Conclusion

Educational broadcasting must continue to stress cooperation if it is to grow. In so far as education is a reflection of life in terms of experience and an adjustment of the individual to that life with intelligence and sympathy and truth, educational broadcasting must bring within its fold all of the best elements of society, working together in 1940 and in all the years to come for the inspiration, motivation, and direction of listening as a learning process. Inspiration, motivation, coordination, implementation—these together with cooperation must be the keynote for the course of education by radio in the future.

EDUCATIONAL RADIO

A PUBLIC SERVICE

By

J. KENNETH JONES

Director of Information

Federal Radio Education Committee

A SMALL coin—suppose we say a penny—held close enough to the eye, will obscure the noblest works of God and man.

Pennies need perspective.

Similarly, a considerable amount of perspective would seem to be necessary in the matter of achieving education through radio in the United States.

On all sides of this question we see exhibited the tendency to allow the trees to obscure the forest. Broadcasters here and there, making time available for what is euphemistically known as “educational programs,” are likely to feel that, judged by entertainment values, designed to intrigue and hold listeners, the quality of the productions sponsored by educational groups is extremely low. Certainly under these circumstances, we can understand if the broadcaster concludes that the actual achievement of education through radio is a questionable quantity. His approach is purely pragmatic. He points out that he has made the time and the facilities of his station available for educational purposes, but he sincerely questions the actual achievement of any important degree of education because of the low quality of many programs from a show business angle. He is, basically, a showman, and his values are those of show business.

The educator, on the other hand, has an entirely different approach to this question. First, he points out, the broadcaster is not interested in education, and certainly the majority of the programs which he airs cannot be considered educational. For the life of him he cannot understand why the average radio listener should not be interested in the gems of enlightenment and culture which he is all too ready to impart. He does his best, he points out, to present listenable programs, but his resources are limited.

If the foregoing is the bird's eye view which we get when we look at radio in the United States today, then certainly we need perspective.

It is true that there is a certain super-

ficial conflict of interests between broadcasters and educators, but this conflict is, let it be repeated, superficial. Under the surface there is a basic philosophy within which there can be no conflict between broadcasters and educators. As a matter of fact, these two groups will be working together through the year 1940 as never before in a cooperative effort through which, we dare to hope, there will be evolved the American system of education through radio.

Let us examine briefly the basic philosophy which underlies the American system of broadcasting. The American way is to encourage the individual toward the fullest self-expression, and one of the major responsibilities of American education is to guide that self-expression into constructive channels.

Broadcasters are members of that small group of our national community which has found self-expression through the administration of radio. Further, our national philosophy is dedicated to the principle that many natural resources need not and should not become Governmental monopolies, but that they may and should be administered privately and for legitimate profit, so long as that administration remains in the public interest, convenience, and necessity.

Broadcasters then, enjoy the privilege of administering the great natural resource of radio, but as an accompanying condition they are obliged to accept the responsibility of insuring that their administration remains at all times in the public interest.

Translated into more concrete terms this means that a certain number of their broadcast periods should be devoted to what may be designated as “public service” broadcasting. The need for these safeguards is intrinsic in radio in that it touches all of the people, and we hardly need explore the point further.

Now certainly programs which are designed to achieve or which do achieve public enlightenment along constructive and desirable lines may be considered as serving a public need, and hence, in airing them, the broadcasters are conducting

their operations in the public interest, convenience and necessity.

Broadcasters sometimes overlook the fact, however, that educators are constantly rendering them a vital service. As U. S. Commissioner of Education John W. Studebaker has pointed out in a year's end report to the Federal Communications Commission:

"In the kindergarten, the elementary school, the secondary school, the college, the university—from the rostrum, the forum platform, and at the table around which a discussion group may gather, educators are today, and for years have been upholding and inculcating an appreciation of the American way of life and especially of the basic necessity of freedom to learn. In doing so they have increased the understanding of the need for a system of broadcasting free from the compulsion of censorship."

It is quite apparent therefore that broadcasters and educators have mutual and vital interests. Through his activity the educator is perpetuating the American system, within which the broadcasters enjoy the privilege of administering their property with a minimum of Governmental interference or control. On

the other hand, the broadcaster offers the educator a powerful instrument for achieving the education which is designed to maintain and strengthen the entire American system—a fundamental aim of American education. That there is a mutual recognition of these facts is evident in the program of the Federal Radio Education Committee. This Committee, jointly composed of broadcasters and educators, and appointed by the Federal Communications Commission, is now in the midst of a program aimed at bringing about effective cooperation between broadcasters and educators.

It is carrying forward a series of thirteen exhaustive studies, upon the findings of which sound steps may be planned. Meanwhile, it is promoting the development of sound technics through a Service Division. Finally it seeks to interpret this evolution in American radio to the American people so that it may have their understanding and support.

The eventual result of this cooperative effort may be the emergence of the American plan for education through radio which will be an integral and an accepted part of the American system of broadcasting.

Non-Commercial Educational Broadcast Stations

(As of January 1, 1940)

The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public. Such stations operate on not less than 100 watts and not greater than 1000 watts unless a definite need for greater power is shown and such stations must furnish a non-profit and non-commercial broadcast with no sponsored or commercial programs.

Licensee and Location	Call Letters	Frequency (Kc)	Power
Board of Education, City of New York, Brooklyn, N. Y.	WNYE	41100	500 w
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio	WBOE	41500	500 w
Pending Application			
Board of Education of San Francisco Unified School District, Civic Auditorium Bldg., 22nd & Bartlett Sts., San Francisco, Calif....	not assigned	41300	1000 w
Pacific States University, 1117 Venice Blvd., Los Angeles, Calif.	not assigned	41300	1000 w
San Mateo Junior College District, San Mateo, Calif.	not assigned	41060	100 w
University of Kentucky, Lexington, Ky. (Transmitter: High School Bldg., Beattyville, Ky.)	not assigned	41900	100 w

F. C. C. Regulations Regarding Non-Commercial Educational Broadcast Stations

The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Power Requirements

The operating power of non-commercial educational broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency

control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

41,020 kc	41,060 kc	41,100 kc	41,140 kc
41,180	41,220	41,260	41,300
41,340	41,380	41,420	41,460
41,500	41,540	41,580	41,620
41,660	41,700	41,740	41,780
41,820	41,860	41,900	41,940
41,980			

Stations serving the same area will not be assigned frequencies separated less than 160 kilocycles.

Amplitude modulation shall be employed exclusively unless it can be shown that frequency modulation will better serve the purpose of the station in which case such modulation may be authorized provided sufficient frequencies can be grouped so as to obtain the required band width without causing interference to established stations or preventing the full expansion of the service.

Only one frequency will be assigned to a station.

COLLEGES AND UNIVERSITIES IN THE UNITED STATES OFFERING COURSES IN RADIO BROADCASTING

As of January 1st, 1940

With Names of Instructors and Credit Hours

*Compiled by the Director of Research, Federal Radio Education
Committee, U. S. Office of Education, Federal Security Agency,
Washington, D. C.*

On September 30, 1938, the Educational Radio Script Exchange, of the Office of Education, mailed a questionnaire to the 1,686 colleges and universities in the United States asking for information regarding specialized courses in the field of radio. Replies were received from 916 institutions. A total of 310 Institutions reported at least one regular course in radio. In August 1939, the 916 institutions which responded to the first questionnaire were asked to recheck and correct their previous information concerning radio courses. The list that follows is the result of the rechecking survey. The following code should be used to interpret the listings in this survey, the courses being indicated by letters as follows: (A) General Course in Radio, (B) Radio Program Planning and Production, (C) Education by Radio, (D) Radio Script Writing, (E) Radio Announcing (F) Radio Speech, (G) Radio Dramatics, (H) Radio Music, (I) Radio Station Management, (J) Radio Advertising, (K) Technical Courses in Radio, (L) Television, and (M) Radio Law.

Whenever credit hours were reported for any course, the number of hours will be found bracketed with the identifying letter of that particular course. For example, (D-2) (E) indicates a course in Radio Script Writing for which 2 credit hours are given and a course in Radio Announcing for which no credit hours were reported. The symbol (F and G-4) signifies that a course involving both Radio Speech and Radio Dramatics is offered with 4 hours of credit given. The symbol (K-varies) means that technical courses in radio are available for which credit hours vary. Included with each listing will be found the name of an instructor who is in charge of radio instruction. These persons should be consulted for further information. The asterisk before the name of the institution indicates that the school has its own broadcasting station and equipment.

College	In Charge of Radio
Abilene Christian College, Abilene, Tex. (D & F-3)	Mrs. A. B. Morris
Akron, University of, Akron, Ohio. (F-3)	O. A. Hitchcock
Alabama University of, University, Ala. (A) (D) (E) (F) (K)	Clyde B. Crawley
Alabama College, Montevallo, Ala. (A-2)	Nora Landmark
Alabama Polytechnic Institute, Auburn, Ala. (A-2) (K-varies)	Woodrow Darling
Alliance Technical Institute, Cambridge Springs, Pa. (A-3)	F. Kowalko

Antioch College, Yellow Springs, Ohio. (K-6).....	C. D. Barbulesco
Arizona, University of, Tucson, Ariz. (K-3).....	R. G. Picard
Arkansas, University of, Fayetteville, Ark. (K-3).....	C. W. Janes
Armour Institute, 3300 Federal Street, Chicago, Ill. (K-4) (L-4).....	A. W. Sear
Asheville Normal and Teachers College, Asheville, N. C. (A).....	Hazel Gebbany
Augustana College, Rock Island, Ill. (A-3) (G).....	Theodor Le Vander & Ruth Robinson
Augustana College, Sioux Falls, S. Dak. (F) (G) (E) (H).....	Hugo A. Carlson
Aurora College, Aurora, Ill. (B-2).....	J. Floyd Morris
Bard College, Annandale-on-Hudson, N. Y. (K & L-8) (A-8).....	Harold Hughes
Baylor University, Waco, Tex. (A-3 1/3).....	Sara Lowrey
Berry College, Mt. Berry, Ga. (K-2).....	L. E. McAllister
Birmingham Southern College, Birmingham, Ala. (A-3).....	Dr. M. F. Evans
Blue Ridge College, New Windsor, Md. (G).....	Mme. Barry-Orlova
Bob Jones College, Cleveland, Tenn. (B-2).....	Elizabeth Adams
Boston College, Chestnut Hill, Mass. (K-8).....	Rev. John A. Tobin
Boston University College of Business Administration, Boston, Mass., (B-2) (D-2) (F-2) (G-2) (J-2).....	Ralph L. Rogers
Bradley Polytechnic Institute, Peoria, Ill. (A-2) (F-2) (K-3).....	F. E. Duce
Branch Agricultural College, Cedar City, Utah. (E-5).....	R. L. Halverson
Brigham Young University, Provo, Utah. (A-2) (D-2) (G) (H) (I) (J).....	Dr. T. Earl Pardoe
Bucknell University, Lewisburg, Pa. (K-3).....	George A. Irland
Butler University, Indianapolis, Ind. (F-3) (K-6).....	L. Gray Burdin
California, University of, Extension Division, Los Angeles, Calif. (B) (D) (G).....	Margaret Wotten
California, Institute of Technology, Pasadena, Calif. (K-18).....	S. S. Mackeown
California Polytechnic Junior College, San Luis Obispo, Calif. (A-3) (H-2) (K-6).....	B. G. Eaton
Canisius College, Buffalo, N. Y. (A-2) (D-2).....	Charles E. Brady
Capital University, Columbus, Ohio. (B-3).....	Prof. W. C. Craig
Carnegie Institute of Technology, Pittsburgh, Pa. (K).....	Charles Williamson
Carroll College, Waukesha, Wis. (F-2) (K).....	V. P. Batha
Carson Newman College, Jefferson City, Tenn. (A-3).....	Alex Chavis
Case School of Applied Science, Cleveland, Ohio. (K-12).....	J. R. Martin
Catholic University, Washington, D. C. (D-2) (E-2) (G-2).....	Rev. G. V. Hartke
C. C. N. Y. School of Technology, New York, N. Y. (A-3) (K-3).....	Alexander H. Wing, Jr.
Centenary Junior College, Hackettstown, N. J. (A-1).....	Ellen C. Crouch
Chicago, University of, Chicago, Ill. (A-3 1/3) (D-7) (F-3 1/3).....	Charles Newton
Chicago Musical College, Chicago, Ill. (A) (B) (C) (D) (E) (G) (H).....	Belle Forbes Cutter
Chicago School of Expression and Dramatic Art, Chicago, Ill. (A) (B) (D) (E) (G).....	Helen C. Espie
Chicago Teachers College, Chicago, Ill. (C-2) (D-3).....	Luella Hoskins
Cincinnati, University of Cincinnati, Ohio (D-4) (J-2) (K-varies) (L) (M-4).....	W. C. Osterbrock
Cincinnati College of Music, Cincinnati, Ohio. (B-4).....	Uberto Neely
Cincinnati Conservatory of Music, Cincinnati, Ohio. (A) (D) (G).....	Hubert Kockritz
Citadel, The, Charleston, S. C. (A-6).....	N. F. Smith
Clarkston College, Potsdam, N. Y. (K-varies).....	J. L. Stiles
Clemson College, Clemson, S. C. (K-2).....	Prof. A. B. Credle
Coe College, Cedar Rapids, Iowa. (A-2) (F).....	J. Dale Welsch
College of St. Scholastica, Duluth, Minn. (A-1).....	Sister Bernard
College of St. Teresa, Winona, Minn. (B) (C) (H).....	Sister M. Marceline
College of Wooster, Wooster, Ohio. (A-4).....	Earl W. Ford
Colorado College, Colorado Springs, Colo. (K-8).....	Howard Olson
Colorado School of Mines, Golden, Colo. (K-6).....	Myron G. Pawley, Raymond Dickinson
Colorado State College, Fort Collins, Colo. (A-3).....	Frank P. Goeder, Ph.D.
Colorado State College of Education, Greeley, Colo. (A-4).....	F. L. Herman
Columbia College of Drama and Radio, Chicago, Ill. (A) (B-2) (C) (D-2) (E-2) (F-2) (G-4).....	Norman Alexandroff
Columbia University, New York, N. Y. (A-2) (D-3).....	James C. Egbert
Compton Junior College, Compton, Calif. (K-5).....	Jesse E. Hathaway
Connecticut State College, Storrs, Conn.	Dr. R. B. Corbett
Cornell College, Mount Vernon, Iowa. (A-3) (B-3).....	Albert Johnson
Cornell University, Ithaca, N. Y. (A-2) (K-4).....	Chas. A. Taylor

Cornish School, The, Seattle, Wash., (A-3) (B-2) (D-2) (E-2) (F-2) (G-3) (I) (J-3) (M)	Donald MacLean
Creighton University, Omaha, Nebr. (B-3) (D-3)	Edwin Puls
Cummock Junior College, Los Angeles, Calif. (F)	Josephine Dillon
Davidson College, Davidson, N. C. (K-4)	F. L. Jackson
Dayton, University of, Dayton, Ohio. (G) (K-3)	Prof. Louis Rose
Denison University, Granville, Ohio. (A-3)	Richard H. Howe
Denver, University of (School of Commerce), Denver, Colo. (B-2½) (D-2½) (F-2½)	Roscoe K. Stockton
Detroit, University of, Detroit, Mich. (A-2) (F)	E. A. McFaul
Doane College, Crete, Nebr. (A-4) (B) (G)	Dr. E. Russell Wightman
Dodd College, Shreveport, La. (A-3)	(not known)
Drake University, Des Moines, Iowa, (A-2) (B-2) (D-4) (E) (G-2) (I-3) (J-2)	Edwin G. Barrett
Note: Drake offers a major in radio.	
Drexel Institute of Technology, Philadelphia, Pa. (K)	R. T. Zern
Dubuque, University of, Dubuque, Iowa. (A-4) (K-4)	R. G. Wilson
Duke University, Durham, N. C. (K-3)	W. J. Seeley
Duquesne University, Duquesne, Pa. (A-3)	Madeleine S. Foust
East Central Teachers College, Ada, Okla. (A-2)	D. J. Nabors
Eastern Washington College of Education, Cheney, Wash. (K-2)	James S. Lane
Elmira College, Elmira, N. Y. (F)	Geraldine Quinlon
Emerson College, Boston, Mass. (A-3) (D-2) (E-2) (G-2)	Arthur F. Edes
Emory University, Emory University, Ga. (A-5) (K)	J. B. Peebles
Emporia, College of, Emporia, Kans. (A-4)	R. F. Miller
Florida, University of, Gainesville, Fla. (F-3) (K-varies)	Garland Powell
Florida Agricultural and Mechanical, Tallahassee, Fla. (A-2) (K-4)	H. R. Orr
Florida Southern College, Lakeland, Fla. (A-1)	Miss Alma Johnson
Fort Hays Kansas State College, Hays, Kans. (A-3)	Harvey A. Zinszer
Frances Shimer College, Mount Carroll, Ill. (D-2) (G-3)	George E. Hoffman
Franklin University, YMCA, Columbus, Ohio. (A) (K)	E. E. Dysart
Friends University, Wichita, Kans. (B-2) (E-1) (G) (K-5)	Irene Vickers Baker
George Peabody Teachers College, Nashville, Tenn. (E-2)	A. L. Crabb
George Washington University, Washington, D. C. (A-3) (K)	Prof. W. Hayes Yeager
Georgetown University, Washington, D. C. (A) (M-2)	P. J. Donovan
Georgia, University of, Athens, Ga. (D & E-5)	Prof. Edward C. Crouse
Georgia School of Technology, Atlanta, Ga. (A-3) (D & F-3) (K-3)	Irving H. Gerks
Gila Junior College, Thatcher, Ariz. (A-3) (G-2) (H-2)	William G. Kauffman
Glendale Junior College, Glendale, Calif. (A-3) (F-2)	B. L. Griffing
Gonzaga University, Spokane, Wash. (K-5)	Richard A. Brown
Grays Harbor Junior College. (A)	Not Known
Grove City College, Grove City, Pa. (A-4) (G) (H) (K-4)	Not Known
Harding College, Searcy, Ark. (A-5) (H-3)	Leonard Kirk
Hardin-Simmons University, Abilene, Tex. (F-3)	Katherine Boyd
Harvard University, Cambridge, Mass. (K)	Dr. R. W. Hickman
Hastings College, Hastings, Nebr. (A-2) (F)	Charles J. Thurmond
Haverford College, Haverford, Pa. (A-3) (K-3)	J. D. Elder
Houston, University of, Houston, Tex. (K-3½)	Harvey W. Harris
Howard College, Birmingham, Ala. (K-2)	Paul D. Bales
Idaho, University of, Moscow, Idaho. (A-2) (K-varies)	Prof. R. H. Hull
Illinois College, Jacksonville, Ill. (K-varies)	F. W. Cooke
Illinois, University of, Urbana, Ill. (K)	Josef F. Wright
Illinois State Normal University, Normal, Ill. (F-2)	Harvey F. Admire
Illinois Wesleyan University, Bloomington, Ill. (A-4)	Wilson B. Paul
Indiana State Teachers College, Terre Haute, Ind. (A-4) (B-4) (C-4) (D-4) (E-4)	Dr. Clarence M. Morgan
Indiana University, Bloomington, Ind. (A-3) (B-3) (C-3) (D-3)	Dr. Lee Norvelle
Iowa, State University of, Iowa City, Iowa. (A-3) (B-2) (D-3) (F-3) (G-3) (J-3) (K-2)	Bruce E. Mahan
Iowa State College, Ames, Iowa. (D-3) (F-3) (K-4) (L-4)	W. L. Griffith
Iowa Wesleyan College, Mount Pleasant, Iowa. (A-3)	Roger M. Morrow
Ithaca College, Ithaca, N. Y. (D) (E-4) (G-4)	Dr. Winn F. Zeller
John B. Stetson University, DeLand, Fla. (G-6) (H-6) (K-6)	Dr. Robert I. Allen
John Brown University, Siloam Springs, Ark. (A-3) (B-3) (I-3) (K-varies) (M-2)	Harold Fristoe

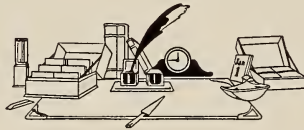
John Carroll University, Cleveland, Ohio. (B-3) (D-3) (E-3) (G-3)	Wm. A. D. Millson
Johns Hopkins University, Homewood, Baltimore, Md. (K-3)	Ferdinand Hamburger, Jr.
Juilliard School of Music, 130 Claremont Avenue, New York, N. Y. (A)	Robert A. Simon
Kanawha College, Charleston, W. Va. (A-2)	Ann Ferguson
Kansas, University of, Lawrence, Kans. (G-2)	Harold G. Ingham
Kansas State College, Manhattan, Kans. (A-3) (B-2) (D-2) (F-2) (H-2) (J-3) (K-4)	H. B. Summers
Kansas State Teachers College, Emporia, Kans. (A-2) (D) (E) (F) (G)	S. Winston Cram
Kent State University, Kent, Ohio. (A-3)	G. Harry Wright
Kentucky, University of, Lexington, Ky. (C-3) (K-3)	Elmer G. Sulzer
Lafayette College, Easton, Pa. (A-3) (K & L-6)	C. H. Page
La Grange College, La Grange, Ga. (B-2) (G-3)	Mae Kirkland
Lamont School of Music, Denver, Colo. (A-2) (B-2) (E) (G-2)	James Lehman
Lehigh University, Bethlehem, Pa. (K-varies)	Assoc. Prof. H. C. Knutson
Lenoir Rhyne College, Hickory, N. C. (A-3)	Karl Z. Morgan
Lincoln University, Jefferson City, Mo. (A)	Albert A. Kildare
Little Rock Junior College, Little Rock, Ark. (G) (H-1)	Dell Park McDermott
Long Beach Junior College, Long Beach, Calif. (F-6)	Miss Edith Hitchcock
Louisiana Polytechnic Institute, Ruston, La. (C) (K)	D. R. Armstrong
Louisiana State University, University, La. (A-3) (D-3) (F-3) (I-3) (K-3)	Ralph W. Steeltle
Louisville Municipal College, Louisville, Ky. (K-4)	Donald A. Edward
Loyola University, Los Angeles, Calif. (A-2) (D-2) (G-1) (J-1)	Martin H. Work
McMurray College, Abilene, Tex. (B-3)	Harold G. Burman
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A comprehensive and important selection of books on Radio and Television. Appended is a listing of informative literature published and available through National Broadcasting Company, Columbia Broadcasting System and Mutual Broadcasting System.



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Measuring the Radio Audience.
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Radio Listening.
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Truth About the Harvard Findings.
Twelve Months.
Understanding Opera.
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Very Rich.
We Write a P. S. To a Postcard.
When the Advertising Dollar Goes To Work
In Newspapers, Magazines and Radio.

Publications of the Mutual Broadcasting System

All Three of Us Can't Be Wrong.
Along Different Lines.
Award Folder.
Coverage: Maps and Market Data of the
Mutual Broadcasting System.
A Day In the Life of Ray D. O'Dollar.
The Greeks Used a Wooden Horse.
A Guinea Pig Goes To Town.
Hollywood Moves East.
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How Big Is a Rubber Band.

The Human Element In a Sheet of Steel.
Mutual Marches On.
Napoleon's Boots.
"Put It In Quotes."
Some Think Them Sacred.
Study In Ups and Downs.
Take Your Choice.
True or False.
We Suspect.

Publications of the National Broadcasting Company

INSTITUTIONAL

History in the Making.
Partnership of Religion & Radio.
Broadcasting in the Public Interest.
Radio Stations of the U. S.—Folders.
RCA Television.
An Interpretation of NBC Program Poli-
cies as Affected by War.
The World's Most Glamorous Performance.
The Church in the Sky.
Listening to Learn.
Meet Mr. Weeks (Announcement).
NBC Presents (Monthly publication).
Yesterday's Children.
Music for Education.
Human Nature in Action.
Alma Kitchell's Briefcase.

NBC SALES PROMOTION

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Dialogue Over Pittsburgh.
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Let's Look at Radio Together.
NBC Program Policies.
New Dial for KECA.
Radio Families in the U. S.
Sales Through the Air.
So They Never Came Back.
Stubble, Stubble, Sales are Double.
Summer Slumps in Radio.
Taking the Blue Sky out of the Air.
Time Zone Cards.
What is a Radio Program Rating?
M & O Station Circulation Maps.

NBC RADIO-RECORDING DIVISION

NBC Thesaurus Portfolio of Recorded Pro-
grams.
NBC Thesaurus Program Service Bulletin.
NBC Thesaurus Sales Bulletin.
NBC Thesaurus Sales Manual.
NBC Syndicated Recorded Programs—Pre-
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Agent K-7 Returns, Heart Throbs of the
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GUEST RELATIONS

Radio City Broadcasting & Television Tours
Booklet.
NBC Radio City Hollywood Studio Tour
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Television Booklet.

LISTENER AIDS

NBC Music Appreciation Hour.
Ideas That Came True.
America's Town Meetings of the Air.
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45 W. 47th St., New York, N. Y.

BRyant 9-3550

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

BRyant 9-0430

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To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

American Association of Advertising Agencies

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

MOhawk 4-7982

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FUNCTIONS

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American Bar Association (Standing Committee on Communications)

Office of the Chairman: 920 Southern Bldg., Washington, D. C.

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FUNCTIONS

The main function of this committee is to keep in touch with any phase of the field of communications in which the American Bar Association may have an interest. It reports to the Bar Association at intervals with recommendations for action, and carries out such mandates as it receives from the Association.

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744 Jackson Place, Washington, D. C.
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FUNCTIONS

This Council's purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences. It has sponsored two national conferences on educational broadcasting to provide a national forum of educational and broadcasting interests for the furthering of education by radio. It also has an educational motion picture project which is evaluating and producing classroom films.

American Federation of Musicians

1450 Broadway, New York, N. Y.
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2 West 45th St., New York, N. Y.
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576 Fifth Ave., New York, N. Y.
Longacre 3-6223

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FUNCTIONS

AGMA is a union whose purpose is to bargain collectively on behalf of solo musical artists in the protection of their common interests. It is not directly engaged in the radio industry and is affiliate of the American Federation of Radio Artists which has direct jurisdiction over broadcasting artists.

American Guild of Radio Announcers and Producers

13-26 142nd St., Melba, Long Island
Independence 3-2633

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FUNCTIONS

This organization is an independent labor union, industrial in character, representing announcers, producers, sound effects technicians, radio engineers, etc., at radio stations throughout the United States.

American Marketing Association

1621 Millard St., Bethlehem, Pa.

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FUNCTIONS

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Hartford 3-6269

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FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York, N. Y.
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CALIFORNIA: (Southern Part) Philip Cohen, 1217 Foreman Bldg., 707 S. Hill St., Los Angeles, Calif.; (Northern Part) Samuel M. Roeder, 1302 Humboldt Bk. Bldg., San Francisco, Calif.
COLORADO: H. O. Bergcamp, Security Bldg., Denver, Colo.
CONNECTICUT: R. W. Rome, 44 School Street, Boston, Mass.
DELAWARE: E. A. Sherwood, 1616 Baltimore Trust Bldg., Baltimore, Md.

• • • ORGANIZATIONS • • •

DISTRICT OF COLUMBIA: E. A. Sherwood, 1616 Baltimore Trust Bldg., Baltimore, Md.

FLORIDA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

GEORGIA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

IDAHO: (Southern Part) Hugo B. Anderson, 623 Continental Bank Bldg., Salt Lake City, Utah; (Northern Part) Herman Kenin, 911 Public Service Bldg., Portland, Ore.

ILLINOIS: E. S. Hartman, 7 So. Dearborn St., Chicago, Ill.

INDIANA: Sneathen & Summers, 1214 Circle Tower, Indianapolis, Ind.

IOWA: John C. Wooden, 601 Des Moines Bldg., Des Moines, Iowa.

KANSAS: American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y.

KENTUCKY: William F. Clarke, Jr., Louisville Trust Bldg., Louisville, Ky.

LOUISIANA: J. Studebaker Lucas, 1015 Carondelet Bldg., New Orleans, La.

MARYLAND: E. A. Sherwood, 1616 Baltimore Trust Bldg., Baltimore, Md.

MASSACHUSETTS: R. W. Rome, 44 School Street, Boston, Mass.

MICHIGAN: Grosner & Burak, 782-784 Penobscot Bldg., Detroit, Mich.

MINNESOTA: Dwain M. Ewing, 909 Northwestern Bank Bldg., Minneapolis, Minn.

MISSISSIPPI: J. Studebaker Lucas, 1015 Carondelet Bldg., New Orleans, La.

MISSOURI: (Address Nearest Office) Maurice J. O'Sullivan, 700 Gloyd Bldg., Kansas City, Mo. Karl P. Spencer, 950 Telephone Bldg., 1010 Pine St., St. Louis, Mo.

NEBRASKA: E. N. Blazer, 801 Electric Bldg., Omaha, Nebr.

NEVADA: Hugo B. Anderson, 623 Continental Bank Bldg., Salt Lake City, Utah.

NEW HAMPSHIRE: Demond, Woodworth, Solloway, Piper & Jones, New Hampshire Savings Bank Bldg., Concord, New Hampshire.

NEW JERSEY: Samuel M. Hollander, Military Park Bldg., 60 Park Place, Newark, N. J.

NEW MEXICO: H. O. Bergcamp, Security Bldg., Denver, Colo.

NEW YORK: (Address Nearest Office) American Society of Composers, Authors and Publishers, 30 Rockefeller Plaza, New York, N. Y. Lawrence Schlus, 1140 Lincoln-Alliance Bank Bldg., Rochester, N. Y.

NORTH CAROLINA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

NORTH DAKOTA: Dwain M. Ewing, 909 Northwestern Bank Bldg., Minneapolis, Minn.

OHIO: (Address Nearest Office) Samuel Feldman, 3910-11 Carew Towers, Cincinnati, Ohio. Frankel & Frankel, 1520 NBC Bldg., Cleveland, Ohio.

OKLAHOMA: Milsten and Milsten, 807 Tulsa Loan Bldg., Tulsa, Okla.

OREGON: Herman Kenin, 911 Public Service Bldg., Portland, Oregon.

PENNSYLVANIA: (Address Nearest Office) (Western Part) William J. O'Brien, 509 Grant Bldg., Pittsburgh, Pa. (Eastern Part) H. A. Brown, 1638 Lincoln Liberty Bldg., Philadelphia, Pa.

RHODE ISLAND: R. W. Rome, 44 School Street, Boston, Mass.

SOUTH CAROLINA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

SOUTH DAKOTA: Dwain M. Ewing, 909 Northwestern Bank Bldg., Minneapolis, Minn.

TENNESSEE: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

TEXAS: Frank H. Hemby, 412 Tower Petroleum Bldg., 1905 Elm Street, Dallas, Texas.

UTAH: H. O. Bergcamp, Security Bldg., Denver, Colo.

VERMONT: R. W. Rome, 44 School Street, Boston, Mass.

VIRGINIA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

WASHINGTON: American Society of Composers, Authors and Publishers, 30 Rockefeller Plaza, New York, N. Y.

WEST VIRGINIA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

WISCONSIN: Robert A. Hess, Plankinton Bldg., Milwaukee, Wis.

WYOMING: H. O. Bergcamp, Security Bldg., Denver, Colo.

EUROPEAN REPRESENTATIVE: Hugo Bryk, 27-33 Champs-Elysees, Paris (8e), France.

JAPAN: Dr. W. Plage, 29 Mikawadaimachi, Azabu-Ku, Tokyo, Japan.

ARGENTINA: G. Giacompol, Sante Fe 1548, Buenos Aires, Argentina.

HAWAII: Samuel M. Roeder, 1302 Humboldt Bank Bldg., San Francisco, Calif.

PUERTO RICO: Stanley Shepard, Camino Del Acueducto de Guaynabo, Box 3667, Santurce, Puerto Rico.

CUBA: Dr. Ricardo E. Viurrun, 7 O'Reilly Street, Havana, Cuba.

• American Society of Music Arrangers 1438 Ridgley Drive, Los Angeles, Calif.

OFFICERS

President.....Robert Russell Bennett
 First Vice-President.....Adolph Deutsch
 Second Vice-President.....John M. Leopold
 Secretary-Treasurer.....Vernon Leftwich
 Counsel.....William Jennings Bryan, Jr.
 Business Manager.....Richard S. Hartman

DIRECTORS

Robert Russell Bennett, Adolph Deutsch, John M. Leopold, Vernon Leftwich, John Raab, Edmund Ross, Leigh Harline, Charles Wolcott, Arthur Lange, Felix Mills, Leo Arnaud.

FUNCTIONS

The American Society of Music Arrangers is a national organization founded in 1937 and is composed of the leading music arrangers of the country. Its function is to gain greater recognition for its members, to establish a closer bond among its members, to promote a mutual understanding with contemporaries, and to secure the fulfillment of the coordinate needs and protection of all members.

• Associated Actors and Artistes of America

25 West 45th Street—Room 1604, New York City,
 N. Y.
 Phone: BRyant 9-9237.

OFFICERS

President-Executive Director.....Frank Gillmore
 Executive Secretary.....Paul Dullzell
 1st Vice-President.....Jean Greenfield
 2nd Vice-President.....Kenneth Thomson
 Treasurer.....Leo Fischer
 Counsel.....Paul M. Turner

FUNCTIONS

Associated Actors and Artistes of America, generally known as the Four A's, holds the international charter from American Federation of Labor covering theatrical entertainers. Actors' Equity, American Federation of Radio Artistes, Screen Actors Guild, Chorus Equity, American Guild of Variety Artists, American Guild of Musical Artists, etc., are granted charters via Four A's.

ORGANIZATIONS

Associated Broadcast Technicians, Unit of the International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington, D. C.

OFFICERS

President	Lyman G. Swenson (WCCO, Minneapolis)
Recording Secretary	Robert J. Mayberry (WABC, New York City)
Financial Secretary	Edward L. Philbrick (WEEI, Boston)
Treasurer	Ted Denton, Jr. (KNX, Los Angeles)
National Business Manager and International Representative	D. J. Dunlop
International Representative	Russ Rennaker
REGIONAL OFFICERS	
1st Region	Edward L. Philbrick (WEEI, Boston)
2nd Region	Robert J. Mayberry (WABC, New York City)
3rd Region	Edwin F. Laker (WJSV, Washington, D. C.)
4th Region	Ralph F. Painter (WBT, Charlotte, N. C.)
5th Region	Howard Stephen (WKRC, Cincinnati)
6th Region	Harry Harvey (WBBM, Chicago)
7th Region	Percy Zeigler (KOWH, Omaha)
8th Region	Ted Denton, Jr. (KNX, Los Angeles)

This association is a labor union representing broadcast technicians only.

Association of National Advertisers, Inc.

330 West 42nd St., New York, N. Y.
BRyant 9-6330

OFFICERS

Chairman of Board	A. O. Buckingham (Cluett, Peabody & Co.)
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Vice-Chairman	H. W. Roden (Harold H. Clapp, Inc.)
Vice-Chairman	D. P. Smelser (The Procter & Gamble Co.)
President	Paul B. West
Treasurer	M. H. Leister (Sun Oil Co.)
Secretary	G. S. McMillan
Counsel	I. W. Digges

DIRECTORS

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FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

Association of Radio News Editors & Writers

c/o Ken McClure, San Antonio, Texas

OFFICERS

President	Ken McClure
Secretary-Treasurer	Al Hollender (WJJD-WIND, Chicago, Ill.)

FUNCTIONS

This association has for its object to bring together radio and television news editors and writers in accordance with the principles, procedure and ethics of good newscasting and journalism.

Association of Radio Transcription Producers of Hollywood, Inc.

Hollywood Blvd. at Cosmo, Hollywood, Calif.
HOLLYWOOD 3545

OFFICERS

Vice-President	Gerald King
Secretary	C. P. MacGregor
Treasurer	J. Messer
General Counsel	John J. Wilson

DIRECTORS

Gerald King C. P. MacGregor, A. Schrade.

FUNCTIONS

This organization is a cooperative trade association of companies active in the transcription business in Hollywood. Membership is composed of: Allied Phonograph & Record Co.; Radio Transcription Co. of America, Ltd.; C. P. MacGregor Sound Studios; American Record Co.; Ray Morgan & Co.; Standard Radio, Inc.; Recordings, Inc.

Australian Federation of Commercial Broadcasting Stations

Commonwealth Bank Bldg., 371 Collins St.,
Melbourne, C.I., Australia
Phone M 5440, M 5532

OFFICERS

President	C. F. Marden (2UW, Sydney)
Vice-President	T. Holt (3XY, Melbourne)
Vice-President	J. Ridley (2GZ, Sydney)
Vice-President	A. C. Kinnear (5AD, Adelaide)
Vice-President	A. Robertson (4BK, Brisbane)
Vice-President	B. Samuel (W. A. Broadcasters, Ltd.)
Vice-President	A. P. Findlay (7LA, Launceston)
Secretary	R. Dooley
New South Wales Secretary	A. F. O. Brown
Trustee	A. N. Kemsley (3UZ, Melbourne)
Trustee	C. V. Stevenson (2UE, Sydney)

EXECUTIVE COMMITTEE

The committee comprises the president, vice-presidents, representatives of Sydney and Melbourne stations and two representatives of country stations in both New South Wales and Victoria.

COUNCIL

The council comprises representatives of metropolitan stations in each capital city, with the addition of the country stations' representatives on the executive committee.

BRANCH OFFICE

1 Jamieson Street, Sydney, New South Wales.

Authors' Guild

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President	Hendrik Willem van Loon
Vice-President	Henry F. Pringle
Secretary	Margaret Widdemer

ORGANIZATIONS

Authors' League

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President Elmer Davis
Vice-President Kenyon Nicholson
Secretary Homer Crox
Treasurer Luise Sillcox

FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copy-rightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

Canadian Association of Broadcasters

Suite 1014, Metropolitan Bldg., Toronto, Ont., Canada
Elgin 5623

OFFICERS

President Harry Sedgwick
Vice-President H. Gordon Love
Secretary-Treasurer T. Arthur Evans

DIRECTORS

Harry Sedgwick, CFRB, Toronto; Henry S. Gooderham, CKCL, Toronto; J. Stewart Neill, CFWB, Fredericton; Marcel Lefebvre, CHLP, Montreal; A. A. Murphy, CFQC, Saskatoon; H. R. Carson, CFAC, Calgary; H. Gordon Love, CFCN, Calgary.

FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 57 privately owned radio stations.

Canadian Performing Right Society, Ltd.

1003 Royal Bank Bldg., Toronto, Canada

OFFICERS

President-Managing Director... H. T. Jamieson, F.C.A.

BOARD OF DIRECTORS

Gene Buck, Louis Bernstein, John G. Paine, Ralph Hawkes, Holmes Maddock, H. T. Jamieson.

Catholic Actors Guild of America, Inc.

Hotel Astor, New York, N. Y.
Circle 6-5566

OFFICERS

President George M. Cohan
First Vice-President Gene Buck
Second Vice-President Hugh O'Connell
Honorary Vice-Presidents:
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Chaplain Very Rev. Edward F. Leonard
Treasurer Rev. John F. White
Recording Secretary Brandon Peters
Counsel Hon. Alfred J. Talley
Historian Jane Hoy
Executive Secretary George Buck
Chairman of Executive Board William David
Social Secretary (Theatrical) Allyn Gillyn
Social Secretary (Non-Theatrical) Mrs. Cornelius J. Gallagher

FUNCTIONS

The Catholic Actors Guild is a charitable, benevolent and social organization for the people of the theatre, non-sectarian in scope.

Catholic Writers Guild of America, Inc.

128 W. 71st St., New York, N. Y.
ENdicott 2-0411

OFFICERS

President Eugene A. Colligan
1st Vice-President Joseph A. Durkin
2nd Vice-President Daniel D. Halpin
3rd Vice-President Joseph M. Branigan
Treasurer Hugh A. O'Donnell
Financial Secretary Edwin P. Kolroe
Recording Secretary Clarence E. Heller
Corresponding Secretary Gertrude D. Healy
Counsel J. Hilary Bouillon
Spiritual Director Rev. John B. Kelly
President Emeritus James J. Walsh

BOARD OF DIRECTORS

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Direct Mail Advertising Association, Inc.

17 East 42nd St., New York, N. Y.
Vanderbilt 6-1479

OFFICERS

President L. Rohe Walter
(The Flintkote Co.)
Vice-President Richard Messner
(E. E. Brogle & Co.)
Secretary-Treasurer George E. Loder
(The National Process Co.)
Managing Secretary Jane L. Bell

The Dramatists' Guild

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President Elmer Rice
Vice-President George S. Kaufman
Chairman of the Board Edward Childs Carpenter
Secretary Richard Rodgers
Executive Secretary Luise Sillcox
Annual meeting and election: November; Membership: 2500.

FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

Educational Radio Division

United States Office of Education,
Washington, D. C.

OFFICERS

U. S. Commissioner of Education J. W. Studebaker
Director William Dow Boutwell
Business Manager Richard Philip Herget
Production Director Philip H. Cohen
Musical Director Rudolf Schramm
Script Editor Morris Jones
Audience Participation Director Benjamin Brodinsky
Research Director Philip Leonard Green

FUNCTIONS

The Educational Radio Division is attempting to make educational programs interesting to a larger majority of radio listeners. In doing this it conducts experimental demonstrations in the use of radio in the service of education.

ORGANIZATIONS

Federal Communications Bar Association

National Press Bldg., Washington, D. C.

OFFICERS

President.....Philip J. Hennessey, Jr.
 First Vice-President.....Horace Lohnes
 Second Vice-President.....Philip G. Loucks
 Third Vice-President.....Paul A. Porter
 Secretary.....John Little Page

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.

Federal Radio Education Committee (FREC)

Room 3355 South Interior Bldg., Washington, D. C.
 R. E. Republic 1820, Extension 2280

OFFICERS

Chairman.....J. W. Studebaker
 Vice-Chairman.....C. F. Klinefelter
 Secretary.....Gertrude G. Broderick
 Assistant to the Chairman
 In Charge of Service.....W. D. Boutwell
 Assistant to the Chairman
 In Charge of Research.....Leonard Power
 Director of Information-Editor.....J. Kenneth Jones

COMMITTEE

John Elmer, WCBM, Baltimore; Willard Givens, National Education Association; Reverend George Johnson, Catholic University of America; Neville Miller, National Association of Broadcasters; A. D. Ring, Federal Communications Commission; John F. Royal, National Broadcasting Co.; Levering Tyson, Muhlenberg College; Frederic A. Willis, Columbia Broadcasting System; John W. Studebaker, United States Commissioner of Education.

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcasters, on one hand, and the educators, on the other, would combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Glossary of Radio Terms, "Americans All—Immigrants All," a supplementary teaching aid in the use of recordings of program series of the same name, the FREC Service Bulletin, and Forums on the Air.

First Advertising Agency Group

524 Union Commerce Bldg., Cleveland, Ohio

OFFICERS

President.....Lee Donnelley
 Vice-President.....C. P. Clark
 Secretary-Treasurer.....Charlton Keen

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

Independent Radio Network Affiliates, Inc. (IRNA)

Chairman's Office: 200 Bankers Securities Bldg., Philadelphia, Pa.

OFFICERS

Chairman.....Samuel R. Rosenbaum
 (WFIL, Philadelphia)
 Vice-Chairman & Acting Treasurer.....Paul W. Morency
 (WTIC, Hartford)
EXECUTIVE COMMITTEE
 Mark Ethridge, WHAS, Louisville; Walter J. Damm, WTMJ, Milwaukee; L. B. Wilson, WKCY, Cincinnati; John Shepard 3rd, WAAB, Boston.

DIRECTORS

Edgar L. Bill, WMBD, Peoria; H. K. Carpenter, WHK, Cleveland; Edwin W. Craig, WSM, Nashville; E. B. Crane, KGIR, Butte; Walter J. Damm, WTMJ, Milwaukee; Mark Ethridge, WHAS, Louisville; John A. Kennedy, WCHS, Charleston; I. R. Lounsbury, WGR, Buffalo; Paul W. Morency, WTIC, Hartford; Charles W. Myers, KOIN, Portland, Ore.; George W. Norton, Jr., WAVE, Louisville; Eugene P. O'Fallon, KFEL, Denver; Samuel R. Rosenbaum, WFIL, Philadelphia; John Shepard, 3rd, WAAB, Boston; L. B. Wilson, WKCY, Cincinnati.

Institute of Radio Engineers, Inc.

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

MEdallion 3-5661

OFFICERS

President.....L. C. F. Horle
 Secretary.....Harold P. Westman

Institution of Electrical Engineers

Savoy Place, London W.C.2, England
 Temple Bar 7676

OFFICERS

President.....Johnstone Wright
 Secretary.....W. K. Brasher

Interdepartmental Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington, D. C.

OFFICERS

Chairman.....E. K. Jett
 Vice-Chairman.....J. H. Dellinger
 Secretary.....Gerald C. Cross
 Assistant Secretary.....P. F. Silling

MEMBERS

Department of Agriculture.....E. W. Loveridge
 Department of Commerce.....Dr. John H. Dellinger
 Civil Aeronautics Authority.....W. E. Jackson
 Federal Communications Commission.....E. K. Jett
 Department of Interior.....C. D. Monteith
 Department of Justice.....T. D. Quinn
 Department of Labor.....Albert Reitzel
 Maritime Commission.....D. S. Brierly
 Department of Navy.....Admiral S. C. Hooper
 Post Office Department.....C. P. Graddick
 Department of State.....Thomas Burke
 Department of Treasury.....Commander J. F. Farley
 Department of War.....Major General J. O. Mauborgne

ALTERNATE MEMBERS

Department of Agriculture.....Wallace L. Kadderly
 Department of Commerce.....Dr. H. G. Dorsey
 Civil Aeronautics Authority.....L. H. Simson
 Federal Communications Commission.....Gerald C. Cross
 Department of Interior.....John S. Cross
 Department of Justice.....none
 Department of Labor.....H. J. Walls
 Maritime Commission.....J. T. Welsh
 Department of Navy.....Commander John R. Redman
 Post Office Department.....none
 Department of State.....Francis C. de Wolf
 Department of Treasury.....Lieutenant D. E. McKay,
 Lieutenant G. Van A. Graves
 Department of War.....Captain Wesley T. Guest

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 stations or classes of stations. Funds are con-

ORGANIZATIONS

tributed from the budgets of the member agencies and records and minutes of meetings are on deposit with the FCC committeemen. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is more or less confidential.

International Broadcasting Union

(Union Internationale de Radiodiffusion)

Palais Wilson, 52, rue des Paquis, Geneva Switzerland

Telephone: 29.055

OFFICERS

Secretary General.....A. R. Burrows
Director of Technical Observation Station..R. Brailard
Assistant Director of Technical

Observation Station.....Prof. E. Divoire

TECHNICAL OBSERVATION STATION

32, Avenue Lancaster, Uccle 3 Brussels, Belgium.
Phone: 44.17.97.

FUNCTIONS

The International Broadcasting Union has been founded to establish relations between the various European and non-European organizations operating broadcasting services, to centralize the study of all questions of general interest arising from the development of broadcasting, and to promote the interest of the latter in every domain. On the technical side, the Union acts as expert for the European administrations in all questions relating to the application of the European Broadcasting Convention, which determines the distribution of wavelengths among the different European broadcasting stations. Its Brussels office checks the frequencies of broadcasting stations daily. In connection with its work the Union publishes monthly bulletins for its members as well as other information in the form of booklets and books on the subject of broadcasting service.

International Short Wave Club

923 Vine Street, East Liverpool, Ohio
1685-R Main

OFFICERS

President & Editor.....Arthur J. Green
Board of Advisors.....Joseph B. Sessions
Board of Advisors.....Jacob N. Kleimans
Board of Advisors.....Charles H. Schroeder
European Representative.....Arthur E. Bear

BRANCH OFFICES

New York Chapter: Jacob N. Kleimans, Sec.; London (England) Chapter: Arthur E. Bear, Sec.; Manchester (England) Chapter; Officers to be elected monthly; Brighton (England) Chapter: John Bennett, Sec.; Guernsey (England) Chapter: F. S. LaPavoux, Sec. (Note: The English Chapters have temporarily suspended operations.)

FUNCTIONS

The purpose of the organization is to gather information, helpful hints, station schedules, etc., and send this to members of the organization. The club has members in 141 countries and possessions that act as news reporters.

The Lambs

130 W. 44th St., New York, N. Y.
BRyant 9-8020

OFFICERS

Shepherd.....Fred Waring
Boy.....Raymond Peck
Corresponding Secretary.....Jack Whiting
Recording Secretary.....Bobby Clark
Treasurer.....J. C. Cuppia
Librarian.....Harold G. Hoffman

MEMBERS OF THE COUNCIL

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LIFE DIRECTORS: R. H. Burnside, A. O. Brown, Frank Crummit, William Gaxton.

Market Research Council

444 Madison Ave., New York.
ELdorado 5-6400

OFFICERS

President.....Arthur Hirose
(McCall Corp.)

Vice President.....Arno H. Johnson
(J. Walter Thompson Co.)

Secretary-Treasurer.....Will S. Johnson
(Vick Chemical Co.)

EXECUTIVE COMMITTEE

Arthur Hirose, Arno H. Johnson, Will S. Johnson, D. E. Robinson (McCall Corp.), L. D. Weld (McCann-Erickson, Inc.).

The Masquers

1765 N. Sycamore Ave., Hollywood, Calif.
HOLLYWOOD 2164

OFFICERS

Harlequin.....William B. Davidson
Pierrot.....Jean Hersholt

Ponchinello.....Stanley Taylor

Croesus.....Howard B. Henshey

Pantaloon.....Lloyd Corrigan

Reader.....Frank Carneau

JESTERATE

Charles Chase, Berton Churchill, Benjamin W. Shipman, Jed Prouty, Ernest Hilliard, Frank M. Flynn, Robert Armstrong, David H. Thompson, Ned A. Sparks, Raymond Walburn, Syd Saylor, William H. Dunn, Dell Henderson, James W. Horne, Charles Vanda.

Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York, N. Y.
CLricle 6-3084

OFFICERS

Chairman of the Board.....Walter G. Douglas

President.....E. H. Morris

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Treasurer.....J. J. Bregman

Secretary.....Jack Mills

General Manager.....Harry Fox

National Advisory Council on Radio in Education

60 E. 42nd St., New York, N. Y.
MUrray Hill 2-3420

OFFICERS

President.....Dr. Robert A. Millikan

Vice-President.....Dr. Livingston Farrand

Vice-President.....Miss Meta Glass

Vice-President.....Dr. Robert M. Hutchins

Vice-President.....Dr. Robert G. Sproul

Vice-President.....Dr. Walter Dill Scott

Chairman of the Board.....Dr. Harry W. Chase

Vice-Chairman of the Board.....Dean James E. Russell

Treasurer.....Col. William J. Donovan

Secretary.....Dr. Levering Tyson

FUNCTIONS

The National Advisory Council on Radio in Education was organized to promote the more effective utilization of the art of broadcasting in the general field of American education. Its membership includes representatives in the field of education, government and industry as well as the general public.

National Association of Broadcasters

Normandy Bldg., 1627 "K" Street, N. W.,
Washington, D. C.
National 2080

OFFICERS

President.....Neville Miller

Secretary-Treasurer.....Edwin M. Spence

General Counsel.....Russell P. Place

Special Copyright Counsel.....Andrew W. Bennett

Director of Public Relations.....Edward M. Kirby

ORGANIZATIONS

Director of Labor Relations.....Joseph L. Miller
 Director of Research.....Paul F. Smeby
 Director of Engineering.....Lynne C. Stryker
 Auditor.....Everett E. Revercomb

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 - 4—John A. Kennedy, WBLK, Clarksburg, W. Va.
 Frank M. Russell, WRC, Washington, D. C. (director-at-large)
 John Elmer, WCBM, Baltimore, Md. (director-at-large)
 Don S. Elias, WWNC, ASHEVILLE, N. C.
 - 5—W. Walter Tison, WFLA, Tampa, Fla.
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 - 6—Edwin W. Craig, WSM, Nashville, Tenn.
 - 7—J. H. Ryan, WSPD, Toledo, Ohio
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 - 8—John E. Fetzer, WKZO, Kalamazoo, Mich.
 - 9—William E. West, WTMV, East St. Louis, Ill.
 - 10—John J. Gillin, Jr., WOW, Omaha, Nebr.
 - 11—Earl H. Gammons, WCCO, Minneapolis, Minn.
 - 12—Herbert Hollister, KANS, Wichita, Kans.
 - 13—O. L. Taylor, KGNC, Amarillo, Tex.
 Harold Hough, WBAP, Fort Worth, Tex. (director-at-large)
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 - 14—Eugene P. O'Fallon, KFEL, Denver, Colo.
 - 15—Howard Lane, KFBK, Sacramento, Calif.
 - 16—Donald W. Thornburgh, KNX, Los Angeles, Calif.
 - 17—C. W. Myers, KOIN, Portland, Ore.
 Harry R. Spence, KXRO, Aberdeen, Wash. (director-at-large)

EXECUTIVE COMMITTEE

Neville Miller, Paul W. Morency, Harry C. Wilder, John A. Kennedy, Edwin W. Craig, Herbert Hollister, John Elmer.

National Association of Educational Broadcasters

Exec. Sec'y., Radio Station WILL, Univ. of Illinois, Urbana, Illinois

OFFICERS

- President.....Harold G. Ingham
 (KFKU, Lawrence, Kans.)
 Vice-President.....M. Reid White
 (KWSC, Pullman, Wash.)
 Treasurer.....W. I. Griffith
 (WOI, Ames, Iowa)
 Executive Secretary.....Frank Schooley
 (WILL, Urbana, Illinois)

FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

National Association of Performing Artists

630 Fifth Ave., New York, N. Y.
 Circle 7-8194

OFFICERS

- President.....James J. Walker
 First Vice-President.....Fred Waring
 Vice-President.....Meyer Davis
 Vice-President.....Paul Whiteman
 Vice-President.....Al Jolson
 Secretary.....Frank Crumit
 Treasurer.....Don Voorhees
 General Counsel.....Maurice J. Speiser

BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Frank Crumit, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James,

Al Jolson, Hal Kemp, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Josef Pasternack, Dick Powell, Fritz Reiner, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efrem Zimbalist.

FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

National Association of Regional Broadcast Stations

Munsey Bldg., Washington, D. C.
 Metropolitan 0023

OFFICERS

- President.....John Shepard 3rd
 (The Yankee Network, Boston)
 Secretary-Treasurer.....Grace C. Ingels

DIRECTORS

Campbell Arnoux, WTAR, Norfolk, Va.; Edgar L. Bill, WMBD, Peoria, Ill.; Edward Crane, KGIR, Butte, Mont.; Edgar H. Twamley, WBen, Buffalo, N. Y.; Hoyt Wooten, WREC, Memphis, Tenn.; Lewis Allen Weiss, Don Lee Broadcasting System, Los Angeles, Calif.

FUNCTIONS

The objects of this association are 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 to any greater degree or in any different manner than licensees of broadcast stations who are ineligible for membership.

National Committee on Education by Radio

Room 308, One Madison Ave., New York, N. Y.
 CAledonia 5-6965

OFFICERS

- Chairman.....Arthur G. Crane
 (Pres., University of Wyoming)
 Vice-Chairman.....H. J. Umberger
 (Dir., Division of Extension, Kansas State College)
 Secretary.....S. Howard Evans

FUNCTIONS

Acts as spokesman in radio matters for organized education. Publishes a bulletin titled "Education by Radio." Aids and encourages non-commercial radio stations. Promotes cooperation between educators and commercial broadcasters. Acts as clearing house for information about education by radio.

National Independent Broadcasters, Inc. (NIB)

President's Office: 630 Fifth Ave., New York, N. Y.

OFFICERS

- President.....Harold A. Lafount
 Vice-President.....Edward A. Allen
 Secretary-Treasurer.....Lloyd C. Thomas

DIRECTORS

- District
- 1—Stanley N. Schultz, WLAW, Lawrence, Mass.
 - 2—Harold A. Lafount, WOW, New York, N. Y.
 - 3—Frank R. Smith, Jr., WWSW, Pittsburgh, Pa.
 - 4—Edward A. Allen, WLVA, Lynchburg, Va.
 - 5—Maurice C. Coleman, WATL, Atlanta, Ga.
 - 6—Jack M. Draughon, WSIX, Nashville, Tenn.
 - 7—Steve A. Cisler, WGRC, Louisville, Ky.
 - 8—James F. Hopkins, WJBK, Detroit, Mich.
 - 9—Ralph L. Atlas, WJJD, Chicago, Ill.
 - 10—Edgar P. Shutz, WIL, St. Louis, Mo.
 - 11—Gregory Gentling, KROC, Rochester, Minn.
 - 12—W. B. Greenwald, KWBG, Hutchinson, Kans.
 - 13—James R. Curtis, KFRO, Longview, Texas

ORGANIZATIONS

- 14—Frank Hurt, KFXD, Nampa, Idaho
- 15—Arthur Westlund, KRE, Berkeley, Calif.
- 16—Calvin J. Smith, KFAC, Los Angeles, Calif.
- 17—T. W. Symons, Jr., KXL, Portland, Ore.

FUNCTIONS

This association was organized by independent and local broadcasting stations to meet the need of special representation for such stations in handling the problems and activities peculiar to them as a group.

National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.
Superior 8140

OFFICERS

- President Charles McDonough
(Combustion Engineering Co.)
- Vice-President..... Richard P. Dodds
(Truscon Steel Co.)
- Vice-President..... E. J. Goes
(Koehring Co.)
- Vice-President..... Herbert V. Mercready
(Magnus Chemical Co.)
- Vice-President..... Terry Mitchell
(Frick Co.)
- Vice-President..... William D. Murphy
(Sloan Valve Co.)
- Vice-President..... H. S. Van Scoyoc
(Canada Cement Co.)
- Secretary-Treasurer..... R. Louis Towne
(Surface Combustion Corp.)
- Past President..... Stanley A. Knisely
(Associated Business Papers, Inc.)
- Headquarters Secretary..... M. R. Webster

DIRECTORS

A. R. Keene, Pneumatic Scale Corp.; Fred C. Noyes, Horton-Noyes Co.; H. H. Simmons, Crane Co.; Harry Neal Baum, Fairbanks, Morse & Co.; W. D. Shannon, Allis-Chalmers Mfg. Co.; Herman L. Klein, Cincinnati Milling Machine Co.; Paul, Teas, Paul Teas, Inc.; J. L. Bletz, Thew Shovel Co.; H. G. Doering, Truscon Laboratories; Lloyd H. Vivian, Ditzler Co.; James G. Kuester, Read Machinery Co.; Frank W. Pensinger, Landis Tool Co.; M. W. Dalls, E. C. Atkins & Co.; M. R. Klitten, The McCarty Co.; Richard F. O'Mara, Western Precipitations Corp.; E. J. Goes, Koehring Co.; P. C. Ritchie, Waukesha Motor Co.; H. S. Van Scoyoc, Canada Cement Co.; F. A. McLean, Canadian Ingersoll-Rand Co.; Kenneth W. Bailey, Primary Battery Division of Thomas A. Edison, Inc.; Richard S. Hayes, The Okonite Co.; Edward A. Phoenix, Johns-Manville Corp.; Robert J. Barbour, The Bakelite Corp.; R. E. Loveking, R. E. Loveking Corp.; Douglas C. Miner, E. F. Houghton & Co.; D. Clinton Grove, Blaw-Knox Co.; David A. Wolff, Edwin L. Wiegand Co.; R. T. Reinhardt, California Corrugated Culvert Co.; E. L. Mathy, Victor Equipment Co.; Carl B. Dietrich, Wagner Electric Corp.; Clifford F. Boyer, Kwick-Kut Mfg. Co.; Carl U. Fauster, United States Advertising Corp.; Allen P. Colby, The National Supply Co.; W. H. Evans, Minneapolis-Honeywell Regulator Co.; T. S. Glover, Russell T. Kelley, Ltd.; George Lonergan, The Bristol Co.; E. V. Creagh, American Chain & Cable Co.; A. J. Brady, The Timken Roller Bearing Co.; C. C. Davenport, Union Steel Products Co.

FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

National Research Council of Japan

Imperial Academy House, Ueno Park, Tokyo, Japan
Phone: Shitaya No. 43

OFFICERS

- President A. Tanakadate
- Vice-President H. Nagaoka
- Secretary H. Honda

National Variety Artists, Inc.

223 W. 46th St., New York, N. Y.
Columbus 5-2638

OFFICERS

- President Louis Handin
- First Vice-President..... Billy Blason
- Second Vice-President..... Leon E. Bendon
- Treasurer William Marble

DIRECTORS

Al Edwards, Harry Brooks, Nick Elliott, Wilbur Held, Charles Johnson, Charles H. Preston, Lester Rose, Joe Verdi.

Nebraska Broadcasters Association

Secretary's Office: c/o WJAG, Norfolk, Nebr.
Phone: 432

OFFICERS

- President Randall Ryan
(KMMJ, Grand Island)
- Vice-President..... W. I. LeBarron
(KGNF, North Platte)
- Secretary-Treasurer..... Art Thomas
(WJAG, Norfolk)

DIRECTORS

John Gillin, Jr., WOW, Omaha; L. L. Hiliard, KGKY, Scottsbluff.

MEMBER STATIONS

KFAB, Lincoln; KFOR, Lincoln; KGFV, Kearney; KGKY, Scottsbluff; KGNF, North Platte; KMMJ, Clay Center; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

North Carolina Association of Broadcasters

President's Office: c/o WPTF, Raleigh, N. C.

OFFICERS

- President..... Richard H. Mason
(WPTF, Raleigh)
- Vice-President..... George Walker
(WAIR, Winston-Salem)
- Secretary Fred Fletcher
(WRAL, Raleigh)
- Treasurer Earl Gluck
(WSOC, Charlotte)

FUNCTIONS

This association coordinates the activities of all member stations in connection with problems in which they have a mutual interest.

Pacific Advertising Clubs Association

1629 Telegraph Ave., Oakland, Calif.
TWinoaks 2778

OFFICERS

- President..... Norton W. Mogge
(J. Walter Thompson Co.)
- Senior Vice-President..... Douglas G. McPhee
(Safeway Stores, Inc.)
- Secretary-Treasurer..... W. J. Borrie
(Pemberton & Son)
- Acting Executive Secretary..... Lela M. Huey
(Advertising Mail)
- V-P District 1..... Earl C. Green
(Advertising Novelties)
- V-P District 2..... A. A. Campbell
(Salt Lake City Tribune-Telegram)
- V-P District 3..... E. E. Thomas
(Salem Statesman)
- V-P District 4..... Jack Leatherman
(Blake, Moffitt & Towne)
- V-P District 5..... Frank McKellar
(Los Angeles Downtown Shopping News)
- Vice-President-At-Large..... Hazel Evans
(Anderson Printing Co.)
- Director..... Harold R. Deal
(Tidewater Associated Oil Co.)
- Chairman Junior Division..... George A. Hampe, Jr.
(Dictophone Co.)

FUNCTIONS

This Association is composed of advertising and sales clubs in the states of California, Washington, Oregon, Utah, Nevada, Arizona and Idaho and Vancouver, B. C. Convention is held annually.

Pennsylvania Broadcasters Association

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President.....Clair R. McCollough
(WGAL, Lancaster)
Vice-President.....Clifford Chafey
(WEEU, Reading)
Secretary.....C. G. Moss
(WKBO, Harrisburg)
Treasurer.....Dr. Leon Levy
(WCAU, Philadelphia)

DIRECTORS

H. Kenneth Brennen, WJAS, Pittsburg; George E. Joy, WRAK, Williamsport; Arthur Simon, WPEN, Philadelphia.

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

The Proprietary Association

701 Otis Bldg., 810 Eighteenth St., N. W., Washington, D. C.

OFFICERS

President.....George H. Miller
(The Musterole Co.)
Honorary Vice-President.....Dr. V. Mott Pierce
First Vice-President.....Charles S. Beardslay
(Miles Laboratories, Inc.)
Second Vice-President.....Robert L. Lund
(Lambert Pharmacal Co.)
Third Vice-President.....Alvin G. Brush
(American Home Products Corp.)
Secretary-Treasurer.....Charles P. Tyrrell
(Syracuse Medicine Co.)
Executive Vice-President.....Dr. F. J. Cullen
Counsel.....Rogers, Ramsay & Hoge

FUNCTIONS

This organization is a trade association devoting its efforts to the mutual cooperation and advancement of its members who are manufacturers of packaged medicines, cosmetics and proprietary articles. Its Advisory Committee on Advertising reviews copy (including radio scripts) in the association's campaign of self-regulation of the industry in an effort to improve advertising standards and practices and to assist members of the industry in the preparation of copy that will be in compliance with the requirements of the law and to further assist wherever possible with other advertising problems. Members are furnished with digests of FTC Cease and Desist orders or Stipulations issued against advertising in the proprietary field.

Radio Broadcast Engineers and Technicians, I.B.E.W. L.U. 913

Room 1611-12, 265 W. 14th St., New York, N. Y. Watkins 9-6709

OFFICERS

President.....Louis J. Kleinklaus
Vice-President.....Bernard J. Fuld
Business Manager.....Morris Werner

FUNCTIONS

An American Federation of Labor organization to bargain collectively for Radio Broadcast Engineers & Technicians covered by a charter from the I.B.E.W. with full autonomy in the Broadcast field for Greater New York and Vicinity. Known as—RADIO BROADCAST ENGINEERS & TECHNICIANS I.B.E.W. LOCAL 913.

The Radio Club of America, Inc.

11 W. 42nd St., New York, N. Y.
LOngacre 5-6622

OFFICERS

President.....Paul F. Godley
Vice-President.....J. K. Henney
Corresponding Secretary.....J. L. Callahan
Recording Secretary.....C. E. Dean
Treasurer.....Joseph Stanley

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.

Radio Correspondents' Association

United States Capitol, Washington, D. C.
NAtional 3120, Extension 1410

OFFICERS

President.....Fulton Lewis, Jr.
Vice-President.....Albert L. Warner
Secretary.....William McAndrew
Treasurer.....Frederick Morrison

FUNCTIONS

This is an organization of radio news reporters and correspondents in the National Capitol, gathering daily news for dissemination through the medium of radio. It controls the membership of the Senate and House radio galleries and is vested with complete responsibility for any radio representatives who attend news conferences at the White House or government departments.

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.

OFFICERS

President.....A. S. Wells
(Wells-Gardner & Co.)
Executive Vice-President-General Manager
Bond Geddes
Vice-President.....James S. Knowlson
(Stewart-Warner Corp.)
Vice-President.....B. G. Erskine
(Hygrade Sylvania Corp.)
Vice-President.....H. E. Osmun
(Centralab)
Vice-President.....J. McWilliams Stone
(Operadio Manufacturing Co.)
Treasurer.....Leslie Muter
(The Muter Co.)
General Counsel.....John W. Van Allen
(Buffalo, N. Y.)

DIRECTORS

Ben Abrams, Emerson Radio & Phonograph Corp.; Powel Crosley, Jr., The Crosley Radio Corp.; Octave Blake, Cornell-Dubilier Electric Co.; James C. Daley, Jefferson Electric Co.; B. G. Erskine, Hygrade Sylvania Corp.; Jerome J. Kahn, Standard Transformer Corp.; James S. Knowlson, Stewart-Warner Corp.; Philip C. Lenz, Lenz Electric Manufacturing Co.; E. F. McDonald, Jr.; Zenith Radio Corp.; Ernest Searing, International Resistance Co.; H. E. Osmun, Centralab; J. McWilliams Stone, Operadio Manufacturing Co.; G. W. Thompson, Noblitt-Sparks Industries, Inc.; P. S. Billings, Belmont Radio Corp.; P. V. Galvin, Galvin Manufacturing Corp.; David Sarnoff, RCA Manufacturing Co.; David T. Schultz, Rayethon Production Corp.; James T. Buckley, Philadelphia Storage Battery Co.; Harry G. Sparks, The Sparks-Withington Co.; Ernest Alschuler, Electric Research Laboratories, Inc.; W. R. G. Baker, General Electric Co.; Roy Burlew, Ken-Rad Tube & Lamp Corp.; A. H. Gardner, Colonial Radio Corp.; George A. Scoville, Stromberg-Carlson Tel. Mfg. Co.; A. S. Wells, Wells-Gardner & Co.

Honorary Directors: Hebert H. Frost, A. Atwater Kent, Paul B. Klugh.

FUNCTIONS

RMA, non-profit and cooperative, was organized in 1924 to promote all interests of the radio industry.

ORGANIZATIONS

The organization is divided as to interests into four groups: (1) the Set; (2) Tube; (3) Parts, Cabinet, and Accessory; (4) Amplifier and Sound Equipment.

RMA promotes sales, both domestic and export; opposes legislation detrimental to the interests of its members; directs industry standardization; informs members of new patents issued through a weekly bulletin; aids in improving merchandising practices; distributes credit information to members and assists members in collecting, investigation of fraud, etc.

Radio Manufacturers Association of Canada

159 Bay St., Toronto, Ont., Canada
Adelaide 1531

OFFICERS

President.....A. L. Brown
(Northern Electric Co.)
Vice-President.....G. A. Holmes
(Sparton of Canada, Ltd.)
Executive Secretary.....K. H. Smith
Chairman of Engineering Committee.....Allan B. Oxley
(RCA-Victor Company)

FUNCTIONS

This association is a non-profit and cooperative organization founded in 1926 to promote all interests of radio industry.

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York, N. Y.
Murray Hill 5-6930

OFFICERS

National President.....Kenneth Webb
Vice-President.....Knowles EntriKin
Vice-President.....Courtenay Savage
Vice-President.....Forrest Barnes
Secretary.....Lilian Lauferty
Executive Secretary.....Luise Silcox
Assistant Secretary.....Margaret Scheuerman

FUNCTIONS

The Guild is one of the Guilds of The Authors' League of America, Inc. The Guild is primarily a protective organization for writers in the radio field.

Society of European Stage Authors and Composers, Inc. (SESAC)

113 W. 42nd St., New York, N. Y.
BRyant 9-3223

OFFICERS

President.....Paul Heinecke

FUNCTIONS

Licensing use of copyrighted music.

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York, N. Y.
LOnacre 5-9124

OFFICERS

President.....Sholom Secunda
Vice-President.....Rev. Pinchus Jassinowka
Treasurer.....Alexander Olshansky
Secretary.....Henry Lefkovich

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

Society of Motion Picture Engineers

Hotel Pennsylvania, New York, N. Y.
Pennsylvania 6-0620

OFFICERS

President.....E. A. Williford
Past President.....S. K. Wolf
Executive Vice-President.....N. Levinson

Engineering Vice-President.....Don Hyndman
Editorial Vice-President.....J. I. Crabtree
Financial Vice-President.....A. S. Dickinson
Convention Vice-President.....W. C. Kunzmann
Secretary.....J. Frank, Jr.
Treasurer.....R. O. Strock

GOVERNORS

M. C. Batsel, H. Griffin, A. C. Hardy, A. N. Goldsmith, H. G. Tasker.

BRANCH OFFICE

226 Equitable Bldg., Los Angeles, Calif.
Executive In Charge.....Walter R. Greene

FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

Television Engineers' Institute of America

763 Gower St., Hollywood, Calif.
GLadstone 3558

OFFICERS

President.....George H. Seward
Secretary pro-tem.....Arthur A. Stern

FUNCTIONS

The objects of this Institute are the advancement of the theory and practice of television engineering and its allied arts and sciences, including facsimile and other branches of electronics; experimentation and research; the transmission, projection and reception of television images; the transmission and reception of aural television frequencies; the standardization of equipment, mechanisms and the practices employed therein; the maintenance of a high professional standing among its members. Among the means to this end the association holds meetings for the reading and discussion of papers, and the publication and dissemination of knowledge by publication and such other methods as are helpful in the fulfillment of its objectives.

University Broadcasting Council

230 N. Michigan Ave., Chicago, Illinois
CEntral 2015

OFFICERS

Director.....Allen Miller

FUNCTIONS

The purpose of the Council is to promote education by radio. It is made of an affiliation of two universities in Chicago area; Northwestern University and DePaul University; Field Museum of Natural History and the Art Institute of Chicago; Chicago radio stations; and three major networks cooperating.

Woman's National Radio Committee

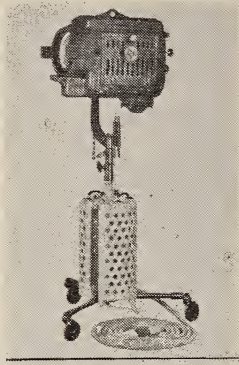
113 West 57th St., New York, N. Y.
Clrcle 7-4110

OFFICERS

Chairman.....Mme. Yolanda Mero-Irion
Vice-Chairman.....Mrs. Marion M. Miller
Second Vice-Chairman.....Miss Edith Lowry
Secretary.....Miss Helen Havener
Treasurer.....Mrs. D. Leigh Colvin
Executive Secretary.....Miss Ruth Rich
Chairman, Publications Committee.....Mrs. M. D. Jackson
Members-at-Large.....Mrs. Benjamin Graham,
Mrs. E. C. Lewis, Mrs. Samuel Kubie, Mrs. Sidonie Glunberg

FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint.



H. I. Arc Spot Lamp M-R Type 65

C. ROSS
to
solve your

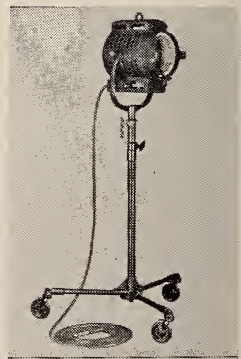
Television Lighting Problems



We carry the most complete line
of MOLE-RICHARDSON CO.
incandescent and high intensity
arc lamps in the East.

CHARLES ROSS, INC.

244-250 West 49th Street
New York City



1000 Watt Solarspot Lamp M-R Type 208



THE TECHNICAL SIDE



1939 ————— 1940

TECHNICAL PROGRESS IN RADIO DURING 1939

By ALVIN VON AUW
Western Electric Company

Overlong has the emphasis in reference to radio's development been on its youthfulness. As in the case of every invention of comparable importance in man's daily life, radio has inevitably reached the point where its technical progress can no longer be measured in leaps and bounds and has entered a period of maturity in which its chief concern is the consolidation of past accomplishments and the refinement of already existing developments.

1939

With the notable exceptions of frequency modulation, television and facsimile, it can be fairly said that the year 1939 saw no world-shaking innovations in broadcasting, but did see extremely important progress in design. Progress in studio and transmitter construction, the conservation of power previously wasted in medium power transmitters, the design of microphones for more efficient pick-up and of more efficient control devices for directive broadcasting have within the past year reached the stage where by the accurate prediction and control of results, they have become important factors in a marked advance in service to the listener. In this regard the ever-increasing emphasis by radio technical journals on devices for measuring the output of already existing equipment, rather than on startling new developments, is indicative of this advance of broadcasting technique from the hazy realm of surmise to the kingdom of exact knowledge.

It is well-nigh impossible to touch in due proportion upon all the elements in the advancing front of broadcasting during the past year. In so short a space the best we can do is to pick out certain developments that seem particularly notable or which seem to be typical of progress made during 1939.

With seafaring men the phrase is "from stem to stern"; with broadcasters it's "from microphone to antenna." Having developed microphones to the point

of extreme sensitivity and antennas to the point of reaching the greatest possible area with a given amount of power, broadcasting research has concerned itself during the past year with the focusing of the microphone to pick up only acoustically relevant sounds and of antennas in order to reach most effectively areas with the greatest density of population at the expense of uninhabited or sparsely peopled land, sea or swamp. Neither directional microphones nor directional antennas are new with 1939. However, an intensive study of acoustical effects and angles of sound reflection by Bell Telephone Laboratories resulted in the introduction in 1939 of Western Electric's now famous cardioid microphone, the directional characteristics of which reduce the old necessity of separating the aural wheat from the chaff by elaborate and expensive acoustic treatment to minimize irrelevant studio sounds.

Focusing

In actual practice directional broadcasting is at least a half-decade old, but 1939 saw three different elements contributing to its adoption by alert broadcasters faced with the problem of an unequal distribution of listeners in the area served by their transmitters. In the first place, the value of focusing on the most productive area has been amply demonstrated from the commercial point of view by stations which already employ it, WOR, and WOL for instance. Secondly, the FCC has endorsed directional broadcasting because it cuts down on interference between neighbors in the broadcast band. Thirdly, 1939 saw the introduction of a newly perfected "antenna control" (line branching network) which provides means for conveniently and accurately adjusting the directional array so that transmitter energy may be distributed over the surrounding area in a pattern consistent with the needs of the listeners. Further a new "phase monitor" gives the engineer a direct indication of the phase and amplitude relations of the currents in the individual radiators in a directive array, thus expediting the original adjustment of the array, permitting frequent and convenient checks on the maintenance of the adjustment and eliminating the necessity for elaborate and expensive field-strength

surveys. This has another broadcast device of fairly recent development finally come within the sphere of exact measurement and control.

Transmitters

The past year saw incorporated in transmitters of medium power many research features which had previously found their place only in high-powered equipment. The new features of Western Electric's recently announced 1 KW illustrate in this and many other respects the progress in transmitter design made in 1939. The new 1 KW possesses such features as the famous Doherty High Efficiency Circuit (which came out of Bell Telephone Laboratories a few years ago) to cut down appreciably the power required for operation, giving to this single unit transmitter the efficiency features of a 50 KW; stabilized feedback, enabling the 1 KW to preserve in the final radio signal all the clarity of the original audio; grid bias modulation and its attendant circuit simplicity and power economy.

But among the most outstanding of 1939's advances are the design features of the new 1 KW. Completely over and beyond the fact that one of the most distinguished of modern industrial designers was called in to make the cabinet with its smart blue and gray finish and satin chrome trim worthy of front-office presentation, Bell Laboratories engineers placed the greatest emphasis on convenience and ease of operation, quick accessibility of all parts with the highest degree of safety for personnel. All the electrical equipment is mounted on one central structure and the whole apparatus is made as fool-proof as possible, the exterior being electrically dead and all dangerous interior voltages automatically grounded when the doors are opened. To insure unerring operation all operating switches are divided by shape into three groups according to function.

Air-cooling of transmitter tubes, introduced a couple of years ago, advanced materially in 1939 as Bell Labs engineers undertook an intensive study of aerodynamics and thermal engineering to produce the tube used in Western Electric's new air-cooled 5 KW transmitter. The new tube marks the successful culmination of long research.

Television

To announce to radio engineers that television has made giant strides forward during 1939 would be as anti-climactic as hurling a ball into a blanket. 1939 was, after all, television's year. First and foremost, RCA-NBC began regular transmission from the Empire

State Building on April 30 and since that time a regular, though small, viewing audience has been built up. It would be impossible to review the technical progress of television within the bounds of the past year, because television today is at the same stage of youthful exuberance that radio was some 15 years ago. Today the FCC is besieged by requests for transmitter building permits, for permits to sell time. Television images have been sent successfully from New York to Philadelphia over the Bell System coaxial cable and remote pick-ups over telephone wires. General Electric has announced that preparations are being made to re-transmit RCA's programs from up-state New York, perhaps laying the basis for a future network. CBS readies for regular transmission. Applicants crowd the patent office with their ideas. Suffice it to say that it was television's year!

But in the field of broadcast radio, wherever chief engineers are gathered together, the topic of conversation inevitably turns to frequency modulation, so-called "static-free" radio.

Static-Free Radio

Major Armstrong at Alpine, N. J., chief proponent of f-m, the Yankee Network and Station WQXR have all been operating on experimental licenses during the year. Spring promises to show 13 f-m stations in regular operation. Amateurs compare notes and build their own f-m receivers, while proponents of traditional amplitude modulation claim that f-m has no monopoly on freedom from static, point out the disadvantages of f-m's quasi-optical horizon and that its acceptance would involve the scrapping of two billion dollars' worth of equipment. F-m's counter with the argument that a large number of transmitters, spaced 300 miles apart, can operate on the same frequency without any interference whatever.

Should f-m finally gain universal acceptance, radio research would not be completely revolutionized and have to start from scratch, for whether frequency or amplitude modulation rules the airwaves of the future, the refinements which traditional broadcasting research has developed will find their place. For the present suffice it to say that by the law of diminishing returns each innovation which comes out of the laboratories at this stage of the game implies that future research will be in terms of refinements rather than radical advances. Thus radio research will steadily reduce the distance to the goal line of perfection that is the ultimate and, fortunately for the questing human spirit, unattainable object of science.

Institute of RADIO ENGINEERS

Personnel—Headquarters—History

330 WEST 42nd STREET :: NEW YORK CITY

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History

On May, 13, 1912, the Institute of Radio Engineers was formed through the merging of two organizations active in the technical radio field. One of these was the Wireless Institute, the headquarters of which was in New York City and the other which was located in Boston was known as the Society of Wireless Telegraph Engineers. The former organization had a membership of fourteen at the start of 1909 and twenty-seven on January 1, 1912. The Society of Wireless Telegraph Engineers had eleven members on the first day of 1907 and forty-three on January 1, 1912. At the time of its foundation, the Institute of Radio Engineers had fewer than fifty members.

Prominent in the early work of the Society of Wireless Telegraph Engineers were John Stone, Lee de Forest, and Fritz Lowenstein. Those identified with the initial work of the Wireless Institute included John S. Murphy, R. A. Somerville, Joseph D.

Fountain, R. B. Respress, R. A. Cleva, John Gregg, E. Barnwell, Philip Farnsworth, Sidney L. Williams, R. H. Marriott, G. W. Pickard, Harry Shoemaker, and Eugene Thurston. The consolidation of these two societies and the initial work of organizing the Institute of Radio Engineers were done by Alfred N. Goldsmith, J. V. L. Hogan, and R. H. Marriott.

General

The Institute of Radio Engineers functions solely to advance the art and science of radio communication. It includes among its members those who have played prominent parts in the development of radio in the United States as well as many noted radio engineers and scientists in other countries.

Membership in the Institute is strictly personal and several grades have been established. The requirements for admission to these grades is contained in the Institute's Constitution and the eligibility of the applicant is passed on by the Board of Directors.

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(To be selected)

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RMA Constitution

Preamble

ARTICLE I

Name

The name of this Association shall be the Radio Manufacturers Association.

ARTICLE II

Membership

The membership of this Association shall consist of all persons, firms and corporations of the United States, eligible therefor and duly admitted, pursuant to the By-Laws now existing or hereafter adopted.

ARTICLE III

Objects

The objects of the Association shall be: To promote an enlarged acquaintance and a more friendly intercourse among its members, and in all reasonable, lawful and proper ways to promote the best interest of the radio industry;

To foster, encourage and promote laws, rules, regulations, customs and practices which will be for the best interest of the public and the radio industry;

To reform abuses relative thereto, and

to secure freedom of its members from unjust or unlawful exactions;

To diffuse accurate and reliable information as to the standing of merchants and others dealing with members; as to all inventions, patents, processes or devices designed or intended for use in, upon, or in connection with radio products and the manufacture thereof; as to the state of the art relative thereto; and as to the condition and development of the trade in which the members are engaged, in the United States and foreign countries;

To procure uniformity and certainty in the customs and usages of such trade; to settle differences between members, and to provide for the arbitration of such differences;

To acquire by grant, gift, purchase, device or bequest; to hold and to dispose of such property as the purposes of the Association shall require, including inventions, letters patent, and processes, or rights thereunder, for the benefit of its members and not for pecuniary profit, subject to such limitations as may be prescribed by law.

MEMBERSHIP

Aerovox Corporation

740 Belleville Ave., New Bedford, Mass.

Products — Capacitors — dry and wet Electrolytics for radio and industrial purposes; Auto Radio Condensers; Paper, Wax, and Oil Impregnated Units for industrial and radio uses; Standard Mica Condensers and Silver Plate Mica Condensers of Close Tolerances; Exact Duplicate Replacement Capacitors for radio

and refrigeration; Transmitting Capacitors; Resistors—Insulated Molded and Lacquer Coated Carbon Resistors, Fixed and Adjustable Vitreous Enamel Resistors; Interference Filters; Noise Analyzer; Condenser Bridge for testing Power Factor, Resistance and Capacity.

Allen-Bradley Company

1326 South Second St., Milwaukee.

Products — Bradleyometers, Bradleyunits, Bradleystats, Radioleaks.

The American Steel Package Company
Squire Ave., Defiance, Ohio.

Products—Variable Gang Condensers.

Amperite Corporation

561 Broadway, New York, N. Y.

Products—Amperite Ballast Tubes, Velocity Microphones, Musical Instrument Kontak Microphones, Microphone Stands, and Microphone Transformers.

Arcturus Radio Tube Company

720 Frelinghuysen Ave., Newark, N. J.

Products—Radio Tubes.

Automatic Radio Mfg. Co., Inc.

122 Brookline Ave., Boston, Mass.

Products—Radio Sets—Console, Table, Midget, Battery, Portable, and Automobile.

The Bead Chain Manufacturing Company

110 Mountain Grove St., Bridgeport, Conn.

Products—Radio Tube Contact Pins.

Belmont Radio Corporation

1257 Fullerton Ave., Chicago, Ill.

Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Portable, and Automobile. Television Sets—Consoles.

Bentley, Harris Mfg. Company

Hector and Lime Sts., Conshohocken, Pa.

Products—Varnished Tubing and Sleeving.

Birnbach Radio Co., Inc.

145 Hudson St., New York, N. Y.

Products—Aerial Wire, Hook-up Wire, Lead-in Wire, Aerial Accessories, Stand-off Insulators, Aerial Kits, Double Antenna Systems, Automotive Radio Accessories, Short-Wave Parts, Rubber-covered Colored Wire, Transmitting Parts, and Colored Top Transmitting Parts.

Biley Electric Company

Union Station Bldg., Erie, Pa.

Products—Quartz Crystals, Holders, Ovens, and associated equipment.

William Brand & Co.

276 Fourth Ave., New York, N. Y.

Products—Varnished Tubing, Saturated Sleeving, Mica Condenser Films and Fabricated Parts, Mica Plate in Sheets and punched to dimensions, Varnished Cambric and Paper in rolls, tape, etc., Sheet and Fabricated Bakelite, Fibre, etc.

Walter C. Braun, Inc.

601 W. Randolph St., Chicago, Ill.

Products—Amplifiers.

C. F. Cannon Co.

Main St., Springwater, N. Y.

Products—Radio Headsets.

Centralab

(Division of Globe-Union Inc.)

900 East Keefe Ave., Milwaukee, Wis.

Products—Variable Resistors, Volume and Tone Controls, Fixed Resistors, Ceramic Capacitors, and Switches.

Champion Radio Works

88 Holten St., Danvers, Mass.

Products—Radio Tubes, Resistance Tubes.

Chicago Telephone Supply Co.

1142-1228 W. Beardsley Ave., Elkhart, Ind.

Products—Volume Controls, Tone Controls, Switches, Fixed Resistances, Head Phones, etc.

Chicago Transformer Corporation

3501 Addison St., Chicago, Ill.

Products—Small Transformers and Reactors.

Cinaudagraph Corporation

2 Selleck St., Stamford, Conn.

Products—Loud Speakers.

Cinch Manufacturing Corporation

2335 W. Van Buren St., Chicago, Ill.

Products—Tube Sockets, Soldering Lugs, Terminal Strips, Binding Posts, Connector Plugs.

Clarostat Mfg. Co., Inc.

285 North Sixth St., Brooklyn, N. Y.

Products—Fixed Resistors, Variable Resistors, Wire and Carbon.

Colonial Radio Corporation

254 Rano St., Buffalo, N. Y.

Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Portable, and Automobile.

Continental Carbon Inc.

13900 Lorain Ave., Cleveland, Ohio.

Products—Resistors, both Carbon and Wire Wound; Suppressors, Carbon Granules for Transmitters, Paper Dielectric Condensers, Filterneys to eliminate radio interference.

Continental Radio & Television Corp.

3800 Cortland St., Chicago, Ill.

Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, and Automobile.

Cornell-Dubilier Electric Corporation

1000 Hamilton Blvd., South Plainfield, New Jersey.

Products—Capacitors.

Corning Glass Works

Corning, New York.

Products—Bulbs, Tubing, Insulators.

Cornish Wire Co., Inc.

30 Church St., New York, N. Y.

Products—Radio Hook-up Wires, Antenna Accessories, Antenna Kits, Shielded Auto Radio Wires, P-A Wires, Electric Cords.

Crescent Tool & Die Company

4140 W. Belmont Ave., Chicago, Ill.

Products—"Crescent" Speakers, Tools and Dies, Miscellaneous Metal and Fibre Stampings, Transformer Channel Frames, Sub Panels, Chassis, Pulleys and Brackets.

The Crosley Corporation

1329 Arlington St., Cincinnati, Ohio.

Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Portable, and Automobile. Facsimile Receivers.

Crowe Name Plate & Manufacturing Co
3701 Ravenswood Ave., Chicago, Ill.

Products—Tuning units for household and automobile radios; dials, scales on glass, metal, pyralin and bakelite; embossed, etched or lithographed escutcheons and nameplates; controls and decorated panels for sound equipment and analyzers, metal grilles and cabinets; standard components for radio service men and amateurs.

DeJur-Amsco Corporation

6 Bridge St., Shelton, Conn.

Products—Radio, Electrical and Photographic Products.

DeWald Radio Mfg. Corp.

440 Lafayette St., New York, N. Y.

Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Automobile.

James W. Doyle, Inc.

311 N. Desplaines St., Chicago, Ill.

Products—Transformers and Coils.

Wilbur B. Driver Company

150 Riverside Ave., Newark, N. J.

Products—Carbonized Nickel Ribbon, Nickel Support Wire, Grid Wire, Filament Wire, Resistance Wire.

Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia, Pa.

Products — Binding Posts, Battery Plugs, Speaker Plugs, Chassi Plugs, Vibrator Plugs, Molded Sockets, Cable Connectors, Cable Couplers, Rubber Capped Plugs, Molded Tip Jacks, Laminated Tip Jacks, Adaptors, Battery Adaptor Cables, Cable Assemblies, Strain Reliefs, Terminal Strips, Tie Points, Metal Punchings, Bakelite Punchings, Molded Parts, Electric Eye, Electric Eye Kits, AC and DC Relays, Radio and Electric Specialties.

Electrical Research Laboratories, Inc.

2020 Ridge Ave., Evanston, Ill.

Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery and Portable.

The Electro Motive Manufacturing Co., Inc.

South Park & John Sts., Willimantic, Conn.

Products — Carbon Resistors, Molded Mica Condensers, Trimmer Condensers, Padder Condensers, Suppressors.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York, N. Y.

Products—Radio Sets, Television Sets—Console.

Erie Resistor Corporation

644 West 12th St., Erie, Pa.

Products—Resistors, Silver Mica Condensers, Compensating Condensers, Iron Cores, and Plastic Parts.

Essex Wire Corporation

14310 Woodward Ave., Detroit, Mich.

Products—Radio Wires, Magnet Wire and Cord Sets.

Farnsworth Television & Radio Corp.

3700 East Pontiac St., Fort Wayne, Ind.

Products—Radio Sets, Television Sets—Console. Also Television Transmitters, Sound Transmitters, and other special apparatus.

John E. Fast & Co.

3123 N. Crawford Ave., Chicago, Ill.

Products—Fixed Electrical Condensers.

Galvin Manufacturing Corporation

4545 Augusta Blvd., Chicago, Ill.

Products—Radio Sets—Console, Table, Midget, Automobile, Battery.

General Electric Company

1285 Boston Ave., Bridgeport, Conn.

Products — Broadcast and Television Receivers. Also Handy Phone and Radio Receiving Tubes. Broadcast and Television Transmitters and Transmitting and Television Tubes.

General Instrument Corporation

829 Newark Ave., Elizabeth, N. J.

Products—Multiple Variable Condensers.

General Radio Company

30 State St., Cambridge A, Mass.

Products—Laboratory and Production Test Equipment and Apparatus. Radio Parts for General Experimental Purposes.

Gits Molding Corporation

4600 West Huron St., Chicago, Ill.

Products—Knobs, Push Buttons, Escutcheons, Trade Marks and Medallions, Concentric Cable, Drum Dials, Pointers, Remote Control Cases, Housings, Insulators.

Edwin I. Guthman & Co.

400 S. Peoria St., Chicago, Ill.

Products—R. F. Coils, Chokes, Oscillators, I. F. Transformers, Padder and Trimmer Condensers, Textile Covered and Litzendraht Wire. Radio Cabinets. Coil Winding Machinery.

Hammarlund Mfg. Co., Inc.

424-438 West 33d St., New York, N. Y.

Products—Radio Sets. Also Variable Condensers, Trimmers, Short Wave Parts.

Hawley Products Company

201 No. First Ave., St. Charles, Ill.

Products — Speaker Diaphragms and Spiders, Automobile Speaker Housings, Loop Antenna Covers and other Moulded Fibre Specialties.

***Hazeltime Corporation**

*Associate member.

15 Exchange Pl., Jersey City, N. J.

Products — Patents and Engineering Service to Manufacturers.

Hygrade Sylvania Corporation

Emporium, Pa.

Products—Radio Receiving Tubes.

Hytro Corporation

76 Lafayette St., Salem, Mass.

Products—Radio Tubes.

The Indiana Steel Products Company

135 South La Salle St., Chicago, Ill.

Products—Permanent Magnets for all purposes.

International Resistance Company

401 N. Broad St., Philadelphia, Pa.

Products—Resistors—Fixed and Variable, Metallized, Precision, Power Wire Wound, Voltage Dividers, Volume Controls, Tone Controls, Rheostats, Attenuators.

Irvington Varnish & Insulator Co.

6 Argyle Terrace, Irvington, N. J.

Products—Insulating Materials used in the Manufacture of Radio Parts.

Jefferson Electric Company

25th Ave. & Madison St., Bellwood, Ill.

Products—Radio Power Transformers, Chokes and Audio Input and Output Transformers, Television Deflecting Yokes, Horizontal and Vertical Scanning Transformers, and Centering and Focusing Coils.

Jensen Radio Manufacturing Company

6601 South Laramie Ave., Chicago, Ill.

Products—Loud Speakers.

Ken-Rad Tube and Lamp Corporation

Owensboro, Kentucky.

Products—Radio Tubes and Incandescent Electric Lamps.

Kester Solder Company

4201 Wrightwood Ave., Chicago, Ill.

Products—Solders: Plastic Rosin Filler Solder, Radio Solder, Special Flux Filled Solders and Special Fluxes for Electrical and Radio Work.

King Laboratories, Inc.

205 Oneida St., Syracuse, N. Y.

Products—Barex Embedded Getters, a part for radio tubes. Special alloys, chemicals and metals.

Kolorama Laboratories, Inc.

168 Coit St., Irvington, N. J.

Products—Television and Radio Research.

Lenz Electric Manufacturing Co.

1751 N. Western Ave., Chicago, Ill.

Products—Wires, Cables, Cords—for radio.

The Magnavox Company, Inc.

2131 Bueter Rd., Fort Wayne, Ind.

Products—Radio Loud Speakers, Molanode "FP" Dry Type Electrolytic Filter and By-Pass Capacitors.

P. R. Mallory & Co., Inc.

3029 East Washington St., Indianapolis, Ind.

Products—Dry Electrolytic Condensers for AC and DC, Auto-Radio Vibrators, All-Wave Switches, Volume Controls, Power Rheostats, Heavy Duty and Flexible Resistors, Dial Light Assemblies, Grid Bias Cells, Jacks, Jack Switches, Push Button Switches, Plugs, Cable Connectors, Radio Convenience Outlets, Dry Disc Rectifiers, Battery Chargers, Resistance Welding Electrodes, Electrical Contacts.

Micamold Radio Corporation

1087 Flushing Ave., Brooklyn, N. Y.

Products — Mica Condensers, Paper Condensers, Electrolytic Condensers, Resistors, Ballast Tubes, and Television Condensers.

The Muter Company

1255 South Michigan Ave., Chicago, Ill.

Products—Candohm Resistors, Aerial Accessories, Voltage Regulators, Switches, Hygrometers, Relays, Condensers, etc.

National Carbon Company, Inc.

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

Products—Radio "A," "B" and "C" Batteries.

National Company, Inc.

61 Sherman St., Malden, Mass.

Products—Amateur, Experimental and Communication type Receivers and Transmitting Equipment, Dials, Eliminators, Choke Coils, Transformers, Condensers, Couplings, Amplifiers, Grid Clips, Ceramic Insulators and Sockets.

National Union Radio Corporation

57 State St., Newark, N. J.

Products—Radio Tubes.

Noblitt-Sparks Industries, Inc.

East 13th St., Columbus, Ind.

Products—Radio Sets—Console, Table, Combination Radio-Phonograph, Battery, Automobile.

Oak Manufacturing Company

711 W. Lake St., Chicago, Ill.

Products — Switches, Range, Rotor, Tap, Push Button; Vibrators, Synchronous and Non-Synchronous; Mechanical Tuners.

The Ohio Carbon Co.

1258 Berea Rd., Lakewood, Ohio

Products—Carbon Resistors and Suppressors for Autos.

Operadio Manufacturing Company

St. Charles, Ill.

Products—Loud Speakers, Amplifiers, Public Address Equipment, Intercommunicating Equipment.

Philadelphia Storage Battery Company

Tioga and C Sts., Philadelphia, Pa.

Products—Receiving Sets, Tubes, Amplifiers and Distribution Equipment.

Philmore Manufacturing Co., Inc.

113-115 University Pl., New York, N. Y.

Products — Radio Sets — Microphones, Amplifiers, Aerial Eliminators, Headphones, Fixed Crystals and Crystal Sets.

Phonovision Corporation

850 Blackhawk St., Chicago, Ill.

Products—Radio Sets.

Pilot Radio Corporation

3706—36th St., Long Island City, N. Y.

Products—Radio Sets, Television Sets—Console and Table.

Quality Hardware & Machine Corporation

5831-51 Ravenswood Ave., Chicago, Ill.

Products—Stamping and Light Manufacturing.

Quam-Nichols Company

33d Place & Cottage Grove Ave., Chicago, Ill.

Products—Quam Permanic, Dynamic, Permanent Magnet Dynamic Speakers, Quam Aerial Kits and Private Brand Kits, Marvel Toy Telephones.

The Radiart Corporation

13229 Shaw Ave., Cleveland, Ohio

Products—Auto Radio Vibrators, Auto Radio Aerials; Power Supply Units.

Radio Condenser Company

Davis & Copewood Sts., Camden, N. J.

Products—Variable Air Condensers.

Radio Speakers, Inc.

221 East Cullerton St., Chicago, Ill.

Products—Radio Loud Speakers.

Raytheon Production Corporation

55 Chapel St., Newton, Mass.

Products—Radio Tubes.

RCA Manufacturing Company, Inc.

201 North Front St., Camden, N. J.

Products—Radio Sets, Victrolas, Battery, Portable, Automobile, and Police. Television Sets—Console, Table, Separate Video, and Kits. Broadcasting and Transmitting Equipment; Television Transmitting and Receiving Equipment; Photophone Equipment; Vacuum Tubes, including Radio Receiving Tubes, Transmitting Tubes, and parts therefor.

Readrite Meter Works

136 E. College Ave., Bluffton, Ohio

Products—Radio Test Instruments and Vane Type Meters.

Rea Magnet Wire Company, Inc.

E. Pontiac St., Extended, Fort Wayne, Ind.

Products—Magnet Wire, All Insulations.

Reliance Die & Stamping Company

1260 Claybourn Ave., Chicago, Ill.

Products—Variable Condensers, Gear Drives, Stamped Gears.

Remler Company, Ltd.

2101 Bryant St., San Francisco, Calif.

Products—Radio Sets—Console and Battery.

The Rola Company, Inc.

2530-70 Superior Ave., Cleveland, Ohio

Products—Loud Speakers.

Runzel Cord and Wire Co.

4727-31 Montrose Ave., Chicago, Ill.

Products—Diversified line of cords, both telephone and electrical.

The F. W. Sickles Company

300 Main St., Springfield, Mass.

Products—R.F. and I.F. Coils; Units; Padders, Trimmers, Silver Mica Condensers.

Solar Manufacturing Corporation

Bayonne, N. J.

Products—Dry and Wet Electrolytics, Paper Bypass Condensers, Trimmer, Molded Mica Condensers, Elim-O-Stats, Capacitor Analysers.

The Sparks-Withington Company

2400 E. Ganson St., Jackson, Mich.

Products—Radio Sets.

Speer Resistor Corporation

Saint Marys, Pa.

Products—Speer Insulated and Non-Insulated Resistors. Speer Carbon Suppressors.

Stackpole Carbon Company

Tannery St., St. Marys, Pa.

Products—Variable Resistors, Fixed Carbon Resistors, Switches, Contacts, Graphite Anodes for Tubes, Iron Cores.

Standard Transformer Corporation

1500 North Halsted St., Chicago, Ill.

Products—Transformers.

Stewart-Warner Corporation

1826 Diversey Parkway, Chicago, Ill.

Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Portable, and Automobile. Television Sets—Console.

Stromberg-Carlson Telephone Mfg. Co.

100 Carlson Rd., Rochester, N. Y.

Products—Radio Sets, Television Sets. Also Program Service Systems, and Antenna Kits.

Supreme Instruments Corporation

Howard St., Greenwood, Miss.

Products—Radio Testing Instruments.

Synthane Corporation

Oaks, Pa.

Products—Various specialties.

Transformer Corporation of America

69 Wooster St., New York, N. Y.

Products—Sound Equipment and Accessories, Electronic Control Devices.

Tung-Sol Lamp Works, Inc.

95 Eighth Ave., Newark, N. J.

Products—Radio Tubes and Radio Panel Bulbs.

Utah Radio Products Company

820 Orleans St., Chicago, Ill.

Products—Loud Speakers, Transformers, Chokes, Vibrators, Resistors, Jacks, Controls, Switches, Plugs, and Midget Motors.

The Webster Company

5622 Bloomingdale Ave., Chicago, Ill.

Products—Automatic Record Changers, Amplifiers, Phonograph Motors and Turntables, Laminations and Stampings, Microphones, Pickups.

Wells-Gardner & Company

2701 N. Kildare Ave., Chicago, Ill.

Products—Radio Sets.

Weston Electrical Instrument Corporation

614 Frelinghuysen Ave., Newark, N. J.

Products—Electrical Measuring Instruments, Sensitive Relays and Associated Devices, Radio Servicing and Tube Testing Equipment, Electrical Speed Measuring Equipment, Photoelectric Devices and Photographic Exposure Meters, West-orthom Bi-metallic Thermometers.

Zenith Radio Corporation

6001 Dickens Ave., Chicago, Ill.

Products—Radio Sets.



RADIO BUYING GUIDE



**WHAT TO BUY
AND
WHERE TO BUY IT**

ACOUSTICAL PRODUCTS AND SERVICE

American Communications Corp., 1650 Broadway, New York, N. Y.
 Armstrong Cork Products Co., Lancaster, Pa.
 Atlas Sound Corp., 1451-39th St., Brooklyn, N. Y.
 Color-Tone, Acoustical Devices, Inc., 322 E. Colfax Ave., South Bend, Ind.
 Celotex Corp., 919 No. Michigan Ave., Chicago.
 Chicago Sound Systems Co., 200 E. Illinois St., Chicago, Ill.
 Electrical Research Products, Inc., 195 Broadway, New York, N. Y.
 General Insulating & Mfg. Co., Alexandria, Ind.
 General Insulating Products Co., 8821 15th Ave., Brooklyn, N. Y.
 Insulite Co., 1100 Builders Exch., Minneapolis, Minn.
 Johns-Mansville Co., 22 E. 40th St., New York, N. Y.
 Keasbey & Mattison Co., Ambler, Pa.
 Miles Reproducer Co., Inc., 812 Broadway, New York, N. Y.
 National Rug Mills, Inc., 2494 S. 5th St., Milwaukee, Wis.
 RCA Manufacturing Co., Inc., Camden, N. J.
 Shure Bros., 225 W. Huron St., Chicago, Ill.
 Shugart, Harold E. Co., 911 Sycamore Ave., Los Angeles, Calif.
 Slater Co., The, Inc., 300 W. Austin Ave., Chicago, Ill.
 U. S. Gypsum Co., 300 W. Adams St., Chicago.
 Webster Electric Co., Racine, Wis.
 Western Electric Co., 195 Broadway, N. Y. C.
 Western Felt Works, 4115 Ogden Ave., Chicago.
 Wood Conversion Co., First Nat'l Bank Bldg., St. Paul, Minn.

AERONAUTICAL RADIO EQUIPMENT

Aeronautical Radio Co., Mineola, N. Y.
 Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.
 General Electric Co., Schenectady, N. Y.
 Lear Developments, Inc., 24 State St., New York, N. Y.
 Marine Radio Corp., 91 Third Ave., New York, N. Y.
 Radio Frequency Labs., Inc., Boonton, N. J.
 Wilcox Electric Co., 1014 W. 37th St., Kansas City, Mo.
 Western Electric Co., 195 Broadway, N. Y. C.

AMPLIFIERS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.
 American Transformer Co., 178 Emmett St., Newark, N. J.
 Amplifier Co. of America, 37 W. 20th St., N. Y. C.
 Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.
 Bell Sound Systems, Columbus, Ohio.
 Canady Sound Appliance Co., 19570 S. Sagamore Rd., Rocky River P. O., Cleveland, O.
 Chicago Sound Systems, 200 E. Illinois St., Chicago, Ill.
 Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal.
 Collins Radio Co., 2920 First Ave., Cedar Rapids, Ia.
 Daniel Electrical Labs., N. Y. C.
 DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
 Electrical Research Products, Inc., 195 Broadway, N. Y. C.
 Electro-Acoustic Product Co., 55 E. Wacker Drive, Chicago, Ill.
 Gates Radio & Supply Co., Quincy, Ill.
 General Electric Co., Schenectady, N. Y.
 Good-All Electric Mfg. Co., Ogallala, Neb.
 Lincrophone Co., Inc., 1661 Howard Ave., Utica, N. Y.
 Mellaphone Corp., 65 Atlantic Ave., Rochester, N. Y.
 Miles Reproducer Co., Inc., 812 Broadway, New York, N. Y.
 Morlen Electric Co., Inc., 60 W. 15th St., New York, N. Y.

Motiograph, Inc., 4431 W. Lake St., Chicago.
 Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Calif.
 Operadio Mfg. Co., St. Charles, Ill.
 Pacent Engineering Corp., 79 Madison Avenue, N. Y. C.
 Picture-Fone Co., 806 Main St., Lima, O.
 Piezoelectric Laboratories, 612 Rockland Ave., New Dorp, S. I., N. Y.
 Presto Recording Corp., 139 W. 19th St., N. Y. C.
 RCA Manufacturing Co., Inc., Camden, N. J.
 Radio Receptor Co., 251 W. 19th St., N. Y. C.
 Radio Wire Television, Inc., 100 Sixth Ave., New York, N. Y.
 Radolek Co., 601 W. Randolph St., Chicago, Ill.
 Rauland Corp., 3341 Belmont Ave., Chicago.
 Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif.
 Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
 Sound Systems, Inc., 6545 Carnegie Ave., Cleveland, Ohio.
 Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Road, Rochester, N. Y.
 Thordarson Electric Mfg. Co., 500 W. Hudson St., Chicago, Ill.
 United Transformer Corp., 150 Varick St., N. Y. C.
 Weber Machine Corp., 59 Rutter St., Rochester, N. Y.
 Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.
 Webster Electric Co., Racine, Wis.
 Wenzel Co., 2059 S. State St., Chicago, Ill.
 Western Electric Co., 195 Broadway, N. Y. C.

ANTENNAS

Aeronautical Radio Co., Mineola, N. Y.
 Andrew, Victor J., 6492 S. Laverne Ave., Chicago, Ill.
 Birnbach Radio Co., 145 Hudson St., N. Y. C.
 Blaw-Knox Co., P. O. Box 1198, Pittsburgh, Pa.
 Collins Radio Co., Cedar Rapids, Ia.
 Haigis Laboratories, Inc., Maple Shade, N. J.
 Harrell, D. H., 7731 Essex Ave., Chicago
 Hoke Vertical Radiator Co., 135 S. Market St., Petersburg, Va.
 International Derrick & Equipment Co., 875 Michigan Ave., Columbus, Ohio.
 Johnson, E. F. Co., Waseco, Minn.
 Radiart Corp., Shaw Ave., and E. 133rd St., Cleveland, Ohio.
 Radio Receptor Co., 251 W. 19th St., New York, N. Y.
 Technical Appliance Corp., 17 E. 16th St., N. Y. C.
 Transducer Corp., 30 Rockefeller Plaza, N. Y. C.

ANTENNA EQUIPMENT

Acorn Insulated Wire Co., 225 King St., Brooklyn, N. Y.
 Alden Products Co., 715 Center St., Brockton, Mass.
 Alpha Wire Corp. 50 Howard St., New York, N. Y.
 Anaconda Wire & Cable Co., 25 Broadway, New York, N. Y.
 Belden Mfg. Co., 4647 W. Van Buren St., Chicago, Ill.
 Bendix Radio Corp., Washington, D. C.
 Birnbach Radio Co., 145 Hudson St., N. Y. C.
 L. S. Brach Mfg. Corp., 55 Dickerson St., Newark, N. J.
 Consolidated Wire & Associated Corp., Peoria & Harrison Sts., Chicago, Ill.
 Continental Wire Co., 110 Lafayette St., N. Y. C.
 Corning Glass Works, Corning, N. Y.
 General Electric Corp., Schenectady, N. Y.
 Hoke Vertical Radiators, 135 S. Market St., Petersburg, Va.
 Insuline Corp. of America, 25 Park Place, New York, N. Y.
 Isolantite, Inc., 233 Broadway, N. Y. C.
 Jacobs, Charles F., 270 Lafayette St., N. Y. C.
 Johnson Co., E. F., Waseco, Minn.
 Lapp Insulator Co., Gilbert St., Leroy, N. Y.
 Locke Insulator Corp., South Charles and Cromwell, Baltimore, Md.
 Muter Co., 1255 S. Michigan Ave., Chicago, Ill.
 Phelps Dodge Copper Products Corp., 40 Wall St., New York, N. Y.
 Phoenix Radio Products Laboratory, 2040 N. Holly Ave., Chicago, Ill.

Quam-Nichols Co., 33rd Place and Cottage Grove Ave., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Triangle Conduit & Cable Co., Elmhurst, N. Y.

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ANTENNA MASTS

American Bridge Co., Pittsburgh, Pa.
Beasley Construction Co., John F., P. O. Box 1547, Muskogee, Okla.
Blaw-Knox Co., P. O. Box 1198, Pittsburgh, Pa.
Hartensfine-Zane Co., Inc., 225 Broadway, N. Y. C.
Lehigh Structural Steel Co., 17 Battery Place, N. Y. C.
Lingo Mfg. Co., Camden, N. J.
New Jersey Erectors, 346 Broadway, Newark, N. J.

ANTENNA SURVEYS

Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.
Burnett Radio Laboratory, 4814 Idaho St., San Diego, Calif.
Premier Crystal Labs., 55 Park Row, New York, N. Y.
RCA Mfg. Co., Inc., Camden, N. J.
Skifter, Hector R., St. Paul, Minn.
Washington Institute of Technology, Washington, D. C.

ATTENUATORS

Audio Products Co., Los Angeles, Calif.
Centralab Division, Globe Union Mfg. Co., 900 E. Keefe Ave., Milwaukee, Wis.
Cinema Engineering Co., 7606 Santa Monica Blvd., Hollywood, Calif.
Claroostat Mfg. Co., 285 North Sixth St., Brooklyn, N. Y.
Collins Radio Co., 2921 First Ave., Cedar Rapids, Ia.
Daven Co., The, 158 Summit St., Newark, N. J.
General Radio Co., 30 State St., Cambridge, Mass.
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.
Leeds & Northrup, 4970 Stenton Ave., Philadelphia, Pa.
P. R. Mallory & Co., 3029 E. Washington St., Indianapolis, Ind.
Ohmite Mfg. Co., 4835 W. Flourney St., Chicago, Ill.
Precision Resistor Co., 334 Badger Ave., Newark, N. J.
RCA Mfg. Co., Camden, N. J.
Remler Co., Ltd., 19th and Bryan Sts., San Francisco, Cal.
Shallcross Mfg. Co., Collingdale, Pa.
Tech Laboratories, 7 Lincoln St., Jersey City, N. J.
United Transformer Corp., 150 Varick St., New York, N. Y.
Utah Radio Products Co., 820 Orleans St., Chicago, Ill.

AUDIO-FREQUENCY AMPLIFIERS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.
Gates Radio & Supply Co., Quincy, Ill.
General Radio Co., 30 State St., Cambridge, Mass.
General Transformer Corp., 1250 W. Van Buren St., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Radio Engineering & Mfg. Co., 26 Journal Square, Jersey City, N. J.
Radio Television Industries Corp., 2 Linden St., Reading, Mass.
Radolek Co., Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.
Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Webster Electric Co., Racine, Wis.
Western Electric Co., 195 Broadway, N. Y. C.

BATTERIES

Bond Electric Corp., 146 Munson St., New Haven, Conn.

Bright Star Battery Co., Clifton, N. J.
Burgess Battery Co., Freeport, Ill.
Edison, Thomas A., Inc., Edison Storage Battery Division, West Orange, N. J.
Electric Storage Battery Co., 19th and Allegheny Aves., Philadelphia.
Eveready Baottery Co. (See National Carbon Co.)
Eveready (See Electric Storage Battery Co.)
General Dry Batteries, Inc., Cleveland, Ohio.
Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee, Wis.
National Carbon Co., 30 E. 42nd St., N. Y. C.
Ray-O-Vac Co., 2317 Winnebago St., Madison, Wis.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Universal Battery Co., 3410 La Salle St., Chicago, Ill.
U-S-L Battery Corp., Niagara Falls, N. Y.
Willard Storage Battery Co., 246 E. 131st St., Cleveland, Ohio.

BELLS—CHIMES, MUSICAL AND ELECTRICAL

Acme Electric Construction Co., 37 W. VanBuren St., Chicago, Ill.
Deagan, J. C., Inc., 1770 Berceau Ave., Chicago.
Kohler-Liebich Co., 3553 Lincoln Ave., Chicago.
Maas Organ Co., 3015 Casitas Ave., Los Angeles, Calif.
Rangerlone, Inc., 201 Verona Ave., Newark, N. J.
RCA Manufacturing Co., Inc., Camden, N. J.
Ross, Charles, Inc., 244 W. 49th St., N. Y. C.
Rybeck, Frances J. Co., New York, N. Y.
Sound Projects Co., 3140 W. Walton St., Chicago, Ill.
Transformer Corp. of America, 69 Wooster St., New York, N. Y.

BIAS CELLS

Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.

BINDING POSTS

(See HARDWARE, RADIO)
Eby, Hugh H. Co., 2066 Hunting Park Ave., Philadelphia, Pa.

BROADCAST EQUIPMENT

American Communications Corp., 1560 Broadway, New York, N. Y.
American Sales Co., 44 W. 19th St., N. Y. C.
Bassett Research Corp., South Bend, Ind.
Collins Radio Co., 2920 First Ave., N. E., Cedar Rapids, Iowa.
Doolittle & Falknor, 7421 S. Loomis Blvd., Chicago, Ill.
Ferranti Electric, Inc., 30 Rockefeller Plaza, New York, N. Y.
Gates American Corp., Quincy, Ill.
General Communication Products, Inc., Hollywood, Calif.
General Engineers, Upper Darby, Pa.
Graybar Electric Co. (Distributors for Western Elec.), 420 Lexington Ave., N. Y. C.
Hygrade Sylvania Corp., Clifton, N. J.
International Broadcasting Equipment Co., 312 W. 51st St., Chicago, Ill.
Kluge Radio Co., 1041 N. Bonnie Brae, Los Angeles, Cal.
Lear Developments, Inc., 24 State St., New York, N. Y.
Miles Reproducer Co., 812 Broadway, New York, N. Y.
Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Calif.
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.
Peerless Radio Mfg. Co., Albany, N. Y.
Piezoelectric Laboratories, 612 Rockland Ave., New Dorp, S. I., N. Y.
RCA Mfg. Co., Camden, N. J.

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Radio Engineering Labs., 35-54—36th St., Long Island City, N. Y.
Radio Engineering & Mfg. Co., 26 Journal Square, Jersey City, N. J.
Radio Television Industries Corp., 2 Linden St., Reading, Mass.
Remler Co., Ltd., 2101 Bryant St., San Francisco, Cal.
Skaggs Transformer Co., 5894 Broadway, Los Angeles, Calif.
Skifter, Hector R., St. Paul Hotel, St. Paul, Minn.
D. V. Tostenson, Moorhead, Minn.
Transmitter Equipment Mfg. Co., 130 Cedar St., N. Y. C.
United Transformer Corp., 72 Spring St., N. Y. C.
Western Electric Co., 195 Broadway, N. Y. C.
Westinghouse Electric & Mfg. Co., Chicopee Falls, Mass.

CABLES

Acorn Insulated Wire Co., 225 King St., Brooklyn, N. Y.
Alden Products Co., 715 Center St., Brockton, Mass.
Alpha Wire Corp., 30 Howard St., N. Y. C.
Anaconda Wire & Cable Co., 25 Broadway, New York, N. Y.
Belden Mfg. Co., 4647 W. Van Buren, Chicago, Ill.
Essex Wire Corp., 14310 Woodward Ave., Detroit, Mich.
Hoke Vertical Radiators, Petersburg, Va.
Mallory, P. R. & Co., Indianapolis, Ind.
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.
Phelps Dodge Copper Products Corp., 40 Wall St., New York, N. Y.
Transducer Corp., Rockefeller Plaza, N. Y. C.
Triangle Conduit & Cable Co., Elmhurst, N. Y.

CABLES. COAXIAL

Andrew, Victor J., 6492 S. Laverne Ave., Chicago, Ill.
Commercial Radio Equipment Co., 216 E. 74th St., Kansas City, Mo.
Isolanite, Inc., 233 Broadway, N. Y. C.
Transducer Corp., 30 Rockefeller Plaza, N. Y. C.

CARPETS

Aetna Carpet Co., 9006 Melrose Ave., Los Angeles.
Bigelow Sanford Carpet Co., Inc., 140 Madison Ave., N. Y. C.
Hotel & Theater Carpet Co., 427 W. 42nd St., N. Y. C.
Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.
Shearer, B. F., Co., 2318 Second Ave., Seattle Wash.
Slater, William V., Inc., 300 W. Austin Ave., Chicago.
Smith, Alexander & Sons, 295 Fifth Ave., New York, N. Y.

CARPET CUSHIONS

Clifton Carpet Co., 222 N. Bank Drive, Chicago.
Greater New York Carpet House, Inc., 250 W. 49th St., New York, N. Y.
Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.

CATHODE RAY OSCILLOGRAPHS

Bernard, H. J., 319 Third Ave., Brooklyn, N. Y.
Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.
DuMont, Allen B., Laboratories, Passaic, N. J.
General Electric Co., Schenectady, N. Y.
Hickok Electrical Instrument Co., 10514 Dupont Ave., Detroit, Mich.
Jackson Electrical Instrument Co., 129 Wayne Ave., Dayton, Ohio
Meck, John, Instruments, 164 N. May St., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.

Supreme Instruments Corp., Greenwood, Mass.
Triplett Electrical Instrument Corp., Bluffton, Ohio
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Western Electrical Instrument Corp., Newark, N. J.

CATHODE RAY TUBES

Arcturus Radio Tube Co., 720 Frelinghuysen Ave., Newark, N. J.
DuMont, Allen B., Laboratories, Passaic, N. J.
Electronic Products Co., 5356 E. 9th St., Los Angeles, Calif.
General Electric Co., Schenectady, N. Y.
National Union Radio Corp., 57 State St., Newark, N. J.
RCA Mfg. Co., Camden, N. J.
Western Electric Co., 195 Broadway, N. Y. C.
Westinghouse Lamp Co., Bloomfield, N. J.

CHOKES, FILTER

American Transformer Co., 180 Emmet St., Newark, N. J.
Collins Radio Co., Cedar Rapids, Ia.
Coto-Coil Co., Inc., Irovidence, R. I.
Dongan Electric Mfg. Co., Detroit, Michigan.
Ecco High Frequency Corp., 120 W. 20th St., New York, N. Y.
Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y. C.
Freed Transformer Co., 72 Spring St., New York, N. Y.
General Winding Co., 254 W. 31st St., New York, N. Y.
Jefferson Electric Co., Bellwood, Ill.
RCA Mfg. Co., Camden, N. J.
Standard Transformer Corp., 1500 Halsted St., Chicago, Ill.
Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.
Tobe Deutschmann Corp., Canton, Mass.
United Transformer Corp., 150 Varick St., N. Y. C.
Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.

COILS

Aladdin Radio Industries, Inc., 468 W. Superior St., Chicago, Ill.
American Transformer Co., 180 Emmet St., Newark, N. J.
Automatic Winding Co., Newark, N. J.
Bud Radio, Inc., 5205 Cedar Ave., Cleveland, O.
Caren Mfg. Co., 415 S. Aberdeen St., Chicago, Ill.
Coto-Coil Co., Inc., 229 Chapman St., Providence, R. I.
D-X Radio Products, 1575 Milwaukee Ave., Chicago, Ill.
General Mfg. Co., 1255 S. Chicgo Ave., Chicago, Ill.
General Winding Co., 254 W. 31st St., N. Y. C.
Guthman, Edwin I., Co., 400 S. Peoria St., Chicago, Ill.
Hammerlund Mfg. Co., 424 W. 33rd St., N. Y. C.
Insuline Corp. of America, 25 Park Place, N. Y. C.
International Transformer Co., 39 W. 20th St., New York, N. Y.
Johnson, E. F., Co., Waseca, Minn.
Meisner Mfg. Co., Mt. Carmel, Ill.
Miller, J. W. & Co., 5917 S. Main St., Los Angeles, Calif.
Precision Inductance Corp., 591 Broadway, N. Y. C.
Sickles, F. W., Co., 300 Main St., Springfield, Mass.
Skaggs Transformer Co., 5894 Broadway, Los Angeles, Calif.
Teleradio Engineering Corp., 484 Broome St., N. Y. C.
United Transformer Corp., 150 Varick St., N. Y. C.
Ultramar Mfg. Corp., 303 W. Monroe St., Chicago, Ill.
Universal Winding Co., Providence, R. I.

CONDENSERS, ELECTROLYTIC

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.
American Condenser Co., 2508 S. Michigan Ave., Chicago, Ill.

Condenser Products, 1369 N. Branch St., Chicago, Ill.
 Consolidated Wire & Associated Corps., 512 S. Peoria St., Chicago, Ill.
 Cornell-Dubilier Corp., 1000 Hamilton Blvd., South Plainfield, N. J.
 Cosmic Radio Corp., 699 E. 135th St., N. Y. C.
 Crowley, H. L. & Co., 1 Central Ave., W. Orange, N. J.
 Curtis Condenser Corp., 3088 W. 106 St., Cleveland, Ohio.
 Deutschmann, Tobe, Corp., Canton, Mass.
 Dumont Electric Co., 514 Broadway, New York, N. Y.
 Girard-Hopkins, Oakland, Calif.
 Magnavox Co., 2131 Buefer Rd., Fort Wayne, Ind.
 Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
 Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.
 Solar Mfg. Co., 599 Broadway, N. Y. C.
 Sprague Products Co., N. Adams, Mass.
 Tilton Electric Corp., 15 E. 26th St., N. Y. C.

Kato Engineering Co., 530 N. Front St., Mankato, Minn.
 Pioneer Gen-E-Motor Corp., 466 W. Superior St., Chicago, Ill.
 RCA Mfg. Co., Camden, N. J.
 Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
 Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

CONDENSERS, FIXED

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.
 American Condenser Corp., 2508 S. Michigan Ave., Chicago, Ill.
 Centralab, 900 E. Keefe Avenue, Milwaukee, Wisc.
 Continental Carbon, Inc., 13900 Lorain Ave., Cleveland, Ohio.
 Cornell-Dubilier Corp., 1000 Hamilton Blvd., South Plainfield, N. J.
 Crowley, Henry L. & Co., Inc., 1 Central Avenue, W. Orange, N. J.
 Curtis Condenser Corp., 3088 W. 106th St., Cleveland, Ohio
 Deutschmann, Tobe, Corp., Canton, Mass.
 Electro-Motive Mfg. Co., 797 E. 140th St., N.Y.C.
 Erie Resistor Corp., Erie, Pa.
 Fast, John E., & Co., 3121 N. Pulaski St., Chicago, Ill.
 Magnavox Co., Inc., Ft. Wayne, Ind.
 Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
 Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.
 Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.
 RCA Mfg. Co., Camden, N. J.
 Sangamo Electric Co., Springfield, Ill.
 Solar Mfg. Co., 599 Broadway, N. Y. C.
 Sprague Specialties, Inc., North Adams, Mass.

CONDENSERS, VARIABLE

Atkins & Brown, 215 Fourteenth St., Oakland, Calif.
 Browning Laboratories, Inc., 750 Main St., Winchester, Mass.
 Bud Radio, Inc., 5205 Cedar Ave., Cleveland, Ohio
 Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y.
 DeJur-Ansco Corp., Shelton, Conn.
 General Instrument Co., Elizabeth, N. J.
 General Radio Co., 30 State St., Cambridge, Mass.
 Guthman, Edwin I., Co., 400 S. Peoria St., Chicago, Ill.
 Hammarlund Mfg. Co., 424 W. 33rd St., N. Y. C.
 Johnson, E. F. Co., Waseka, Minn.
 National Co., Inc., Walden, Mass.
 Radio Condenser Co., Camden, N. J.
 Sickles, F. W., Co., 300 Main St., Springfield, Mass.

CONVERTERS, ELECTRIC

Bodine Electric Co., 2254 W. Ohio St., Chicago, Ill.
 Carter Motor Co., 1608 N. Milwaukee Ave., Chicago, Ill.
 Eicor, Inc., 515 Laffin St., Chicago, Ill.
 Electric Specialty Co., Stamford, Conn.
 General Electric Co., Schenectady, N. Y.
 Hetro Electrical Industries, Inc., 4611 Ravenswood Ave., Chicago, Ill.
 Janette Mfg. Co., 556 West Monroe St., Chicago.

COUPLING EQUIPMENT

Andrew, Victor J., 7221 San Francisco Ave., Chicago, Ill.
 Johnson, E. F. Co., Waseka, Minn.

DIALS AND KNOBS

American Emblem Co., Utica, N. Y.
 Boston Bros. Co., 1600 N. Clinton Ave., Rochester, N. Y.
 Crowe Name Plate & Mfg Co., 3701 Ravenswood Ave., Chicago, Ill.
 Davies Molding Co., Harry, 1428 N. Wells St., Chicago, Ill.
 DeJur-Ansco Corp., Shelton, Conn.
 Insuline Corp. of America, 25 Park Place, New York, N. Y.
 Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
 Meissner Mfg. Co., Mt. Carmel, Ill.
 Premier Crystal Labs., 719 Pulitzer Bldg., N. Y. C.

ELECTRICAL MEASURING EQUIPMENT

(SEE METERS)
 Acoustic Consultants, Inc., 1270 Sixth Ave., New York, N. Y.
 American Communications Corp., 1650 Sixth Ave., New York, N. Y.
 Associated Research, Inc., 16 N. May St., Chicago, Ill.
 Boonton Radio Corp., Fanny Road, Boonton, N. J.
 Burnett, William W. L., Laboratory, San Diego, Calif.
 Cinema Engineering Co., 7606 Santa Monica Blvd., Hollywood, Calif.
 Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.
 Continental Electric Co., Geneva, Ill.
 Daven Co., The, 158 Summit St., Newark, N. J.
 Deutschmann, Tobe, Canton, Mass.
 Electronic Design Corp., 164 N. May St., Chicago, Ill.
 Fairchild Aerial Camera Corp., 62-10 Woodside Ave., Woodside, N. Y.
 Ferris Instrument Corp., Boonton, N. J.
 General Radio Co., 30 State St., Cambridge, Mass.
 Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland, O.
 Premier Crystal Labs., 719 Pulitzer Bldg., N. Y. C.
 RCA Mfg. Co., Camden, N. J.
 Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
 Supreme Instruments Corp., Greenwood, Miss.
 Tech Laboratories, 7 Lincoln St., Jersey City, N. J.
 Triplett Electrical Instrument Co., Bluffton, Ohio.
 Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.
 United Motors Service, 3044 Grand Blvd., Detroit, Mich.
 Wright's Electrical Instrument Laboratories, Reed College, Portland, Ore.
 Weston Electrical Instrument Corp., 614 Freylinghusen Ave., Newark, N. J.

EQUALIZERS

Daven Co., The, 158 Summit St., Newark, N. J.
 Emar Instrument Corp., 29 W. 57th St., N. Y. C.
 Sound Apparatus Co., 150 W. 46th St., N. Y. C.
 Tech Laboratories, 7 Lincoln St., Jersey City, N. J.
 United Transformer Corp., 150 Varick St., N. Y. C.

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FILTERS, INTERFERENCE

Aerovox Corp., New Bedford, Mass.
Andrew, Victor J., 7221 San Francisco Ave., Chicago, Ill.
Deutschmann, Tobe, Canton, Mass.
Miller, J. W. Co., 5917 S. Main St., Los Angeles

FIXTURES, LIGHTING

Battle, Robert, Inc., 35-28 42nd St., Long Island City, N. Y.
Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Erikson Electric Co., 6 Power House St., Boston, Mass.
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.
General Electric Co., Schenectady, N. Y.
Guth, Edwin F., Co., 2615 Washington Ave., St. Louis, Mo.
Holzmueller, C. J., 1108 Howard St., San Francisco, Calif.
Hub Electric Corp., 2225 W. Grand Ave., Chicago, Ill.
King Scenic Co., 1914 Main St., Dallas, Tex.
Kliegl Bros., Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., New York, N. Y.
Nation-Wide Manufacturing Corp., 449 W. 42nd St., New York, N. Y.
Rambusch Decorating Co., 2 W. 45th St., New York, N. Y.
Ross, Charles, Inc., 244 W. 49th St., New York, N. Y.
Saltzman, J. G., Inc., 480 Lexington Ave., N. Y. C.
Sterling Reflector Co., 1431 W. Hubbard St., Chicago, Ill.
Voigt Co., 12th & Montgomery Aves., Philadelphia, Pa.
Wagner-Woodruff Co., 830 S. Olive St., Los Angeles, Calif.
Wheeler Reflector Co., 275 Congress St., Boston, Mass.

FLOOR COVERINGS

American Mat Corp., 1708 Adams St., Toledo, O.
American Tile & Rubber Co., Perrine Ave., Trenton, N. J.
Armstrong Cork Products Co., Lancaster, Pa.
Bigelow Sanford Carpet Co., Inc., 140 Madison Ave., New York, N. Y.
Clinton Carpet Co., 222 N. Bank Drive, Chicago, Ill.
Greater New York Carpet House, Inc., 250 W. 49th St., New York, N. Y.
Imperial Floor Co., Inc., 59 Halstead St., Rochester, N. Y.
King Scenic Co., 1914 Main St., Dallas, Tex.
Pick, Albert, Co., Inc., 2519 Pershing Road, Chicago, Ill.
Puritan Rubber Manufacturing Co., Perrine Ave., Trenton, N. J.
Rosenheim, J., & Co., 71 W. 45th St., New York, N. Y.
Slater Co., The, 300 W. Austin Ave., Chicago, Ill.
Smith, Alexander, & Sons, Carpet Co., Sales Division, 295 Fifth Ave., New York, N. Y.

FREQUENCY CONTROL UNITS

American Piezo Supply Co., 40th & Woodland Ave., Kansas City, Mo.
Bibley Electric Co., Erie, Pa.
Collins Radio Co., Cedar Rapids, Ia.
Commercial Radio Equipment Co., 7205 Baltimore St., Kansas City, Mo.
Doolittle & Falknor, Inc., 1306 W. 74th St., Chicago, Ill.
Gates-American Corp., Quincy, Ill.
General Engineers, Upper Darby, Pa.
Haisig Laboratories, Maple Shade, N. J.

International Broadcasting Equipment Co., 312 W. 51st St., Chicago, Ill.
Kaar Engineering Co., Palo Alto, Calif.
Peerless Radio Mfg. Co., Albany, N. Y.
Piezo Electric Laboratories, 612 Rockland Ave., New Dorp, S. I., N. Y.
Premier Crystal Laboratories, Inc., Park Row, N. Y. C.
RCA Mfg. Co., Camden, N. J.
Radio Engineering Laboratories, Inc., 35-54—36th St., Long Island City, N. Y.
Radio Engineering & Mfg. Co., 26 Journal Sq., Jersey City, N. J.
Radio Laboratories, Inc., 2701 California Ave., Seattle, Wash.
Radio Receptor Co., 251 W. 19th St., New York City
Radio Television Industries Corp., Reading, Mass.
Tostenson, D. V., Moorhead, Minn.
Western Electric Co., 195 Broadway, N. Y. C.
Western Radio Engineering Co., 5th & St. Peter St., St. Paul, Minn.

FUSES

Jefferson Electric Co., Bellewood, Ill.
Littlefuse Laboratories, 4238 Lincoln Ave., Chicago, Ill.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.

GENERATORS

Automatic Devices Co., 1035 Linden St., Allentown, Pa.
Carter Motor Co., 1608 N. Milwaukee Ave., Chicago, Ill.
Continental Electric Co., 50 Church St., N. Y. C.
Eicor, Inc., 515 S. Laffin St., Chicago, Ill.
Electric Specialty Co., Stamford, Conn.
Fidelity Electric Co., Lancaster, Pa.
Gardiner, L. J., Co., 935 W. Goodale Blvd., Columbus, Ohio.
General Electric Co., Schenectady, N. Y.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland, Ohio.
Hetro Electrical Industries, Inc., 4611 Ravenswood Ave., Chicago, Ill.
Ideal Electric Mfg. Co., Mansfield, Ohio.
Janette Mfg. Co., 556 W. Monroe St., Chicago, Ill.
Kato Engineering Co., Mankato, Minn.
Miles Reproducer Co., Inc., 812 Broadway, N. Y. C.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

HEADPHONES

Brush Development Co., E. 40th and Perkins Ave., Cleveland, Ohio.
Cannon Co., C. F., Main St., Springwater, N. Y.
Carron Mfg Co., 415 S. Aberdeen St., Chicago, Ill.
Chicago Telephone Supply Co., 1142-1228 W. Beardsley Ave., Elkhart, Ind.
Dictograph Products Co., 580 Fifth Ave., N. Y. C.
Inslure Corp. of America, 25 Park Pl., N. Y. C.
Philmore Mfg. Co., 113 University Pl., N. Y. C.
Quam-Nichols Co., 33rd Pl. and Cottage Grove Ave., Chicago, Ill.
Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.
Trimm Radio Mfg. Co., 1770 W. Berneau Ave., Chicago, Ill.
Western Electric Co., 195 Broadway, New York, N. Y.
Universal Microphone Co., Ltd., Inglewood, Calif.

HORNS AND SPEAKERS

Ariston Mfg. Co., 4045 Diversey St., Chicago, Ill.
Arlavox Mfg. Co., 4300 S. Green St., Chicago, Ill.
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.
Best Mfg. Co., 1200 Grove St., Irvington, N. J.
Cinaudagraph Corp., Stamford, Conn.
Electrical Research Products, Inc., 250 W. 57th St., New York City.
Hawley Products Co., 201 N. 1st Ave., St. Charles, Ill.

Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago, Ill.
 Lansing Mfg. Co., 6900 McKinley Ave., Los Angeles, Calif.
 Magna-Vox Co., Inc., 2131 Beuter Rd., Ft. Wayne, Indiana.
 Operadio Mfg. Co., St. Charles, Ill.
 Oxford-Tartak Radio Corp., 915 W. Van Buren St., Chicago, Ill.
 Quam-Nichols Co., 33rd Place & Cottage Grove Ave., Chicago, Ill.
 Racon Electric Co., Inc. 52 E. 19th St., New York, N. Y.
 Radio Speakers, Inc., 1338 S. Michigan Ave., Chicago, Ill.
 Rola Co., 2570 E. Superior Ave., Cleveland, Ohio.
 Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
 RCA Manufacturing Co., Inc., Camden, N. J.
 Silver-Marshall, Inc., 6401 West 65th St., Chicago, Ill.
 Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Road, Rochester, N. Y.
 Unit Reproducers Mfg. Co., 999 Main St., Rochester, N. Y.
 Utah Radio Products Co., 820 Orleans Ave., Chicago.
 Wenzel Co., 2059 S. State St., Chicago, Ill.
 Western Electric Co., 195 Broadway, N. Y. C.
 Wright De Coster, Inc., 2233 University Ave., St. Paul, Minn.

INSULATION

Acme Wire Co., 1255 Dixwell Ave., New Haven, Conn.
 Alpha Wire Corp., 50 Howard St., New York, N. Y.
 Alden Products Co., 715 Center St., Brockton, Mass.
 American Lava Corp., Cherokee Blvd. & Manufacturers Road, Chattanooga, Tenn.
 Bakelite Corp., 247 Park Ave., N. Y. C.
 Belden Mfg. Co., 4647 W. Van Buren St., Chicago, Ill.
 Brach, L. S., Mfg. Corp., 55 Dickerson St., Newark, N. J.
 Brand, W. & Co., 268 Fourth Ave., N. Y. C.
 Bud Radio, Inc., 5205 Cedar Ave., Cleveland, Ohio
 Collins Radio Co., Cedar Rapids, Ia.
 Consolidated Wire & Associated Corp., Peoria & Harrison Sts., Chicago, Ill.
 Corning Glass Works, Corning, N. Y.
 Crowley, Henry L., & Co., 1 Central Ave., West Orange, N. J.
 Demuth Glass Works, Inc., Brooklyn, N. Y.
 Electronic Mechanics, Inc., 201 E. 12th St., N. Y. C.
 Franklin, A. W., & Co., 175 Varick St., N. Y. C.
 Gits Molding Corp., 4600 W. Huron St., Chicago, Ill.
 Insuline Corp. of America, 25 Park Pl., N. Y. C.
 Isolantite, Inc., 233 Broadway, N. Y. C.
 Johnson, E. F., Co., Waseca, Minn.
 Lapp Insulator Co., Gilbert St., LeRoy, N. Y.
 Locke Insulator Corp., S. Charles and Cromwell, Baltimore, Md.
 Mica Insulator Co., 200 Varick St., N. Y. C.
 Mycalex Corp. of America, 7 E. 42nd St., N. Y. C.
 Owens-Illinois Glass Co., Newark, Ohio.
 Porcelain Products, Inc., Findlay, Ohio.
 Stupakoff Labs., Inc., 6627 Hamilton Ave., Pittsburgh, Pa.

INTEROFFICE COMMUNICATION SYSTEMS

Dictograph Corp., 580 Fifth Ave., N. Y. C.
 Million Radio & Television Labs., 671 W. Ohio St., Chicago, Ill.
 Philco Radio & Television Corp., Toga & C Sts., Philadelphia, Pa.
 Piezoelectric Labs., 612 Rockland Ave., New Dorp, S. I., N. Y.
 Radolek Co. Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.
 RCA Mfg. Co., Camden, N. J.
 Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif.
 United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
 Universal Microphone, Ltd., Englewood, Calif.
 Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.

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JACKS AND PLUGS

Alden Products Co., 715 Centre, Brockton, Mass.
 American Phenolic Corp., 1250 W. Van Buren, Chicago, Ill.
 American Radio Hardware Co., 476 Broadway, N. Y. C.
 Bud Radio, Inc., 5205 Cedar Ave., Cleveland, Ohio
 Cinch Mfg. Corp., 2335 W. VanBuren St., Chicago, Ill.
 Eby, Hugh H., Co., 2066 Hunting Park Ave., Philadelphia, Pa.
 Ecco High Frequency Corp., 120 W. 20th St., New York, N. Y.
 General Radio, 30 State St., Cambridge, Mass.
 Johnson, E. F., Co., Waseca, Minn.
 Jones, Howard B., 2300 Wabansia Ave., Chicago, Ill.
 Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
 Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
 Utah Radio Products Co., The, 820 Orleans St., Chicago, Ill.

LIGHTING

Battle, Robert, Inc., 35-28 42nd St., Long Island City, N. Y.
 Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
 Climax Reflector, Inc., 315 Reynolds Place, S. W., Canton, O.
 Cole, W. C., & Co., 320 E. 12th St., Los Angeles, Calif.
 Curtis Lighting, Inc., 1123 W. Jackson Blvd., Chicago, Ill.
 Duhem Motion Picture Manufacturing Co., 135 Hayes St., San Francisco, Calif.
 E-J Electric Installation Co., 227 E. 45th St., New York, N. Y.
 Erikson Electric Co., 6 Power House St., Boston, Mass.
 Flexlume Corp., 1100 Military Road, Buffalo, N. Y.
 General Electric Co., Schenectady, N. Y.
 Golde Manufacturing Co., 1214 W. Madison St., Chicago, Ill.
 Guth, Edwin F., Co., 2615 Washington Ave., St. Louis, Mo.
 Hirsch, Gustav, Organization, 209 S. Third St., Columbus, O.
 Hub Electric Corp., 2225 W. Grand Ave., Chicago, Ill.
 Kiegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., New York, N. Y.
 Olesen, Otto K., Illuminating Co., Ltd., 1560 N. Vine St., Hollywood, Calif.
 Rambusch Decorating Co., 2 W. 45th St., New York, N. Y.
 Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
 Saltzman, J. G., Inc., 480 Lexington Ave., N. Y. C.
 Sterling Reflector Co., 1431 W. Hubbard St., Chicago, Ill.
 Throckmorton, Cleon, Inc., 102 W. Third St., New York, N. Y.
 Voigt Co., 12th & Montgomery Aves., Philadelphia, Pa.
 Wheeler Reflector Co., 275 Congress St., Boston, Mass.

METERS

Aerovox Corp., New Bedford, Mass.
 Andrew, Victor J., 6492 S. Laverne Ave., Chicago, Ill.
 Acoustic Consultants, Inc., 1270 Sixth Ave., New York, N. Y.
 Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.
 Boonton Radio Corp., Boonton, N. J.
 Burton-Rogers Co., 755 Boylston St., Boston, Mass.
 Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.
 Deutschmann, Tobe, Corp., Canton, Mass.
 Daven Co., 158 Summit St., Newark, N. J.
 Electronic Design Corp., 164 N. May St., Chicago, Ill.
 Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y.
 General Electric Co., Schenectady, N. Y.
 General Radio Co., 30 State St., Cambridge, Mass.

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Hickok Electrical Instruments Co., 10514 Dupont Ave., Cleveland, O.
Monarch Mfg. Co., 3341 Belmont Ave., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Service Instruments, Inc., 406 Fourth Ave., New York, N. Y.
Shallcross Mfg. Co., 10 Jackson Ave., Collingdale, Pa.
Triplet Electric Instrument Co., Bluffton, O.
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.
Westinghouse Electric & Mfg. Co., Newark, N. J.
Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.

MICA

(ALSO SEE INSULATION)

American Mica Works Corp., 47 West St., New York, N. Y.
Brand, William & Co., 276 Fourth Ave., N. Y. C.
Insulation Manufacturers Corp., 565 W. Washington Blvd., Chicago, Ill.
Mica Insulator Co., 200 Varick St., N. Y. C.

MICROPHONE ACCESSORIES

American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.
Astatic Microphone Lab., Inc., 830 Market St., Youngstown, Ohio.
Atlas Sound Corp., 1451-39th St., Brooklyn, N. Y.
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C.
Brush Development Co., 40th & Perkins Ave., Cleveland, Ohio
Eastern Mike-Stand Co., 56 Christopher Ave., Brooklyn, N. Y.
Electro-Voice Mfg. Co., 324 E. Colfax Ave., South Bend, Ind.
RCA Mfg. Co., Camden, N. J.
Remler Co., 2101 Bryant St., San Francisco, Calif.
Shure Brothers, 225 W. Huron St., Chicago, Ill.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Universal Microphone Co., Ltd., 424 Warren Lane, Inglewood, Cal.
Western Electric Co., 195 Broadway, N. Y. C.

MICROPHONE CABLE

(SEE WIRE & CABLE)

MICROPHONE STANDS AND ACCESSORIES

American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.
American Phenolic Corp., 1250 W. Van Buren St., Chicago, Ill.
Amperite Company, 561 Broadway, N. Y. C.
Astatic Microphone Laboratory, 830 Market St., Youngstown, Ohio
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C.
Brush Development Co., 40th & Perkins Ave., Cleveland, Ohio
Cinema Engineering Co., 7606 Santa Monica Blvd., Hollywood, Calif.
Colortone Acoustic Devices, South Bend, Ind.
Eastern Mike-Stand Co., 56 Christopher St., N. Y. C.
Electro-Voice Mfg. Co., Inc., 324 E. Colfax Ave., South Bend, Ind.
Ellis Electrical Laboratory, Berwyn, Ill.
Espey Mfg. Co., 67 Irving Place, N. Y. C.
Gerrett, M. A., Corp., Milwaukee, Wisc.
Hetro Electrical Industries, Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Remler Co., 2101 Bryant St., San Francisco, Calif.
Shure Bros., 225 W. Huron St., Chicago, Ill.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Universal Microphone Co., Ltd., Inglewood, Calif.
Western Electric Co., 195 Broadway, New York, N. Y.

MICROPHONES

American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.
Amperite Company, 561 Broadway, N. Y. C.
Astatic Microphone Laboratory, Inc., 830 Market St., Youngstown, Ohio.
Atlas Sound Corp., 1451-39th St., Brooklyn, N. Y.
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C.
Brush Development Co., The, E. 40th and Perkins Ave., Cleveland, Ohio.
Carrier Microphone Co., Inglewood, Calif.
Electro-Voice Mfg. Co., Inc., 324 E. Colfax Ave., South Bend, Ind.
Ellis Electrical Laboratory, Berwyn, Ill.
Racon Electric Co., 52 E. 19th St., N. Y. C.
Radio Receptor Co., 251 W. 19th St., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Remler Co., 2101 Bryant St., San Francisco, Calif.
Shure Bros. Co., 225 W. Huron St., Chicago, Ill.
Turner Co., Cedar Rapids, Iowa.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Universal Microphone Co., Ltd., 424 Warren Lane, Inglewood, Cal.
Vibro-Master Co., 2744 Broadway, N. Y. C.
Western Electric Co., 195 Broadway, N. Y. C.

MONITORS, FREQUENCY AND MODULATION

Acoustic Consultants, Inc., 1270 Sixth Ave., New York, N. Y.
Andrew, Victor J., 6492 S. Lavergne Ave., Chicago, Ill.
Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.
Boehme, H. O., Inc.
Boonton Radio Corp., Boonton, N. J.
Bremer Broadcasting Corp.
Collins Radio Co., Cedar Rapids, Ia.
Commercial Radio Equipment Co., Kansas City, Mo.
Donnelley Monitoring Service, Lake Bluff, Ill.
Doolittle & Falknor, Inc., 1306 W. 74th St., Chicago, Ill.
General Engineers, Upper Darby, Pa.
General Radio Co., 30 State St., Cambridge, Mass.
Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland, Ohio
Hygrade Sylvania Corp., Clifton, N. J.
International Broadcasting Equipment Co., 312 W. 51st St., Chicago, Ill.
Lampkin Labs., Bradentown, Fla.
Piezo Electric Laboratories, 612 Rockland Ave., New Dorp, S. I., N. Y.
Pillar of Fire.
Premier Crystal Labs, 55 Park Row, New York, N. Y.
RCA Mfg. Co., Camden, N. J.
Supreme Instruments Corp., Greenwood, Mass.
Triplet Electrical Instrument Corp., 122 Main St., Bluffton, Ohio
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.
United Motors Service, 3044 W. Grand Blvd., Detroit, Mich.
Western Electric Co., 195 Broadway, N. Y. C.

MOTORS

Carter Motor Co., 1608 N. Milwaukee Ave., Chicago, Ill.
Ecor, Inc., 515 S. Laffin St., Chicago, Ill.
Electric Specialty Co., Stamford, Conn.
Hetro Electrical Industries, Inc., 4611 Ravenswood Ave., Chicago, Ill.
Janette Mfg. Co., 556 W. Monroe St., Chicago, Ill.
Kato Engineering Co., Mankato, Minn.
Pioneer Gen-E-Motor Corp., 466 W. Superior St., Chicago, Ill.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.

NEEDLES, PHONOGRAPH AND RECORDING

Acton, H. W., Co., 370 Seventh Ave., N. Y. C.
Allied Recording Products, 126 W. 46th St., N. Y. C.
Fairchild Aerial Camera Corp., Long Island City, N. Y.

Lowell Needle Co., Putnam, Conn.
 Lyons & Healy, 243 S. Wabash Ave., Chicago, Ill.
 Miles Reproducer Co., 812 Broadway, N. Y. C.
 Mirror Record Co., 54 W. 25th St., N. Y. C.
 Musicraft Records, Inc., 10 W. 47th St., N. Y. C.
 Permo Products Corp., 6415 Ravenswood Ave., Chicago, Ill.
 Photograph Needle Mfg. Co., Inc., 42 Dudley St., Providence, R. I.
 Poinsettia, Inc., Pitman, N. J.
 Presto Recording Corp., 139 W. 19th St., N. Y. C.
 Rangertone, Inc., 201 Verona Ave., Newark, N. J.
 Recoton Corp., 178 Prince St., N. Y. C.

ORGANS

Austin Organs, Inc., 156 Woodland St., Hartford, Conn.
 Estey Organ Co., Brattleboro, Vt.
 Gottfried, A., Co., Erie, Pa.
 Hammond Instrument Co., 2915 North Western Ave., Chicago, Ill.
 Hilgreen, Lane & Co., Alliance, Ohio
 Kramer Organ Co., 336 W. 44th St., New York, N. Y.
 Lyon & Healy, 243 S. Wabash Ave., Chicago, Ill.
 Marr, David Co., Warsaw, N. Y.
 Schantz, A. J., Sons & Co., Orrville, O.
 Wurlitzer, Rudolph, Co., North Tonawanda, N. Y.

PHOTOELECTRIC CELLS

Amperex Electronic Products, Inc., 79 Washington St., Brooklyn, N. Y.
 Continental Electric Co., 203 S. First St., St. Charles, Ill.
 DeVry, Herman A., Inc., 1111 Armitage Ave., Chicago, Ill.
 Duhem Mfg. Co., 135 Hayes St., San Francisco, Cal.
 Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.
 Electrical Research Products, Inc., 195 Broadway, N. Y. C.
 Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.
 G.-M. Laboratories, Inc., 1731-35 Belmont Ave., Chicago.
 Gates Radio & Supply Co., Quincy, Ill.
 General Electric Co., Schenectady, N. Y.
 Good-All Electric Mfg. Co., Ogallala, Neb.
 Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
 Loewenberg, F., 10 E. 40th St., N. Y. C.
 Lumatron Vacuum Products Division, General Scientific Corp., 4829 S. Kedzie Ave., Chicago.
 National Union Radio Corp. of N. Y., 570 Lexington Ave., N. Y. C.
 Pacent Engineering Corp., 79 Madison Ave., N. Y. C.
 Picture-Fone Co., 806 Main St., Lima, Ohio
 RCA Manufacturing Co., Inc., Camden, N. J.
 Wenzel Co., 2059 S. State St., Chicago, Ill.
 Western Electric Co., 195 Broadway, N. Y. C.
 Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.
 Westinghouse Lamp Co., 150 Broadway, N. Y. C.
 Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.
 World Bestos Corp., 52 Courtland St., Paterson, N. J.

PICKUPS, CRYSTAL AND MAGNETIC

Astatic Microphone Lab., 830 Market St., Youngstown, O.
 Audak Co., 500 Fifth Ave., N. Y. C.
 Bogen, David, Co., 663 Broadway, New York, N. Y.
 Brush Development Co., The, E. 3311 Perkins Ave., Cleveland, Ohio
 Fairchild Aerial Camera Co., Long Island City, N. Y.
 Hetro Electrical Industries, Inc., 4611 Ravenswood Ave., Chicago, Ill.
 Life Time Corp., 1825 Adams St., Toledo, O.
 Miles Reproducer Co., 812 Broadway, N. Y. C.
 Pacent Eng. Corp., 79 Madison Ave., N. Y. C.
 Presto Recording Corp., 139 W. 39th St., New York, N. Y.
 Proctor, B. A., Co., 17 W. 60th St., N. Y. C.

RCA Mfg. Co., Camden, N. J.
 Radiotone, Inc., 6103 Melrose Ave., Hollywood, Calif.
 Shure Brothers, 225 W. Huron Street, Chicago, Ill.
 Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.
 Unit Reproducers Mfg. Co., 999 E. Main St., Rochester, N. Y.
 Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.
 Webster Electric Co., Racine, Wis.
 Western Electric Co., 195 Broadway, New York, N. Y.

POTENTIOMETERS, INC.

(SEE ALSO METERS)
 Daven Co., The, 158 Summit St., Newark, N. J.
 General Radio Co., 30 State St., Cambridge, Mass.
 International Resistance Co., 401 N. Broad St., Philadelphia, Pa.
 Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
 Precision Resistor Co., 334 Badger Ave., Newark, N. J.
 Radio Television Industries Corp., 2 Linden St., Reading, Mass.
 Tech Laboratories, 703 Newark Ave., Jersey City, N. J.

PUBLIC ADDRESS SYSTEMS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.
 American Communications Corp., 1650 Broadway, New York, N. Y.
 Amplifier Co. of America, 17 W. 20th St., New York, N. Y.
 Atlas Sound Corp., 1451-39th St., Brooklyn, N. Y.
 Bell Sound Systems, Columbus, Ohio
 Bogen, David, Co., 633 Broadway, New York, N. Y.
 Chicago Sound Systems Co., 200 E. Illinois St., Chicago, Ill.
 Cinema Engineering Co., 7606 Santa Monica Blvd., Los Angeles, Calif.
 Continental Engineering Co., 3613 N. Green Bay Ave., Milwaukee, Wis.
 Electrical Research Products, Inc., 195 Broadway, New York, N. Y.
 Electro Acoustic Products Co., 55 E. Wacker Drive, Chicago, Ill.
 Electronic Design Corp., Chicago, Ill.
 Miles Reproducer Co., 812 Broadway, New York, N. Y.
 Million Radio & Television Laboratories, 671 W. Ohio St., Chicago, Ill.
 Morlen Electric Co., Inc., 60 W. 15th St., N. Y. C.
 RCA Mfg. Co., Camden, N. J.
 Radolek Co. Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.
 Remler Co., Ltd., 19th and Bryan Sts., San Francisco, Cal.
 Sound Products, 804 N. Curson Ave., Hollywood, Calif.
 Sundt Engineering Co., 4238 Lincoln Avenue, Chicago, Ill.
 United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
 Webster Electric Co., Racine, Wis.
 Western Electric Co., 195 Broadway, N. Y. C.

QUARTZ CRYSTALS AND ACCESSORIES

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.
 American Piezo Supply Co., 3921 Agnes Ave., Kansas City, Mo.
 Bellefonte Eng. Labs., Bellefonte, Pa.
 Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.
 Bliley Electric Co., Union Station Bldg., Erie, Pa.
 Burnett, William W. L., Radio Laboratories, 8414 Idaho St., San Diego, Cal.
 Collins Radio Co., Cedar Rapids, Ia.

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Commercial Radio Equipment Co., 216 E. 74th St., Kansas City, Mo.
Hipower Crystal Co., 2035 Charleston St., Chicago, Ill.
Hollister Crystal Co., Merriman, Kansas
Insuline Corp. of America, 25 Park Place, New York, N. Y.
Peerless Radio Mfg. Co., Albany, N. Y.
Peterson Radio Co., Council Bluffs, Iowa
Piezo Electric Labs., 612 Rockland Ave., New Dorp, S. I., N. Y.
Precision Crystal Labs., Inc., P. O. Box 326, Springfield, Mass.
Precision Piezo Service, 427 Asia St., Baton Rouge, La.
Premier Crystal Laboratories, 719 Pulitzer Bldg., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Scientific Research Laboratories, 124 Jackson Ave., Hyattsville, Md.
Standard Piezo Co., 126 Cedar St., Carlisle, Pa.
Valpey Crystals, Box 321, Holliston, Mass.
Western Electric Co., 195 Broadway, N. Y. C.

RECORDING EQUIPMENT AND ACCESSORIES, DISC

Acton, H. W., Co., 370 Seventh Ave., New York, N. Y.
Allied Phonograph & Record Mfg. Co., 1041 N. Las Palmas Ave., Hollywood, Calif.
Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.
Allied Recording Products, 126 W. 46th St., N. Y. C.
Ansley Radio Corp., 240 W. 23rd St., New York, N. Y.
Audak Co., 500 Fifth Ave., N. Y. C.
Bell Radio & Television, 115 E. 46th St., New York, N. Y.
Bell Sound Systems, Inc., 61 E. Goodale St., Columbus, Ohio
Bogen, David, Co., 663 Broadway, N. Y. C.
Carter, E. P., 112 Cedar Ave., Pitman, N. J.
Chicago Sound Systems Co., 200 E. Illinois St., Chicago, Ill.
Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal.
Clark Phonograph Record Co., 216 High St., Newark, N. J.
Continental Engineering Co., 3613 N. Green Bay Ave., Milwaukee, Wis.
Electrical Research Products, Inc., 195 Broadway, N. Y. C.
Electro Acoustic Co., 2131 Bueter Rd., Fort Worth, Ind.
Fairchild Aerial Instrument Corp., Van Wyck Blvd. & Jamaica Ave., Long Island City, N. Y.
Gates Radio & Supply Co., Quincy, Ill.
General Communication Products, Inc., Lexington Ave., at Vine, Hollywood, Calif.
General Engineers, Upper Darby, Pa.
General Products Co., 1801 Fannin St., Houston, Texas
Harris Mfg. Co., 2422 W. 7th St., Los Angeles, Calif.
Jackson Products Co., 504 Griffin St., Dallas, Texas
Miles Reproducer Co., 812 Broadway, New York, N. Y.
Mirror Record Corp., 58 W. 25th St., N. Y. C.
Musicraft Records, Inc., 10 W. 47th St., N. Y. C.
Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Cal.
Poinsettia, Inc., Pitman, N. J.
Presto Recording Corp., 139 W. 19th St., N. Y. C.
Procter Co., 17 W. 60th St., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Radio & Film Methods, 101 Park Ave., N. Y. C.
Radiotone, Inc., 7356 Melrose Ave., Hollywood, Cal.
Rangertone, Inc., 201 Verona Ave., Newark, N. J.
Shure Bros., 225 W. Huron St., Chicago, Ill.
Sonora Electric Phonograph Co., 132 W. 22nd St., New York, N. Y.
Sound Products, 704 N. Curson St., Hollywood, Calif.

Sound Projects Co., 3140 W. Walton Ave., Chicago, Ill.
Speak-O-Phone Recording & Equipment Co., 23 W. 60th St., N. Y. C.
Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Rd., Rochester, N. Y.
Teletran Products Co., 2233 University Ave., St. Paul, Minn.
Transformer Corp. of America, 69 Wooster St., New York, N. Y.
Universal Microphone Ltd., 424 Warren Lane, Inglewood, Cal.
Vocograph Sound Systems, 164 N. May St., Chicago, Ill.
Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.
Webster Electric Co., Racine, Wis.

RECTIFIERS

American Transformer Co., 175 Emmett St., Newark, N. J.
Andrew, Victor J., 6492 S. Laverne Ave., Chicago, Ill.
B-L Electric Mfg. Co., 19th & Washington Aves., St. Louis, Mo.
Collins Radio Co., Cedar Rapids, Ia.
Continental Electric Co., 715 Hamilton Avenue, Geneva, Ill.
Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y. C.
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.
Raytheon Mfg. Co., Waltham, Mass.
Standard Transformer Corp., 1500 N. Halsted St., Chicago, Ill.
Unitel Cinephone Corp., 43-37—33rd St., Long Island City, N. Y.
United Transformer Corp., 150 Varick St., N. Y. C.
Western Electric Co., 195 Broadway, N. Y. C.
Westinghouse Electric & Mfg. Co., Bloomfield, N. J.

RELAYS

Allen-Brdaley Co., 1305 S. First St., Milwaukee, Wis.
Allied Control Co., 95 Liberty St., New York, N. Y.
American Automatic Electric Signal Co., 1034 W. Van Buren St., Chicago, Ill.
American Communications Corp., 1650 Broadway, New York, N. Y.
Automatic Signal Co., E. Norwalk, Conn.
Bunnell & Co., J. H., 81 Prospect St., Brooklyn, N. Y.
Cinema Engineering Co., 7606 Santa Monica Blvd., Hollywood, Calif.
Clare Co., C. P., 4901 W. Lawrence St., Chicago, Ill.
Continental Electric Co., Geneva, Ill.
Coto-Coil, Inc., 229 Chapman St., Providence, R. I.
Eby, Hugh, H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.
General Control Co., 197 Sidney St., Cambridge, Mass.
General Electric Co., Schenectady, N. Y.
Guardian Electric Co., 1625 Walnut St., Chicago, Ill.
Heinekin Machine Corp., 95 Liberty St., New York, N. Y.
Kurman Electric Co., 241 Lafayette St., New York, N. Y.
Leach Relay Co., 5915 Avalon Blvd., Los Angeles, Calif.
Muter Co., 1255 S. Michigan Ave., Chicago, Ill.
Oak Mfg. Co., 711 W. Lake St., Chicago, Ill.
Roller-Smith Co., 233 Broadway, New York, N. Y.
Sigma Instruments, Inc., Belmont, Mass.
Standard Electrical Products Co., 317 Sibley St., St. Paul, Minn.
Stromberg Carlson Telephone Mfg. Co., 100 Carlson Rd., Rochester, N. Y.
Struthers-Dunn, Inc., 139 N. Juniper St., Philadelphia, Pa.
Triplett Electrical Instrument Corp., Bluffton, Ohio
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.
United Electronic Industries, 43-37—35th St., Long Island City, N. Y.
Utah Radio Products Co., 820 Orleans St., Chicago, Ill.
Ward Leonard Electric Co., 31 South St., Mt. Vernon, N. Y.

Western Electric Co., 195 Broadway, New York, N. Y.
Weston Electrical Instrument Corp., 612 Frøling-huysen Ave., Newark, N. J.

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RESISTORS

Allen-Bradley Co., 1326 South Second St., Milwaukee, Wis.
Atlas Resistor Co., 423 Broome St., N. Y. C.
Carbondum Co., Niagara Falls, N. Y.
Centralab Division of Globe Union Mfg. Co., 900 E. Keefe Ave., Milwaukee, Wis.
Cinema Engineering Co., 7606 Santa Monica Blvd., Hollywood, Calif.
Clarostat Mfg. Co., 285 N. 6th St., Bklyn., N. Y.
Consolidated Wire & Associated Corp., Peoria St., Chicago, Ill.
Continental Carbon, Inc., 13900 Lorain Ave., Cleveland, O.
Daven Co., The, 158 Summit St., Newark, N. J.
Electro-Motive Mfg. Co., 797 E. 140th St., N. Y. C.
Erie Resistor Corp., 644 W. 12th St., Erie, Pa.
General Radio Co., 30 State St., Cambridge, Mass.
Hardwick, Hindle, Inc., 40 Herman St., Newark, N. J.
Insuline Corp. of America, 25 Park Place, New York, N. Y.
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.
Lectrohn, Inc., 5133 W. 25th Place, Cicero, Ill.
Leeds & Northrup Co., 4970 Stenton Ave., Philadelphia, Pa.
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.
Morrill & Morrill, 30 Church St., N. Y. C.
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.
Ohmite Mfg. Co., 4835 W. Flourney St., Chicago, Ill.
Precision Resistor Co., 334 Badger Ave., Newark, N. J.
RCA Mfg. Co., Camden, N. J.
Shallcross Mfg. Co., Collingdale, Pa.
Speer Carbon Co., St. Mary's, Pa.
Stackpole Carbon Co., St. Mary's, Pa.
States Co., 19 New Park Ave., Hartford, Conn.
Tech Laboratories, 7 Lincoln St., Jersey City, N. J.
Tilton Electric Corp., 15 E. 26th St., New York, N. Y.
Utah Radio Products Co., 812 Orleans St., Chicago, Ill.
Ward Leonard Electric Co., 31 South St., Mt. Vernon, N. Y.
White Dental Mfg. Co., The S. S., 10 E. 40th St., N. Y. C.
Wirt Co., 5221 Greene St., Philadelphia, Pa.

RHEOSTATS

Centralab Division, Globe Union Mfg. Co., 900 E. Keefe Ave., Milwaukee, Wis.
Cinema Engineering Co., 7606 Santa Monica, Blvd., Hollywood, Calif.
Cutler-Hammer, Inc., N. 12th and W. St. Paul Ave., Milwaukee, Wis.
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.
General Electric Co., Schenectady, N. Y.
Hardwick, Hindle, Inc., 40 Herman St., Newark, N. J.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland, Ohio.
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.
P. R. Mallory Co., 3029 E. Washington St., Indianapolis, Ind.
Ohmite Mfg. Co., 4835 W. Flournay St., Chicago, Ill.
Precision Resistor Co., 334 Badger Ave., Newark, N. J.
RCA Mfg. Co., Camden, N. J.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Ward Leonard Electric Co., 37 South St., Mt. Vernon, N. Y.
Westinghouse Electric Mfg. Co., East Pittsburgh.

SEATS, THEATER

Air-Loc Seat Industries, Inc., 33 Holden St., Minneapolis, Minn.
American Seating Co., Grand Rapids, Mich.
Eastern Seating Co., Inc., 276 W. 43rd St., New York, N. Y.
General Seating Co., 2035 Charleston St., Chicago, Ill.
Heywood-Wakefield, Gardner, Mass.
Ideal Seating Co., Grand Rapids, Mich.
International Seat Corp., Union City, Ind.
Kroehler Manufacturing Co., 666 Lake Shore Drive, Chicago, Ill.

SOCKETS

Alden Products Co., 715 Center St., Brockton, Mass.
American Phenolic Corp., 1250 W. Van Buren St., Chicago, Ill.
Bud Radio, Inc., 5205 Cedar Ave., Cleveland, O.
Cannon Electric Development, 420 W. 33rd Ave., Los Angeles, Calif.
Cinch Mfg. Corp., 2335 W. Van Buren St., Chicago, Ill.
Communication Products, 245 Custer Ave., Jersey City, N. J.
Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.
General Radio Co., 30 State St., Cambridge, Mass.
Hammarlund Mfg. Co., 424 W. 33rd St., N. Y. C.
Insuline Corp. of America, 25 Park Place, N. Y. C.
Johnson, E. F., Co., Waseca, Minn.
Jones, H. B., 2300 Wabansia Ave., Chicago, Ill.
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.
Meissner Mfg. Co., Mt. Carmel, Ill.
Micarta Fabricators, Inc., 4619 Ravenswood Ave., Chicago, Ill.
National Co., Malden, Mass.
RCA Mfg. Co., Camden, N. J.
Remler Co., 2101 Bryant St., San Francisco, Calif.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Synthane Corp., Oaks, Pa.

SWITCHES

Automatic Devices Mfrs., 4243 West Ogden Ave., Chicago, Ill.
Centralab Division of Globe Union Mfg. Co., 900 E. Keefe St., Milwaukee, Wis.
Franklin Mfg. Corp., A. W., 175 Varick St., New York, N. Y.
Insuline Corp. of America, 25 Park Place, New York, N. Y.
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.
Meissner Mfg. Co., Mt. Carmel, Ill.
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.
Nordendale Mfg. Co., 2100 Fulton St., Chicago, Ill.
Oak Mfg. Co., 711 W. Lake St., Chicago, Ill.
Ohmite Mfg. Co., 4835 W. Flournay St., Chicago, Ill.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Stewart Mfg. Corp., F. W., 340 W. Huron St., Chicago, Ill.
Utah Radio Products Co., The, 812 Orleans St., Chicago, Ill.

TEMPERATURE CONTROL UNITS

Bliley Electric Co., Union Station Bldg., Erie, Pa.
Doolittle & Falknor, Inc., 1306 W. 74th St., Chicago, Ill.
Piezoelectric Laboratories, New Dorp, S. I., N. Y.
Precision Piezo Service, 427 Asia St., New Orleans, La.
Tostenson, D. V., Moorhead, Minn.

TRANSFORMERS

American Transformer Co., 175 Emmet St., Newark, N. J.
Collins Radio Co., Cedar Rapids, Ia.

1940 BUYING GUIDE

Doolittle & Falkner, Inc., 7421 S. Loomis Blvd., Chicago, Ill.
Ecco High Frequency Corp., 120 W. 20th St., New York, N. Y.
Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y. C.
Freed Transformer Co., 72 Spring St., N. Y. C.
General Winding Co., 254 W. 31st St., New York, N. Y.
International Transformer Co., 39 W. 20th St., N. Y. C.
Kenyon Transformer Co., 840 Barry St., N. Y. C.
Newark Transformer Co., 17 Frelinghuysen Ave., Newark, N. J.
Radio Receptor Co., 251 W. 19th St., New York, N. Y.
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.
RCA Mfg. Co., Camden, N. J.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Skaggs Transformer Co., 5894 Broadway, Los Angeles, Calif.
Standard Transformer Corp., 1500 N. Halsted St., Chicago, Ill.
Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.
United Transformer Corp., 150 Varick St., N. Y. C.
Webster Co., 5622 Bloomingdale Ave., Chicago
Westinghouse Elec. & Mfg. Co., Pittsburgh, Pa.

TRANSMISSION LINES

Acorn Insulated Wire Co., 225 King St., Brooklyn, N. Y.
Alpha Wire Corp., 50 Howard St., New York, N. Y.
Anaconda Wire & Cable Co., 25 Broadway, New York, N. Y.
Andrew, Victor J., 7221 S. Francisco Ave., Chicago, Ill.
Bassett Research Corp., South Bend, Ind.
Belden Mfg. Co., 4647 W. Van Buren St., Chicago, Ill.
Brach Mfg. Corp., L. S., 55 Dickerson St., Newark, N. J.
Consolidated Wire & Associated Corps., Peoria & Harrison Sts., Chicago, Ill.
Continental Wire Co., 110 Lafayette St., New York
Copperwald Steel Co., Glassport, Pa.
Crescent Insulated Wire & Cable Co., Trenton, N. J.
General Cable Corp., 420 Lexington Ave., New York, N. Y.
Hoke Vertical Radiators, Petersburg, Va.
Isolantite, Inc., 233 Broadway, N. Y. C.
Pheips Dodge Copper Products Corp., 40 Wall St., New York, N. Y.
Radio Receptor Co., 251 W. 19th St., New York, N. Y.
Transducer Corp., Rockefeller Plaza, N. Y. C.
Triangle Conduit & Cable Co., Elmhurst, N. Y.
Western Electric Co., 195 Broadway, N. Y. C.

TUBES, PHOTOELECTRIC

Amperex Electronic Products Corp., 79 Washington St., Brooklyn, N. Y.
Arco Tube Co., 227 Central Ave., Newark, N. J.
Continental Electric Co., Geneva, Ill.
Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.
Lowenberg, F., 10 East 40th St., N. Y. C.
National Union Radio Corp., Newark, N. J.
RCA Mfg. Co., Camden, N. J.
Weston Electric Instrument Corp., Newark, N. J.

TUBES, RADIO RECEIVING and RECTIFYING

Arcturus Radio Tube Co., 720 Frelinghuysen St., Newark, N. J.
Champion Radio Works, 88 Holten St., Danvers, Mass.
Crosley Radio Corp., 1329 Arlington St., Cincinnati
General Electric Co., Bridgeport, Conn.
Hygrade Sylvania Corp., 500 Fifth Ave., New York, N. Y.
Hytron Corp., 23 Derby St., Salem, Mass.

Ken-Rad Tube & Lamp Corp., Owensboro, Ky.
National Union Radio Corp. of N. Y., 570 Lexington Ave., N. Y. C.
Philco Radio & Television Corp., Tioga and C Sts., Philadelphia, Pa.
RCA Mfg. Co., Camden, N. J.
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.
Sparks-Withington Co., Jackson, Mich.
Triad Mfg. Co., Inc., Middle and Fountain Sts., Pawtucket, R. I.
Tung-Sol Lamp Works, Inc., 95 Eighth Ave., Newark, N. J.
Zenita Radio Corp., 6001 Dickens Ave., Chicago, Ill.

TUBES, TRANSMITTING

Amperex Electronic Products, 79 Washington St., Brooklyn, N. Y.
Arco Tube Co., 227 Central Ave., Newark, N. J.
Electronic Products Co., 5356 E. Ninth St., Los Angeles, Calif.
Federal Telegraph Co., 200 Mt. Pleasant Ave., Newark, N. J.
Heintz & Kaufman, Ltd., P. O. Box 69, S. San Francisco, Cal.
Hytron Corp., 76 Lafayette St., Salem, Mass.
Raytheon Mfg. Co., Waltham, Mass.
RCA Mfg. Co., Camden, N. J.
Taylor Tubes, Inc., 2341 Wabansia Ave., Chicago, Ill.
United Electronics Co., 42 Spring St., Newark, N. J.
Western Electric Co., 195 Broadway, N. Y. C.

TURN TABLES

(SEE ALSO RECORDERS, DISC)

VACUUM TUBE SOCKETS

(SEE SOCKETS)

VACUUM TUBES, TRANSMITTING

(SEE TUBES, TRANSMITTING)

VARNISHED CLOTHS AND PAPERS

Acme Wire Co., New Haven, Conn.
Bakelite Corp., 247 Park Ave., New York, N. Y.
General Cement Mfg. Co., 611 Lincoln Ave., Rockford, Ill.
General Plastics, Inc., North Tonawanda, N. Y.
Insulation Manufacturers Corp., 565 W. Washington Blvd., Chicago
Mica Insulator Co., 200 Varick St., New York, N. Y.
National Vulcanized Fibre Co., Wilmington, Del.
Spaulding Fibre Co., Tonawanda, N. Y.

VIBRATORS

American Television & Radio Corp., 300 E. 4th St., St. Paul, Minn.
Electronic Labs., Inc., 122 W. New York St., Indianapolis, Ind.
RCA Mfg. Co., Camden, N. J.

VOLTAGE REGULATORS

Acme Electric & Mfg. Co., Cuba, N. Y.
American Transformer Co., 175 Emmett St., Newark, N. J.
Freed Transformer Co., 72 Spring St., New York, N. Y.
General Transformer Corp., 1250 W. Van Buren St., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.
United Transformer Co., 72 Spring St., N. Y. C.
Ward-Leonard Electric Co., Mt. Vernon, N. Y.
Westinghouse Lamp Co., Bloomfield, N. J.

WIRE

(SEE CABLE)

1939 IN HEADLINES

*History at a Glance
From the Columns
of*



JANUARY

- Jan. 3—Radio's Greatest Year Is Forecast; Billings at New High as All Webs Grow; Television Progressed.
- Jan. 4—NBC Billings Up 7.3%; Totals \$41,462.-679 for the Past Year; CBS Off 4.8% NAPA and ARA Merge into One Organization.
- Jan. 5—Lohr Takes Stand in FCC Monopoly Probe to Explain Web Policies. Report to Congress Is Filed by McNinch.
- Jan. 6—NBC Ends Testimony With Lohr Citing Television Cost; CBS Next Week.
- Jan. 9—1938 Ad Agency Billings Reveals First Five in Status Quo on Two Networks; Minor Changes Down the List. FCC Hears Motion Under New Procedure.
- Jan. 10—Four Television Licenses Are Granted to General Electric. Share-Time Stations Are Cut Down by FCC. Procter & Gamble Again Leads NBC Breakdown of Billings with Expenditure of \$4,860,-155.
- Jan. 11—American Association of Advertising Agencies Propose Counter Scale; AFRA Thumbs Down and Walks Out on Confab; Breach Widens. ASCAP (State Law) Cases Heard by Supreme Court. CBS Begins Its Testimony for FCC Probe Committee.
- Jan. 12—Financial Figures Given by White as CBS Resumes Testimony in Monopoly Probe.
- Jan. 13—AFRA Asks Strike Vote; Sets January 22 Limit for Membership to Decide.
- Jan. 16—Major (Baseball) Leagues 50% Sold; See Rest of Clubs Signed for Air by March 1.
- Jan. 17—New Radio Transmission Is Announced by Major Edwin H. Armstrong. Court Slaps at FCC in Pottsville Case (Referring to Its "Czaristic Power").
- Jan. 18—Brinckerhoff Deal for NAB Disk Library Falls Through. FCC Revives Web Deals Digging Up Data on Old (CBS) Stock Swap with Picture Company.
- Jan. 19—File Super-Power Report Setting 13-Point Plan as "Standard of Public Service"; Recommends One-Year Licenses; Rejects 500 KW.

- AFRA Situation Grows Tense; N. Y. Local Voting Tonight. Facsimile Network a Reality in Year.
- Jan. 20—More Two-Web Sponsors; 34 National Accounts Used Two or More Major Nets. N. Y. AFRA Local Votes to Support a Strike.
- Jan. 23—Compromise Looms Strongly in AFRA Strike Situation Despite Hectic Activity; Agencies Taking Full Precautions, However. Celler Libel Bill Will Benefit Radio. CBS Turned Down \$9,000,000 in Biz (According to Testimony at FCC Probe).
- Jan. 24—Much AFRA-4A Activity with Artist Union Seeking Separate Deals; Signing of Wrigley Breaks Dead-Lock; Strike Order Still Remote. Appropriating Body Blasts FCC Policies.
- Jan. 25—FDR for New FCC Setup; Writes Two Congressmen to Establish Definite Policies to Guide Clear Interpretations. "Static-Free" Stuff Is Worrying the Manufacturers. Four A's Holds Its Ground as AFRA Seeks Closed Shop.
- Jan. 26—Jack Benny-Jello Production Tops Field in Radio Editors' Poll Conducted by RADIO DAILY; Chase & Sanborn's Sunday Program is Runner-Up. Agencies Mull AFRA "Code"; AGRAP May Complicate Setup.
- Jan. 27—Procter & Gamble Enters Baseball Setup; Others Sign for Major Games. Hitch Looms in Plan for Quick FCC Reorganization.
- Jan. 30—Set Television Sports Events; William Morris-Paramount-DuMont Group Reported Signing Up Important Colleges; Schools Inaugurate Air Reps. AFRA Defers Strike; Meets Agencies Today. Concert Bureau Data Given FCC Quizzers.
- Jan. 31—Chicago Blizzard-Bound; Web Schedules Completely Disrupted as Actors and Others Are Unable to Reach Respective Stations.

FEBRUARY

- Feb. 1—AFRA Four-A Dilemma: Tired But Friendly Committee Argue Respective Points in Second All-Night Negotiation; "Code" at Issue.
- Feb. 2—AFRA-Agency Pact Today; Agreement Indicated at Today's Meet as Agencies Pass

- Buck to Networks on Question of AFRA Shop.
 Joint Committee Releases Long-Heralded Rural Study.
 Demands Canada Quit Berne Copyright Pact.
 NBC's January Billing Breaks Web Record.
- Feb. 3—AFRA-Webs-Agencies Sign; Unique Pact Charges AFRA and Nets with Maintaining the AFRA Shop; Settle AGRAP Complications.
 Lohr Says Webs Will Seek Closer Ties with Film Biz.
 CBS January Billings Gain 5.7% Over December.
- Feb. 6—McNinch-Wheeler Confer; First Step Will Be Measure Calling for Reorganization. Radio Gross Sales Exceed Magazines.
- Feb. 7—Hold Up FCC's Budget; Wigglesworth Seizes Opportunity to Slam FCC and Chairman McNinch.
 Film Studios Agreed Air Benefited Stars.
 NBC Asks Agencies to Sign and Abide by AFRA Code.
 See Crosley Appeal from FCC Decision.
- Feb. 8—NBC's Tele Scripts Ready for "Shooting."
 Mutual on Probe Stand; Sykes Asks Who Will Get the "Profits"; Will Push Measure Banning "Inciters" (In N. Y. Legislature).
- Feb. 9—CBS 1938 Net \$3,541,700; Income Statement Reveals Earnings Equal to \$2.07 per Share; Off from Preceding Year.
 Start WHK Facsimile on Regular Schedule. 3 Producing Firms Sign the AFRA Code.
- Feb. 10—Wheeler Bill to Senate; Provides for Three-Man Commission to Prevent Lost Motion; Wheeler States Views in Full.
 Weber Testifying for Mutual Asks Free Run of Affiliates.
 Install AP News at NBC on Public Service Basis.
- Feb. 14—Agencies Meet Deadline; AFRA Signs 53 Agencies and 7 Producers in Last Minute Rush; All Strike Danger Precluded.
- Feb. 15—Wheeler Opposition Starts; Broadcasters Fear too Much Power in One Man with Smaller FCC; Senator White Ready Bill. AFRA Signing MBS Outlets; Opens WOR Negotiations.
- Feb. 16—MBS Ends Its Testimony; McCosker Suggests One or Two Year Maximum for Exclusivity Clauses; Don Lee Takes Stand February 21.
 See Increase of Spot Business Due to Advertisement Ban on Films.
 Study Gives CBS 87% of Rural Listeners.
- Feb. 17—CBS Sets Deal for WBS; Web and Transcription Firm Agree on Basic Points for Columbia to Purchase Control.
 New Financial Forms Issued to Licensees.
- Feb. 20—Unions Eye Engineers; Both CIO and AFL Units Plan Drive Following Success of AFRA Move; ACA Expects Actor Backing.
- Feb. 21—AFRA Readies Disk Code; Will Make Formal Presentation Soon as Agency Biz Is Out of the Way.
 Commission Revokes KUMA, Yuma, License.
- FCC Denies WLW's Super-Power Appeal.
 Pittsburgh Theaters Want Stars Withdrawn.
- Feb. 23—Open Don Lee Testimony; Lewis Allen Weiss as Star Witness Reveals Hard Business Facts; Decries ASCAP-AFM Burden. Fort Wayne Expects Much Television Activity.
 Senator White Introduces Bill Calling for Eleven-Man FCC.
- Feb. 24—Shepard on Probe Stand; Colonial Is Second Regional Heard.
 Playing of Records on Air Creates Sales, Survey Shows.
- Feb. 27—Baird's Television Invasion; Important English Firm to Establish Giant Screen Projection Suitable for Theater Audiences.
 Facsimile Receivers on Sale in New York Area.
- Feb. 28—FCC's Complaint Department; Adopts New Procedure in Acting on Complaints Against Stations; Stronger Discipline Hinted. Additional Rural Survey Data by Joint Committee (Is Released).

MARCH

- Mar. 1—Industry Policies Stated; Strong Plea Against Any Censorship Voiced by NAB Board in Statement Also Favoring Larger FCC.
 American Television Co. Receivers for Department Store Sale.
- Mar. 2—Michigan Net Testimony; FCC Hears About "Lone Ranger."
 North Dakota Ready to Pass Anti-ASCAP Measure.
 Ball Clubs Up Ante Delaying Contracts.
- Mar. 3—CBS-NBC Billings Vary; February Gross Gives NBC 7.2% Increase Over Same Month Last Year; CBS Figures Slightly Off.
 Three-Year License Proposed in House of Representatives.
- Mar. 6—Fort Wayne Television Center; Farnsworth Moving Entire Facilities and Will Erect Huge Transmitter; To Retain Philly Office.
 Amos 'N' Andy Move To CBS.
 AFRA Ends Dispute with Writers' Guild.
- Mar. 7—White's Probe Measure; Introduces Far-Reaching Resolution Designed to Cover All Angles from the FCC Down.
 High Frequency Policy on Renewals (Is Announced) by FCC.
- Mar. 8—Elliott Roosevelt on Stand; Makes Plea for Indefinite License Term for Stations (Before FCC); Against Any Form of Censorship.
 Revive St. Louis (Station) Feud as KSD Files Brief.
 Liquor Ban Protest Growing in Canada.
- Mar. 9—More Roosevelt Views; Head of Texas Web Expounds Ideas Before FCC.
- Mar. 10—CBS Summer Policies (Are Announced) Network Boosts 52-Week Discount Rate to Advertisers; Provide Special Summer Hiatus System.
 WLW to Cut Rate 10% Immediately.
 General Mills Splits Webs for New Show. Baird Television (Will Raise) \$2,000,000 for Further Expansion.

- Mar. 13—Sykes Resigns March 31; Commissioner Has Tendered Resignation to President Roosevelt; Lewis or Wearin Seen as Possible Successor.
Mutual Forms New Facsimile Network.
Move to Abolish Canada License Fee (For Receiving Sets).
- Mar. 14—Few Agency Cast Cuts; Survey of 6 Major Agencies Reveals No Large-Scale Changes Resulted Because of Signing of AFRA Code.
DuMont Television Opening Transmitter April 1.
Clarify Language in "Radio" Measure (In New York State Assembly).
- Mar. 15—Atlantic Baseball Schedule; Sponsor 1,842 Games Over 39 Stations in 12 States; FCC Hears First ET Angles as Jerry King Takes Stand (In Monopoly Investigation).
Sponsored AP News Still Being Sought.
- Mar. 16—Civil Liberties Testimony (In FCC Monopoly Probe): Afraid of "Hidden Censorship" But Advocates 3-Year License Term; Educator Gives FCC Ideas.
- Mar. 17—Goodrich Joins Parade: Capitulates to Radio in a Big Way with Half-Hour ETs Set for 100 Stations; 150 Later On.
Oklahoma Introduces Anti-ASCAP Measure.
British Home Office Today Takes Up Television Problems.
- Mar. 20—NBC Blue Gets Stronger; Four-Month Average on Billings Shows Discount Policy Was Successful; New Accounts on Larger Webs Aired.
- Mar. 21—NAB's Copyright Meet: Committee Opens Three-Day Session Preliminary to Drawing Up Plan for Convention Approval.
AFRA Signs Don Lee; First Regional Web. Outlets Can Run Own Papers Says Moore Anent Facsimile.
- Mar. 22—NAB Copyright Action: Committee Passes Resolution Okaying Immediate ASCAP Negotiations; Society Is Amenable.
Canadian Independents Ask Permit for Own Web.
New Television Attachment for Radio Receivers (Announced by Wald Radio & Television Laboratories).
IRNA Defends Web Contracts; Others Heard at FCC Probe.
- Mar. 23—CBS Reveals Television Setup.
NAB Opens Meeting on Code-Practices.
Introduce Tax Bill on Radio Biz Gross (In N. Y. State Assembly).
- Mar. 24—FCC Eyes Station Pacts: Contracts Involving the Transfer of Station Control Occupy FCC Probers All Day.
- Mar. 27—NAB Collates Code Ideas; Material Gathered at 3-Day Session Will Be Ironed Out and Approved for Convention Ratification.
FCC Approves Plan to Reorganize Press Division.
- Mar. 28—RMA Co-Op Plans Ready; Outline "Sell Radio to Public" Theme for Campaign to Start April 17; Coordinating Features.
New Anti-ASCAP Bill in Oklahoma Legislature.
- Mar. 29—Names F. I. Thompson as Sykes' Successor (On FCC).
CBC Lists Wide Restrictions for Royal Video Broadcasts.
- Mar. 30—Compare Air With Newspapers; Testimony on Value of Two Medias in Leading Markets Highlights FCC's Probe Hearing.
Still Larger Television Screens Predicted by English Firm (Scophony).
See Acetate ET Biz Ruined by New (N. Y. State) Bill.
- Mar. 31—Nets Question Statistics; Attorneys for Networks Query FCC Exhibits Relative to Billings and Similar Matters.
Film Television Scanner Ironed Out by CBS.

APRIL

- Apr. 3—"Mystery" FCC Exhibits: 3 Major Networks Trying to Fathom Motives Behind the FCC Layouts; All Highly Complicated.
Vermont House Okays Anti-ASCAP Measure.
- Apr. 4—Radio Continues to Improve Say 61% of Leading Critics; Editors (In RADIO DAILY'S SECOND ANNUAL FORUM) See Gains While Faults Seem Trivial.
- Apr. 5—CBS Resents "Statistics"; Multiple Ownership as Set Up by FCC (In Monopoly Hearings) Is Attacked.
Baird Theater-Television Showing Will Get Under Way May 15.
Five Senators Back Ban on Liquor Ads.
- Apr. 6—Musician Union Pay-Off: Musicians' Salaries in New York to be Paid Through Unions.
Labor Takes Stand Against Beer-Ad Ban.
FCC Takes Up ET Business (In Monopoly Probe); Lloyd Egner Heard for NBC.
- Apr. 7—CBS Feature for Schools: U. S. (Office of Education) Sets Recording for Educational Purposes.
Stewart-Warner Television Reality This Spring.
Fox Films Sponsors Kentucky Derby Over CBS.
ERPI-WBS Setup Described for FCC "Chain" Committee.
- Apr. 10—"Sell Radio" Year-Round (Campaign): NAB-RMA Complete Plans for Drive Opening Next Week; Special Disks Available for Summer.
BBC New Television Budget Upped to \$2,500,000.
- Apr. 11—Fair Shows Centralized; Studios Being Built for Every New York Outlet; Full View for Visitors; Over 24 Sponsor-Exhibitors.
Zenith Tells Dealers Television Still in Offing.
- Apr. 12—Shepard Resumes Stand; Believes Self-Regulation Best Move as Opposed to FCC Web Meddling; Rosenbaum Defends IRNA.
Recording Men Meet to Form Trade Association.
Lower House in New York Passes Libel Measure.
- Apr. 13—CBS New Biz \$6,313,829; (Web) Signs 14 New Contracts; 5 Renewals in Past 30 Days; Several Accounts Move Over from NBC.

FCC Television Committee Opens Active Survey.

One Year License Has Enough Votes (Among FCC Commissioners).

WBS and TBT Give Testimony on ETs for "Chain" Probers.

Apr. 14—More Testimony on Disks: Langlois Makes Plea for Dropping Rule on ET Announcements; Poppele Tells of WOR's Recording Business.

FCC Television Committee Wary on "Standards."

Canada Seeks Action on Short-Wave Setup.

Apr. 17—\$5,000,000 Baseball Biz: Sponsored Games on 200 Stations as Season Opens Officially; Schedule Special Sendoffs.

Gallery Privileges for Radio News Men (In Congress).

Roosevelt Quits as Hearst Radio Executive.

Apr. 18—U. S. Court Favors ASCAP; Renders Decisions on Points Involving States of Florida and Washington; Not Final Adjudication.

First U. S. Television Schedule Is Completed by NBC.

Apr. 19—FCC Hears Weber-AFM; Musicians' Union Head Defends Move in Obtaining \$2,000,000 More Annually from Industry.

NBC First Quarter Business 78.5% Ahead of 1938; Strong Upturn in May Is Indicated for CBS.

Network Practices Attacked in Mutual and TSN Testimony (Before FCC Chain Probers).

Apr. 20—Bitter FCC Probe Climax; Mutual Asks Injunction Restraining Major Webs from Extending Pacts With Stations Beyond 1940. NBC-CBS Fail in Move to Exclude Probe Data.

WNRC's Annual Radio Award Goes to U. S. and CBS Sustainer.

Apr. 21—Seek Juvenile Standards; Joint Committee on Children's Shows Headed by Women Groups Plans Wide Improvement Campaign.

House Okays Gallery; CBS Signs A. L. Warner.

Home Video Accepted Says BBC's Director. Sarnoff Makes Urgent Plea for Radio-Television-Picture Cooperation.

RCA Television Sets May 1; Prices \$300 to \$600.

Apr. 24—Industry Eyes ANPA Meet. McDonald Television Fight Carried to NAB.

Apr. 25—AP Nearer to News Sale; Matter of Commercial Radio News Referred to Board of Directors After Resolution is Passed.

Major Film Concerns to Refuse Television Pictures.

NAB Legislative Committee Finds Tough Schedule Ahead.

CBS Deal for World Broadcasting System Now Definitely Off.

Apr. 26—ANPA in Usual Squawk; Small Daily Owners Are in Attendance as "Free Space" Takes the Rap; RCA Shows Facsimile.

See Several Changes in NAB Directorate.

WMCA Closes Blackett-Sample-Hummert Contract to Repeat Network Serials.

Apr. 27—Foods Still Lead Network Business; Steady Gain in the Past Several Years Keeps Food-Beverages on Top in First-Quarter Billings.

Crosley Explains Television Setup; Has Already Built Receivers.

Canada's Sets Jump 70% in Past Five Years.

Apr. 28—Television Rounds the "Corner"; Production Cost Estimated by NBC at \$2,500 per Hour; Advertisers Interested Unofficially.

ANPA Anti Air-News But Seeks to Cooperate.

Local Independent Outlets Protest Wire Charges at New York World's Fair.

MAY

May 1—Television Stars at the Fair; Huge Crowds Attracted to Television on Grounds While Millions Hear Ceremonies on the Air. Baird Television Co. Eyes U. S. Equipment Sales.

Executives Shifted in NBC Realignment.

May 2—Two Types of Television Programs Mullied by RCA; Home and Theater.

Rebroadcast Rules Up for New Hearing.

Ohio "U" Sessions Quiet; Opening of Three-Day Educator Meet Reveals Give-and-Take Attitudes; Many Notables Present.

Mutual April Billings Show 38.6% Increase.

May 3—Web April Billings Up: Increase of 17.7% Revealed by CBS While NBC Continues Its Rise for 17th Consecutive Month. NBC Interval Plan (Introduced); No Discount Charges.

RCA Nets \$1,448,110 During First Quarter.

May 4—Song Writer-Publisher Battle Looms; SPA Sets June 1 as Date for Change in the Mechanical Rights Setup; See Strike Situation.

Educational Shows "Of Age" Consensus of Ohio "U" Meet.

CBS Wins Top Honor for Educational ET.

5 Per Cent Sports Tax Approved in (N. Y. State) Senate.

May 5—ASCAP Holds Television Rights of Its Members; Resolution by Board Says Society Will Administer Such Licenses But Not in Near Future.

Television Covering United States Possible with New Technique: Boosters.

General Electric Television (Begins) in Two Weeks; Other Manufacturers Set Plans.

May 8—Summer-Business Optimism; New "Interval" and "Hiatus" Policies Indicate Increased Gross Revenue for 7th Successive Year.

May 9—Lehman Signs (N. Y. State) Libel Bill; Extends to N. Y. Broadcasters Same Freedom as Press in Presenting All News Events.

May 10—Radio Salutes the Fair; Networks and Local Stations Unite in Lending Full Cooperation to the "World of Tomorrow." (RADIO DAILY's New York World's Fair Issue). New Television Lighting System Devised by NBC Engineer.

May 11—Fair Television Draws 300,000; Exhibit of RCA-NBC Attracts Most of the Television-Minded Visitors During First Nine Days. NAB Intervenes in Pennsylvania Suit Involving Web and Jolson.
Chain Drug Business Increasing Air Ads.

May 12—United Front Versus ASCAP; Broadcasters Mull Question of NAB Being Used as Clearing House for All Ascap Payments. Chavez Defends Bill for U. S. Owned Outlet. Volume Control Plan Adopted by Industry.

May 15—\$1,000,000 Olympic Fund: Subscribed by 37 Countries for Air Coverage. British Television Solved Two Major Problems.
See New York (As) Television Mecca Due to Big Population.
CBS's Radio Sales in Expansion Setup. Four Florida Bills Aid the Broadcaster.

May 16—General Mills in Philly Deal; Buying All Games of Philadelphia Nationals for \$200,000 on an Exclusive Five Year Basis. Suggests Television Pool of U. S. Experiments.
General Electric Merges Its Radio and Television Activities.

May 17—FCC Standards Hearing: Sets June 1 for Industry Argument; Also Issues Warning Anent Rules Disguising Commercials. Asks Advertisers Aid in Television Presentations.

May 18—Sarnoff Backs Contracts; Defends Pacts With Net Affiliates and See High Program Standards Due to Network Policies.
Mutual Assistance Plans Proposed for Television-Films.
New York State Network Again in the Works.

May 19—Webs Defer FCC Briefs; Both NBC and CBS Decide to Wait Until Probe Report Is Complete Since Time Is Now Short.
Five Top Agencies Increase NBC Business 65 per cent Since January 1.
Don Lee Television Setup Going to 441 Lines.

May 22—Screen Actors Guild to Fight Equity on Television Jurisdiction.
Concerted Rush on to Buy Television Talent. New Station Service Offered by Hooper.
See Big NBC Summer Business; An Increase Indicated of \$1,899,622 over Last Season's All Time High; Summer Total Nears \$11,000,000.

May 23—"Network Television" Hopes Rise; Following Success on One Mile Phone Wire Engineers Plan New Tests in Seeking Cable Substitute.
FCC Now Digesting Probe; 10,000 Pages.

May 24—OK Shortwave Sponsors; FCC Lifts Restrictions and Allows International Commercial Shows; Good Taste Must Prevail.

May 25—Hold Off Television Standards; In Accord with Industry Testimony FCC Committee Avoids "Freezing" Until Further Developments.
AP Board Discusses Sale of Radio News.

May 26—Mull Short-Wave Rates; Nets in Some Confusion But Plan to Assist Interested

Clients; Rate Structure in the Works.
Experimental Split Budgets for CBS Coast Sustainers.
Seek Interstate Law Change Due to Television.

May 29—AP Okays News Sale Under Restrictions.
Majestic Television License Issued by Dumont Laboratories.
CBS Summer Business Leaps; Billings on Books Indicate 45% More Program Hours, While Facilities Purchased Reveal 60% Jump.

May 31—NBC Renewal Business Booms; 10 Day Period Produces \$8,262,401 in Renewals.
AP Compiling Reports on Sale of Air News. Television Experimenting with 16 mm. Films.

JUNE

June 1—AFM Mulls Remote Wires; Annual Report of President Weber Reveals Musicians' Union May Reconsider Band Books by Networks.
FCC Clarifies Rule on Sponsored Time.

June 2—Proposed-Rules Hearing: NAB Argues for Longer License Term and Against Capital Requirements; Super-Power an Issue. See Network Payroll Upped \$1,000,000 Due to Unions.
American Television Co. New Set to Retail for \$185.

June 5—Web May Revenue Soars; Major Networks in Record-Breaking Month, with NBC and CBS Hitting an All Time High.
NAB Will Intercede Re Shortwave Ruling.

June 6—FCC Hit on Two Fronts; Representative McLeod Asks Full Resignation of Commission for Recent Ruling on Shortwave Programs. Nielson "Audimeter" Makes Test Survey. Television Jurisdiction Tabled for Present.

June 7—New York Major League (Baseball Clubs) Sulk; Reported Offering \$100,000 to Void Contract; Attendance Off Is Excuse; Ban Television.
Bill Would Ban Playing Record Without Makers' Permission.
CBS Absorbs Charges on Out-of-Town Wires.

June 8—Auto Business Settles Down.
New RCA Television Tube; No Receiver Change.

June 9—Television Status Today; Activity Prevalent in Key Centers as Public Evinces Keen Interest Throughout the Country. (RADIO DAILY's Television Issue).
Plan AFRA War-Chest as Financial "Reserve."

June 12—Spot Business Very Promising; Station Representatives in Optimistic Symposium New NBC Policies Show Many Changes.

June 13—NAB to Modernize Meeting; Plans Streamlined Convention Setup Utilizing Ad and Art Displays; Expect Record Audience. Three Cigarette Accounts in Extensive Time Splurge.

June 14—Newspapers' Peace Move; Definite Trend Toward Amity Seen as Publishers Realize Radio News Makes Public News Conscious.

Large Television Screens Still Inveigle British.

June 15—Long Lines Regulation; Wire-Change Supervision Is Sought by FCC Which Concurs in Report Regarding Long Lines Regulation.
Wage "Kick Back" Bill Is Signed by Governor Lehman of New York State.

June 16—Warners Bow Out of TBT; Transamerican Heads Arrange Deal Acquiring Picture Company Stock; Expansion Plans Already on Way.
Two Television Improvements are Shown by Philco.
AFM Votes Against Line Restrictions.

June 19—Southeast Expansion for Mutual Network.
Form Lone Star Chain, of Six Texas Outlets. Large Television Screen in First U. S. Showing.

June 20—AFA Spotlight on Radio; New NAB Code Gets Hearing Today While Sales Managers Will Mull Their Problems; Other Activity.
AFM Seeks Remote Credits; Also Full Television-Disk Powers.

June 21—Review New NAB Code.
Objections to Be Made in Writing to NAB. RCA Bearing Brunt of Television Exploitation.

June 22—Push Author-Stage Show; CBS Web Is One of Interested Parties in Proposed Program Using "Name" Authors and Stage Stars.
Canada Holds Rule on Non-Profit Television.

June 23—One-Year FCC Licenses; Fall Short of the Three-Year Term Sought by Broadcasters Who See It a Step Forward, However.
Montana Outlets Sue ASCAP, Also Webs, Over Music Fees.
Power or Time Increase (Possibilities) Off for 65 Stations.

June 26—Funds Voted for the FCC; \$1,800,000 Appropriation Is Over Last Year's But \$200,000 Less than Asked; Minor Arguments.
Inter-Store Television Pictures on Commercial Basis.
Engineering Rules (of FCC) Get Full Approval.

June 27—Super Wattage Decision: Court of Appeals Upholds the FCC on WLW Stand, Judges Declaring 500 kw. a Temporary Move.
DuMont Speeds Television on 882-Line Set-up.
First Hotel Commercial Signed for Series.

June 28—ASCAP-Montana Muddle: Society Rescinds Stations' Licenses Which May Pile Up Infringements of Comic-Opera Proportions.
Pennsylvania Governor Signs Bill Amending Wire Law.

June 29—Radio as "Big Business"; Station-Web Assets at Billion Mark With Investment at \$46,777,987; 1938 Payroll \$45,663,757.
NBC-RCA Television Schedule Revised for Summer.

June 30—Chicago Willing to Negotiate; Stations and Ad Agencies Make Offer to Confer with AFRA Until "Fair" Agreement Is Reached.
First Television Network Links RCA with General Electric.

JULY

July 3—Chicago Strike in Abeyance; AFRA Talks Starting Wednesday Will Plug Until an Agreement Is Reached; Local AFRA Board Elected.
North Dakota ASCAP Law in Effect; KRMC Sued.

July 5—Radio Wins Media Study; Consumer Recall-Ability Media Test on Cigarette Advertising Finds Air Far Ahead of All Others.

July 6—FCC Defers Night Grants; Holds Up Applications on Regionals for Night-time Power Increases Asking 5000 Watts.
ASCAP Readies Talks for Television Licenses. Chicago Stations and AFRA Start Lengthy Negotiations.
"Service" Division Added to NBC Blue.

July 7—Web 1938 Net \$7,003,700; Three Major Networks Plus M & O Outlets Had Net Income of Nearly 10% on Gross of \$68,-123,525.

July 10—NAB Ready to Tee Off; Attendees Several Hundred Strong.
FTC Cites Stations Over Power Claims.
Mutual Again Attacks Rival Web Contracts.

July 11—NAB Studies Copyright; Copyright Question Takes Precedence Over All Matters; Revamped Code Expected to Get Okay.
Program Ratings to Be "More Accurate."

July 12—NAB Adopts New Code; Code Seeks to Avoid Controversial Issues; Develops Yardstick to Determine Talk Contents.
New Rules Give CBC Added Radio Power.

July 13—OK Copyright Resolution; NAB Grants Miller and Committee Full Power to Negotiate with ASCAP; Possibility of Fall Meeting.
Indies Elect Officials; Plan to Increase Scope of Activity.

July 14—NAB Code Date in September; Board Will Set Plan for Compliance in the Meantime; Nothing Drastic in Offing Says Miller.

July 17—FCC Holds Up International Rule; Bows to Censorship Charge Pending Further Hearings; Battle Waged Between Dempsey and Miller.
RCA Wins Injunction in Record-Airing Suit.

July 18—Chicago-AFRA Break Talks; Strike Possibility Again Looming With Union to Make Decision Sometime Today.
Minimum Red Web Requirements Upped.

July 19—WCKY—Sit Tight Policy; Unprecedented Situation with Legal Points Remaining in Air; October 1 Is Tentative Date for Switch.

July 20—Tax-Free Music Sentiment; Marked Change in Attitude Bolsters Decision of Recording Companies to Build Huge Libraries.

July 21—CBS Wins Vital Opinion: State of Virginia Concedes Radio as Being Interstate Commerce Not Subject to State Law.

- NBC Television Talent Cost \$115,000 During First Year.
- July 24—U. S. Reviews ASCAP Suit; Anti-Trust Division Studying Move with a View to Pressing Action or Forcing a Compromise.
- July 25—Form Wired Television Group; Otterson Heads New Firm Planning to Install Wired Television System as a Feasible Method. See Coughlin Taking Steps to Avoid NAB Code Conflict.
- July 26—McNinch Ready to Quit; Hints He Will Resign Pending Okay from Roosevelt; Lack of Harmony and Poor Health the Reasons. New Orleans Stations, INS and AP Avert U. S. Contempt Order.
- July 27—Sponsors Up Air Budgets; Advertising Investments on Networks Show 11 Industries Advanced Billings \$3,227,739 in Six-Month Period. AFRA Presents Revised Code; Most Items Scaled Downward.
- July 28—Fly's Name Goes to Senate; Expected to Be Confirmed Quickly and Subsequently Be Elected FCC Head by Commissioners. "Brooklyn Cases" Reopened by FCC on Own Initiative.
- July 31—Shepard Adopts "Code"; Anticipates the NAB Effective Date by Inserting Contract Clauses Covering All Provisions.

AUGUST

- Aug. 1—Victor Record Radio-Fee: Contracts Reported Being Drawn Up by RCA-Victor for Station Use; 50% Going to Disk Artist.
- Aug. 2—Network Billings Climb; CBS Has a Sock 69% July Increase with NBC Up 11% and Mutual Revealing a 29% Gain. AFRA Wage Scale for WNEW Equal to Some Top Watters.
- Aug. 3—AFM Again Mulls Radio; Pacts with Broadcasters All Run Out on September 29; Will Expect More Musicians Put to Work.
- Aug. 4—Miller Calls NAB Meet; Industry Convention in Chicago on September 15 to Combat Copyright Situation; War Chest (To Be Raised) for Tax-Free Music.
- Aug. 7—RCA Reveals Disk Plan; Informs Stations and Artists of Move to Obtain Fees After October 1, 1939 for Broadcasting Rights.
- Aug. 8—ASCAP Sit-Tight Policy; Paine Sees Nothing Society Can Do But Await "Outcome of Events"; NAB Committee Meets Wednesday. WOR Files Television Construction Permit for Midtown Station.
- Aug. 9—Web Television Plans Proceed; RCA-NBC Going Ahead with General Electric Tieup with First Link Ready in Fall; NBC Reports 185-Mile Pickup.
- Aug. 10—Mull Copyright War Chest; Committee Discusses All Problems Relating to ASCAP Showdown; May Seek \$1,000,000.
- Aug. 11—CIO Invades AFM Field; Musicians' Local Is Granted Charter in New Orleans; Plans to Maintain AFM Scale Says CIO. NAB Appoints Sidney Kaye Special Copyright Counsel.

- Aug. 14—Disk-License Fees Set; Victor Sets a Flat Monthly Scale Based on Class of Stations; Decca Following Suit. FCC Asks U. S. Supreme Court to End Lower-Court Edicts.
- Aug. 15—Disk-Air Battle Looms; Independent Stand of Disk Firms Disliked by Broadcasters; No Immediate Action Set.
- Aug. 16—Independents Fear Disk Fees; 50 Per Cent of Industry Faces Heavy Losses Through Record Licenses; NAB Still Non-Committal.
- Aug. 17—Huge Fall Television Drive; Greatest Television Activity to Date Set for Fall Season; Appropriations Lead All Other Nations. BBC to Increase U. S. Shows Due to Audience Reaction.
- Aug. 18—World Series to MBS; MBS Gets Exclusive Rights on Series with Gillette Co. Sponsoring; Record Commercial Web Indicated.
- Aug. 21—AFRA Sets Convention Agenda; Transcription Situation Is Most Pressing National Issue Facing Convention; Chicago Trouble Pertinent.
- Aug. 22—NAPA Enters Disk War; Organization to Resist Disk Firms' Licensing Plans; Issues Letters to RCA and All Stations.
- Aug. 23—NAB Drive for New Biz; Executive Committee Okays Expansion of Bureau of Advertising to Aid 200 Independent Stations. War Threat Upsets Network Schedules.
- Aug. 24—NAB Plans ASCAP Stand; Consolidation of Organization's Stand Against ASCAP and Tax Free Music Are Discussed; Disk Confab Today.
- Aug. 25—Radio's Biggest "Event": Industry Overboard in Greatest News Coverage in History; Commercial Go by the Board at Networks. AFRA Convention Opens with Stormy Session; Holt Reports.
- Aug. 28—Radio's Vigil Unrelaxed: 24-Hour Crisis Coverage Continues as Nets and Independents Scrap Over Trans-Atlantic Broadcasts. AFRA Convention Split on National ET Scale.
- Aug. 29—AFRA Setting Disk Scale; Will Seek to Set up National Pact for All Transcription Companies Despite California Delegates' Objections. War Not to Change Commercial Aspect.
- Aug. 30—Actor-Union Peace Fails; Negotiations in Jurisdictional Fight End Abruptly; AFRA Is Vitality Concerned in the Matter.
- Aug. 31—Disc Fee Delay to December 1.

SEPTEMBER

- Sept. 1—AFRA Joins Actor Fight; Formally Adopts Strike Resolutions Backing Parent Organization in Union Jurisdictional Mixup. Television Gains Impetus with Today's Schedule.
- Sept. 5—Network Grosses Climb; Major Webs Reveal August Billings as Big Step Toward Cumulative Highs Despite War Scares.

- Sept. 6—Webs Ease to Normalcy; Will Adhere to Commercial Program Schedules and Quit "Press Competition."
FCC Denies Neutrality Rules; Big Capital Staff for CBS.
- Sept. 7—U. S. Discusses Air Status; Maintains No "Censorship" Planned at Any Time, Although FCC Sets Trio to Study Situation.
Rate Card Revision by NBC as of October 1.
- Sept. 8—Agencies Retain Budgets; Inform Staffs and Clients of Normal Activity Being in Order; No Cuts Planned in Employee Ranks. Facsimile Newspaper Starts in Late Fall.
AFRA Eyes ET Scale; Coast Members Worry.
- Sept. 11—58 Shows Back to Nets; Heavy Schedule Returning Within 60 Days on Three Major Networks Dispel Fear of War Hurting Business.
CBS Research Plan is 98 Per Cent Acceptable.
- Sept. 12—FCC Discusses War News; Fly Meets NAB and Network Officials Who Explain Voluntary Measures for Handling Situation.
WCAU Application for Television License Is Filed.
- Sept. 13—Net's War News Platform Is Announced; CBS and NBC Formulate Courses Based on Outcome of Discussions with Washington Officials.
FCC Amends Broadcasts Rule; No Log of Disk Song-Titles Is Required.
- Sept. 14—NAB Code Starts October 1; Board Meeting Selects Operative Data for Industry Regulation; One Year Leeway for Cancellation.
Unified Industry Prepares to Attack ASCAP Problem.
- Sept. 15—Radio Tackles Copyright; Industry Agreed on Raising War Chest, Only Question Being Administration of the Huge Fund.
Webs Sign AFRA Contract Covering 11 Western States.
- Sept. 18—Radio's Own Music Setup; Industry Unanimously Okays Plans to Build up Tax-free Catalog; Assessments Approved.
19 Stations Air AP News Commercially.
ET Test Suit Seen in Thesaurus Truce.
- Sept. 19—Nebraska Defends "ASCAP Law"; Test Case Before Three Federal Judges.
Mutual Web Outlines Revised News Policy.
- Sept. 20—NBC Disks Get Fox Okay; Network ET Service Makes Settlement with Music Men But Will Start Its Test Case Shortly.
20 NBC-Blue Clients Using Disk Repeats.
- Sept. 21—Gillin Hits ASCAP Setup; Radio Men in Third Day of Hearing Lash Music Organization's Methods Before Three-Judge Federal Court.
NBC Perfecting Television Commercial Standards.
- Sept. 22—Nebraska Decision by November 1; Both Sides End Argument with Briefs to Be Filed by October 6; ASCAP Admits Monopoly Case Developed.
General Electric Patent Agreement Revises Television Status.

- Sept. 25—Radio Courses Catch On.
NBC Publishes Policy Covering War News.
- Sept. 26—War ups Radio Budgets; Compensation for Foreign Market Loss Being Sought by Increase in Domestic Sales.
War Clauses Appear in Many Contracts.
Television Promotion Intensified by RCA.
- Sept. 27—"Neutrality Time" Starts: CBS Nixes 3-Web Network for Norris as Broadcaster
Headaches Begin; Al Smith Set for Sunday.
- Sept. 28—FCC Hears WMCA Story; Station Witnesses Deny Secret Code Was Violated.
- Sept. 29—Webs Opening 49 Shows; Revised October Schedule One of Heaviest in Networks' History; Programs Offer Wide Entertainment.

OCTOBER

- Oct. 2—Code Committee Meeting; First Conference Today Will Seek to Set up "Audience Relations" Manual for Stations.
Another Client Offers \$1,000 Weekly Prize.
- Oct. 3—Changing FCC Procedure; Decision by Commissioner Payne Indicates Drastic Effect on Legal Moves, Avoiding Delays and Expense.
RCA and Farnsworth in Patent Exchange.
- Oct. 4—Web Billings at New High; September Network Gross Revenues Assures Current Year Cumulative Totals Exceeding Previous Records.
Music Publishers File Suits Against Two Montana Outlets.
- Oct. 5—Protest Payne Decision; NBC Counsel Asks Review of Opinion Limiting Number of Intervenor's Appearing Before Commission.
Proposed Amendment Taxes Ohio Radio 10 Per Cent.
- Oct. 6—Women for Less War Talk.
- Oct. 9—Spot Business Is Still Gaining; Marked Increase Over 1938 Indicated in Opinion of Leading Reps Who See Healthy Trade Condition.
NAB Code Drawbacks Voiced by John Patt.
- Oct. 10—NAB Code Conflict Looms; Trade Association Seeks to Present Proper Picture to Public; Resignation by Some Stations Possible.
ASCAP Copyright Committee Not Intended to Meet NAB.
- Oct. 11—New Recording Method: Process Perfected by RCA-NBC Based on Higher Frequencies; Eliminates All Distortion Noises.
- Oct. 12—FCC Backs Payne Ruling; Hope for Oral Argument on Question of Limited Intervenor's Loses Out as Full Body Approves It.
Women's National Radio Committee Talks Over Methods of Setting "Model" War News.
- Oct. 13—Spot Versus Network in New York; Statistics Show \$776,000 in Billings by Spot Clients in Month Against \$5,860,315 on Webs.
- Oct. 16—Avert Musicians' Strike; Talks with AFM Result in Outlet Taking Back Band; Further Confabs Scheduled for This Week.
- Oct. 17—NAB Answers Drug Association; Points Out That Radio Regulations Are More

Stringent and Advertising Copy Subject to
FTC Scrutiny.

FOX Informs Outlets of Stand on Disk Fee.

CBS Engineers Using New Television
Methods.

Oct. 18—Petrillo and AFRA in Accord; Chicago
AFM Local and Actor Union End Dispute
Over ET-Announcers Question; Spielers
Back to AFRA.

Television Airplane Reception 225 Miles from
Transmitter.

Oct. 19—Settle Television Jurisdiction; AFRA-
Equity-SAG Seen Near Accord on Joint Control
Over Industry; Meeting with NBC Tues-
day.

Oct. 20—Miller Defends NAB Code; Stinging
Reply to Elliott Roosevelt After Reported
Texas Resignations of NAB Membership.
Federal Court Restrains Florida's ASCAP
Law.

Oct. 23—Low-Priced Show Survey.

Oct. 24—Ask Non-Commercial Net; LaGuardia
Leads Group Before FCC Seeking Rebroad-
cast Licensing; Land-Lines an Issue.
Yankee-Colonial Networks Explain Stand on
NAB Code.

Oct. 25—Expect FCC Television Break; Concilia-
tory Attitude in Second Report with "Lim-
ited Commercials" Seen; U. S. Subsidy a
Possibility.
Rather Lose Movies Than Radio, Say 79 Per
Cent (in "Fortune" Survey).

Oct. 26—New Type Survey Ready; Tape on Re-
ceiving Sets During Tests Reveals Much
Interesting Data; High Accuracy Claimed.
Radio Scores Victory Seeking Press Parity.

Oct. 27—ANA Radio Pro and Con; Some Criti-
cism but Much Approbation While Discus-
sions Include AFRA and Growth of CAB.
See Television Gaining Momentum; CBS
Pattern Experiments.

Oct. 30—Hail Fly's Talk on Code; FCC Chair-
man Suggests the Industry Give Code a
Fair Trial; Faults Should be Overlooked Now.
Radio Research Lags, Miller Informs ANA.

Oct. 31—Coast Television Market Looms; See
Hollywood as the Second Largest Potential
Video Center; Don Lee Boosts Televising
Sked.

Canada Now Hopeful of Beer Commercials.

NOVEMBER

Nov. 1—Form New National Web; 100 Outlets
Are Scheduled to Be Linked Via Permanent
Lines; Operations Expected to Start Decem-
ber 15.

NAPA Hires Walker; New Drive Planned.
Free Movie Plugs on Radio Reaching an All-
Time High.

Nov. 2—800 Educators for Confab; Conference
Set for December 6-8 Will Seek Method of
Utilizing Available Broadcast Material.
Spot Biz Pickup Indicated; Erwin, Wasey's
Campaigns.

Nov. 3—" \$2,000,000 More"—AFM; Ask 50 Per

Cent Increase from Affiliates and 100 Per
Cent Hike from Key Outlets as Basis for
New Pact.

CBC Economy Move Halts All Expansion.

Nov. 6—NAB Wins Point on Code; Yankee and
Colonial Webs Give Way on Controversial
Issue; Board Confers with Shepard.

Staticless Network Planned by Shepard.
Petrillo Rules Out Between-Band Spots.

Nov. 7—Music Plan Before SEC; Broadcast Mu-
sic, Inc. Files Its Data Giving February 1, as
Subscription Deadline for Stock Issue.

AFM Television Committee Report Advises
Local Supervision.

World Series Query Issued by FCC.

Nov. 8—AFRA Pact for New Web; Code Will
Apply to Trans-Continental According to
Actor-Union Officials; Television Committee.
RCA 9-Month Gross Increases \$3,902,043.
WJW Trying to Iron Out Code and CIO
Broadcasts.

Nov. 9—IRNA Member Appeal; Affiliates In-
formed Of AFM Demands While Warning
Is Issued On ASCAP Seeking Separate
Pacts.

CBS Earns Over \$2 A Share During Nine-
Month Period.
Television Network Relay Being Built By
General Electric.

Nov. 10—No Separate Pacts—ASCAP; Denies
IRNA Statement Anent Move To Divide
Industry.

FCC Sets Up Routine For Relief Of Staff.
FCC Finds Answer For Code Complaints.

Nov. 13—Plea For Television "Freedom"; Mc-
Donald Asks FCC For Continued Develop-
ment, Unhindered By U. S. And Early
Commercial Okay.

Nov. 14—See Pope Aiding Code; Pettingill Talks.
"Pot Of Gold" Competition Forces Fancy
Movie Action.
Rate Structure Set For NBC Shortwave.

Nov. 15—FCC Gets Television Report; Com-
mittee Favors Two Classifications Of Li-
censes To Aid Development; Limited
Commercial Aspect.

Nov. 16—World-Wide Commercials; Westing-
house First to Offer Coverage.

Theatre Men Again Threaten Action Over
Stars On Radio.

See Compromise In FCC Television Report.

Nov. 17—Unions Renew Television Feud; Equity
Attacks Report That It Lost Field To AFRA
And Screen Union; Plans To Organize Talent.
FCC Grants 2 New Outlets; Affiliates Re-
sent "Slur."

Nov. 20—IRNA Meets AFM (Today); May Ask
For Extension Due To Laxity Of Affiliates
Answering IRNA's Request For Statements.
Detroit To The Front In Radio Production.
AFRA Drive Started In Eight Key Centers.

Nov. 21—IRNA Counter-Proposal; Part Is Re-
jected By AFM But Other Points Will
Be Discussed; Webs Confer With Musicians.

- "Insurance" Against Radio; New Plan Vs. "Pot Of Gold."
- Nov. 22—Webs Nix AFM Demands; "Leave Door Open" For Further Talks On Key Outlet Increases; IRNA Resumes Confab Tomorrow.
Warning On Special Permits (By FCC Secretary Slowie); Other Decisions By The FCC.
- Nov. 24—IRNA-AFM At Impasse! Union Rejects Affiliates' Proposals, And Withdraws Its Own Demands; Awaits Industry's Next Move.
Actor Unions Discuss Wage Scales For Television.
- Nov. 27—RCA License Drive December 1; NAB Appeal For Postponement Refused By RCA; AFM, NAPA & MPPA Will Cooperate With Broadcasters.
RCA Sets Dividends; Pays Twenty Cents On Common.
- Nov. 28—Regional Power Boosts; Dozen Outlets Increased To 5000 Watts In Accordance With Havana Agreement Provisions.
Broadcast Music Amends Its SEC Registration Plea.
- Nov. 29—N. Y. Stations' Music Meet; Stock Commitments Okay Says Miller Who Will List Subscribers Soon; Midwest Confab December 5.
Television Networks Not Remote; See Small "Booster" Units.
- Nov. 30—RCA's New Television Camera; Described As Light And Easy To Use As Newsreel Outfit; FCC To View Equipment In Capital.
Census Bureau Ready On Its Radio Details.

DECEMBER

- Dec. 1—Leeway For Townsend Biz; Code Committee To Leave Decision To State Broadcasters Associations Re Political Status.
RCA Disk License; Philly Adopts Plan.
Chicago Race News On Air Gets Once-Over By U. S. Attorney.
- Dec. 4—Educators Gather In Chicago; Vanguard Arrives For School Confab Which Starts Tomorrow; CBS Holds Big Confab Of Its Own.
FCC To Improve Its Practice Procedure.
NBC's November Billings Retain Upward Trend.
- Dec. 5—TBS Sets Time Clearance.
No-Wire Network O.K. In "Modulation" Test.
- Dec. 6—AFM Has Fantastic Plan; Reported Ready To Inform Networks That Key Stations Will Foot Bill Via Huge Musician Scale.
- Dec. 7—More Night-Power Boosts; Eight Regional Outlets To 5,000 Watts Okayed By FCC; 3 Daytime Stations Get Full-Time Grants.
Boston's Music Meet Shows BMI Progress.
Michigan Theater Man Advises Mutual Radio-Pix Confabs.
- Dec. 8—TBS Issues Station List; 92 Already Signed With More On Way To Pass 100 Mark When Net Opens Officially On January 1.
Court Allows WNEW To Appeal RCA Case.
War's Radio Facilities Nil, Reports CBS Commentator.
- Dec. 11—NIB Asks RCA To Confer; Independent Outlets Seek Get-Together In Effort To Delay License Fees For Playing Records.
- Dec. 12—Radio Before High Court; Supreme Court Will Review Merits Of Sanders Case For The FCC; Economic Injury Factor.
DuMont Television Reveals Its New Developments.
Nets Conclude Pacts With SAG And AGMA.
- Dec. 13—BMI Gathers Momentum; Third Of 10th NAB District Members Subscribe To Stock; Father Burk Hits Provisions Of Code.
Cox Busy In Georgia; May Buy WSB-Dailies.
- Dec. 14—NAB's "Public" Campaign; Reminds All Stations Of Problems And Offers Brochure To Awaken Loyalty Of Listeners.
Tells Actor Unions Need For Television Co-Op.
- Dec. 15—Yanks-Giants Up Dough; Reported Holding Out For \$150,000 With General Mills Having Option; Needs Additional Sponsor.
AFM Sees Proposal Being Made By Radio.
Stress On Rural Audiences By Many Leading Stations.
- Dec. 18—Drug Client Commitments; Continued Use Definitely Assured On Major Webs, With CBS Certain Of Increased Billings.
FCC Again Requested To Ease ET Rulings.
146 Member-Stations Buy NAB Music Stock.
- Dec. 19—Women Clubs Coordinate.
Judge Slams Program Using Court Procedure.
Buckeye Theaters Mean Business On "Pot O' Gold" Insurance.
- Dec. 20—Television Was 1939 High Spot; Viewed As Pacing All Other Aspects During The Year.
Tobacco Accounts Up In 1940 Air Budgets.
- Dec. 21—CBS Reviews Great Year; Optimism Prevails Re 1940 Progress On All Fronts.
- Dec. 22—"Radio Xmas" Big Success; NAB-RMA Drive Gets Old Sets For The Poor.
Station-Rep Changes, Few During Past Year.
- Dec. 26—Strong Education Year; Bigger Campaigns By Major Webs; CBS Resume.
Public Television Hearing Will Be Held By FCC.
- Dec. 27—See AFM Solution Near; Unofficial Talks May Soon Result In Peace Move.
- Dec. 28—Web's Gala New Year's; Fancy Programs, Special Events To Greet 1940.
WLW Expands Scope In Talent Bookings.
TBS Completes Plan For West Coast Setup.
- Dec. 29—ASCAP Wins Nebraska Decision; Copyright Blow To Radio Business; May Appeal.
"Better Year Ahead," Says Neville Miller.
FTC Annual Report: 329 Citations.



F O R E I G N

Cuba

Survey—Stations



Mexico

Survey—Stations



South America

Stations



International

Broadcast

Stations

and

Regulations





**FOR
WORLD WIDE
RADIO NEWS
EXECUTIVES
IN RADIO
READ
RADIO DAILY
REGULARLY**



THE DEPARTMENT of COMMERCE and its ACTIVITIES REGARDING RADIO

By

JOHN H. PAYNE

Chief, Electrical Division

Washington, D. C.

THE Bureau of Foreign and Domestic Commerce has as its main objective comprehensive service to American industry, principally along the line of business promotion. Because of the nature of this activity, it is frequently possible to supply information in regard to other phases of the radio industry, such as engineering, statistics, applications, etc., which may be asked either by students or laymen outside of industry.

Emphasis is placed on foreign business inasmuch as this is where the greatest service can be rendered. American companies, obviously, do not need assistance in their domestic business to the same extent that it can be of use in their foreign activities.

Radio assumes a leading position in the Electrical Division's activities, since it is the largest item or group of items classified as a unit, in our electrical exports. Recently, it has represented 25 to 30 per cent of the total exports of all electrical commodities from the United States to the rest of the world.

The Bureau serves industry through three rather distinct organizations—first, its 25 District and 53 Cooperative Offices located throughout the United States, through which it has facilities for intimate contact with all American individuals or businesses wishing to avail themselves of its services; second, through 300 Foreign Offices located in the capitals and principal cities of practically all countries of the world, making close foreign contacts on behalf of American industry; third, a highly specialized headquarters organization in Washington, providing experienced people in each phase of industry and in several commercial services.

For an exporter, a District or Cooperative Office can perform such services as these: indicate where there is a market for American goods; explain how best to enter a market; specify the terms on which goods are ordinarily sold in a particular market; provide data as to the competition to be encountered from foreign sources; furnish lists of buyers in the principal markets of the world; and render many other services.

The Foreign Offices are a vital factor for the Bureau's service. They constantly provide data on all the significant economic, commercial, and financial developments of the various countries. They report on the general business situation in a specific foreign market—the competition between American goods and the products of other countries—the import duties and restrictions that may be imposed—sales methods and credit terms—and the foreign-exchange situation, when pertinent. They conduct surveys covering specific commodities in definite foreign markets, and provide a variety of other current special data.

Because of the multiphase character of radio, the Electrical Division is not the only division of the Bureau interested in radio subjects. Whether the Electrical Division or the Bureau generally is addressed is unimportant, since reference and collaboration methods assure that all informed individuals will have contributed when the reply is prepared. For instance, radio from a public utility communication standpoint comes under the jurisdiction of the Transportation Division and radio advertising methods under the Specialties, which handles advertising methods and media in general. Through their cooperation, the Electrical Division is enabled to answer any inquiry within the scope of the Bureau's activities.

While the Industrial Divisions in Washington render specialized services to spe-

cific industries, there are in the Bureau seven divisions giving intensive study to various distinctive phases of foreign business characteristics. In response to inquiries from industry, they can supply information not otherwise obtainable on some of the highly specialized aspects of foreign trade.

These Divisions include:

Commercial Intelligence—compiles lists of foreign buyers or sellers. There are 32,000 such lists now available to American business. The Division maintains a "World Trade Directory" report giving commercial information on approximately 650,000 foreign buyers or sellers. Information on credit and collection conditions, and credit payment terms in foreign countries, through the "Credit Situation Abroad" service.

Commercial Laws—distributes information on the laws of all countries which relate to commerce and industry, including laws for transacting business, organization, commercial acts, and taxation, property problems (trade-marks, patents, copyrights, unfair competition, etc.), foreign insurance, factory, labor, and social-security laws affecting the cost of doing business abroad.

Finance—collects information regarding foreign banks and banking affairs, foreign monetary and exchange conditions, foreign trade financing in general, and related subjects. Is a prime source of statistics on (a) the balance of international payments of the United States; (b) foreign securities publicly offered in the United States; (c) American investments abroad; (d) foreign investments in the United States; and (e) data on related subjects such as war debts, etc.

Foreign Tariffs—current detailed records of customs tariffs, quotas, trade regulations, and commercial policy of all foreign countries, reports to American firms changes in this important field. Information on trade agreements concluded with foreign countries, and on all other phases of foreign customs requirements.

Foreign Trade Statistics — gathers, compiles, and disseminates statistics on American imports and exports. Also contributes to numerous general statistical studies sponsored by the Industrial Divisions to meet the indicated requirements of individual industries.

Regional Information—furnishes general information about economic conditions abroad. A high degree of specialization is attained in this Division through placing the work under the supervision of regional specialists in charge of the European, Far Eastern, Latin American, and Russian Sections.

Transportation—collects and analyzes data from both foreign and domestic sources on such subjects as ocean shipping, packing and packaging, tourism, materials handling, inland waterways, railway and motor transport, communications and postal services, warehousing, bills of lading, industrial traffic management, etc.

The Bureau maintains twelve Industrial Divisions, staffed by experts conversant with the details of each industry. These divisions bring the Bureau into direct touch with producers and exporters, making possible the establishment of mutually helpful relationships. For each industry, there is provided a specialized service, satisfying some of its peculiar and characteristic needs for statistical and other information. Essential information and data are collected under competent supervision, and is disseminated to the many trades in the most efficient ways that can be devised. Most of the material is provided by representatives of the Foreign Offices; the information covers a wide field of industrial and trade activities and is released to business in periodical and special bulletins.

The Electrical Division, one of the twelve similar industrial divisions, renders broad commercial services to the American electrical and radio industries. Its Radio Section serves the manufacturers of broadcasting and receiving equipment, as well as the broadcasting operators. Wide distribution of U. S. A. short wave programs has been established in cooperation with the Radio Manufacturers Association, whereby a compilation of all beamed American short wave programs is made available to publishers throughout the world.

The Division concentrates on obtaining and offering data which industry lacks the means of securing through its own endeavors. With respect to radio, the Division collects information regarding the widely varying conditions in other nations, in order to be able to inform American industry of world developments, prospective markets, needed adaptations, and other related matters.

Radio surveys have been made to develop the effectiveness of American short wave broadcasting throughout the world. Both its good qualities and its limitations as brought out in these surveys are passed on to the American short wave operators for their guidance.

Criticism from the radio or other electrical industries is solicited by the Division, in order that it may improve and make its services more useful to all interested in using them.

INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned, between 6,000 and 26,000 kilocycles, for broadcasting by International Agreement). Such stations, which are required to render a broadcast service which will reflect the culture of this country and promote international goodwill, understanding and cooperation, may include commercial or sponsored programs, which gives no more than the name of the sponsor and the general character of his product or service. After July 1, no such station will be authorized to install equipment or be licensed for operation with a power less than 50,000 watts.

Licensee and Location	Call Letters	Frequency (Kc)	Power
Columbia Broadcasting System, Inc. Near Wayne, N. J.....	WCBX	6120, 6170, 9650, 11830, 15270, 17830, 21570	10 kw
The Crosley Corp. Mason, Ohio	WLWO	6060, 9590, 11870, 15270 17760, 21650	10 kw C.P. 50 kw
General Electric Company South Schenectady, N. Y.....	WGEA	9550, 15330, 21500	25 kw
General Electric Company South Schenectady, N. Y.....	WGEO	6190, 9530, 21590	100 kw
General Electric Company San Francisco, Calif.	KGEI	6190, 9530, 15330	20 kw
Isle of Dreams Broadcasting Corp. Miami, Florida	WDJM	6040	5 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WRCA	9670, 21630	35 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNBI	6100, 17780	35 kw
WCAU Broadcasting Company Newtown Square, Pa.....	WCAB	6060, 9590, 15270, 21520, 25725	10 kw
Westinghouse Electric & Mfg. Co. Millis, Mass.	WBOS	6140, 95A70, 15210, 21540	10 kw
Westinghouse Electric & Mfg. Co. Saxonburg, Pa.	WPIT	6140, 9570, 11870, 15210, 17780, 21540	40 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUL	6040, 11730, 11790, 15130, 15250, 21460	20 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUW	11730, 15130, 25600	20 kw

— INTERNATIONAL — BROADCAST STATIONS

Regulations Governing Their Establishment and Operation, as of January 1st, 1940, Together with Available Groups of Frequencies.

The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. Frequencies for these stations are allocated from bands assigned (between 6,000 and 26,000 kilocycles) for broadcasting by International Agreement.

A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That there is a need for the international broadcast service proposed to be rendered.

2. That the necessary program sources are available to the applicant to render an effective international service.

3. That the technical facilities are available on which the proposed service can be rendered without causing interference to established international stations having prior registration and occupancy in conformity with existing international conventions or regulations on the frequency requested (Cairo Radio Regulations, Article 7).

4. That directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed.

5. That the production of the program service and the technical operation of the proposed station will be conducted by qualified persons.

6. That the applicant is technically and financially qualified and possesses adequate technical facilities to carry forward the service proposed.

7. That the public interest, convenience and necessity will be served through the operation of the proposed station.

Service: Commercial or Sponsored Programs

A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and

which will promote international goodwill, understanding and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

Such international broadcast service may include commercial or sponsored programs provided that,

1. Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.

2. In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with regulations of the Federal Communications Commission herein stated.

3. In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed in accordance with regulations of the Federal Communications Commission herein stated.

4. In case of advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of rules for international broadcast stations.

5. In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which

the program is directed in accordance with regulations of the Federal Communications Commission herein stated and is consistent with the purpose and intent of said regulations.

The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).

An international broadcast station may transmit the program of a standard broadcast station or network system provided the provisions for commercial program (stated above in regard to any commercial continuities) are observed and when station identifications are made, only the call letter designation of the international station is given on its assigned frequency, and provided further that in case of chain broadcasting the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.

Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

Frequencies Allotted

The following groups of frequencies are allocated for assignment to international broadcast stations on an experimental basis:

<i>Group A</i>	<i>Group B</i>	<i>Group C</i>	<i>Group D</i>
6020 kc	9510 kc	11,710 kc	15,110 kc
6040	9530	11,750	15,150
6060	9570	11,770	15,170
6080	9590	11,790	15,190
6100	9650*	11,810	15,210
6140	9670*	11,830	15,230
6170*		11,850	
6190*		11,870	
		11,890	

<i>Group E</i>	<i>Group F</i>	<i>Group G</i>	<i>Group H</i>
15,250 kc	17,760 kc	21,460 kc	25,600 kc
15,270	17,780	21,480	25,625
15,290	17,800	21,520	25,650
15,310	17,830*	21,540	25,675
15,330		21,570*	25,700

<i>Group G</i>	<i>Group H</i>
21,590*	25,725
21,610*	25,750
21,630*	25,775
21,650*	25,800
	25,825
	25,850
	25,875

*Any operation on this frequency prior to September 1, 1939, shall be in compliance with Article 7, Cairo General Radio Regulations.

Separate Licenses

A separate license and call letter designation will be issued for each frequency except that where frequencies in two or more groups are required to maintain a particular international broadcast service to certain foreign country or countries, one frequency from each of the groups required may be authorized by one license and one call letter designation. In such cases these frequencies shall be used consecutively during a day as required and they shall not be used simultaneously either on the same transmitter or different transmitters.

Not more than one frequency in any group stated above will be assigned to a station.

Power Requirement

No international broadcast station will be authorized to install equipment or licensed for operation with a power less than 50 kilowatts. (This provision shall become effective as applying to existing stations on July 1, 1940.)

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. The number of hours operated on each frequency.
2. A list of programs transmitted of special international interest.
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

Frequency Control

The transmitter of each international broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.005 per cent of the assigned frequency. (This provision shall become effective as applying to existing stations on January 1, 1941.)

★ C U B A ★

— A SURVEY —

General—The number of sets in use in Cuba range from 100,000 to as high as 250,000 sets. Inasmuch as manufacturers in the United States have supplied most of the sets, United States exports are a reasonable accurate measurement of the market. The 1938 imports from the United States numbered 20,095.

Television—No developments except for experiments by an amateur. No transmitter is operating.

Amateurs—Amateurs are estimated to total between 250 and 300. The principal organization is the "Radio Club de Cuba," Lealtad 136, Habana. Decree No. 2132 of September 2, 1939, suspended for one month all amateur licenses, further extended to November 8. The suspension was announced to be to give the Government an opportunity to draw up regulations to govern this class of activity.

Facsimile—No facsimile service has been established. Newspapers have failed to evince sufficient interest in such a service.

Short Waves—Demand for sets is principally for those covering short waves. Reception of American and European stations, however, is not very satisfactory, partly because of local interference and partly because of severe fading. This has been improved somewhat by beam operation of American stations, although it is demonstrated that the South American beams do not give satisfactory service in Cuba. The reception of European stations is still the best.

Reception of foreign stations on the 49 meter band is extremely poor at all times. This is due in part to the fact that the frequency is not adaptable to the distance involved and also because of the high noise level. Cuban stations on all of the short wave bands come in very loud and clear and the tendency to overlap adjacent wave lengths appears to be stronger in the longer wave length band, crowding out foreign stations. The 32, 25, and 19 meter bands are good at certain times of the day. The use of tropical waves was not authorized for Cuba by the Cairo Conference of 1938.

Broadcasting—During the past year increased effort appears to have been expended in improving radio programs, and a number of stations have remodelled their equipment for more efficient opera-

tion. Several have moved to better sites outside the city. A chain is operated by station CMK, known as the Cadena Nacional Telefonica, with nine stations in the interior connected by private line. These are CMAR, CMGF, CMHW, CMJX, CMJC, CMKF, CMKR, and COGF. At the present time the equipment in use is not entirely satisfactory and material has been purchased for needed improvements.

Special efforts have been made by the Radio Bureau of the Department of Communications to cut down the number of stations and improve the character of programs and service, with some effective results, and further developments indicated.

Programs—Operators of Cuban stations claim that Cubans prefer local stations to foreign, and that there is a strong liking for so-called "typical music" such as rumbas and other native forms. Many American programs, especially musical, are well liked, especially if obtainable through Cuban stations. Increasing facilities for such rebroadcasts are being made available by American systems. This is considered an important factor in improving the general character of programs.

Advertising—Broadcasting time charges run from as low as \$5 an hour to \$50 an hour, and in a few instances as high as \$100 an hour. Considerable use is made of "menciones de 35 palabras" (announcements of 35 words). These are generally broadcast at program breaks, especially just before a popular program. Announcements may be used to a total of 10 or 15 minutes before the new program is started. Contract rates for repetition are arranged.

Listeners have indicated displeasure with the long advertising periods arising from this practice.

Transcriptions—There is only a comparatively small amount of use of transcriptions. Those familiar with Cuban broadcasting station operation state, however, that the use of transcriptions may expand somewhat in the near future as there appears to be more demand for transcription making equipment. It is customary for the advertiser to furnish his own transcriptions. Some are now being made in Cuba. Turntables are mostly 33 r.p.m.

STANDARD STATIONS OF CUBA

Call Letters	Owner and/or Operator	Location	Frequency Kilocycles	Power Watts
Province of Habana*				
CMW	Troncoso y Gil	Habana	550	200
CMCY	Autran y Carbo Ltd.	Vedado (Transmitter, Marianao)	590	15000
CMCD	La Voz del Aire S. A.	Vedado (Transmitter, Regla)	630	15000
CMQ	Cambo y Gabriel S. A.	Habana (Transmitter, Aldecoa)	690	25000
CMK	Fausto Montiel	Habana	720	200
CMBL	Radio-Cadena Suaritos S. A.	Vedado	750	200
CMBC	Domingo Fernandez Cruz	Habana (Transmitter, Cascada Farm)	780	2500
CMCF	Oscar Gutierrez (Owner) Amado Trinidad (Lessee)	Habana (Transmitter, Guanabacoa)	810	5000
CMCM	Cia Transradio Columbia S. A.	Vedado	850	200
CMX	Francisco A. Lavin	Habana (Transmitter, Guanabacoa)	880	10000
CMZ	Ejercito Constitucional	Columbia	920	5000
CMCK	Luis Casas Romero	Habana (Transmitter, Puentes Grandes)	970	5000
CMBZ	Manuel y Guillermo Salas	Habana	1010	200
CMCH	Radio Popular S. A.	Habana	1050	200
CMBX	Vicente Espinosa	Habana	1050	200
CMCG	La Onda S. A.	Habana	1080	200
CMCU	Jorge Garcia Serra	Vibora	1110	200
CMBQ	Rufino Pazos Hernandez	Habana (Transmitter, Puentes Grandes)	1150	5000
CMCO	Enrique Lasanta	Habana	1210	200
CMOA	Juan Fernandez Duran	Habana	1210	200
CMCB	Metropolitan Radio de Cuba	Cerro	1250	200
CMBS	Enrique Artalejo	Habana	1250	200
CMBF	Compania Cubana de Radio y Television S. A.	Habana (Transmitter, Puentes Grandes)	1290	5000
CMBD	Luis Perez Garcia	Vedado	1290	200
CMCA	Augusto Testar y Jose Manuel Gonzalez	Habana	1350	200
CMC	Rafael Valdes	Habana	1350	200
CMCQ	Andres Martinez	Viboro	1410	200
CMBY	Pages y Compania	Habana	1410	200
CMCX	Juan de Dios Carreno (Owner) Luis J. Marti y Domingo Irisarri (Lessees)	Guanabacoa	1470	200
CMBG	John L. Stowers	Habana	1470	200
CMOX	Perez y Chisholm	Vedado	1510	200
CMCW	Jose Vilarino	Habana	1510	200
CMCJ	Rafael Rodriguez (Owner) Jose Fernandez Garcia (Lessee)	Habana	1550	200
CMCR	Aurelio Hernandez	Habana	1550	200
CMBH	Alberto Alvarez Ferrera	Habana (Transmitter, Guanabacoa)	1600	5000
COCO	Luis Casas Romero	Habana (Transmitter, Puentes Grandes)	8700*	5000
COCD	La Voz del Aire S. A.	Vedado (Transmitter, Regla)	6130	1000

Call Letters	Owner and/or Operator	Location	Frequency Kilocycles	Power Watts
COCH	General Broadcasting Co. (Owner) Amado Trinidad (Lessee)	Habana (Transmitter, Guanabacoa)	9437	5000
COCQ	Cambo y Gabriel	Habana (Transmitter, Aldecoa)	8845**	5000
COCM	Cia. Transradio Columbia S. A.	Vedado	9833	1000
COCX	Francisco A. Lavin	Habana (Transmitter, Guanabacoa)	9200***	1000
*Special Authorization; regularly on 6010 Kilocycles				
**Special Authorization; regularly on 9670 Kilocycles				
***Special Authorization; regularly on 11650 Kilocycles				
Province of Pinar del Rio				
CMAB	Francisco Martinez	Pinar del Rio	1240	200
CMAR	Jose A. Luzon	Pinar del Rio	940	200
Province of Matanzas				
CMGH	M. Garcia Alvarez	Matanzas (Transmitter, Maicas Farm)	1190	200
CMGF	Bernabe R. de la Torre	Matanzas	1120	200
CMGE	Gebaro Sabater	Cardenas	1370	200
COGF	Bernabe R. de la Torre	Matanzas	11800	1000
Province of Santa Clara				
CMHW	Guillermo Domenech	Santa Clara	950	200
CMHI	Amado Trinidad	Santa Clara	830	10000
CMHT	Fernando E. Soto del Valle	Trinidad	920	200
CMHO	Enrique Lasanta Oliver (Owner) Felix Gonzalez (Lessee)	Cienfuegos	1020	200
CMHA	Abelardo Menocal	Sagua la Grande	1090	200
CMHP	Candido de los A. Guevara	Placetas	1100	200
CMHJ	Romualdo Ugalde	Cienfuegos	1160	200
CMHK	Virgilio Villanueva	Cruces	1210	200
CMHB	V. E. Weis y O. Ramirez	Sancti Spiritus	1240	200
CMHD	Manuel Alvarez	Caibarien	1270	200
CMHM	Jose R. Femenias	Cienfuegos	1450	200
CMHX	Francisco Chavarry	Santa Clara	1480	200
Province of Camaguey				
CMJX	Rodolfo Gonzalez Solis	Camaguey	900	200
CMJA	Rafael Valdes Jimenez	Camaguey	860	200
CMJF	Gertrudis de la Cruz Perez	Camaguey	930	200
CMJW	Andres Moran Cisneros	Camaguey	1070	200
CMJI	Gilberto Gessa	Ciego de Avila	1130	200
CMJE	Primo A. Casales	Camaguey	1230	200
CMJO	Bonifacio Ildefonso	Ciego de Avila	1260	200
CMJK	Jones Castrillon y Cia.	Camaguey	1020	500
CMJH	Luis Marauri	Ciego de Avila	1360	200
CMJC	Fernando Terron Bolanos	Camaguey	1390	200
COJK	Jones Castrillon y Cia.	Camaguey	8663.9	1000
Province of Oriente				
CMKS	Candido Savon Suarez	Guantanamo	860	200
CMKD	Emisora CMKD	Santiago	910	1000
CMKL	Alberto Alvarez	Bayamo	950	200
CMKG	Emilio Grau Medina	Santiago (Transmitter, San Matias Farm)	1000	200
CMKW	Claudio Alvarez Soriano	Santiago	1050	1000
CMKM	Raimundo Comas Soler	Manzanillo	1080	200
CMKH	Virgilio Arciero	Guantanamo	1110	200
CMKX	Oscar Vidal Benitez	Banes	1190	200
CMKC	Roberti Miguel Gonzales	Santiago	1250	200
CMKO	Manuel Angulo Farran	Holguin	1280	200
CMKR	Jaime Nadal	Santiago	1400	200
CMKZ	Joaquin Venero Obregon	Palma Soriano	1430	200
CMKF	M. J. de Gongora	Holguin	1460	200
CMKQ	Angela Viciado Quintero	Santiago	1490	500
COKG	Emilio Grau Medina	Santiago	8942	1200

* Under location in this province, section of the city of Havana is given.

★ MEXICO ★

— A SURVEY —

General—Present estimates indicate that there are 400,000 to 450,000 sets in use.

Sales are generally parallel to United States exports. The marked decline in radio sales during 1938 is attributed to the high and fluctuating rate of exchange. During the first 6 months of 1939 radio sales were about 50 per cent higher than during the same period of 1938 and were considered normal. It is estimated that 85 per cent of the demand is supplied by United States manufacturers and the remaining 15 per cent represents imports from other countries, especially Europe, and domestic production.

Transmitting Equipment—Most transmitters, as well as the replacement parts and accessories, are of American origin. However, the latest large installation, Station XEQ, was made with German equipment. This is probably due to facilities offered through barter trade. Broadcasting stations are increasing in number and the smaller stations are gradually increasing the volume and capacity of the transmitting equipment.

Point-to-point communication is prohibited commercially, as this is a Government monopoly.

There is no police radio. Several attempts have been made to interest the Police Department, and it is reported that it is considering an installation in the Federal District. The absence of a radio system is probably partly due to the fact that every road leaving most Mexican cities is generally guarded by a police sub-station which records all automobiles entering and leaving the city, and to the high cost of this equipment.

The number of amateur broadcasting stations have been considerably reduced because of the law now requiring that only Mexicans may be licensed with the exception of those operating under 10, 5 and 3 meter bands, which are considered as experimental work and residents of Mexico, not necessarily Mexicans, can secure the permits for operation.

Airplane transmitting equipment is used by one commercial aviation company in Mexico and the Mexican War Department. As a general rule the equipment in the planes is supplied and installed by the plane manufacturer and the broadcasting equipment is bought in the United States.

Transmitting tubes are generally of American manufacture and are of the type best suited for the transmitter for which intended.

Transmitting equipment is imported almost entirely from the United States.

Patents and Trade Marks—There is no patent interference with the sale of American radio sets and tubes in Mexico. There is no reported evidence of trade-mark piracy in the radio trade or in the trade in general in Mexico.

Television—There has been no development whatsoever in television in Mexico. It is believed that the high cost of the equipment involved will greatly restrict potentialities.

Facsimile—No radio facsimile service exists at the present time. News pictures from Europe often appear in the local press as having been received via telegraph in the United States and then flown to Mexico.

Short Wave—Short wave is becoming more popular every day due in part to the fact that United States stations and European ones have during the past year increased their broadcasts in the Spanish language. Short wave programs from the United States are popular and their reception is good. Other western and European stations are heard regularly and are popular. Progressive improvement in Mexican broadcasting stations and other transmitters have improved reception and eliminated interference.

Reception on the 49-meter band is not very good because there are too many stations operating on this frequency. There are not as many stations operating on the 31-meter band and, therefore, the reception is better than on the 49-meter band. Reception on the 25-meter band is the best. Reception on the 19-meter band is good at mid-day and during the early evening, on the 16-meter band good during the early morning and at noon time, and on the 13-meter band good during the very early hours of the morning. There have been no developments on the Tropical bands. It is believed that there are not more than 12 or 15 ultra short wave radios throughout the entire country.

Broadcasting—The control of all communications is placed by the General Communications Law in the Department of Communications and Public Works. This law defines commercial broadcasting and commercial broadcasting establishments and limits their activities so as not to compete with the Government-owned systems of communications such as Posts and Telegraphs or with the commercial telephone companies.

Actual regulation and administration is exercised by the Radio-Communication Office which functions under the Department of Telegraphs and Posts of the Secretariat of Communications and Public Works. According to Regulations licenses are granted only to Mexican citizens, except in the field of cultural and experimental broadcasting. With regard to commercial broadcasting, there is apparently no legal difficulty in the way of foreign nationals who wish to enter the broadcasting field in Mexico provided they form a Mexican corporation and comply with Mexican laws, but operators must be licensed and Mexican citizens. The term of a concession for commercial broadcasting has been limited by the aforementioned Regulations to twenty years.

All broadcasting stations, regardless of their nature, must be licensed by the Secretariat of Communications and this Department must previously approve the electrical equipment to be used. This Department also reserves the right to determine the location of the station. Foreign programs transmitted to the Mexican licensed commercial broadcasting station by telephone or radio may be broadcast only upon receipt of the previous authorization from the Department of Communications and Public Works.

Programs—General daily hours of operation are from 7 or 8 a. m. to midnight. Some stations operate after midnight.

Preference is for what might be termed a "National Program," made up of vocal and instrumental Mexican music, news, classical musicals, comedies, dramas and comic dialog. Modern dance music is also very popular in Mexico. However, programs from the United States and other countries are increasing in popularity in Mexico.

There is no chain broadcasting at present, although special hookups are arranged for outstanding occasions, such as a Presidential address. On Sunday from 10 to 11 p. m. there is a national hookup dedicated to the country and broadcast by the Department of Automono de Prensa y Publicidad. Authority to require chain operation for the transmittal of the official bulletins which every station is required to broadcast is given in the regulations.

Advertising—The largest users of radio advertising time appear to be breweries, medicinal manufacturers, manufacturers of beauty preparations

and cigarette manufacturers. These four industries whose products cover the Republic, advertise on a national scale and so buy radio time from stations widely scattered throughout the Republic. Other radio users are largely localized. In the Federal District advertisers concentrate on the available markets furnished by a population of 1,447,274, and advertise in addition to the above mentioned articles, others such as shoes, clothing, furniture, foodstuffs, jewelry, etc. Stores buy radio time to advertise special sales.

Programs advertising medicinal products must be previously approved by the Mexican Department of Public Health.

Some of the prevailing methods of advertising are: programs with live talent, electric recording and phonograph records; news items; contests; sports; special events; hours such as "Information Please" in the United States; current sayings; children's rhymes and many other methods.

One of the leading commercial broadcasting companies (XEW) quotes the following rates:

28 minute periods: midnight to 2 a. m., 100 pesos; 2 a. m.-12:30 p. m., 60; 12:30-1:30 p. m., 80; 1:30-3 p. m., 130; 3-6 p. m., 85; 6-7, 110; 7-7:30, 140, rising progressively to 250 pesos from 9 to 10, and decreasing to 125 from 11 to midnight.

35-word announcements: midnight to 12:45 p. m., 6 pesos; 12:45-3:15, 14; 3:15-5, 8; 5-6, 10; 6-11, 40; and 11-12, 18 pesos.

150-word rates are about double the 35-word rates, with intermediate 50- and 75-word tariffs. No quotation is given for 50-word announcements before 7 p. m. or for the longer ones after that hour. Before and after news broadcasts, rates range from 8 to 50 pesos for 40 words, according to hour, the rate being 20 per cent less for those after news except from 6 to 8 p. m., when it is the same, 30 pesos.

All broadcasting stations in Mexico with the possible exception of one or two Government-owned stations carry advertising.

Recordings—The use of transcriptions and recording is very prevalent, especially at the dull time of the day. There is no general rule or customary arrangement for advertising transcriptions as far as can be ascertained. The turntable speeds 33 and 78 r. p. m. Most of the records that are played in Mexico are either from the United States or European countries.

Regulations—The wiring restrictions prevalent in Mexico would in no way affect the design of American receiving sets, intercommunicators and television receivers.

Mexican radio regulations published in this series in "Mexico-Supplement Regulations," dated July 11, 1939, are still in force.

STANDARD STATIONS OF MEXICO

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XEMU	Cia. Radiodifusora de P. Negras (2)	Piedras Negras, Coahuila	580	250
XEZ	Jorge L. Palomeque	Merida, Yucatan	630	2000
XEBX	Benito Garza Ortegon	Sabinas, Coahuila	640	250
XEAO	Chavez y Castro Sucs	Mexicala, Baja California	660	250
XELO	Cia. Radiodifusora de P. Negras	Tijuana, Baja California	670	10000 (Auth.: 50000)
XET	El Pregonero del Norte S. A.	Monterrey, Nuevo Leon	690	5000
XEWE	Jesus Gonzalez A. (3-5)	Silao, Guanajuato	720	20
XEQ	Radio Panamericana S. A. (3)	Mexico City, Distrito Federal	730	50000
XEH	Radio Tarnava S. de R. L.	Monterrey, Nuevo Leon	740	100 (Auth.: 250)
XEPN	Cia. Radiodifusora de P. Negras (1)	Piedras Negras, Coahuila		50000 (Auth.: 100000)
XEAA	Alberto Gonzalez	Mexicali, Baja California	750	200
XEAM	Manuel L. Salinas	Matamoros, Tamaulipas	750	25
XEN	Guillermina P. de del Conde	Mexico City, Distrito Federal	780	1000
XEBZ	Refugio Esparza Vda. de Valezzi	Mexico City, Distrito Federal	810	100
XEDF	Ruperto Villarreal (2)	Nuevo Laredo, Tamaulipas	810	100
XEBG	Angel B. Fernandez	Tijuana, Baja California	820	1000
XERC	Carlos Dragonne Narro (L. Manzano)	Mexico City, Distrito Federal	830	500
XERA	Cia. Mex, Radiodifusora Fronteriza	Villa Acuna, Coahuila	840	180000 (Auth.: 850000)
XEMO	Fernando Federico Ferreira	Tijuana, Baja California	860	5000
XEFB	Jesus Quintanilla	Monterrey, Nuevo Leon	870	200
XEW	Cadena Radiodifusora Mexicana	Mexico City, Distrito Federal	890	100000
XENT	Cia. Industrial Universal S. A.	Nuevo Laredo, Tamaulipas	910	50000 (Auth.: 150000)
XEBH	Carlos Balderrama	Hermosillo, Sonora	930	500
XEFO	Partido Revolucion Mexicana	Mexico City, Distrito Federal	940	5000
XEAW	Cia. Internacional Dif. de Reynosa	Reynosam Tamaulipas	960	100000
XEAC	Jorge I. Rivera	Tijuana, Baja California	980	5000
XEFE	Rafael T. Carranza	Nuevo Laredo, Tamaulipas	980	250
XEK	Arturo Martinez	Mexico City, Distrito Federal	990	200
XES	Difusora Portena, S. de R. L.	Tampico, Tamaulipas	990	100 (Auth.: 250)
XEAF	Francisco G. Elias	Nogales, Sonora	990	750
XEBI	Pedro C. Rivas	Aguascalientes, Aguascalientes	1000	250
XEU	Fernando Pazos	Vera Cruz, Vera Cruz	1010	500
XEFQ	Pedro L. Diaz	Cananea, Sonora	1010	50

Call Letters	Owner	Location	Frequency	Power
			Kilocycles	Watts Actual
XEJ	Pedro Meneses, Jr.	Juarez, Chihuahua	1020	1000
XEB	El Buen Tono S. A.	Mexico City, Distrito Federal	1030	20000 (Auth.: 100000)
XEBA	Javier Velasco	Ciudad Guzman, Jalisco	1080	20
XEBK	C. Guajardo and J. M. Cortes	Nuevo Laredo, Tamaulipas	1080	100
XEDP	Departamento Publicidad y Propaganda (6)	Mexico City, Distrito Federal	1080	500
XERB	Radiodifusora Internacional S.A. (3)	Tijuana, Baja California	1090	50000
XECL	Alfonso A. Lacarra (3)	Mexicali, Baja California	1110	1000
XEJP	Salvador Monterrubio R.	Mexico City, Distrito Federal	1130	100
XEC	Luis E. Enciso	Tijuana, Baja California	1150	100
XEL	Financiera de Inversiones	Mexico City, Distrito Federal	1150	250
XEBP	Alejandro Stevenson, Jr.	Pte. Torreon, Coahuila	1150	250
XEDW	Hector Silva Canto	Minatitlan, Vera Cruz	1150	300
XEXH	Gobierno del Estado de Oaxaca (4-6)	Oaxaca, Oaxaca	1150	400
XEFM	Sucs. R. Ortiz Gonzalez	Leon, Guanajuato	1160	20
XED	Cia. Radiofonografica S. A.	Guadalajara, Jalisco	1160	1000
XEP	Esteban Parra	Juarez, Chihuahua	1160	500
XEAS	Manuel R. Rodriguez	Saltillo Coahuila	1160	100
XEXX	Universidad Nacional de Mexico (2-6)	Mexico City, Distrito Federal	1170	1000
XEE	Alejandro Stevenson, Jr.	Durango, Durango	1210	50
XEFV	Dario Cordoba	Juarez, Chihuahua	1210	50
XEAT	David G. Cervantes	Hidalgo del Parral, Chihuahua	1210	250
XEBL	Ignacio L. Sais	Mazatlan, Sinaloa	1220	500
XEDA	Pedro Riestra Diaz	Anaya, Distrito Federal	1220	200
XETF	Jose Rodriguez Lopez	Vera Cruz, Vera Cruz	1220	12
XEG	Rodolfo Junco de la Vega	Monterrey, Nuevo Leon	1230	250
XEHK	Carmen Villasenor (4)	Guadalajara, Jalisco	1230	125
XECA	Nicolas M. Picot	Tampico, Tamaulipas	1230	250
XEHR	Manuel R. Canale (4)	Puebla, Puebla	1230	250
XEOX	Felipe G. de Leon (4)	Mochis, Sinaloa	1230	250
XEBU	Feliciano Lopez Islas	Chihuahua, Chihuahua	1240	50
XEBC	Fernando Corona (4)	Morelia, Michoacan	1240	100
XEME	Perfecto Villamil Cisero (2)	Merida, Yucatan	1240	400
XEAD	Alejandro A. Diaz (4)	Aguascalientes, Aguascalientes	1240	500
XECW	Juan Cedas M. (4)	Cordoba, Vera Cruz	1240	250
XEDL	Francisco Vidal (4)	Navojoa, Sonora	1240	250
XEKS	J. Antonio de la Pena (4)	Saltillo, Coahuila	1240	100
XEXT	Gobierno del Estado de Nayarit (4-6)	Tepic, Nay.	1240	1000
XEAI	Carmen Gutierrez (2)	Mexico City, Distrito Federal	1250	500
XEXB	Gobierno del Estado de Veracruz (1-6)	Jalapa, Vera Cruz	1270	250
XEXE	H. Ayuntamiento de Texcoco (6)	Texcoco, Mex.	1270	17
XEMX	Alfonso Traslosheros Avalos (1)	Mexico City, Distrito Federal	1280	100
XEKR	Exposicion Viajera (4)	Mexico City, Distrito Federal	1280	100
XEX	El Heraldo del Comercio S. A.	Monterrey, Nuevo Leon	1310	500
XEAG	Diodoro Zuniga	Cordoba, Vera Cruz	1310	250
XEAU	Manuel Acuna Varela (4)	Tijuana, Baja California	1310	250
XEFW	Flores y Martinez	Tampico, Tamaulipas	1310	300

Call Letters	Owner	Location	Power	
			Frequency Kilocycles	Watts Actual
XETB	Aurelio G. Zaragoza	Torreón, Coahuila	1310	500
XEBO	Alfonso Martínez	Irapuato, Guanajuato	1330	25
XEAP	Emilio Manzanilla	Ciudad Obregón, Sonora	1340	50
XEBW	Ángel Mora T. (3)	Chihuahua, Chihuahua	1340	250
XEBS	María Remedios Delgado	México City, Distrito Federal	1340	200
XEDH	Vicente Hernández	Villa Acuña, Coahuila	1340	200
XEFC	Julio Molina Pont.	Merida, Yucatán	1340	100
XELW	Salvador Galinda de la Torre (3)	Guadalajara, Jalisco	1340	250
XEXD	Gobierno del Estado de Veracruz (1-6)	Orizaba, Vera Cruz	1340	350
XEBJ	Fernando Elizalde (4)	Victoria, Tamaulipas	1340	100
XEI	Tiburcio Ponce	Morelia, Michoacán	1370	125
XECZ	Zeferino Z. Jiménez	San Luis Potosí, San Luis Potosí	1370	100
XELZ	María Cardona de Zetina	México City, Distrito Federal	1370	100
XEM	Pedro Meneses, Jr. (3)	Chihuahua, Chihuahua	1390	500
XEDE	Aurelio G. Zaragoza (4)	Torreón, Coahuila	1400	100
XESM	Salvador Sanmartín (4)	Vista Alegre, Distrito Federal	1400	200
XEAJ	Emilio Manzanilla (4)	Navojoa, Sonora	1400	100
XEA	Luis A. Maury (4)	Campeche, Cam.	1400	250
XEDS	Alejandro A. Schober (4)	Mazatlán, Sinaloa	1400	500
XERH	Gabriel Hernández Llergo (4)	México City, Distrito Federal	1430	500
XEFI	Ramiro G. Uranga	Chihuahua, Chihuahua	1440	1000
XEF	Gilberto Gil	Ciudad Juárez, Chihuahua	1450	100
XEDR	Modesto Ortega	Guaymas, Sonora	1490	100
XECH	Rodolfo Llamas (3)	Toluca, Mex.	1490	250
XEJR	Anastasio Gómez Gallardo (4)	Hidalgo del Parral, Chihuahua	1490	100
XEQK	Ángel H. Ferreiro (4)	México City, Distrito Federal	1500	400

Short Wave Stations (Cultural and Official)

XEBT	El Buen Tono, S. A.	México City, Distrito Federal	6000	500
XEWI	Institución Mundial de la V. I. (5)	México City, Distrito Federal	6015	400
XEUW	Fernando Pazos Sosa	Vera Cruz, Vera Cruz	6020	20
XEKW	Jose Martínez Ramírez (4)	Morelia, Michoacán	6030	500
XEXO	Gobierno del Estado de Oaxaca (4-6)	Oaxaca, Oaxaca	6035	50
XETW	Flore y Matinez	Tampico, Tamaulipas	6045	100
XEBF	Pedro Coronel Aburto (2)	Jalapa, Vera Cruz	6090	100
XEUZ	Partido Revolución Mexicana (2)	México City, Distrito Federal	6130	100
XEDQ	Cia. Radiofonográfica S. A. (2)	Guadalajara, Jalisco	6155	100
XEXA	Dpto. Publicidad y Propaganda (6)	México City, Distrito Federal	6175	100
XECR	Sria. de Relaciones Exteriores (2-6)	México City, Distrito Federal	7380	20000
XEWW	Cadena Radiodifusora Mexicana	México City, Distrito Federal	9500	10000
XEFT	Jose Rodríguez López	Vera Cruz, Vera Cruz	9550	12
XETA	El Pregonero del Norte S. A. (3)	Monterrey, Nuevo León	9555	1000
XEYU	Universidad Nacional de México (3-6)	México City, Distrito Federal	9600	250
XEQQ	Radio Panamericana S. A. (4)	México City, Distrito Federal	9680	5000
XEBR	Carlos Balderrama (2)	Hermosillo, Sonora	11820	150
XEUZ	Partido Revolución Mexicana (2)	México City, Distrito Federal	11880	100
XEWI	Institución de la V. I. (5)	México City, Distrito Federal	11900	400
XEWW	Cadena Radiodifusora Mexicana	México City, Distrito Federal	15160	10000

(1) Temporarily suspended. (2) Established 1937. (3) Established 1938. (4) Established 1939. (5) Cultural Station. (6) Official Station.

STATIONS OF ——— ——— SOUTH AMERICA

ARGENTINA

<i>Call Letters</i>	<i>Station Name and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
LU2 . . .	Bahia Blanca, Bahia Blanca	900	2500
LU7 . . .	General San Martin, Bahia Blanca	1240	2500
LR1 . . .	El Mundo, Buenos Aires	1070	5000
LR2 . . .	Argentina, Buenos Aires	910	10000
LR3 . . .	Belgrano, Buenos Aires	950	32000
LR4 . . .	Splendid, Buenos Aires	990	16000
LR5 . . .	Excelsior, Buenos Aires	830	29250
LR6 . . .	Mitre, Buenos Aires	870	24000
LR8 . . .	Paris, Buenos Aires	1150	6200
LR9 . . .	Fenix, Buenos Aires	1030	5000
LR10 . . .	Cultura, Buenos Aires	790	11500
LRA . . .	del Estado, Buenos Aires	750	10000
LS1 . . .	Municipal, Buenos Aires	710	5000
LS2 . . .	Prieto, Buenos Aires	1190	30000
LS3 . . .	Ultra, Buenos Aires	630	5100
LS4 . . .	Portena, Buenos Aires	670	10000
LS5 . . .	Rivadavia, Buenos Aires	1110	5000
LS6 . . .	del Pueblo, Buenos Aires	1350	6000
LS8 . . .	Stentor, Buenos Aires	1230	14500
LS9 . . .	Voz del Aire, Buenos Aires	1270	6000
LS10 . . .	Callao, Buenos Aires	590	6000
LU4 . . .	Comodoro Rivadavia, Comodora Rivadavia	640	1000
LV2 . . .	Central, Cordoba	960	5000
LV3 . . .	Cordoba, Cordoba	620	2000
LT7 . . .	Provincia Corrientes, Corrientes	1340	1000
LV10 . . .	de Cuyo, Mendoza	1210	500
LU6 . . .	Atlantica, Mar del Plata	1300	500
LR11 . . .	Universidad Nacional de La Plata, La Plata	1390	500
LS11 . . .	Provincia de Buenos Aires, La Plata	1310	30000
LT5 . . .	Chaco, Resistencia	1160	1160
LU12 . . .	Rio Gallegos, Santa Cruz	680	1000
LT1 . . .	del Litoral, Rosario	780	5000
LT3 . . .	Sociedad Rural de Cerealistas, Rosario	1080	510
LT8 . . .	Rosario, Rosario	840	5000
LV1 . . .	Graffigna, San Juan	730	1000
LV5 . . .	Los Andes, San Juan	1090	1500
LV4 . . .	San Rafael, Mendoza	690	1000
LT9 . . .	Roca Soler, Santa Fe	1200	500
	del Instituto Social de la Universidad Litoral, Rosario	1320	500
LV11 . . .	del Norte, Santiago del Estero	1170	2500
LV7 . . .	Tucuman, Tucuman	820	1000
LV12 . . .	Aconwuija, Tucuman	580	5000

Short Wave Stations

LRA2 . . .	del Estado, Buenos Aires	6180	———
LRX . . .	El Mundo, Buenos Aires	9660	7000
LRA1 . . .	del Estado, Buenos Aires	9660	7000
LRA3 . . .	del Estado, Buenos Aires	11730	———
LRU . . .	El Mundo, Buenos Aires	15290	7000

BOLIVIA

Call Letters	Station Name and Location	Frequency Kilocycles	Power Watts
CP21 . . .	Radio Club, La Paz	850	50
CP24 . . .	El Condor, La Paz	900	1000
CP19 . . .	Cultura, La Paz	950	50
CP31 . . .	Libertad, La Paz	1000	50
CP4 . . .	Illimani, La Paz	1040	10000
CP10 . . .	La Paz, La Paz	1090	50
CP32 . . .	Bolivia, La Paz	1150	50
CP16 . . .	Los Andes, La Paz	1200	50
CP14 . . .	La Noche, La Paz	1250	50
CP18 . . .	Kosmos, La Paz	1300	50
CP29 . . .	Fides, La Paz	1350	100
CP3 . . .	Nacional, La Paz	1400	5000
CP8 . . .	America, La Paz	1450	50
CP13 . . .	El Oriente, Santa Cruz	1250	100
CP27 . . .	Pilot, Sucre	1350	50
CP28 . . .	Central, Cochabamba	1360	165

Short Wave Stations

CP11 . . .	Oruro, Oruro	6100	250
CP15 . . .	El Condor, La Paz	6120	250
CP2 . . .	Nacional, La Paz	8600	500
CP12 . . .	Fides, La Paz	6150	250
CP5 . . .	Illimani, La Paz	6200	1000
CP30 . . .	El Oriente, Santa Cruz	6135	250
CP1 . . .	Chuquisaca, Sucre	9500	250
CP22 . . .	Internacional, Potosi	6130	250

Authorizations

CP26 . . .	Colon, La Paz	730	100
CP17 . . .	Libertad, La Paz	800	50
CP33 . . .	The Strongest, La Paz	1500	175
CP2 . . .	El Norte, La Paz	1550	50
CP34 . . .	Nacional, La Paz	8600	1500
CP36 . . .	Nacional, La Paz	9505	1000
CP24 . . .	Cultura, La Paz	9510	250
CP6 . . .	Illimani, La Paz	9520	1000
CP23 . . .	Libertad, La Paz	9550	250
CP35 . . .	Bolivia, La Paz	9590	500
CP25 . . .	El Norte, La Paz	9700	500
CP7 . . .	Illimani, La Paz	15300	1000

BRITISH GUIANA

Call Letters	Station Name and Location	Frequency Kilocycles	Power Watts
	British Guiana United Broadcasting Co.,		
VP3BG*	Georgetown	6130 & 4885	—
VP3MR*	6090	—

* Operated on an experimental license and considered amateur station.

CHILE

Call Letters	Station Name and Location	Frequency Kilocycles	Power Watts
CA63 . . .	Tarapaca, Iquique	630	250
CA127 . . .	La Voz del Norte, Antefagasta	1270	100
CA141 . . .	Antofagasta, Antefagasta	1410	1000
CB57 . . .	Societe Nacional de Agricultura, Santiago	570	10000
CB62 . . .	Chilena, Santiago	620	1000
CB64 . . .	La Union, Recreo, Vina del Mar	640	1000

<i>Call Letters</i>	<i>Station Name, Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
CB68 . . .	Metro, Vina del Mar	680	1000
CB76 . . .	Cooperativa Vitalicia, Valparaiso	760	10000
CB78 . . .	Cooperativa Vitalicia, Santiago	780	1000
CB82 . . .	El Diario Ilustrado, Santiago	820	1000
CB84 . . .	del Pacifico, Valparaiso	840	1000
CB89 . . .	Emisoras Otto Becker, Santiago	890	1000
CB90 . . .	El Mercurio, Valparaiso	900	1000
CB93 . . .	Hucke, Santiago	930	10000
CB96 . . .	La Voz del Norte, Coquimbo	960	200
CB97 . . .	Siam, Santiago	970	1000
CB101 . . .	Mayo, Santiago	1010	1000
	Universidad Tecnica Federico Santa Maria, Valparaiso	1030	4000
CB106 . . .	Sud America, Santiago	1060	5000
CB111 . . .	Los Castanos, Vina del Mar	1110	1000
CB113 . . .	Quillota, Quillota	1130	100
CB114 . . .	del Pacifico, Santiago	1140	5000
CB116 . . .	Valparaiso, Valparaiso	1160	1000
CB118 . . .	Baquedano, Santiago	1180	10000
CB120 . . .	La Union, Valparaiso	1200	1000
CB124 . . .	Espana, Valparaiso	1240	250
CB126 . . .	Consortio Espanol de Seguros, Santiago	1260	1000
CB130 . . .	La Americana, Santiago	1300	—
CB132 . . .	Wallace, Valparaiso	1320	1000
CB134 . . .	El Hogar, Santiago	1340	1000
CB138 . . .	El Mercurio, Santiago	1380	5000
CB140 . . .	Onda Azul, San Antonio	1400	100
CB144 . . .	Moraga, Santiago	1440	—
CB147 . . .	Zenith, Valparaiso	1470	1000
CC58 . . .	El Diario Austral, Temuco	580	500
CC64 . . .	El Sur, Concepcion	1080	100
CC67 . . .	Talca, Talca	670	100
CC84 . . .	Cultura, Talcahuano	840	100
CC96 . . .	Curico, Curico	960	100
CC109 . . .	Rancagua, Rancagua	1090	100
CC117 . . .	Zenith, Concepcion	1170	100
CC125 . . .	Temuco, Temuco	1250	100
CC127 . . .	Aliviol, Chillan	1270	100
CC133 . . .	La Disension, Chillan	1410	100
CC141 . . .	Patria, Concepcion	1410	100
CC143 . . .	Atlantida, Talca	1430	100
CC145 . . .	Colmena, Rancagua	1450	100
CD69 . . .	Sur, Valdivia	690	1000
CD103 . . .	Magallanes, Magallanes	1030	100
CD111 . . .	Austral, Magallanes	1110	1000
CD112 . . .	Osorno, Osorna	1120	100
CD121 . . .	Austral, Osorna	1210	—
CD132 . . .	Valdivia, Valdivia	1320	100
CD136 . . .	La Voz del Sur, Magallanes	1360	100

Short Wave Stations

CB960 . . .	La Americana, Santiago	9600	100
CB970 . . .	Cooperativa Vitalicia Santiago	9700	1000
CB1170 . . .	Emisoras Otto Becker, Santiago	11700	150
CB1174 . . .	Hucke, Santiago	11740	4000
CB1180 . . .	Societe Nacional de Agricultura, Santiago	11800	1000
CB1185 . . .	El Mercurio, Santiago	11850	2500
CD1190 . . .	Sur, Valdivia	11900	1250

BRAZIL

<i>Call Letters</i>	<i>Station Name and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
PRD4 . . .	Club de Araraquara, Araraquara, Sao Paulo . . .	1370	500
PRA4 . . .	Sociedade de Baia S. A., Sao Salvador, Bahia . .	740	10000
PRG8 . . .	Bauru Radio Club, Bauru, Sao Paulo	1210	250
PRG5 . . .	Club do Para, Belem, Para	670	2000
PRC7 . . .	Sociedade Radio Mineira, Belo Horizonte, Minas Geraes	690	3000
PRH6 . . .	Sociedade Radio Guarany, Belo Horizonte, Minas Geraes	1340	3000
PRI3 . . .	Inconfidencia, Belo Herozinte, Minas Geraes . .	850	25000
PRC4 . . .	Club de Blumenau, Blumenau, Santa Catharina Sociedade Radio, E. de Campinas, Campinas, Sao Paulo	1330	250
PRC9 . . .	Sao Paulo	1170	500
PRF7 . . .	Club de Campos, Campos, Rio De Janeiro	1330	250
PRG6 . . .	Sociedade Mantiqueira, Cruzeiro, Sao Paulo . .	640	500
PRE2 . . .	Club Paranaense, Curitiba, Parana	1420	2000
PRE9 . . .	Ceara Radio Club, Fortaleza, Ceara	1320	2000
PRB5 . . .	Club Hertz, Franca, Sao Paulo	1240	250
PRG4 . . .	Club de Jaboticabal, Jaboticabal, Sao Paulo . . .	1250	250
PRG7 . . .	Sociedade Jahuense, Jahu, Sao Paulo	1010	250
PRI4 . . .	Governo de Estado de Parahyba, Joao Pesson, Parahyba	1110	10000
PRI2 . . .	Club de Marilia, Marilia, Sao Paulo	1090	250
PRD8 . . .	Club Fluminense, Nictheroy, Rio de Janeiro . . .	1320	1000
PRE6 . . .	Sociedade Fluminense, Nictheroy, Rio de Janeiro	1470	1000
PRH4 . . .	Sociedade Difusora Radio Culture, Pelotas, Rio Grande do Sul	1320	500
PRD3 . . .	Petropolis Radiodifusora S. A., Petropolis, Rio de Janeiro	1480	1000
PRD6 . . .	Club de Piracicaba, Piracicaba, Sao Paulo	820	250
PRH5 . . .	Cultura Pecos de Caldas, Pecos de Caldas, Minas Geraes	1160	250
PRC2 . . .	Sociedade Gaucha, Porto Alegre, Rio Grande do Sul	680	5000
PRF9 . . .	Emp. Radiodifusora Alegrense, Porto Alegre, Rio Grande do Sul	1440	3000
PRH2 . . .	Sociedade Radio Farrroupilha, Porto Alegre, Rio Grande do Sul	600	25000
	Sociedade Radio Guararapes, Recife, Pernambuco	570	10000
PRA7 . . .	Club de Ribeirao Preto, Ribeirao Preto, Sao Paulo	730	500
PRF2 . . .	Club de Rio Clara, Rio Clara, Sao Paulo	1460	250
PRA2 . . .	Ministerio Educacao e Saude Publica, Rio de Janeiro, Federal District	800	25000
PRA3 . . .	Club do Brasil, Rio de Janeiro, Federal District Sociedade Mayrink Veiga, Rio de Janeiro, Federal District	860	10000
PRA9 . . .	Sociedade Radio Educadora do Brasil, Rio de Janeiro, Federal District	1220	25000
PRB7 . . .	Sociedade Radio Educadora do Brasil, Rio de Janeiro, Federal District	900	5000
PRC8 . . .	Sociedade Guanabara, Rio de Janeiro, Federal District	1360	5000
PRD2 . . .	Sociedade Radio Cruzeiro do Sul, Rio de Janeiro, Federal District	1060	10000
PRD3 . . .	Instituto Educacao do Distrito Federal, Rio de Janeiro, Federal District	1400	1000
PRE2 . . .	Sociedade Vera Cruz, Rio de Janeiro, Federal District	1430	5000
PRE3 . . .	Transmissora Brasileira, Rio de Janeiro, Federal District	1180	10000
PRE8 . . .	Sociedade Radio Nacional, Rio de Janeiro, Federal District	980	25000
PRF4 . . .	Jornal do Brasil S. A., Rio de Janeiro, Federal District	940	10000

Call Letters	Station Name and Location	Frequency Kilocycles	Power Watts
PRG3 . . .	Tupy S. A., Rio de Janeiro, Federal District...	1280	10000
PRH8 . . .	Ipanema S. A., Rio de Janeiro, Federal District	1130	5000
PRB8 . . .	Rio Preto S. A., Rio Preto, Sao Paulo.....	640	250
PRB4 . . .	Club de Santos, Santos, Sao Paulo.....	1450	1000
PRG5 . . .	Sociedade Radio Atlantica, Santos, Sao Paulo.	580	750
PRD7 . . .	Club de Sorocaban, Sorocaba, Sao Paulo.....	1080	500
PRD9 . . .	Sociedade de Sorocaba, Sorocaba, Sao Paulo..	970	250
PRA5 . . .	Sao Paulo, Sao Paulo, Sao Paulo.....	1260	5000
PRA6 . . .	Sociedade Radio Educadora Paulista, Sao Paulo, Sao Paulo	760	10000
PRB6 . . .	Sociedade Radio Cruzeiro do Sul, Sao Paulo, Sao Paulo	1200	5000
PRB9 . . .	Sociedade Record, Sao Paulo, Sao Paulo.....	1000	25000
	Sociedade Cultura "Voz do Espaco," Sao Paulo, Sao Paulo	1300	10000
PRE4 . . .	Sociedade Radio Comos, Sao Paulo, Sao Paulo.	1410	5000
PRE7 . . .	Difusoro Sao Paulo, Sao Paulo.....	960	5000
PRF3 . . .	Tupy S. A., Sa Paulo, Sao Paulo.....	1040	25000
PRG2 . . .	Excelsior, Sao Paulo, Sao Paulo.....	1100	25000
PRH3 . . .	Piratininga, Sao Paulo, Sao Paulo.....	620	5000
	Sociedade Bandeirante de Radiodifuaio, Sao Sao Paulo, Sao Paulo.....	840	5000
PRH9 . . .	Sociedade Triangulo Mineiro Uberaba, Minas Geraes	1390	500
PRE5 . . .	Sociedade Pelotense, Pelotas, Rio Grande do Sul	580	250
PRC3 . . .			

Short Wave Stations

PRF5 . . .	Comp. Radio Internacional Brasil, Rio de Janeiro	9500	12000
PRA8 . . .	Club de Pernambuco, Recife, Pernambuco....	6010	5000

COLUMBIA

Call Letters	Station Name—Executive in Charge—Location	Frequency Kilocycles	Power Watts
HJ1ABA . . .	Voz de Barranquilla—Elias Pellet B., Barranquilla	1330	251
HJ1ABH . . .	Emisora Atlantico—Andres G. Jimeno, Barranquilla	1080	251
HJ1ABK . . .	Voz de la Patria—Mario L. Hernandez, Barranquilla	1310	251
HJ1ABN . . .	Voz de la Victor—G. Paez Reina, Barranquilla	1190	1000
HJ3CAB . . .	Emisora Nueva Granada—Roberto Raimirez, Bogota	1120	1960
HJ3CAE . . .	Voz de Bogota—Gustavo Uribe, Bogota.....	1220	5000
HJ3CAI . . .	Voz de la Victor—Manuel J. Gaitan, Bogota... Emisora Cundinamarca—Enrique Sanchez, Bogota	1160	1501
HJ3CAK . . .	Emisora Cundinamarca—Enrique Sanchez, Bogota	590	250
HJ3CAL . . .	Ecos del Tequendama—Pedro P. Martinez Q., Bogota	1290	251
HJ3CAZ . . .	Voz de Colombia, S. A.—Cipriano Rios Hoyos, Bogota	1040	1128
HJ7CAB . . .	Santander—Francisco Bueno, Bucaramanga ..	1280	280
HJ7CAE . . .	Bucaramanga—Emilio Montoya, Bucaramanga	1130	251
HJ5EAB . . .	Voz del Valle—Eduardo Cordoba, Cali.....	1150	251
HJ5EAC . . .	Voz de Colombia—Rafael Angulo, Cali.....	1300	300
HJ5EAE . . .	Cali—Jose T. Canderon M., Cali.....	1090	251
HJ5EAF . . .	Voz de Higueroia—Oscar Mallarino, Cali..... Laboratorios Fuentes—Rafael Fuentes L., Cartagena	1340	251
HJ1ABF . . .	Cartagena	1240	251
HJ1ABR . . .	Cartagena—R. Lequerica G., Cartagena.....	1400	262
HJ2BAC . . .	Voz de Cucuta—Pompilio Sanchez, Cucuta....	1270	251
HJ6FAC . . .	Manizales—Alberto Hoyos, Manizales	1390	251

<i>Call Letters</i>	<i>Station Name—Executive in Charge—Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HJ6FAX	Emisora Electra—Antonio Pinzon, Manizales..	1260	251
	Voz de la Montana—Francisco A. Cuartas,		
HJ4DAC	Medellin	1360	251
HJ4DAK	Voz de Antioquia—Carlos Escobar P., Medellin	1250	1000
HJ4DAQ	Emisora Claridad—Alberto Estrada, Medellin.	1320	1800
	Voz del Triunfo—Luis Eduardo Ramirez,		
HJ4DAR	Medellin	1380	251
HJ4DAT	Nutivara—Marco Turio Ospina, Medellin.....	1370	251
	Universidad de Antioquia—Colodomiro		
HJ4DAU	Ramirez, Medellin	1490	250
	Universidad de Antioquia—Julio Sanchez,		
HJ1ABM	Monteria	1210	—
HJ8HAB	Narino—Jorge Rosero Rivera, Pasto.....	1350	251
HJ1ABC	Sincelejo—Eugenio Quintero, Sincelejo.....	550	30

Short Wave Stations

HJ6FAH	Voz de Armenia—Hoyos & Gutierrez, Armenia	4875	600
	Voz de Barranquilla—Elia Pellet B.,		
HJ1ABB	Barranquilla	4785	600
	Emisora Atlantico—Andres C. Jimeno,		
HJ1ABG	Barranquilla	4042.3	600
	Emisora Nueva Granada—Roberto Ramirez,		
HJ3CAD	Bogota	4845	720
HJ3CAF	Voz de Bogota—Gustave Uribe, Bogota.....	4855	501
HJ3CAH	Voz de la Victor—Manuel J. Gaitan, Bogota...	4895	720
	Voz de Colombia, S. A.—Cipriano Rios Hoyos,		
HJ3CAX	Bogota	6122	750
HJ7CAB	Santander—Francisco A. Bueno, Bucaramanga	4775	750
HJ7CAD	Bucaramanga—Emilio Montoya, Bucaramanga	9630	650
HJ5EAD	Voz del Valle—Eduardo Cordoba, Cali.....	4825	720
	Laboratorios Fuentes—Rafael Fuentes L.,		
HJ1ABE	Cartagena	4835	525
HJ1ABP	Cartenga—R. Lequerica G., Cartagena.....	9616	608
HJ2BAB	Voz de Cucuta—Pompilio Sanchez, Cucuta...	4815	500
	Ecos del Combeima—Lamus & Rivera y		
HJ6FAI	Barrios, Ibague	4795	501
HJ6FAB	Manizales—Alberto Hoyos, Manizales	6190	720
HJ4DAE	Voz de Antioquia—Carlos Escobar P., Madellin	6145	1000
HJ4DAP	Emisora Calridad—Alberto Estrada, Madellin..	4885	501
	Voz de Pereira—Cesar y Mario Arango M.,		
HJ6FAC	Madellin	6054.3	501
	Government of the National Intendency of		
HJ4DAG	Choco, Quibdo	6200	150
	Voz de Santa Marta—Julio Sanchez T., Santa		
HJ2BAJ	Marta	4865	501

ECUADOR

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HCJB	C. W. Jones, Quito	978	50
HC2RB	Eric Williams, Guayaquil	1250	100
HC2JSB	Juan S. Behr, Guayaquil	1100	200
HC2ROZ	Jose B. Ortiz, Guayaquil	900	100
HC2CW	Alfonso Wilmot, Guayaquil	1350	200

Short Wave Stations

HCJB	C. W. Jones, Quito.....	12460	1000
HCJB	C. W. Jones, Quito.....	4107	200
HCJB	C. W. Jones, Portoviejo	4005	80
HCLPM	Leonardo Ponce, Quito	5725	500
HCETC	M. Mantilla, Quito	9351	25
HC1GQ	F. C. del Sur, Quito	4821	150

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
HC2JEB	Juan S. Behr, Guayaquil	7854	300
HC2CW	Alfonso Wilnot, Guayaquil	9130	200
HCODA	O. de Garcia, Guayaquil	9447	200
HC1IM	W. B. Heimann, Ibarra	4020	150
HC2ET	J. S. Castillo, Guayaquil	9200	375
HCK	Prop. del Estado, Quito	4818	250
HC2RL	Dr. R. Levi, Guayaquil	6647	200

PARAGUAY

Call Letters	Station Name—Owner and Location	Frequency Kilocycles	Power Watts
ZP1	Radio El Pais—Artaza Hnos., Asuncion	970	150
ZP9	Radio America—Artaza Hnos., Asuncion	920	2000
	Radio Continental—Isern & Sacarello, Asuncion	730	200
ZP4			
ZP5	Radio Paraguay—Alfonso Sa, Asuncion	1360	100
ZP6	Radio Livieres—Livieres & Copi, Asuncion	1300	100
	Radio Charitas—Juventud Antoniana, Asuncion	1200	200
ZP11			
ZP13	La Voz del Aire—Julio Picozzi V., Asuncion	1430	250
ZP3	La Voz del Aire—Julio Coriulot, Encarnacion	900	100

Short Wave Stations

ZP1	Radio El Pais—Artaza Hnos., Asuncion	14558	500
ZP8	Radio Continental—Iser & Sacarello, Asuncion	11850	500
	Radio Continental—Friedmann Hnos., Villarrica	11725	1000
ZP14			

PERU

Call Letters	Station Name—Operator—Location	Frequency Kilocycles	Power Watts
OAX4A	Peruvian Government, Radio Nacional, Lima	854	10000
	Empresa Peruana Parlante Bolivar y Carcovich, Lima	1200	250
OAX4B			
OAX4E	Ing. Juan P. Goicochea, Lima	960	200
OAX4J	Radio Internacional, S. A., Lima	1320	250
OAX4L	Radio Miraflores, S. A., Lima	1250	200
OAX5B	J. Antonio Umberto F., Ica	1280	200

Short Wave Stations

OAX4Z	Peruvian Government, Radio Nacional, Lima	9562	10000
OAX4T	Peruvian Government, Radio Nacional, Lima	6082	15000
	Empresa Peruana Parlante Bolivar y Carcovich, Lima	6230	250
OAX4G			
OAX4I	Radio Internacional, Lima	9520	200
OAX4P	J. Antonio Umberto F., Huancayo	5968	250
OAX5C	J. Antonio Umberto F., Ica	9590	150
OAX7A	Carlos Lizarraga Fisher, Cuzco	6128	100
OAX1A	J. Carlos Mountjoy D., Chiclayo	6150	200
OAX2A	Rafael Larco Hoyle, Trujillo	6000	250
OAX6B	Maximo J. Landa, Arequipa	11710	150

URUGUAY

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
CW47	Julio J. Rabassa, Canelones	1480	300
CW37	R. Bernotti, Colonia	1400	4500
CW25	Artola, Evangelista & Co., Durazno	1430	500
CW33	O. F. Barreiro, Florida	1200	75

<i>Call Letters</i>	<i>Station Name—Owner—Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
CW29	Pedro Telesca, Mercedes	1080	50
CW43	Volante y Harispuru, Minas	1470	100
CX4	Direccion de Agronomia, Montevideo	610	1000
CX6	Government Station, Montevideo	650	10000
CX8	Ramon Puyal, Montevideo	690	500
CX10	Ferrera, Gestoso & Cia., Montevideo	730	1000
CX12	Luis A. Artola, Montevideo	770	5000
CX14	El Espectador, Montevideo	810	5000
CX16	S.A.D.R.E.P., Montevideo	850	10000
CX18	El Espectador, Montevideo	890	1000
CX20	Carlos L. Romay, Montevideo	930	2000
CX22	Harispuru Hermanos, Montevideo	970	250
CX24	S.A.D.R.E.P., Montevideo	1010	2500
CX26	Figuera, Canepa & Cia., Montevideo	1050	2000
CX28	L. A. Gori Salvo, Montevideo	1090	3000
CX30	Barlecce, Silva & Larrea, Montevideo	1130	500
CX32	Bianchi & Patron, Montevideo	1170	500
CX34	Figuera, Canepa & Cia., Montevideo	1210	500
CX36	Vazquez & Walder, Montevideo	1250	500
CX38	S.O.D.R.E., Montevideo	1290	5000
CX40	Julio J. Rabassa, Montevideo	1330	500
CX42	Hector Vernazza, Montevideo	1370	500
CX44	S.A.D.R.E.P., Montevideo	1410	500
CX46	Vitale & Bertacchi, Montevideo	1450	1500
CX48	Vazquez & Cia., Montevideo	1490	1500
CX50	Dr. B. Ayala, Montevideo	1530	300
CW47A	Fassola Hnos. & Munoz, Minas	1460	100
CW35	S.A.D.R.E.P., Paysandu	1240	250
CW39	Miguel Pena, Paysandu	1320	100
CW19A	J. D. Garcia, Rivera	1340	50
CW19	Harispuru & Machado, Rocha	1340	50
CW23	Domingo Giordana, Salto	820	250
CW27	Ernesto Popelka, Salto	680	250
CW31	Salvador E. Pera, Salto	1120	250
CW41	Harispuru & Bruccoleri, San Jose	1360	50

Short Wave Stations

CXA1	S.A.D.R.E.P., Montevideo	11945	2500
CXA2	Racine & Cassiols, Montevideo	6000	2500
CXA3	H. L. A. Landeira, Montevideo	6075	2500
CXA4	Government Station, Montevideo	6125	1500
CXA5	Figueira, Canepa & Cia., Montevideo	9485	2500
CXA6	S.O.D.R.E., Montevideo	9550	2500
CXA7	Figueira, Canepa & Cia., Montevideo	11735	2500
CXA8	Isaac Roisenvitz, Montevideo	9625	2500
CXA9	El Espectador, Montevideo	9440	2500
CXA10	S.O.D.R.E., Montevideo	11895	2500
CXA11	Francisco Gomez Ciblis, Montevideo	5920	2500
CXA12	Francisco Gomez Ciblis, Montevideo	11945	2500
CXA13	Jaime Yankelevich, Montevideo	6155	2500
CXA14	Isaac Roisenvitz, Montevideo	15160	2500
CXA15	Jaime Yankelevich, Montevideo	9735	2500
CXA16	Figueira, Canepa & Cia., Montevideo	15380	2500
CXA17	Figueira, Canepa & Cia., Montevideo	17800	2500
CXA18	S.O.D.R.E., Montevideo	15300	2500
CXA19	El Espectador, Montevideo	11695	2500
CXA20	S.A.D.R.E.P., Montevideo	970	2500
CXA21	S.O.D.R.E., Montevideo	26500	2500
CXA22	S.O.D.R.E., Montevideo	29500	2500
CXA23	S.O.D.R.E., Montevideo	43500	2500
CXA24	S.O.D.R.E., Montevideo	5800	2500

VENEZUELA

<i>Call Letters</i>	<i>Station Name—Owner—Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
YV1RK . . .	—Jose A. Higuera, Maracaibo	1250	250
YV1RC . . .	La Voz de la Fe—P. A. Bermudez Villalobos, Maracaibo	1400	—
YV1RE . . .	Radiodifusora Maracaibo—Luis Mantellini, Maracaibo	1153	—
YV1RA . . .	Ecos del Zulia—Luis Garcia Nebot, Maracaibo	1300	200
YV1RF . . .	Ondas del Lago—Romulo Govea, Maracaibo	1120	250
YV2RE . . .	La Voz del Tachira—Jesus M. Diaz Gonzalez, San Cristobal	980	—
YV3RE . . .	Barquisimeto—Amilcar Segura, Barquisimeto	1475	—
YV3RC . . .	La Voz de Lara—A. Ramos Maggi, Barquisimeto	1270	150
YV4RA . . .	La Voz de Carabobo—Hermann Dagwitz, Valencia	1350	500
YV4RE . . .	Valencia—Huberto & Oscar Croquer, Valencia La Voz de Aragua—Humberto & Oscar Croquer, Maracay	1400	—
YV4RG . . .	—Teodoro Ache, Valencia	1153	100
YV4RI . . .	—Atilio Ormezzano, Maracay	1450	—
YV4RL . . .	Ondas Populares—Gonzalo Veloz Mancera, Caracas	1430	—
YV5RG . . .	Radiodifusora Venezuela—Dagwitz & Siblesz, Caracas	1010	250
YV5RB . . .	Caracas—Almacen Americano, Caracas	1200	5000
YV5RA . . .	La Voz de Venezuela—Dr. Manuel de Coya, Caracas	960	5000
YV5RE . . .	—Victor M. Soto, Caracas	1110	300
YV5RQ . . .	Estudios Universo—Mario Garcia Arocha, Caracas	882	1200
YV5RS . . .	La Voz de la Esfera—Suegart & Co., Caracas	1300	2000
YV5RI . . .	Emisora Vargas—Gonzalo Veloz Mancera, La Guaira	1370	1000
YV5RZ . . .	—Cesar Banuls, Caracas	1050	—
YV5RL . . .	Bolivar—Miranda & Beherens, Ciudad Bolivar Ecos del Orinoco—E. Torres Valencia, Ciudad Bolivar	1167	—
YV6RA . . .		1400	250
YV6RD . . .		1450	—

Short Wave Stations

YV1RJ . . .	Falcon—Jose Angel Mendoza, Coro	4970	—
YV1RL . . .	Popular—Jose A. Higuera Miranda, Maracaibo	4860	—
YV1RO . . .	Trujillo—Pedro J. Torres, Trujillo	4780	—
YV1RT . . .	La Voz de la Fe—P. A. Bermudez Villalobos, Maracaibo	4770	—
YV1RU . . .	Radiodifusora Maracaibo—Luis Mantellini, H., Maracaibo	4810	—
YV1RV . . .	Ecos del Zulia—Luis Garcia Nebot, Maracaibo	4800	250
YV1RX . . .	Ondas del Lago—Romulo Govea, Maracaibo	4890	—
YV1RY . . .	Coro—Roger Leyba, Coro	4910	—
YV1RZ . . .	Valera—Jorgo L. Febres Jolambi, Valera	4850	—
YV2RN . . .	La Voz del Tachira—Jesus M. Diaz Gonzales, San Cristobal	4870	—
YV3RN . . .	Barquisimeto—Amilcar Segura, Barquisimeto	4820	—
YV3RX . . .	La Voz de Lara—A. Ramos Maggi, Barquisimeto	4990	—
YV4RO . . .	La Voz de Carabobo—Hermann Dagwitz, Valencia	4950	—
YV4RP . . .	Valencia—Humberto & Oscar Croquer, Valencia	4930	—
YV4RQ . . .	Puerto Cabello—Rafael Angel Segura, Puerto Cabello	5020	—
YV4RX . . .	La Voz de Aragus—Humberto & Oscar Segura, Maracay	4840	—
	Ondas Populares—Gonzalo Veloz Mancera,		

Call Letters	Station Name—Owner—Location	Frequency Kilocycles	Power Watts
YV5RH	Caracas	4830	—
YV5RM	Radiodifusora Venezuela—Dagwitz & Siblesz, Caracas	6158	2500
YV5RN	Caracas—Almacen Americano, Caracas	5040	1000
YV5RK	Reserved for the Government, Caracas	5000	—
YV5RO	La Voz de Venezuela—Dr. Manuel de Goya, Caracas	4940	—
YV5RS	—Victor M. Soto, Caracas	4960	—
YV5RR	Estudios Universo—Mario Garcia Arocha, Caracas	4830	600
YV5RY	La Voz de la Esfera—Suegart & Co., Caracas	4790	—
YV6RT	Bolivar—Miranda & Beherens, Ciudad Bolivar	4900	—
YV6RU	Ecos del Orinoco—E. Torres Valencia, Ciudad Bolivar	4880	—

BRITISH HONDURAS

Call Letters	Operated by and Location	Frequency Kilocycles	Power Watts
ZIK2	Government, Belize	10600	200

COSTA RICA

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
TI5CV	Carlos Videche Aguilar, Alajuela	575	100
TI4NRH	Amando Cespedes M., Heredia	725	750
TIRH	Rafael Hine Ch., San Jose	970	500
TIEP	Eduardo Pinto H., San Jose	830	3000
TIFA	Franzisco Arie, San Jose	1000	250
TIGPH	Gonzalo Pinto H., San Jose	1225	500
		650	1000
TISMG	Guillermo Zuniga R., San Jose	1030	500
TILJ	Lola Monge Peralta, San Jose	775	450
TILS	Luis Saenz Mata, San Jose	880	5000
TING	Narciso Garcia, San Jose	750	375
TIPG	Claudia, Martinez Nussbaumer, San Jose	625	5000
TIRCC	Carlos Borge, San Jose	1200	500
TIRS	Rogelio Sotela B., San Jose	925	200
TIGQ	Gonzalo Garcia Q., San Jose	690	2000
TIGP	Gonzalo Pinto H., San Jose	605	250
TIXD	Andrea Vinegas, San Jose	800	1000
TIAFB	Mayid Barzuna, San Jose	900	150
TIOS	Guillermo Castro Saenz, San Jose	940	500
TINBC	Oscar Martinez Nussbaumer, San Jose	1070	5000
TIMC	Jorge Mario Cardos M., Cartago	670	700

Short Wave Stations

TI4NRH	Amando Cespedes, Heredia	9692	750
TIEP	Eduardo Pinto H., San Jose	6700	1000
TIGPH	Gonzalo Pinto H., San Jose	5824	1000
TIPG	Claudia Martinez Nussbaumer, San Jose	9615	2000
TIRCC	Carlos Borge, San Jose	6180	500
TIRH	Rafael Hine Ch., San Jose	6150	250
TILS	Luis Saenz Mata, San Jose	6165	200
TIRVM	Ruben Venegas Mora, Las Juntas de Abangarez	6035	500

GUATEMALA

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
TGW	Government, Guatemala City	1520	5000
TGI	Government, Guatemala City	1320	300
TGX	A. Mejicano Novales, Guatemala City	1400	500
TGQ	Government, Quezaltenango	1440	300

Short Wave Stations

TGWA . . .	Government, Guatemala City	9685, 11760, 15170, 17800	10000
TGWB . . .	Government, Guatemala City	6480	1000
TGWC . . .	Government, Guatemala City	2320	1000
TG2	Government, Guatemala City	6180	300
TG2X . . .	Government, Guatemala City	5940	250
TGS	Government, Guatemala City		150 or 300
TGX	A. Mejicano Novales, Guatemala City	6130	500
TGQA . . .	Government, Quezaltenango	6400	300

HONDURAS

Short Wave Stations

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HRN	Rafael Ferrari & Paul John, Tegucigalpa	5875	750
HRD	Juan Ordonez & Habencia Fernandez, La Ceiba	6235	200
HRP1	Filberto Diaz Zelaya, San Pedro Sula	6351	350

NICARAGUA

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
YNOP	Ernesto Andrea, Managua	5758 1230	1000 100
YNLG	Benjamin L. Guerra, Managua	6610 920	400 1000
YN1GG . . .	Ernesto Gutierrez U., Managua	6535	400
YNPR	A. Majewsky & R. Sengelmann, Managua	8590	800
YNRS	R. Sengelmann, Managua	6760	800
YN7AG . . .	Fafael T. Arjona, Masaya	7870	50
YNDG	Dionisio E. Gallo, Leon	7660	1000
YNJAT . . .	J. A. Tijerino, Leon	9660	1000

PANAMA

<i>Call Letters</i>	<i>Station Name—Owner—Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
	La Voz de la Victor—J. Jaen Jaen Cia., Panama City	780	25
HOE			
HP5C	Miramar—Radio Panama, S. A., Panama City. La Voz de la Victor—J. Jaen Jaen Cia., Colon	730 1440	100 250

Short Wave Stations

HOA	Ron Dalley—Emisora Ron Dalley, Panama City Teatro "Estrella de Panama"—J. Jaen Jaen Cia., Panama City	2340 11700	300 300
HP5A			
HP5B	Miramar—Radio Panama, S. A., Panama City.	6030	100
HP5G	Ron Dalley—Emisora Ron Dalley, Panama City La Voz del Pueblo—M. Lombardo Vega, Panama City	11780 6122	100 150
HP5H	La Voz de Panama—Cia. Servicio Publico de Radio, Panama City	9590 1360	150 100
HP5J			
	La Voz de la Victor—J. Jaen Jaen Cia., Colon	6005	250

EL SALVADOR

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
YSS . . .	Government, San Salvador	660	500
YSP . . .	Government, San Salvador	780, 1560	115

Short Wave Stations

YSD . . .	Government, San Salvador	7894	400
YSM . . .	Government, San Salvador	11710	400
YSP . . .	Government, San Salvador	10400	250

BAHAMAS

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
ZNS . . .	Government, Nassau	790	1000
ZNS-2 . . .	Government, Nassau	6090	400

DOMINICAN REPUBLIC

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
HIG . . .	Andres Cordero Puello, Ciudad Trujillo	900	100
HIH . . .	Domingo Dominguez, San Pedro de Macoris	1391	75
HIT . . .	Fabio A. Sanabia, Ciudad Trujillo	1050	100
HIX . . .	Dominican Government, Ciudad Trujillo	800	1000
HIZ . . .	Frank Hatton, Ciudad Trujillo	1370	100
HI1A . . .	Rafael Western, Santiago de los Caballeros	1410	75
HI4D . . .	Dr. Luis D. Santamaria, Ciudad Trujillo	1010	20
HI4M . . .	Jorge L. Rodriguez, Ciudad Trujillo	1150	20
HI7P . . .	Jose M. Roques Roman, Ciudad Trujillo	1300	25
HI1J . . .	Fauste M. Donastorg, San Pedro de Macoris	930	40
HI5N . . .	J. Belisario Curiel, Moca	1440	100
HI6Y . . .	Alfonso Cuervo, Ciudad Trujillo	1400	25
HI4V . . .	Luis Raul Botanca R., San Francisco de Macoris	850	25
HI5G . . .	Jose J. Secin, La Vega	700	30
HIJ . . .	Frank Hatton, Ciudad Trujillo	1190	50
HI8Q . . .	Abbes & Garcia, Ciudad Trujillo	1475	200
HI5E . . .	H. Chavez, Ciudad Trujillo	1220	15

Short Wave Stations

HIG . . .	Andres Cordero Puello, Ciudad Trujillo	6280	100
HIH . . .	Domingo Dominguez, San Pedro de Macoris	6814	75
HIT . . .	Fabio A. Sanabia, Ciudad Trujillo	6630	100
HIN . . .	Frank Hatton, Ciudad Trujillo	11260	750
HIX . . .	Dominican Government, Ciudad Trujillo	6131	1000
		7640	1000
HIZ . . .	Frank Hatton, Ciudad Trujillo	6316	100
HI1A . . .	Rafael Western, Santiago de los Caballeros	6182	75
HI3C . . .	Moises Garip, La Romano	6105	30
HI4D . . .	Dr. Luis D. Santamaria, Ciudad Trujillo	6555	20
HI7P . . .	Jose M. Roques Roman, Ciudad Trujillo	6800	25
HI1J . . .	Fauste M. Donastorg, San Pedro de Macoris	5865	40
HI2D . . .	Accion Catolica Dominicana, Ciudad Trujillo	6900	100
HI1S . . .	Generoso Sarnelli, Santiago de los Caballeros	6420	100
HI3U . . .	Fernando Bertran, Santiago de los Caballeros	6015, 6218	100
HI5N . . .	J. Belisario Curiel, Moca	6150	100
	Maria Josefa Tavares, Santiago de los Caballeros	6480	100

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
HI9B . . .	Jacinto L. Sanchez, Santiago de los Caballeros Luis Raul Botances R., San Francisco de	6050	100
HI4V . . .	Macoris	6450	25
HI5G . . .	Jose J. Secin, La Vega	6660	30
HI8Q . . .	Abbes & Garcia, Ciudad Trujillo	6206	200
HI5E . . .	H. Chavez, Ciudad Trujillo	9550	15
HI8J . . .	Antonio Batista C., La Vega	6383	30
HI1X . . .	Dominican Government, Ciudad Trujillo	6340	900
HI2X . . .	Dominican Government, Ciudad Trujillo	11960	900
HI3X . . .	Dominican Government, Ciudad Trujillo	15280	900

HAITI

Call Letters	Station Name—Owner—Location	Frequency Kilocycles	Power Watts
HHW . . .	—Ricardo C. Widmaier, Jr., Port-au-Prince . . .	1230	55

Short Wave Stations

HHK . . .	Rdio-Haiti—Government, Port-au-Prince	6200, 9620, 1820, 17850, 21,670	25000
HH2S . . .	—Societe Hatienne de Radiodiffusion, Port-au-Prince	6070	100
HH3W . . .	—Ricardo C. Widmaier, Jr., Port-au-Prince . . .	9600	30

FRENCH MARTINIQUE

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
— . . .	Edouard Boullanger, Jr., Martinique	1500	200

Short Wave Station

— . . .	Antoine Seri, Fort-de-France	9700	1500
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NETHERLAND WEST INDIES

Call Letters	Operator	Frequency Kilocycles	Power Watts
PJCE . . .	Curacaosche Radio Vereeniging	5930	150

NEWFOUNDLAND

Call Letters	Operator	Frequency Kilocycles	Power Watts
VONF . . .	Broadcasting Corporation of Newfoundland . . .	640	12000
VOWR . . .	Wesley United Church	700	500
VOCM	1000	100
VOAR . . .	Seventh Day Adventists	950	25

Short Wave Stations


VONG . . .	Broadcasting Corporation of Newfoundland . . .	5980	—
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ST. PIERRE-MIQUELON


Call Letters	Operator	Frequency Kilocycles	Power Watts
FQN . . .	French Government	609	2500


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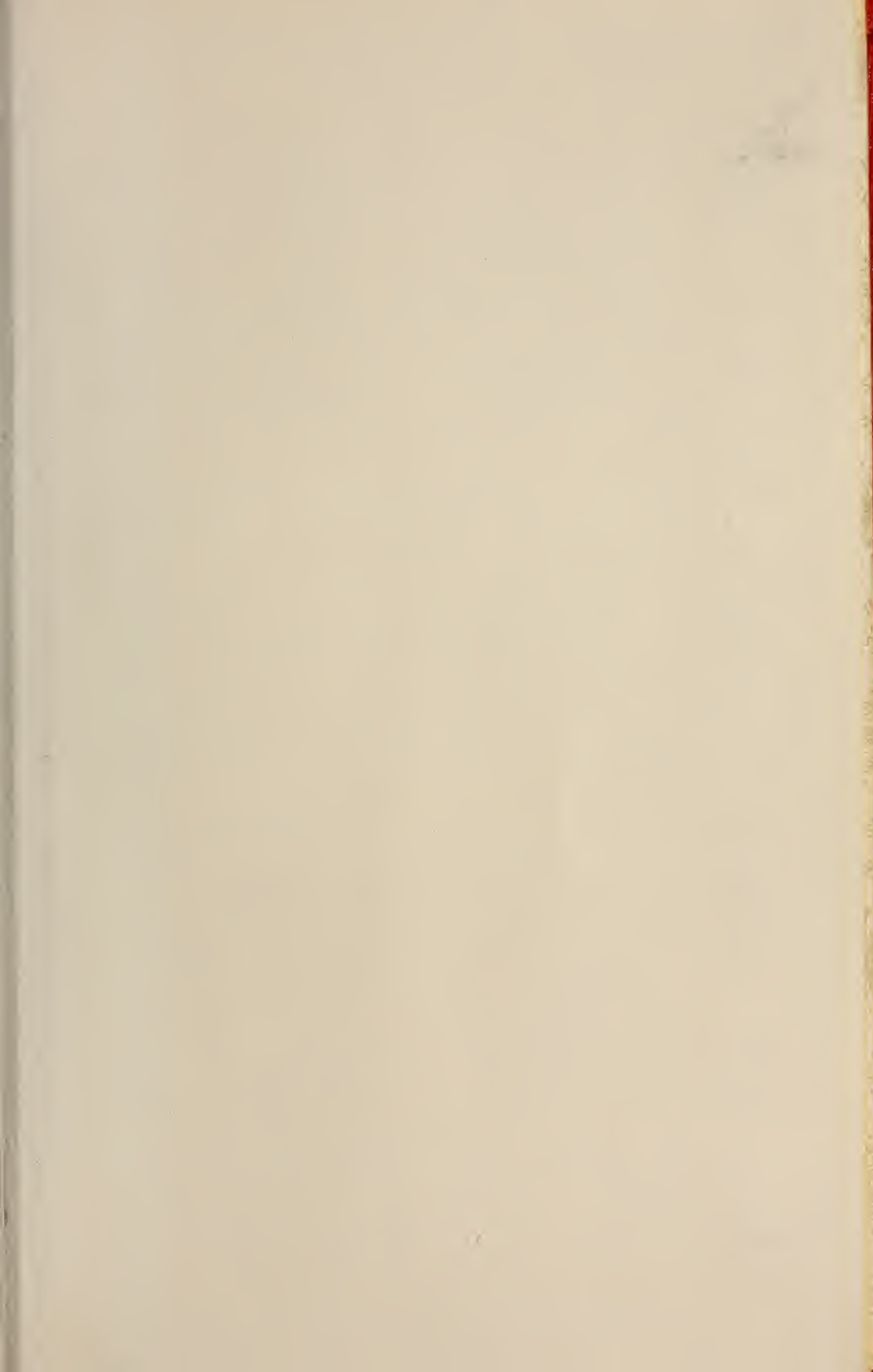
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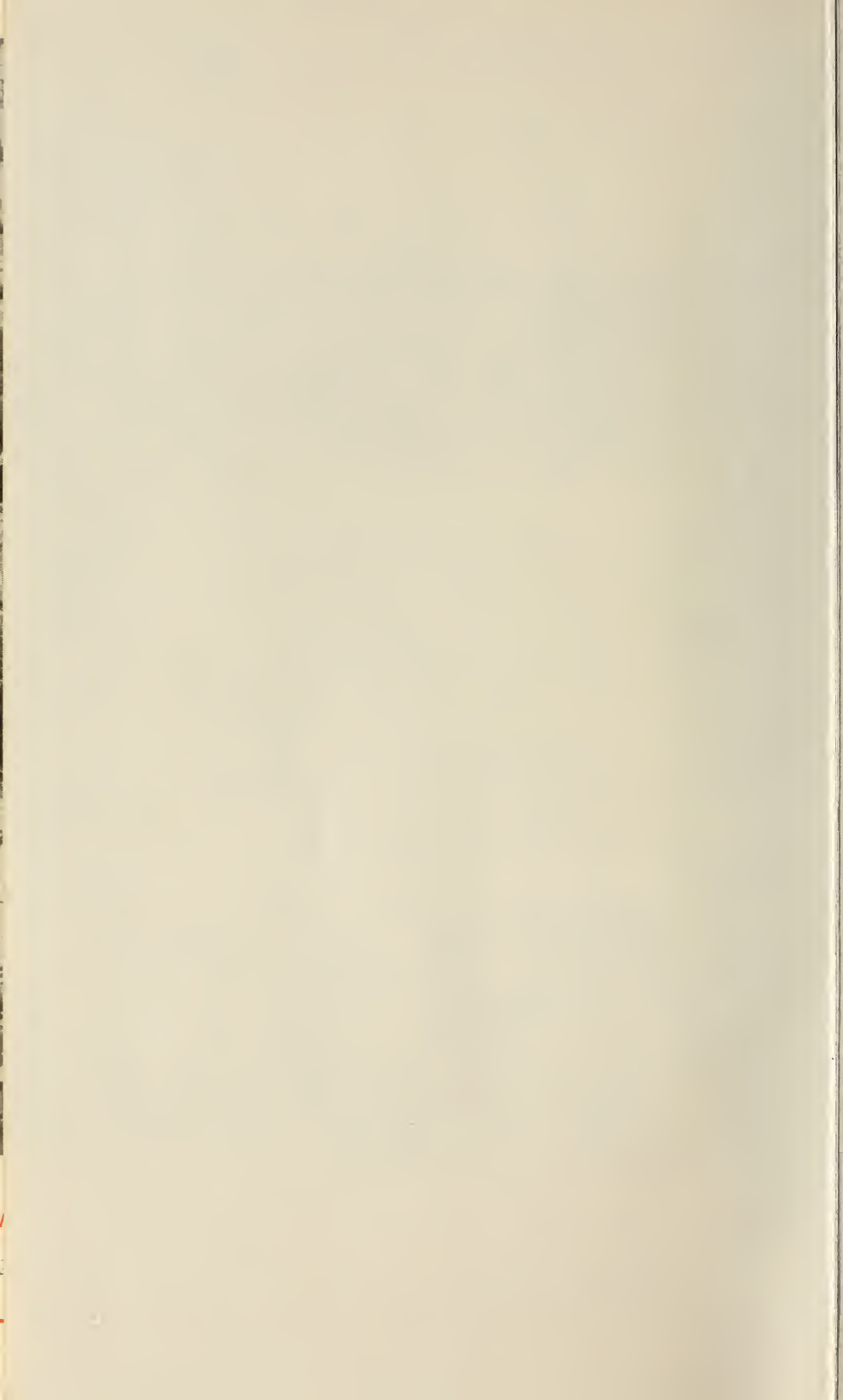
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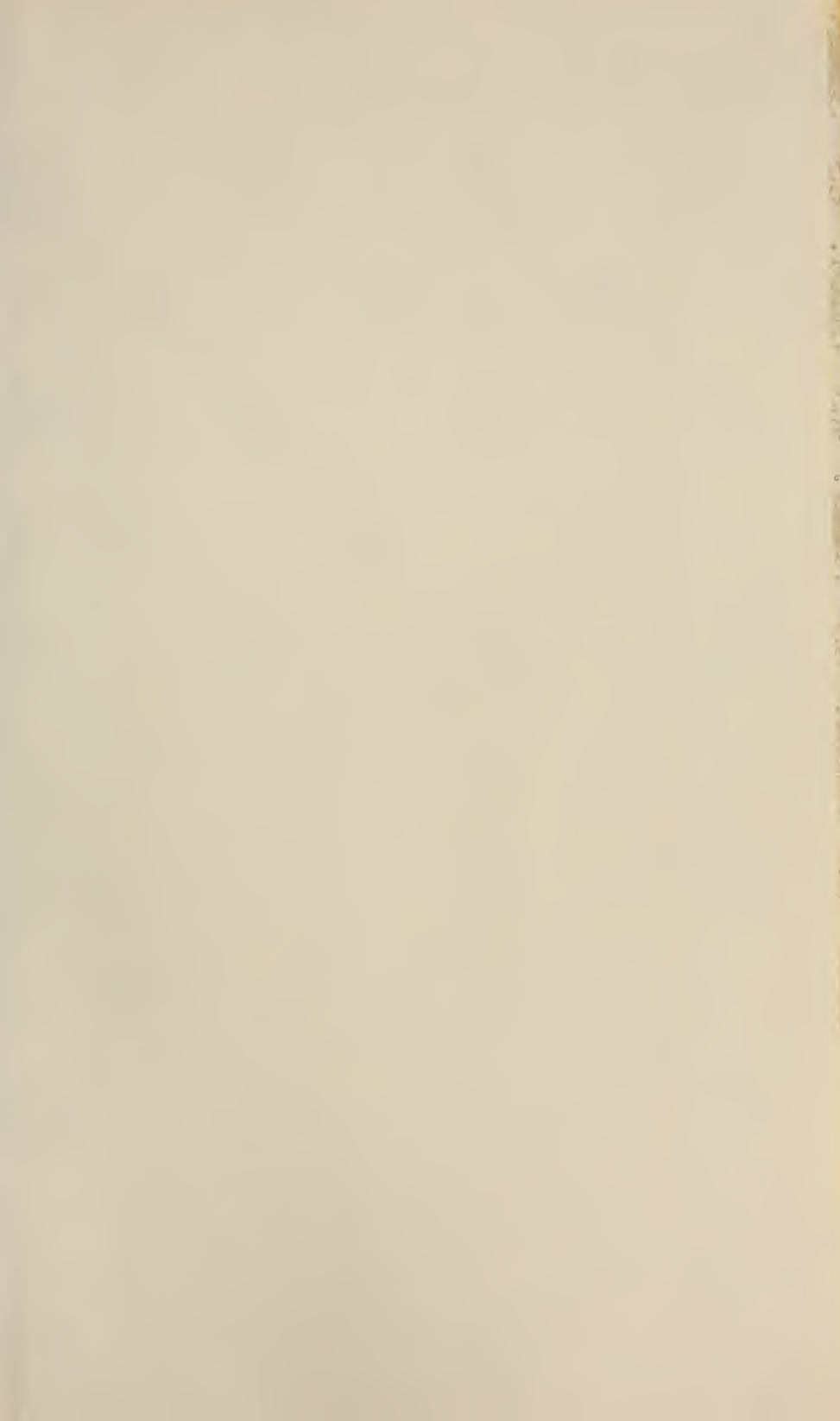
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